



Esports

PRESS START

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Most teens play video games, and 4 in 10 identify as gamers

% of U.S. teens ages 13 to 17 who say they ...



Note: Those who did not give an answer are not shown.

Source: Survey conducted Sept. 26-Oct. 23, 2023.

"Teens and Video Games Today"

PEW RESEARCH CENTER

What is Esports?



- Short for “Electronic Sports”
- Refers to organized, competitive video gaming
- Individuals or teams compete in multiplayer games
- Global industry, with tens of millions of fans watching tournaments live online or in-person.
- Esports players can earn sponsorships, prize money, and even college scholarships.



Esports and Education



The integration of competitive video gaming into educational settings to engage students, develop skills, and prepare them for future careers.

Considerations:

- Engagement and Motivation
- Skill Development
- CTE & STEM Education
- Career Pathways
- Scholarships & Collegiate Opportunities
- Inclusive and Diverse Participation
- Health and Wellness



STEM & CTE Connections



Broadcast & Film

Students learn live streaming, video editing, event production, and cinematography, all essential for broadcasting Esports events.



Coding & IT

From game design to software development, Esports fosters interest in programming, networking, and cybersecurity, preparing students for tech-driven careers.



Business & Economics

Understanding sponsorships, managing teams, event planning, and financial literacy are key skills for managing Esports organizations and events.



Marketing & PR

Promoting teams, events, and gaming brands through social media, content creation, and public relations provides hands-on experience in digital marketing and brand management.

Esports in New Jersey Higher Ed



- 22 institutions have active esports programs including: Princeton, Rutgers, Rowan, Stockton, Montclair, Kean, Camden County College & Brookdale, to name a few
- Both major and minor degree programs offered in esports
- Esports Live Production – Camden County College
- Esports Hospitality – Stockton University
- Esports Content and Event Production – Rowan University
- Esports Business – Rutgers Camden
- Esports, Cybersecurity & IT – Kean University



Esports in New Jersey K-12 Schools



- Over 275 schools have active esports clubs or varsity teams
- New Jersey has an official esports curriculum aligned to Workforce Pathways
- CTE and STEM focused
- Over a 1000 students enrolled this year
- Curricula and extracurricular activities align with higher education programs and degrees



HHS Esports Program



- Will start as an After School Club
- Partnering with Boys and Girls Club
- Focus on Teambuilding, Healthy Competition, Inclusivity and Academics
- Parental consent will be required
- Games will primarily focus on strategy, role-playing, and sports simulation
- Limited use of Fighting/FPS (First Person Shooter) games
- Games with elements of gore/bloodshed will be excluded

