



November 2020 Report

Title: Project Title: Wired This Way: Gender Equity in Collegiate eSports

Amount Awarded: \$12,000

Amount Expended: \$0

Activities:

We have not used any of the money from the grant yet. The literature review is completed. The secondary research completed.

Activities Prior to COVID 19:

Here are the Universities that have shown an interest so far in participating for the research. Contact was made prior to the Covid 19 pandemic.

Randolph College
Park University
DeSales University

Michael Brooks from National Association of Collegiate Esports has shown an interest in helping give us some research that they did to supplement and guide our own.

We will continue to contact the other Universities on our list. The intent was to begin by mapping out a route to Columbia University first, stopping at schools along the way to make the most efficient use of the grant funds.

I attended 2 gaming conventions prior to Covid19 restrictions, one in November (Dreamhack Atlanta) and one in January (Pax South in San Antonio - I traveled on my own expense) and contacted organizations promoting women in gaming. At Dreamhack, I spoke with the coach of the Army's Overwatch team. She shared some of her challenges with coaching what was essentially all male teams. At PAX South, I met with the leader of Pandora's Mighty Soldiers, a women's organization that is supporting women in esports. She was really interested in the project and we could use them to gather survey information.

Activities after March 2020:

As you know, a large portion of the grant proposal was for traveling to personally interview coaches, players, and administrators associated with collegiate esports, as well as evaluate facilities. We have not been able to travel due to COVID restrictions. We did attend several

virtual events that resulted in some good connections and insights into the area of women in esports.

July 22 – 23. Jessica Manrow and I attended the National Association of Collegiate Esports Virtual Convention. Universities from across the United States were represented.

August 24. I began teaching MKT 420 (now MKT 426) Esports Marketing and Branding. The class filled quickly with 30 students (6 women). The class is now full for Spring 21 with 30 students (11 women, an awesome increase in interest!). I am also working with the School of Kinesiology, Recreation and Sport to introduce a cross disciplinary certificate in Esports Management.

October 27 – 29. I attended the Esports Business Summit virtual conference. The first half of the first day was focused on women in esports. There were several women panelists who represented the C suite of esports businesses that provided input pertaining to the challenges they faced as they moved up in the esports industry.

Future Plans

We want to express our gratitude for your support of this project. We can move to an online survey and utilize zoom meetings for initial connections. The information gathered could be published as a pre-study. Not knowing if schools are opening face to face in the spring is a barrier to our progress. It may take some time to be able to travel to evaluate programs and talk to teams onsite.

We are still planning on starting up the Women in Esports group in the Spring 21 and we now have 4 women involved in WKU Esports teams. We have gotten some positive PR on the Sisterhood Grant by mentioning it every time a media outlet does a story on our varsity Esports teams.

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We require no additional funding, just additional time.