

New Academic Program or Organizational Units

UNL-Proposal to establish a new Undergraduate Certificate in Esports Media & Communication

Proposed Data of First Offering or Org. Unit Creation:		Upon Approval		
New/Additional Annual Program Costs*	Program Management		Brief Explanation	
	FTE	Expense	The 15 credit hour in-person certificate is comprised of existing courses offered by the UNL College of Journalism and Mass Communication. The certificate is a natural extension to the popular Sports Media and Communication major and will require no new faculty.	
Faculty		\$ -		
Staff		\$ -		
Additional Expenses**				
Total Annual Expense		\$ -		
*Total salary and benefits at year 5; **Additional costs on an annualized basis estimated for Year 5				
AAU Recognition Potential Impact: [<input type="checkbox"/>]Very Negative [<input type="checkbox"/>]Negative [<input checked="" type="checkbox"/>]None [<input type="checkbox"/>]Positive [<input type="checkbox"/>]Very Positive [<input type="checkbox"/>]Not Applicable				
AAU Recognition Criterion Impacted (If any): Not applicable				
Minimum Estimated Program Enrollment (Year 5)				
	Enrollment	Credit Hours	Tuition Rate	Income
Resident*	65	15	\$ 268.00	\$ 261,300
				\$ -
			Total Income	\$ 261,300
			Net Income	\$ 261,300
*UNL calculated income based on an estimated tuition rate of \$268 per CH; 15 CH per year per student.				



May 7, 2024

Chris Kabourek, Interim President
University of Nebraska
3835 Holdrege Street
Lincoln, NE 68583-0745

Dear Interim President Kabourek,

I am forwarding materials related to a proposal to create a new undergraduate certificate in Esports Media and Communication to be administered by the College of Journalism and Mass Communications. The certificate program will be offered to degree-seeking and non-degree seeking students and will provide a credential in a dynamic and emerging field. The program is reflective of the College's strategic plan to increase course offerings and experiential learning opportunities related to sports promotion and media production. The program consists of existing coursework and will not require additional resources at this time.

This proposed program has the full endorsement of the Academic Planning Committee, the Executive Vice Chancellor for Academic Affairs, the College of Journalism and Mass Communications curriculum committees and Dean Shari Veil. I, too, approve in favor of this proposal. I request your approval and subsequent reporting to the Board of Regents at an upcoming meeting.

Sincerely,

Rodney D. Bennett, Ed.D.
Chancellor

c: Mehmet Can Vuran, Chair, Academic Planning Committee
Kathy Ankerson, Executive Vice Chancellor
Josh Davis, Associate to the Chancellor
Renee Batman, Assistant Vice Chancellor
Suzi Tamerius, Project Coordinator
Karen Griffin, Coordinator of Faculty Governance
David Jackson, Vice Provost
Angela Iwan, Executive Assistant to the EVPP

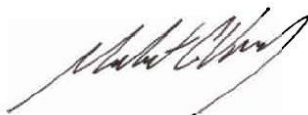
May 2, 2024

Chancellor Rodney Bennett
201 Canfield Administration
City Campus (0419)

Dear Chancellor Bennett:

The Academic Planning Committee (APC) considered a proposal to create a new undergraduate certificate in Esports Media and Communication to be administered by the College of Journalism and Mass Communications. The APC voted to recommend approval of the proposal at its May 1, 2024, meeting and I am forwarding this proposal for your consideration.

Sincerely,



Memet Can Vuran, Chair, Academic Planning Committee and Professor, School of Computing

c: Executive Vice Chancellor Katherine Ankerson
Dean Shari Veil
Associate Dean Adam Wagler
Associate to the Chancellor Josh Davis
Assistant Vice Chancellor Renee Batman
Project Coordinator Suzi Tamerius



MEMORANDUM

TO: Can Vuran, APC Chair

FROM: Katherine S. Ankerson, Executive Vice Chancellor *KSA*

DATE: April 10, 2024

SUBJECT: New Undergraduate Certificate in Esports Media and Communication

Attached please find a proposal to create a new Undergraduate Certificate in Esports Media and Communication to be administered by the College of Journalism and Mass Communications. The certificate program will be offered to degree-seeking and non-degree seeking students and will provide a credential in a dynamic and emerging field. The program is reflective of the College's strategic plan to increase course offerings and experiential learning opportunities related to sports promotion and media production. The program consists of existing coursework and will not require additional resources at this time.

