

April 29, 2021

**CERTIFICATION OF AUTHORSHIP:**

I certify that I am the author of this work and that any assistance I have received in its preparation is fully acknowledged and disclosed. I have also cited any sources from which I used data, ideas, or words, directly quoted, or paraphrased. This work was prepared by me specifically for this course.

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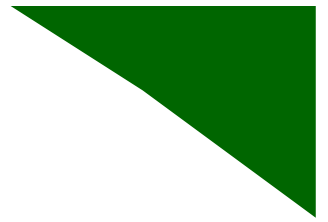
## !Executive Summary!

New Jersey City University (NJCU) eSports is a labor of love — a grassroots project built in Fall 2020 for the NJCU gaming community. NJCU eSports is the University's first co-ed competitive offering, operated as a club program in a partnership between athletics, student affairs and campus life. Led by head coaches, Joshua Case and Justin Flanagan, NJCU eSports is the only college e-gaming program backed by a university/college athletics department. The NJCU eSports program was built from 18 months of dialogue, research, planning and preparation and now is the ideal time for this program to reach new heights.

As Shawn Tucker, NJCU Associate Vice President and Director of Athletics commented, "Gaming is the fastest-growing form of entertainment in the world and the addition of eSports presents a great opportunity for NJCU students, adding another dimension to our robust intercollegiate offerings. This program has unlimited growth potential as it continues to evolve. As one of the first eSports programs in New Jersey, NJCU will once again be a leader in a competitive space in collegiate athletics."

Having an eSports team presents an opportunity to empower students in their interests and technical skills. Since eSports is one of the fastest-growing industries in the world, it is important that NJCU students know they can turn their love of video games into possible careers. Varsity-level eSports members compete in the National Association of Collegiate eSports (NACE), competing in games including Overwatch, League of Legends, Rocket League, Madden, FIFA, Super Smash Bros., Rainbow Six Siege, Call of Duty, Apex Legends, Tekken,

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## !Research!

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### **Website content analysis**

<https://njcugothicknights.com/sports/esports>

The NJCU eSports homepage opens up with a self-made, promotional video, which is engaging, inviting, and creative. Leading with a specifically curated video creates differentiation from other sports/clubs on the NJCU campus. The video relays the sense of community enjoyed by students

“In the Press” section lists all articles that have been written about the program. This builds the program’s image for interested applicants.

“Join EG2: The eSports Gamer Group” section opens with the official flyer, which is not engaging as it does not clearly state key messages such as community building, inclusivity, or camaraderie; nor does it have an appealing design. The flyer effectively (IS THIS WHAT YOU MEAN?) states how the eSports division and the EG2 division are different. “EG2 will engage the casual gamers and the competitive ones by hosting game nights, tournaments and developmental days for players looking to improve.”

Clearly states the eSports and Eg2 expectations, equipment requirements, and student behavioral rules.

Social media links are stated at the very bottom of the eSports homepage as well as coach emails.

NJCU eSports intramural counterpart, Eg2, is not listed within or linked to the club and organizations list on the NJCU website. This is not effective in engaging incoming students who want to see what the college offers other than academics.

Missed opportunity for consumer visibility.

Must work on site navigation, especially getting from NJCU’s main homepage to the athletics homepage, to the eSports homepage, then to the Eg2 section.

### **Content analysis of NJCU eSports current tactics:**

#### **Email content analysis**

Main email from the website is [NJCUESports@NJCU.edu](mailto:NJCUESports@NJCU.edu). Program information is spread from the email, communi24 0 00 0 0.24 459.5287 17.282654 224.64 055 26592 (S) -0 [(c) (

Other emails include notes at the very bottom that include the Discord link, the email to get into contact with NJCU eSports, as well as the Twitch link to watch all their Varsity matches.

Emails titled “E-Sports Schedule and Community Events” have a schedule of all the upcoming games for the season which is consistent with the schedule on the website.

