

Maine Community College System
Five Year Program Review

College: Central Maine Community College
CIP: 50.1001

Program: Esports Management
Credentials: Associate in Applied Science (AAS)

Review Team: Tobby Bragdon, Betsy Libby, Michael Henry, Eric Berg, Rachel King, Chris Thoma, Marc Gosselin, Jeffrey Green, Brianna Doyle, Pearl Violette

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Period of Review: AY 2018/2019-2022/2023

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The Associate in Applied Science Degree in Esports Management will prepare students for positions in the esports industry. The goal is to provide students with the skills necessary to fulfill the growing need for business professionals in Esports. Esports is an organized form of competitive video gaming. Competitions are typically multi-player video games between professional gamers, organized both online and offline. Esports spectators attend or live stream events.

List the program learning outcomes:

Method of assessment: list the courses and activities/assignments used to assess the learning outcomes

1. Apply critical thinking and problem solving techniques in an esports environment.
2. Utilize effective management and supervisory skills to organize teams, groups and individuals in esports and business.
3. Utilize technology to analyze business problems and construct appropriate solutions.
4. Diagnose marketing and management related issues and plan future actions.
5. Demonstrate interpersonal, written, and presentation skills required formal, w

Admissions					
	AY1819	AY1920	AY2021	AY2122	AY2223
Fall Applications	--	29	29	19	22
% chg in Fall Applicants from PY	--	--	0%	-34%	16%
Enrolled (Yield)	--	11	8	6	10
% chg in Enrolled from PY	--	--	-27%	-25%	67%

Student Enrollment ¹					
	AY1819	AY1920	AY2021	AY2122	AY2223
Unduplicated Headcount Enrolled in Program	--	14	14	13	21
% chg in Headcount from PY	--	--	0%	-7%	62%
Enrolled Credit Hours	--	203	160	147	259
% chg in Credit hours from PY	--	--	-21%	-8%	76%
FTE	--	14	11	10	17
% chg in FTE from PY	--	--	-21%	-9%	70%

¹ = students within the program in the fall of the academic year

Student Success					
Cohort Year	AY1819	AY1920	AY2021	AY2122	AY2223
Cohort Enrollment	--	18	9	7	17
Retained to the next semester	--	50%	44%	71%	

- < Growth of Esports Industry Worldwide:
 - The recognition of the global growth of the Esports industry is a significant strength for the program. This trend indicates a potential increase in job opportunities and industry relevance for students graduating from the program.
- < CMCC's Varsity Esports Athletic Program:
 - The existence of a varsity esports athletic program at CMCC is a notable strength. This not only provides students with opportunities for competitive gaming but also enhances the overall profile of the program within the institution.
- < Impressive Esports Arena at CMCC:
 - The presence of a great esports arena is a key strength for the program. A well-equipped and aesthetically pleasing gaming environment contributes to a positive and immersive experience for students, potentially attracting more participants.
- < Spring Esports Event:
 - The organization of a Spring Esports Event is a positive highlight. Such events can foster a sense of community among students, provide networking opportunities, and showcase the talents of the program's participants.

These strengths contribute to the attractiveness and competitiveness of the Esports program at CMCC. Leveraging these positive aspects can further enhance the program's reputation and appeal to prospective students.

Appointment of a Full-Time Instructor and Champion:

- ◁ The proposal to hire a full-time instructor and designate a champion for the Esports program is a strategic move.
 - This individual could play a crucial role in promoting the program, providing consistent leadership, and actively engaging with the Esports community. Networking with the industry can enhance opportunities for students' post-completion, addressing the current lack of a program champion.

- ◁ Refocusing the Spring Esports Event:
 - The decision to return the Spring Esports Event to its original intent of a high school tournament indicates a commitment to aligning the event with its initial purpose. This move can bring clarity to the event's goals, potentially attracting a specific audience and fostering stronger connections with the high school community.

These planned steps show a proactive approach to addressing the challenges identified and capitalizing on the program's strengths. The emphasis on leadership, community engagement, and event alignment demonstrates a commitment to continuous improvement and overall program enhancement.

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