The proposal was received in June 2023 and then underwent several revisions through the summer and fall semesters to address curricular requirements for undergraduate certificates and prerequisites. For example, the Coordinating Commission for Post-Secondary Education requires that undergraduate certificates offered at four-year institutions advanced include a majority of advanced and upper-level coursework.

This new certificate program has the full support of the College of Journalism and Mass Communications curriculum committees and Dean Shari Veil. I support this proposal and ask that you review it at your earliest convenience.

Memo

Date: June 27, 2023

To: Katherine Ankerson, EVC, University of Nebraska-Lincoln

From: Shari R. Veil, Dean, College of Journalism and Mass Communications

Re: Esports Media and Communication Undergraduate Certificate Proposal

The College of Journalism and Mass Communications proposes the creation of an undergraduate certificate in Esports Media and Communication. All courses in the certificate are currently being offered in the college. No new courses will be developed, with one currently a special topics course that will become permanent in 2023-2024 academic year. We already have many courses and initiatives developed around Esports on campus, codifying the curriculum as a certificate will create a more opportunities for current students on campus and beyond.

The sports media and communication faculty met on multiple times through 2022-2023, to propose the certificate courses for review by the undergraduate curriculum committee. The undergraduate curriculum committee met on May 5, 2023, and approved the certificate proposal with 5 votes in favor, 0 against and 0 abstentions. The College of Journalism and Mass Communications faculty then met and approved the proposal on May 12, 2023, with 25 votes in favor, 0 against and 2 abstentions.

University of Nebraska-Lincoln New Undergraduate Certificate

I. Descriptive Information

Name of Institution Proposing New Undergraduate Certificate
University of Nebraska-Lincoln
Name of Proposed Undergraduate Certificate
Esports Media and Communication
Other Programs Offered in this Field by this Institution
N/A
CIP Code [IEA can help with CIP codes or browse here: http://nces.ed.gov/ipeds/cipcode/Default.aspx?y=55]
09.0900
Subject Code
SPMC
Primary Administrative Unit for the Proposed Undergraduate Certificate
College of Journalism and Mass Communications
All Units Participating in the Undergraduate Certificate
College of Journalism and Mass Communications
Proposed Delivery Site
University of Nebraska-Lincoln
Undergraduate Certificate will be offered [full program, not individual courses]
<input checked="" type="checkbox"/> On-campus only <input type="checkbox"/> Distance only <input type="checkbox"/> Both (on-campus and distance)
Undergraduate Certificate will be Offered to
<input type="checkbox"/> UNL degree seeking <input type="checkbox"/> UNL non-degree seeking <input checked="" type="checkbox"/> Both <input type="checkbox"/> Other (please explain)
Program leads to licensure or certification
<input checked="" type="checkbox"/> no <input type="checkbox"/> yes If yes, explain:
Proposed Date the New Undergraduate Certificate will be Initiated
Fall 2025

II. Details

Purpose of the Proposed Undergraduate Certificate:

The proposed undergraduate certificate in Esports Media and Communication in the College of Journalism and Mass Communications (CoJMC) is for students interested in undertaking work rooted in the areas of Esports, media, communication, and promotion. Course work listed below represents existing courses regularly offered by the CoJMC. The Esports Media and Communication undergraduate certificate is a 15-credit-hour certificate that will help prepare students for a range of careers in this emerging industry. The certificate will be open to all students across campus and available to non-UNL students that may include students from community colleges, other institutions, or K-12 educators.

Description of the Proposed Undergraduate Certificate:

The primary student learning outcomes provide a comprehensive education in key areas of Esports. Students completing the certificate will gain an awareness and understanding of the Esports industry, sports promotion, content strategy, and the role video games play in society. Through the electives, students will develop and apply skills that may include media production, live streaming, shoutcasting, storytelling with data, web and UX design, social media, and brand strategy.

