

SOUTH DAKOTA BOARD OF REGENTS

Academic and Student Affairs
Consent

AGENDA ITEM: 5 – C (1)

DATE: May 9, 2023

SUBJECT

New Graduate Certificate Request – DSU – Esports Coaching

CONTROLLING STATUTE, RULE, OR POLICY

[BOR Policy 2:23](#) – New Programs, Program Modifications, Curricular Requests, and Inactivation/Termination

BACKGROUND / DISCUSSION

Dakota State University (DSU) requests authorization to offer a graduate certificate in Esports Coaching. The proposed certificate will prepare individuals with the basic skills associated with esports leaders in K-12 schools and universities to be able to implement programming for student esports teams. The certificate will focus on esports operations, computer and cyber technologies for gaming, event management, marketing, coaching, and recruiting. Esports has seen rapid growth in recent years, and the SDHSAA will start sanctioning esports for the 2023-24 school year.

IMPACT AND RECOMMENDATION

DSU plans to offer the Esports Coaching certificate on campus and online. DSU does not request new state resources. One new course will be required.

Board office staff recommends approval.

ATTACHMENTS

Attachment I – New Certificate Request Form: DSU – Esports Coaching

DRAFT MOTION 20230509_5-C(1):

I move to authorize DSU to offer a graduate certificate in Esports Coaching, as presented.



**SOUTH DAKOTA BOARD OF REGENTS
ACADEMIC AFFAIRS FORMS**

New Certificate

UNIVERSITY:	DSU
TITLE OF PROPOSED CERTIFICATE:	Esports Coaching
INTENDED DATE OF IMPLEMENTATION:	Fall 2023
PROPOSED CIP CODE:	13.1314 – Physical Education and Coaching
UNIVERSITY DEPARTMENT:	College of Education
BANNER DEPARTMENT CODE:	DCOE 8E
UNIVERSITY DIVISION:	Education
BANNER DIVISION CODE:	DEDU

Please check this box to confirm that:

- The individual preparing this request has read [AAC Guideline 2.7](#), which pertains to new certificate requests, and that this request meets the requirements outlined in the guidelines.
- This request will not be posted to the university website for review of the Academic Affairs Committee until it is approved by the Executive Director and Chief Academic Officer.

University Approval

To the Board of Regents and the Executive Director: I certify that I have read this proposal, that I believe it to be accurate, and that it has been evaluated and approved as provided by university policy.

Rebecca A. Hoey

Institutional Approval Signature

President or Chief Academic Officer of the University

2/15/2023

Date

Note: In the responses below, references to external sources, including data sources, should be documented with a footnote (including web addresses where applicable).

1. Is this a graduate-level certificate or undergraduate-level certificate (place an “X” in the appropriate box)?

Undergraduate Certificate

Graduate Certificate

- 2. What is the nature/ purpose of the proposed certificate? Please include a brief (1-2 sentence) description of the academic field in this certificate.**

This certificate prepares individuals with the basic skills associated with esports leaders in K-12 schools and universities in implementing athletic programming for student esports teams.

- 3. If you do not have a major in this field, explain how the proposed certificate relates to your university mission and strategic plan, and to the current Board of Regents Strategic Plan 2014-2020.**

Links to the applicable State statute, Board Policy, and the Board of Regents Strategic Plan are listed below for each campus.

BHSU:	SDCL § 13-59	BOR Policy 1:10:4
DSU:	SDCL § 13-59	BOR Policy 1:10:5
NSU:	SDCL § 13-59	BOR Policy 1:10:6
SDSMT:	SDCL § 13-60	BOR Policy 1:10:3
SDSU:	SDCL § 13-58	BOR Policy 1:10:2
USD:	SDCL § 13-57	BOR Policy 1:10:1
	Board of Regents Strategic Plan 2014-2020	

DSU is ideally suited to offer degrees in esports. Our academic portfolio includes an athletic coaching permit program, several BS programs in secondary education, a BS in Computer Game Design, and a BS in Digital Art and Design with specializations in computer graphics, digital sound design and production animation. The university also offers an MBA, MS in Educational Technology, and MS in Computer Science online (among others). We employ a full-time esports coach, and our esports athletic team is now the largest and fastest growing athletic program at DSU, with 102 athletes competing in 2021-22. DSU has hosted SDHSAA clinics for high school teachers and administrators interested in developing esports programs. Given our mission and our strength in computer and cyber technologies, cyber leadership, education, business, and esports, degrees in esports leadership are a natural area for growth.

