

COLLEGE ESPORTS:

The Next Generation of College Athletes

RESEARCH FROM THE FRONT PORCH

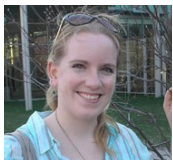
RESEARCH HIGHLIGHTS

- NACE reports 170 varsity esports programs offering \$16 million in scholarships to 5000 esports athletes. Conferences are offering esports competition, some in tandem with their traditional sport conference events (Front Office Sports, 2020)
- Grassroots student efforts developed the early campus gaming communities. Today student interest for specific video games are met with institutional efforts to build competitive esports through activities, athletics or recreation.
- Institutions developing varsity teams must also grapple with program accountability, academic eligibility, player health and other student services in traditional sports programs.
- Esports cost on average \$41,000 to recruit 15 students and to repurpose space. Costs can increase to \$250,000-\$500,000 for coaching and specialized competition space and equipment.

“Esports are the gateway to the next generation of college athletics.”
- Front Office Sports

QUESTIONS FOR PRACTICE

1. What is the stage of esports development on my campus and in our athletic conference? What available data help build an institutional position on esports?
2. What individuals or departments are supporting video gaming and esports on my campus? Are these based in academic programs, student activities, recreation or athletics?
3. What structures for accountability, eligibility, player welfare and other considerations need to be addressed to designate our esports program as ‘varsity’ or build program competitiveness?



Regena Pauketat, MA
Research Assistant, Center for Leadership in Athletics
University of Washington
pauketat@uw.edu

Additional resources

- [National Association of Collegiate Esports \(NACE\)](#)
- [Front Office Sports \(FOS\)](#)
- *The Evolution of Esport Finance: Competition Goes Digital* (Forthcoming)

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