The focus for the certificate is the media and communications aspects of Esports that the College of Journalism and Mass Communications has built an expertise in field built on the fundamentals being taught in the college. This is a natural extension to the popular Sports Media and Communication major where Esports can include media coverage, data analysis, branding, athlete/audience engagement, promotion, social media, content creation, live streaming, etc. While students will gain a basic awareness of game design and development, the certificate focuses on Esports media and communication.

Admission into the program is open to all University of Nebraska-Lincoln students who are in academic good standing. All courses must be graded and completed with a C or above. For non-UNL students, requirements for admission will align with current standards outlined by UNL, <https://admissions.unl.edu/apply/admissions-requirements/certificate-program/>.

Required Courses	Certificate Credit Hours	Prerequisites, if applicable
SPMC 291: Intro to Esports	3	
JOMC 317: Video Games & Society	3	
SPMC 464: Sports Media Relations and Promotion	3	SPMC 291 and JOMC 317
Electives (Select two from the following list)		
BRDC 369 Advanced Videography (eSports Live Production) BRDC 477: Broadcast Performance SPMC 350: Sports Data Visualization and Analytics SPMC 460: Advanced Sports Data JOUR 307: Data Journalism ADPR 358: UX/UI Design ADPR 362: Digital Content Strategy ADPR 434: Digital Insights & Analytics ADPR 458: Interactive Media Design ADPR 484: Brands & Branding	6	SPMC 291 and JOMC 317
Total	15	

The courses are part of a regularly scheduled rotation and align with strategic hiring in sports media and communication at the CoJMC. The only additional course being created is the SPMC 291: Intro to Esports which was offered for the first time in the spring 2023. The only prerequisite requirements that will be enforced are also a part of the required coursework (SPMC 291 JOMC 317). The required courses cover the following topics where electives are available to explore various aspects of applied media communications and storytelling techniques.

- **SPMC 291: Intro to Esports.** A course where students explore all aspects of Esports as an industry and the many opportunities for participation in colleges and careers. As with every popular sport, there is a fan base to support by giving them access to a variety of entertainment media for watching matches and consuming content about their favorite teams. Esports is unique in that technology is a key component for producing great content and providing access to fans anywhere and anytime. Students will be

immersed in experiences where they will develop skills used in the Esports industry and apply them for real world purposes. As part of the course, students will have multiple experiences managing and running esports events both live and recorded. Students will learn about and produce content via streaming media and have the opportunity to explore all areas of live streaming content, broadcasting as reporters, casting live or recorded matches, live or recorded game analysis of a match, among other options proposed by students.

- **JOMC 317: Video Games and Society.** Introduces students to the relationships between videogames and society across three domains: design, promotion and operations, and the research of videogames. Within each of the three domains, Esports is one of three focal contexts (the others being AAA development and independent development) in which students learn and experience the roles, requirements, and results of videogame industry processes and personnel. In the first domain, students in JOMC317 design prototypes utilizing design principles and mechanics employed in esports game development. In the second, students learn and evaluate methods employed by esports game developers and other free-to-play monetization models. Finally, students are introduced to extant research on videogames, with a significant focus on the crossovers between sports and esports performance research.
- **SPMC 464: Sports Media Relations and Promotion.** Although not specific to Esports, the course explores vital issues in sports media relations and sports promotion. It provides a fundamental understanding of the unpredictable nature of the sports media industry and the relationships with its various publics and the media. Students learn to write press releases including a team announcement, an awards campaign, crisis communication and a press conference. Related to Esports the course includes a special topics paper where students identify a topic related to class that is approved by the instructor. Students as part of the certificate will be encouraged to use Esports as a focus for their proposal.

The College's advising team will work with students and the Registrar's Office to waive other prerequisites for courses in the certificate program for students who are enrolled in the Esports Media and Communication Undergraduate Certificate program, and not a College of Journalism and Mass Communication major (Journalism, Advertising and Public Relations, Sports Media and Communication, and Broadcasting). These prerequisites serve as a function to ensure degree-seeking students in the College's majors have the foundational skill set to be prepared for any of the 300- and 400-level courses in the college and meet accreditation requirements for learning outcomes. Because the certificate program does not require heavy writing and storytelling the prerequisites can be waived. Students in the program who do not meet the listed prerequisites will request a permission code to enroll via an online form. The CoJMC's advising team manages these requests and agreed this is a manageable way forward based on an existing process already in place at the college. This process follows what is already in place with the college's minors in Advertising and Public Relations and Broadcasting.