### **Flyer content analysis**

Promotional flyer does not communicate key messages about the program, nor the Eg2 club. It does not state any means of having fun in an inclusive team building program which is unlike any other in New Jersey City University

Visually unappealing as the “NJCU eSports” logo is at the very corner of the flyer and the written text is off to one side while the other half of the flyer is empty space where social links could have gone instead.

Restates current social media platforms but not all of them.

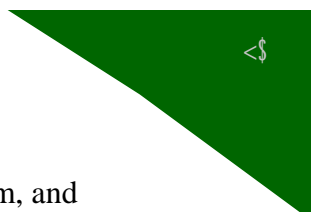
### **Social media content analysis**

Information about the program across social media platforms as well as the NJCUeSports website is inconsistent. For example, the YouTube link provided for the program leads to the NJCU YouTube channel, which is not solely for the eSports program. Yet through social



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eSports teams and program. This is the same problem with the Twitter, Instagram, and Facebook.

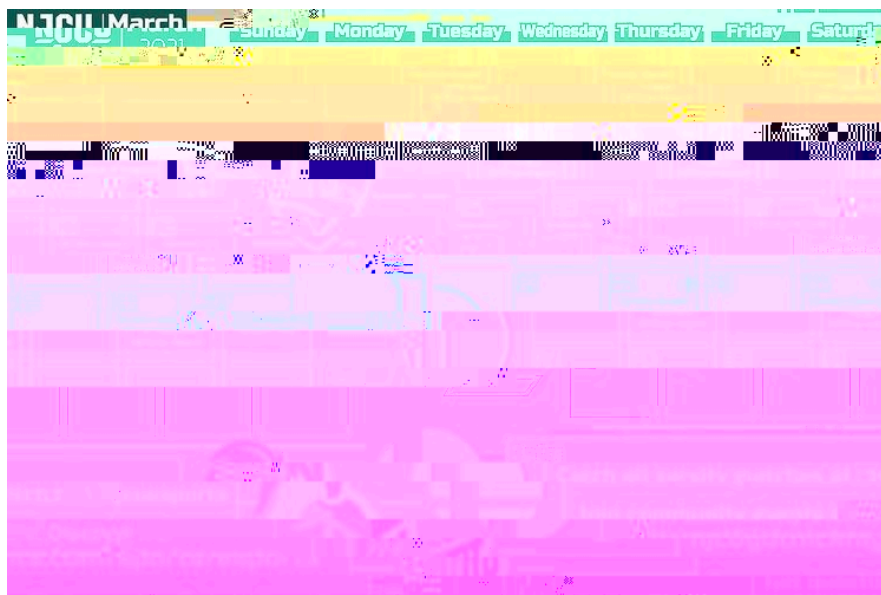


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Instagram- <https://www.instagram.com/njcuesports/>

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Some of the posts also include activity calendars that the program has curated for a particular month. They include, varsity matches, movie nights, scrimms, and special events. An activity calendar for April has not been posted. These activity calendars are also only posted on Instagram, which greatly limits the audience they are reaching.



Discord- <https://discord.com/invite/EXPxSK2>

Members: 293 but under 200 of them are online/active



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Every video has links to their Twitch streams along with hashtags such as #esports #collegesports #smashultimate #leagueoflegends.

Great usage of a popular platform and using humor to engage viewers using popular trends/sounds on the app.

Does not relay any key messages, as they only post highlights and funny clips

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This social platform showcases that the program publics are not active on this platform.

Snapchat- <https://www.snapchat.com/NJCUAthletics>

## Content analysis of best practices

### “Just 2 It!”

This case study teaches about how IMC plans and campaigns are formatted, whether for a product, service, or organization. The specific case study tackles how a campus conducted strategic communication. This plan showcases that research and gathering information from the target audience will garner effective tactics that will directly help them.

### “Changing the meaning of “organ donor” among motorcyclists”

This case emphasizes the importance of having a strong key message linked to research findings that will have an impact on targeted publics. It is important to link tactics to specific objectives defined by research.

