

Case study

Grand View University

Amps up varsity Esports program with OMEN by HP



Industry

University Esports

Objective

Create competitive gaming experience for a top-level university Esports program featuring the Omen by HP Desktop

Approach

Deploy OMEN by HP Desktop PCs and monitors to provide the top-tier performance demanded by live, online varsity Esports competitions

IT matters

- Provide student-athletes with a high-speed, quality gaming experience
- Deliver robust gaming horsepower, with energy efficiency
- Deploy innovative new gaming technologies

Business matters

- Create varsity Esports program
- Compete at a high level in league and tournament events
- Enhance recruiting efforts with cutting-edge Esports arena
- Attract nation's first female collegiate Esports director



“The OMEN by HP desktops and monitors allowed our team to practice and compete at a very high level in our inaugural year at Grand View University. Our machines were always a competitive advantage and gave us confidence no matter who we were playing against.”

– Jun Chang, Varsity Esports Student-Athlete, Grand View University

Grand View University is a private, four-year, liberal arts university in Des Moines, Iowa, that offers high-quality education to a diverse student body. Recognizing the value and legitimacy of Esports, the university in 2017 established the Grand View University Esports program. A member of the National Association of Collegiate Esports (NACE), Grand View plays in the Heart of America Conference of the National Association of Intercollegiate Athletics. To enhance its competitive edge and recruit student-athletes, Grand View equipped its Esports arena with OMEN by HP Desktop PCs and OMEN by HP 25 Displays.





Esports are an increasingly popular form of competition that involves gaming at an advanced, professional level. Esports events are often played live front of an audience and streamed simultaneously via online channels. Varsity Esports refers to the principal teams that represent a college or university, primarily competing against similar teams at peer educational institutions.

The National Association of Collegiate Esports (NACE) is a nonprofit membership association organized to develop the structure and tools needed to advance collegiate Esports. NACE is the only association of varsity Esports programs at colleges and universities across the U.S. NACE officially formed in 2016 with only seven colleges and universities with varsity Esports programs. With a current count of 80 members, membership is rapidly growing across institutions in the US. Grand View University's varsity Esports program—complete with student-athlete scholarships that are equivalent to sponsorships offered to the other traditional athletic teams at the university—is a pioneering addition to an already rich athletic program.

OMEN by HP powers Esports program

Grand View wanted to recruit student-athletes to its Esports program and provide them with top-tier gaming equipment. OMEN by HP desktops and monitors delivered cutting-edge design and power—all within the athletic

department budget. For its inaugural season in the fall of 2017, Grand View equipped its Esports arena with 14 energy-efficient OMEN by HP stations.

The university's initial goal was to recruit seven players. It exceeded that when 13 student-athletes came to campus in August 2017. This first varsity team competed magnificently throughout the academic year. Its members felt that OMEN by HP gave them a competitive advantage in league and tournament play.

"The OMEN by HP desktops and monitors allowed our team to practice and compete at a very high level in our inaugural year at Grand View University," says Jun Chang, a Grand View Esports student-athlete. "Our machines gave us confidence no matter who we were playing against."

OMEN by HP has been an important component not only to competing well, but also has enhanced Grand View's ability to attract top-tier recruits. Players recognize Grand View's commitment to the program because of the high-performance equipment the university chooses to provide.

Making history

Investing in quality OMEN by HP gaming stations has been critical to establishing Grand View as a leader in the university Esports world. The university recently made history by hiring the first woman in the nation to direct a university Esports program. Dana Hustedt,

Customer at a glance

Application

University Esports program

Hardware

- OMEN by HP Desktop PC
- OMEN by HP 25 Display

as full-time director, is responsible for the day-to-day operations, mission, and program development of Grand View Esports.

“We are excited to hire Dana Hustedt as the director of Esports at Grand View University,” says Jay Prescott, executive director of the Grand View Esports program. “Dana brings a wealth of gaming experience and athletic management experience to this position.”

Adds NACE Esports Manager Layne Shirley: “History has been made with Grand View University hiring the first female collegiate Esports director. Grand View is not only continuing to show leadership and innovation, they are helping varsity Esports take a huge step in the right direction on ways to get more women involved at this level of competition.”

Building on its success, Grand View plans to expand its Esports roster in the next academic year to 30 student-athletes with a goal to reach 100 student-athletes in the next two years. With the planned expansion of the program, 5% of Grand View’s student population will be Esports athletes.

As Grand View University grows and develops its Esports program, they will continue to rely on OMEN by HP products to give the athletes a competitive advantage at a price that works within the budget of the athletic department. Investing in quality OMEN by HP gaming stations has made all the difference in establishing Grand View University as a leader in the university Esports world.

Learn more about Gaming and Esports

hp.com/solutions/education/higher-education/gaming

Sign up for updates
hp.com/go/getupdated



Share with colleagues