The growth in the Sports Media and Communications major has brought to the college expertise in Esports. The Esports certificate is comprised of existing courses offered in the college. There are nearly 1,000 majors in the CoJMC with many sections of multiple courses available to students. The alignment with the current curriculum requires no additional college resources by sharing coursework with existing programs across the CoJMC. Much like the minors offered in the CoJMC, students will work with our academic advisors and faculty with any questions on completing the certificate.

Measures and procedures for verification of completion of the certificate include the successful completion of the 15 credit hours with a C or above. Ongoing evaluation of the certificate program will take place through annual assessment. The CoJMC faculty involved with the program will review learning outcomes and student feedback. Furthermore, faculty discussions will include updates in industry trends that may impact the program. These materials will inform updates to the curriculum as needed that may include additional sections or new courses as the program grows.

The primary contact who can answer questions about the certificate is:

Adam Wagler, Ph.D.
Associate Dean for Academic Programs
College of Journalism and Mass Communications
adamwagler@unl.edu

III. Review Criteria

A. Centrality to UNL Role and Mission

An Esports Media and Communication Undergraduate Certificate at the CoJMC aligns with the college's strategic plan in two primary areas and addresses multiple points in the UNL 2025 plan. Additionally, a new program creates opportunities for collaboration across disciplines. Any undergraduate student at UNL interested in incorporating Esports media into their coursework can obtain the certificate. Additionally, students outside UNL may be interested in getting started at UNL or use the certificate as a continuing education opportunity.

Gen-Z's changing interests are unique. When asked what sports get Gen-Z excited, the results were 34% soccer, 42% American football and 66% video games. Furthermore, 97% of teen boys and 83% of teen girls play video games. Interestingly, 80% of students who play Esports in high school have never participated in extracurricular activities, making it a unique opportunity to engage students in a new way that is relevant to them. ^{1 2 3}

The Esports Media and Communication Undergraduate Certificate is for students interested in learning more about the industry. The certificate is for students who want a structured set of professionally oriented courses designed to recognize they have completed work in the Esports area. Students in the program will keep up with current issues and changing technology in the Esports industry that will be valuable to their future careers and personal interest in the subject. Furthermore, it will serve as an academic opportunity for the current and future Esports teams, content creators, and live streamers across UNL and beyond.

B. Relationship of the proposal to the NU 5-year strategy

Aim 5, strategy 2 of the CoJMC strategic plan specifically calls to increase course offerings and experiential learning opportunities related to sports promotion and media production to align with job demand. The development of the Esports undergraduate certificate also addresses Aim 5, strategy 6 to create spaces to experiment with cutting-edge technology and innovations in the delivery of media to prepare students for dynamic careers. This has the potential to impact the college's 2025 targets of increasing broadcasting majors and minors. Furthermore, this proposal addresses Aim 6: Prioritize Community Building that Recognizes and Celebrates Diversity. A certificate in Esports creates a unique space where students from diverse backgrounds can engage with a new, emerging industry.

As part of the UNL 2025 plan, an Esports undergraduate certificate at the CoJMC will create new knowledge and provide leadership in the sports media and communication field. Specifically, *Innovative Student Experiences* where undergraduate students gain experience working with peers, faculty, and industry professionals as part of the certificate courses. This will create leadership and professional development opportunities for students interested in Esports. This new certificate also creates a space for *Interdisciplinary Endeavors to Solve Critical*

¹ Nielsen, Game changer: Rethinking sports experiences for Generation Z, <https://www.nielsen.com/wp-content/uploads/sites/3/2019/12/game-changer-gen-z-sports-report-2019.pdf>, Update on 2019

² Pew Research Center, Teens, Social Media and Technology, <https://www.pewresearch.org/internet/2018/05/31/teens-technology-acknowledgements/>, Update on May 2018.

