



PROJECT BACKGROUND

Esports (competitive video gaming) global market was valued at over \$1 billion in 2021.

As esports has surged in popularity, many high schools and middle schools are creating esports programs of their own. In 2020, over 589 million people watched esports competitions.

SURVEY RESULTS

- Esports is ingrained in the culture of today's youth, especially at BWSD.
- 857 students completed a voluntary interest survey.
- 74.3% consider themselves a gamer
- 88.6% rank themselves as having intermediate to expert skill levels
- 62.5% or 536 students expressed interest in learning more about how to represent the district on a club team.

BENEFITS OF CREATING A PROGRAM

- Engaging students in a school-based activity who might not have otherwise participated in an extracurricular club or sport.
- Esports is a vehicle for learning highly desirable and markable skills such as leadership, communication, problem solving, decision making, and teamwork.
- Exposure to potential careers related to the growing job market such as shoutcasting, social media management, content creation, marketing, and more.

OUR ACTION PLAN

- Secure club sponsors from district faculty and staff.
- Host an information session for students seriously interested in participating in the club sport.
- Possibly hold a tournament/tryouts late spring or over the summer to secure a spot on a district sponsored team.
- Secure equipment and possible sponsorships over the summer with an intent to participate in a fall competitive league.

ESPORTS @ BALDWIN- WHITEHALL

Shaping the Next Generation Sports in Western Pennsylvania

SCHOLARSHIPS

- Collegiate esports teams are actively recruiting players and creating academic programs that feed this industry.
- The average scholarship was \$4,800 per year in 2019.
- Over 200 US colleges and universities offer over \$15 million in esports scholarships annually.
- There are 21 programs in PA alone including popular BHS destinations: Robert Morris, Edinboro, Juniata, Seton Hill, Point Park, and St. Francis.

LOCAL PA INTERSCHOLASTIC ESPORTS ASSOCIATION MEMBERS

- Avonworth, Elizabeth Forward, Montour, Thomas Jefferson, Trinity, Shady Side Academy, WPA School for the Deaf, North Catholic, and more!