### Häagen-Dazs loves honey bees: let’s lick this problem:

This case focused on the importance of a good corporate social responsibility, strategy, and how important it is to promote ethical actions.

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Currently there are around 200 people in the program, but most of them are not active. Quarantine seems to have stunted potential growth within the community.

No established budget

They are setting up high schoolers and middle schoolers for future engagement through a non-profit organization called Garden State Esports.

### **Social media survey of target publics**

Based on secondary research, the majority of the members in the eSports program are freshman..

A survey (provided in the appendix) was conducted through social media and was





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To build awareness of the positive community and opportunities that membership in NJCU eSports delivers to members.

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Results from the in-

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NJCU eSports is a positive online gaming community that benefits members mental health.

NJCU eSports instills a competitiveness that does not equal toxicity.

NJCU eSports is welcoming of all lifestyles and skill level. (i.e., casual gamers, female gamers, etc)

NJCU eSports is so much more than just playing video games. Members benefit from the

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Earned media

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Activity calendars serve as the framework for what plans to share and promote across all marketing channels. A well thought out and organized activity calendar is excellent for brainstorming, maintaining consistency. A WHAT helps plan social media marketing and keeping serious and casual gamers engaged with the program. The same activity calendars that have been previously posted on Instagram, should be posted on active accounts like Discord and Twitter as well as in the “schedule” section on the eSports homepage.

### Owned media

#### Website update and revision (**Helps meet objectives 2 and 4**)

Enhance sight navigation by rearranging the game schedule to be most recent events at the top of the page, and oldest events towards the bottom. This change ensures that interested members know what events and games are going on as soon as they click the “Schedule” tab. They should not have to scroll to the very bottom to view new and updated information.

Re-design the homepage (“ESPORTS” tab) by including the program’s most important descriptors. This includes key messages, FAQ, and backstory. Information written in the release titled “NJCU Athletics Announces Addition of eSports,” should be front and center. This is to establish a repertoire and image between interested members and the NJCU eSports community. Also declutter the “ESPORTS” section of the website by removing NJCU eSports multiple thumbnails/links. There should only be one link to the promotional video on this particular section.

Update the Eg2 section of the website by including updated monthly activity calendars.

Not only do updates need to be done to the eSports website, but also to the University’s website. <https://njcugothicknights.com/index.aspx> . The intramural eSports division, Eg2, should be listed as a club offered by the school so that casual gamers feel welcomed in a casual gaming atmosphere. The NJCU eSports program considers themselves “an official combined varsity, club, and intramural program,” so Eg2 must be listed on the university’s main website.



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events, clubs, and sports the University offers. NJCU eSpors can put a flyer in the orientation classes' handbook that DOES WHAT

### Open House (**Helps meet objectives 1,2,3, and 4**)

Open houses are events where students have a tour of a college campus and explore what opportunities are offered. Not only do open houses influence students, but also the parents, as they usually accompany their children. Parents play a big role in the decisions their child makes.. The NJCU eSports program can set up a stationary table as many other sports and clubs do and engage approaching students by using tchotchkes that covey the programs uniqueness. Tchotchkes are about building brand awareness, helping target publics remember key messages, and used to say thank you for their consideration in the program. WHAT MESSAGE as to be on these?

#### Tchotchkes

Lanyards with the emails and name NJCUeSports logo and colors.

Webcam cover

NJCU eSports stickers

## !Evaluation!

Measuring impact is essential after implementation of an IMC process. Evaluation methods are key to analyzing if NJCU eSports core messages were effectively communicated with the target publics.

- 1) To determine if 35% of NJCU freshman were engaged with NJCUeSports social media by the Fall 2022 semester:
  - a) Measure social media impression growth by recording every @ mention and use of client's hashtags  
(#esports #gaming #gamersofinstagram #jerseycitysteam #twitch #twitchstreamers #collegesports #competitivegaming ) over 5 months of the campaign.
  - b) Track the number of followers on each social platform and compare them pre and post implementation of the campaign