³ HS Esports League, Why esports?, <https://www.highschoolsportsleague.com/about-us#why-esports> Update on February 2023.

Challenges surrounding Esports as an emerging industry where students will shape its future. As name, image, likeness, and media continue to change the sports landscape, it will become more important to provide leadership in these spaces. Sports has long been a space to examine *Inclusive Excellence and Diversity* where culture issues are openly discussed, and Esports introduces new avenues for that exploration. Additionally, the nature of the field increases access in the sports industry for a wider, more diverse population. Furthermore, an Esports undergraduate certificate will *Broaden Nebraska's Engagement* inherently building connections with community and industry. Connections to companies like Playfly Sports and sports technology companies like Hudl and Opendorse create opportunities for students to build a career path in Esports.

C. Consistency with the Comprehensive Statewide Plan for Post-Secondary Education

The CoJMC takes a broad view of sports that includes traditional and emerging organizations such as Esports leagues. As mentioned previously there are sports technology and services growing locally, Hudl, Opendorse, and Playfly Sports to name a few. As the Esports industry grows and Name, Image, and Likeness fully develops this creates many opportunities for students receiving a certificate in Esports. Efforts in this area will continue to evolve with new and innovative opportunities for not only game developers but the surrounding Esports media industry.

The certificate is for students interested in advancing their knowledge of Esports media and communication alongside their current major and/or career. Prospective students will keep up with current issues and changing technology in Esports that will be valuable to their field of study. Additionally, students will be able to develop professional media and communication skills. In turn, the certificate makes them more valuable in their future career through these experiences in the certificate program.

The CoJMC is committed to student success in all programs offered. The current proposal is built so students may easily complete the undergraduate certificate in three semesters. This is based on current course offerings, and CoJMC will assess demand offering more courses, as needed. Additionally, the college has a team of academic advisors to help prospective and current students plan and successfully complete their certificate program.

D. Evidence of Need and Demand

Sports Media and Communications has been a fast-growing area at the undergraduate level in the CoJMC. The program is only five years old and there are nearly 300 majors. The CoJMC has offered JOMC 317: Video Games and Society, one of the only courses at UNL dedicated to exploring the subject, since spring 2019. It has been offered every semester with an enrollment ranging from 53-106 students. An undergraduate certificate would allow current CoJMC majors and all UNL students to add a credential while promoting the college to perspective students interested in sports, media, and communications. The current course offerings can scale and would anticipate growth in enrollment to bring 50-75 undergraduate students in the first few years. In turn, this has the potential to increase enrollment at UNL. An undergraduate certificate would allow existing students to add a credential while giving the college a program to recruit new students interested in Esports media and communication.

Locally and nationally sports technology and services provide many opportunities in the sports industry. Hudl and Opendorse continue to see growth in sports technology. Their global reach provides opportunities for many students and UNL/CoJMC alumni. Additionally, the introduction to Name, Image and Likeness opportunities for high school and college athletes will continue to develop new and innovative opportunities for not only the athletes but the industry surrounding Esports. For example, the announcement of UNL and Playfly Sports 15-year multimedia rights agreement that began October 1, 2022. "In total, Playfly now oversees more than 35 collegiate and high school state association properties with integrated capabilities that expand beyond traditional multimedia rights including naming rights and valuation consulting, Esports program development, digital technology offerings, and unique sponsorship innovations such as the recently developed Campus Cast

Live broadcasts.”⁴ The CoJMC is collaborating with Playfly surrounding efforts in Esports on campus. As a result, the college takes a broad view of sports that includes traditional and emerging organizations.

