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Jarvis Christian College Teams with Sports Marketing Pioneer Dr. Marc Williams and Collegiate StarLeague to Offer Three-Day ‘Esports Symposium & Boot Camp’ and First-Ever HBCU Esports Internship

Hawkins, TX – November 12, 2019: Jarvis Christian College has teamed with Sports Marketing Pioneer [Dr. Marc Williams](#) and the Collegiate StarLeague (CSL), the world’s first and largest collegiate esports organization and a division of WorldGaming Network, to develop a pipeline for students interested in esports. Jarvis will host a two-day event designed to expose students to career opportunities in esports, the competitive gaming phenomenon that has become a two billion-dollar global industry.

The Esports Symposium & Boot Camp will be held from Monday, November 18 through Wednesday, November 20. An itinerary of each day’s events is below:

- **Monday, November 18, 1 to 3 p.m.** – Dr. Marc Williams will deliver a keynote address entitled "What Would You Attempt To Do If You Knew You Could Not Fail?" and he will discuss his career in esports and gaming. (This event is free and open to the public.)
- **Tuesday, November 19, 1 to 3 p.m.** – A general introduction to esports and the video game industry. The Esports Symposium & Boot Camp will feature African American industry trailblazers including Keisha Howard, Founder of Sugar Gamers, one of the leading companies focusing on diversity in gaming and technology; Markel Lee, COO/Co-Founder for AoE Creative and Danny Martin, CEO & Co-Founder of Geekletes. (This event is free and open to the public.)
- **Wednesday, November 20, 10 a.m. to 4 p.m.** – The Esports Master Class will consist of a six-hour workshop that will focus on the history, ecosystem, trends, career paths and cultural impact of the esports industry. (This event is open to Jarvis students only.)

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Williams, the CEO and Founder of Williams Communications, LLC collaborated with CSL to develop an esports master class that will result in an internship for students at the 2020 CSL Esports Grand Finals from April 16 through April 20, 2020 (city and venue to be announced in early December). This is the first time these companies have offered internships to students at HBCUs.

"I am very excited about the opportunity to expose our students to esports and Sports Management. The global gaming industry is expected to grow from \$139 billion to \$300 billion by 2025. Esports is growing at a rate of 40% a year and expected to reach over \$2 billion by 2021. At Jarvis Christian College we are always looking for ways to enhance our students' opportunities while forging career pathways for their future. Esports is a phenomenon that crosses disciplinary boundaries," said Dr. Glenell Lee-Pruitt, Provost and Vice President of Academic Affairs at Jarvis Christian College. "I believe that Dr. Williams and his team can assist us in providing this opportunity not only for the Jarvis Christian College community, but for the larger community as well. I'm pleased that Jarvis will be one of the leading schools in the nation to explore the academic side to esports."

"CSL and WorldGaming Network are honored to partner with Jarvis Christian College and Dr. Williams regarding opportunities in esports at HBCUs," said Wim Stocks, CEO & General Manager of WorldGaming Network and Collegiate StarLeague. "Dr. Williams is one of the leading educators in esports in the world and we are thrilled to use our resources and platform to provide access and career opportunities in esports for Jarvis students. HBCUs are well positioned to expose their students to resources to help them pursue careers in the burgeoning business of esports."

Dr. Williams has worked for three of the largest sports brands in the world, including Champs Sports, Footaction and Reebok. During his tenure at Champs Sports, he helped Champs Sports become a \$1 billion brand and was voted by CNN as one of the "Top 20 Inspirational Speakers in The World". He is the co-founder of one of the first esports business degree specializations in the country at [St. Peter's University](#). His insights have been featured in several media outlets, including CBS Evening News, BBC, Billboard Magazine, and USA Today. He holds a Masters in Sports Management from the University of Massachusetts and a Doctorate in Education from West Virginia University.

"I am excited to partner with Jarvis Christian College, which will be the first HBCU on record to host an esports symposium and esports master class," said Williams, CEO of Williams Communications, LLC. "Additionally, I am thrilled to be part of this collection of brilliant African American minds to discuss esports at HBCUs. I was very impressed with Provost Pruitt and President Newman's commitment to providing Jarvis students the opportunity to learn about the esports industry."

Today, over 150 million Americans play video games and the esports industry is expected to have a global audience of 580 million by 2025. This kind of growth creates demand for professionals with

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the right mix of education, experience, expertise and passion for the gaming industry. We feel HBCUs are uniquely positioned to be among the most competitive esports college academic programs in the world and students at Jarvis Christian College can be among the most competitive professionals competing for high demanding jobs in the gaming industry.”

"Esports is one of the most watched sporting events among millennials and we are excited about the development of Esports and the opportunity to offer Esports Management as a concentration in the Division of Business at Jarvis Christian College,” said Dr. Lester C. Newman, President of the College. “This program will educate our students on the industry as well as engage and entertain them. We appreciate Dr. Marc Williams for bringing this exciting initiative to Jarvis."

The following are the panelists for the Tuesday, Nov. 19 Esports Symposium and Boot camp:

[Keisha Howard](#) is a two-time TEDx Speaker and started [Sugar Gamers](#) over 10 years ago while pursuing a career in high-rise real estate development. Her journey has afforded her the opportunity to work with the latest in consumer technology (specifically augmented and virtual reality) as well as brands like SYFY, Watchmojo, AT&T, HBO, Nintendo, Microsoft, and Google.

[Danny Martin](#) is the CEO and Founder of Geekletes. It is an esports studio located in Desoto, Texas with over 15,300 square feet. The facility has a private streaming room, a competition stage, podcast recording studios, tournament hosting rooms, an outdoor basketball court, and a cafe equipped with a bar.

[Markel Lee](#) has more than 10 years of experience in advertising and branding. He was a founding member of Infinite Esports and Entertainment and The Houston Outlaws. He is also the co-founder and CCO of AoE Creative, a full spectrum marketing and creative agency specializing in gaming and nerd culture. AoE Creative draws upon years of experience to build game-changing, thought-provoking, unique campaigns and brands that stand the test of time.

About Jarvis Christian College

Jarvis Christian College is a historically Black liberal arts, four-year institution affiliated with the Christian Church (Disciples of Christ). The mission of the college is to prepare a diverse population of lifelong learners intellectually, socially, spiritually, and personally through providing interactive services and using varied modalities of instructional delivery.

About WorldGaming Network & Collegiate StarLeague

WorldGaming Network LP is an esports and competitive gaming platform that facilitates online and live tournaments, leagues, and ladders, and acts as a social gaming community for competitive gamers around the world. Collegiate StarLeague, a division of WorldGaming, is the world’s largest collegiate gaming league. Since 2009, it has awarded over \$600,000 in scholarships to student gamers from around the world. It has over 70,000 registered players competing in 14 different leagues across +1,800 registered schools. For more information, please visit www.worldgaming.com and www.cstarleague.com.

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