- 4. Provide a justification for the certificate program, including the potential benefits to students and potential workforce demand for those who graduate with the credential. For workforce related information, please provide data and examples. Data may include, but are not limited to the South Dakota Department of Labor, the US Bureau of Labor Statistics, Regental system dashboards, etc. Please cite any sources in a footnote.**

Why not Esports? K-12 and higher education administrators find in Esports a way to engage students who have been traditionally left out of competitive programs focusing on athletics. Esports is a new interactive environment focusing on different competitive skills that invites a range of students to the play, and they are flocking to the programs.

Esports is a billion-dollar commercial industry experiencing rapid growth. State high school associations, K-12 schools and universities are implementing athletic programming for student esports teams. University academic programs to prepare esports leaders are emerging to meet the demands of this new market. There are no current academic programs in the state of South Dakota to prepare esports leaders.

Due to unprecedented growth of its esports program, DSU has been contacted by numerous school districts with requests for consulting and programming to assist South Dakota high

schools in developing esports programs. Esports is now listed on the South Dakota High School Activities Association website, and will be a sanctioned SDHSAA activity in 2023-24. As this area of coaching and competing is still new in the state, there is no state workforce data on esports coaches to date. However, all six Regental universities now have esports teams and a review of positions on Indeed.com reveal many K-12 and university openings for esports coaches posted within a recent one-week period. A sample from the Midwest includes: Marshalltown Community School District (IA), Westwood Community School District (IA), Milton High School (WI), Hillcrest High School (MO), Discovery Canyon High School (CO), Omaha Public Schools (NE), Cincinnati Public Schools (OH), Francis Howell School District (MO), Pleasant Hill Schools (MO), National Collegiate Athletic Association (MO), Doane University (NE), Missouri Western State University, Northeast Iowa Community College, University of Missouri, Texas Wesleyan University, Purdue University, Harper College (IL), University of Rio Grande (OH), Davenport University (MI), Drury University (MO).

This Esports certificate will focus on developing the skills associated with esports operations, such as computer and cyber technologies for gaming, event management, marketing, coaching, and recruiting.

5. Who is the intended audience for the certificate program (including but not limited to the majors/degree programs from which students are expected)?

Our primary focus is on current and aspiring Esports coaches, technology directors, and activities administrators in K-12, technical/vocational, and higher education. The certificate is also designed for those currently engaged in event management, sports entertainment, audio/video production and hospitality who are interested in developing the skills and knowledge to expand their service capacity in Esports.

6. Certificate Design

A. Is the certificate designed as a stand-alone education credential option for students not seeking additional credentials (i.e., a bachelor's or master's degree)? If so, what areas of high workforce demand or specialized body of knowledge will be addressed through this certificate?

This certificate is integrated into our Master of Science program in Educational Technology. As a "stand-alone" resource, however, the certificate gives educators, administrators and others in the K-12 domain the skills and abilities to implement Esports teams in schools, districts who are sanctioning Esports leagues in their states.

B. Is the certificate a value added credential that supplements a student's major field of study? If so, list the majors/programs from which students would most benefit from adding the certificate.

Yes. MS Educational Technology
BS Computer Education
BS Business Education

C. Is the certificate a stackable credential with credits that apply to a higher-level credential (i.e., associate, bachelor's, or master's degree)? If so, indicate the program(s)

to which the certificate stacks and the number of credits from the certificate that can be applied to the program.

The Master of Science in Education Technology has open electives that all 9 credits of this certificate can be used, thereby, allowing students to add this certificate in their plan of study. The MBA has an emphasis area in Sports Leadership which is the Esports Coaching certificate.