Esports is a dynamic, and emerging industry. The audience continues to grow and expected to be 1.41 billion by 2025. To put this in context, the single event viewing of the 2019 Super Bowl was 98 million viewers. The League of Legends World Championship had 100 million viewers. The industry growth was \$1.38 billion in 2021 and expected to be \$4 billion by 2030. As a result, there is lots of revenue growth. Digital ads are up 27.2% and streaming is up 24.8%. Team sponsorships are forecasted to generate \$598 million in revenue by 2023 (+16.3%). Media rights are forecasted to generate \$506 million (+25.0%).^{5 6}

The U.S. Bureau of Labor Statistics reports “overall employment in media and communication occupations is projected to grow 6 percent from 2021 to 2031.”⁷ Specifically, in entertainment and sports occupations it is projected to grow 13 percent during the same period, much faster than the average for all occupations. This increase is expected to result in about 95,500 new jobs over the decade.⁸ Opportunities in sectors related to sports promotion are in demand. Careers in management, professional and technical services, professional and business services are in the top 5 for Q3 2021. These include occupations with the highest weekly and annual wage along with in demand employment opportunities.⁹

No other college or university in Nebraska offers an Esports academic program. However, there are many Nebraska, regional, and national institutions that have competitive Esports teams. Other universities that offer Esports academic programs include Oklahoma State University’s eSports Undergrad Certificate (15 credits), Ohio University Esports Certificate (19 Credits), UNC Wilmington: Esports Performance and Management Undergraduate Certificate (18 hours), and Miami -Ohio University Online Esports Management Certificate (15 credits). In the Big Ten, Northwestern offers an Esports Graduate Certificate (12 Credits). An Esports Undergraduate Certificate would be competitive not only in the state but nationally. A curriculum that complements the competitive Esports teams would allow more students to explore all the opportunities available in the Esports industry. UNL can serve on the cutting edge to provide unique opportunity for students with an Undergraduate Certificate in Esports Media and Communication.

E. Avoidance of Unnecessary Duplication

The Esports Media and Communication Undergraduate Certificate expands offerings related to CoJMC’s Sports Media and Communication major. It is specifically gear towards the communication strategy and media production areas of Esports. A search of the undergraduate catalog for “video games” and “Esports” only returns one course, the CoJMC’s JOMC 317: Video Games and Society which has been taught at the college since 2019.

In the future, there may be opportunities for partnerships with programs in Emerging Media Arts, Computer Science and Computer Engineering, and Management. These areas on campus have a couple offerings that

⁴Playfly Sports, *Nebraska and Playfly Sports Announce 15-Year Multimedia Rights Agreement*, <https://playfly.com/press-releases/nebraska-and-playfly-sports-announce-15-year-multimedia-rights-agreement/>, updated September 2022.

⁵ GamesBeat, Esports jobs grew 87% in 2019, <https://venturebeat.com/business/hitmarker-esports-jobs-grew-87-in-2019/>, update February 27, 2023.

⁶ Newzoo, *Newzoo’s Global Esports & Live Streaming Market Report 2022*, <https://newzoo.com/insights/trend-reports/newzoo-global-esports-live-streaming-market-report-2022-free-version>, update February 27, 2023.

⁷ U.S. Bureau of Labor Statistics, *Media and Communication Occupations*, <https://www.bls.gov/ooh/media-and-communication/home.htm>, update September 8, 2022.

⁸ U.S. Bureau of Labor Statistics, *Entertainment and Sports Occupations*, <https://www.bls.gov/ooh/entertainment-and-sports/home.htm>, update September 8, 2022.

⁹ Nebraska Department of Labor, *Nebraska Workforce Trends*, <https://networks.nebraska.gov/admin/gsipub/htmlarea/uploads/Trends%20January%202022.pdf> updated January 2022.

cover game design, game development, and sports management that may be an appropriate substitution or elective in the future. However, the focus for the certificate is the media and communications aspects of Esports, including coverage, analysis, branding, athlete/audience engagement, promotion, social media, content creation, live streaming, etc. which is different than game design and development.

There are also opportunities to enhance other undergraduate programs at UNL, UNO and UNK but there are currently no partnerships involved with this proposal. The current proposal is planning to begin the program on campus for UNL students, then build out the online options for courses for other campuses and other perspective student. However, students in the surrounding area could easily participate in Esports in the certificate program, events, and productions. There may be future opportunities to add electives in the game design and development areas with emerging media arts and computer science and computer engineering. Currently, a special topics course has been offered in game design in emerging media arts. The college has actively worked with emerging media arts and will continue to explore ways the certificate may include aspects of game design and theory.

F. Adequacy of Resources:

1. Faculty/Staff

The proposed certificate is an extension of existing programs and courses at the CoJMC. The college currently has multiple faculty members from across the college involved. Rooted in the sports media and communication major, the certificate pulls in all aspects of the CoJMC including advertising, public relations, broadcasting, and journalism. The undergraduate program student success staff includes one academic advising director, three academic advisors, and one career development specialist.

2. Library/Information Resources

Web-based resources available through the library will be accessible as needed for the Esports certificate.

3. Physical Facilities and Equipment

The College of Journalism and Mass Communications has ample classroom space for coursework and activities surrounding the certificate. The college has a camera checkout room for students, a new TV studio, KRNU radio station, a podcasting studio, multiple audio studios and classroom technology to support the program. No additional facilities or equipment are needed for this proposal.

The majority of the courses are offered through an in-person format so primarily on-campus program. However, JOMC 317, ADPR 362, ADPR 434, and ADPR 484 have been offered online. This would allow students to complete the program via distance as the program evolves. Additionally, the certificate has the potential to be a fully online program in the future.

4. Instructional Equipment and Informational Resources

No additional equipment or informational resources are needed for this proposal.

Example Three-year Course Rotation

*** based on current rotation of courses

	F23	Sp24	Su24	F24	Sp25	Su25	F25	Sp26	Su26
Required									
SPMC 291	X	X		X	X		X	X	
JOMC 317	X	X		X	X		X	X	
SPMC 464	X	X		X	X		X	X	
Electives									
BRDC 369		X			X			X	
SPMC 350	X	X		X	X		X	X	

SPMC 460		X			X			X	
JOUR 307	X	X		X	X		X	X	
ADPR 358	X			X			X		
ADPR 434	X		X	X		X	X		X
ADPR 458		X			X			X	
ADPR 484	X			X		X	X		

5. Budget Projections [include Table 1 and Table 2]

Table 1: Projected Expenses are zero as no new instructional needs are required at this time. Courses included in the program will be scheduled and assigned like all other CoJMC courses and count in a faculty members regular teaching load. Additionally, the new courses will count as electives in the existing undergraduate programs at the CoJMC.

Table 2: Revenue Sources for Projected Expenses. Based on average tuition per SCH at a rate of \$259 and the projection that students complete the 15-credit certificate each year, the revenue is estimated below:

	Enrolled Students (projected)	Tuition and Fees (estimated)
Year 1	10	\$40,200
Year 2	20	\$80,400
Year 3	35	\$140,700
Year 4	50	\$201,000
Year 5	65	\$261,300
	Total	\$723,600

TABLE 1: PROJECTED EXPENSES - UNL Esports Media & Communication Undergraduate Certificate

	(FY25-2026) Year 1		(FY26-2027) Year 2		(FY27-2028) Year 3		(FY28-2029) Year 4		(FY29-2030) Year 5		Total	
	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost	FTE	Cost
Personnel		\$0		\$0		\$0		\$0		\$0		\$0
Operating		\$0		\$0		\$0		\$0		\$0		\$0
Total Expenses		\$0		\$0		\$0		\$0		\$0	FTE	\$0

CCPE; 11/19/08

TABLE 2: REVENUE SOURCES FOR PROJECTED EXPENSES - UNL Esports Media & Communication Undergraduate Certificate

	FY(25-2026) Year 1	(FY26-2027) Year 2	(FY27-2028) Year 3	(FY28-2029) Year 4	(FY29-2030) Year 5	Total
Reallocation of Existing Funds						\$0
Required New Public Funds						\$0
1. State Funds						\$0
2. Local Tax Funds (community colleges)						\$0
Tuition and Fees ¹	\$40,200	\$80,400	\$140,700	\$201,000	\$261,300	\$723,600
Other Funding						\$0
Total Revenue	\$40,200	\$80,400	\$140,700	\$201,000	\$261,300	\$723,600

¹ Tuition only, based on the projected enrollment of 10 resident students completing the 15-credit certificate the first year. Second year, 20 students. Third year, 35 students. Fourth year, 50 students. Fifth year, 65 students.