- 7. List the courses required for completion of the certificate in the table below (if any new courses are proposed for the certificate, please attach the new course requests to this form).** *Certificate programs by design are limited in the number of credit hours required for completion. Certificate programs consist of nine (9) to twelve (12) credit hours, including prerequisite courses. In addition, certificates typically involve existing courses. If the curriculum consists of more than twelve (12) credit hours (including prerequisites) or includes new courses, please provide explanation and justification below.*

Prefix	Number	Course Title <i>(add or delete rows as needed)</i>	Prerequisites for Course <i>Include credits for prerequisites in subtotal below.</i>	Credit Hours	New (yes, no)
CET	532	Esports Foundations and Systems	None	3	Yes
GAME	576	Fan Experience, Sportainment and Branding Management	None	3	No
GAME	587	Facility, Risk and Event Management in Sports	None	3	No
Subtotal				9	

8. Student Outcome and Demonstration of Individual Achievement.

Board Policy 2:23 requires certificate programs to “have specifically defined student learning outcomes.

- A. What specific knowledge and competencies, including technology competencies, will all students demonstrate before graduation?** *The knowledge and competencies should be specific to the program and not routinely expected of all university graduates.*

Student Learning Outcomes. Students will demonstrate comprehension of the digital ecosystem and that they can lead students through developmental Esports experiences by applying the knowledge, skills, and commitments necessary to:

1. identify the technical and historical foundations of Esports and fluently discuss influences on the evolving landscape of societal gaming, computing and competition.
2. examine how social media, product availability and loyalty, data privacy, and digital consumerism impact Esports in all its variations.
3. design, promote, and safely implement events that maximize use of facility, applications, hardware, network systems, and other resources.
4. align their Esports development goals with the schools’ mission to provide inclusive opportunities for all students.

B. Complete the table below to list specific learning outcomes – knowledge and competencies – for courses in the proposed program in each row. *Label each column heading with a course prefix and number. Indicate required courses with an asterisk (*). Indicate with an X in the corresponding table cell for any student outcomes that will be met by the courses included. All students should acquire the program knowledge and competencies regardless of the electives selected. Modify the table as necessary to provide the requested information for the proposed program.*

Individual Student Outcome (Same as in the text of the proposal)	*CET 532	*GAME 576	*GAME 587
identify the technical and historical foundations of Esports and fluently discuss influences in the evolving landscape of societal gaming, computing and competition.	X		
examine how social media, product availability and loyalty, data privacy, and digital consumerism impact Esports in all its variations.		X	
design, promote, and safely implement events that maximize use of facility, applications, hardware, network systems, and other resources.			X
align their Esports development goals with the schools’ mission to provide inclusive opportunities for all students.	X		X

Modify the table as necessary to include all student outcomes. Outcomes in this table are to be the same ones identified in the text.

9. Delivery Location.

Note: The accreditation requirements of the Higher Learning Commission (HLC) require Board approval for a university to offer programs off-campus and through distance delivery.

A. Complete the following charts to indicate if the university seeks authorization to deliver the entire program on campus, at any off-campus location (e.g., USD Community College for Sioux Falls, Black Hills State University-Rapid City, Capital City Campus, etc.) or deliver the entire program through distance technology (e.g., as an on-line program)?

	Yes/No	Intended Start Date
On campus	Yes	Fall 2023

	Yes/No	If Yes, list location(s)	Intended Start Date
Off campus	No		Choose an item. Choose an item.

	Yes/No	If Yes, identify delivery methods <i>Delivery methods are defined in AAC Guideline 5.5.</i>	Intended Start Date

Distance Delivery (online/other distance delivery methods)	Yes	015 Internet Asynchronous – Term Based Instruction	Fall	2023
Does another BOR institution already have authorization to offer the program online?	No	If yes, identify institutions:		

B. Complete the following chart to indicate if the university seeks authorization to deliver more than 50% but less than 100% of the certificate through distance learning (e.g., as an on-line program)? This question responds to HLC definitions for distance delivery.

	Yes/No	If Yes, identify delivery methods	Intended Start Date
Distance Delivery (online/other distance delivery methods)	No		Choose an item. Choose an item.

10. Additional Information: *Additional information is optional. Use this space to provide pertinent information not requested above. Limit the number and length of additional attachments. Identify all attachments with capital letters. Letters of support are not necessary and are rarely included with Board materials. The University may include responses to questions from the Board or the Executive Director as appendices to the original proposal where applicable. Delete this item if not used.*