



EDUCATORS
SUMMIT



Extreme Makeover Game School Edition: Do It With or Without a Grant

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GDC

GAME DEVELOPERS CONFERENCE

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Hello!



TALK OVERVIEW



- 3 micro case-studies
- Tips on how to make it happen without \$\$\$

GOALS: budget transparency & comparisons; share practical tips & encouragement; birds.

New York State Digital Gaming Hubs

- 3 NYS universities with game programs working to help grow the games industry within the state and increase awareness of industry outside of state.
- 3-year matching grant, school spends dollar for dollar up to \$150k per year.
- Total of \$900k per school, \$2.7mil overall

OMG THANK YOU:

- Rob Mostyn & Jennifer Hinton @ RIT
- Amanda Kirk & Ben Chang @ RPI
- Judi Tholl & Matt Watson @ NYS
- Dylan McKenzie, Kevin Spain, Colin @ NYU
- Also, Gwynna & Paul



So... How does it work?



We have \$, we want games!
(aka economic growth)



How you feel when you get a grant





Okay great!
You've got to:

- match all of your spending*
- send in reports*
- attend statewide events
- create jobs
- maybe get Riot to move to NYC



- *spending restrictions from state
- *spending restrictions from university
- *waiting on contract signatures
- *academic & state budget calendars don't match up
- *managing responsibility to students and state at the same time can be v hard
- *university hates match spending
- *everything takes 100 years



- *you accidentally put hundreds of dollars of pizza on the grant but that's not allowed...
- *spending categories are vague except when they are hyper-specific
- *economic impact sheets are very hard to get from folks
- *huge disconnect between what we think improvement is and what the state thinks improvement is
- *things take time to grow and change

How you feel when managing a grant



MEET THE SCHOOLS!



RPI



RIT



NYU

Rensselaer Polytechnic Institute (RPI)

- Troy, NY
- Games Simulation and Arts & Sciences Program
- Undergrad, 160 students, 14 faculty
- GSAS gives students a comprehensive understanding of interactive digital media, including an understanding of games from the broadest range of perspectives.



RPI: Goals

- Incubator programs
- Local partnerships
- Economic development partnerships
- Increased presence at events

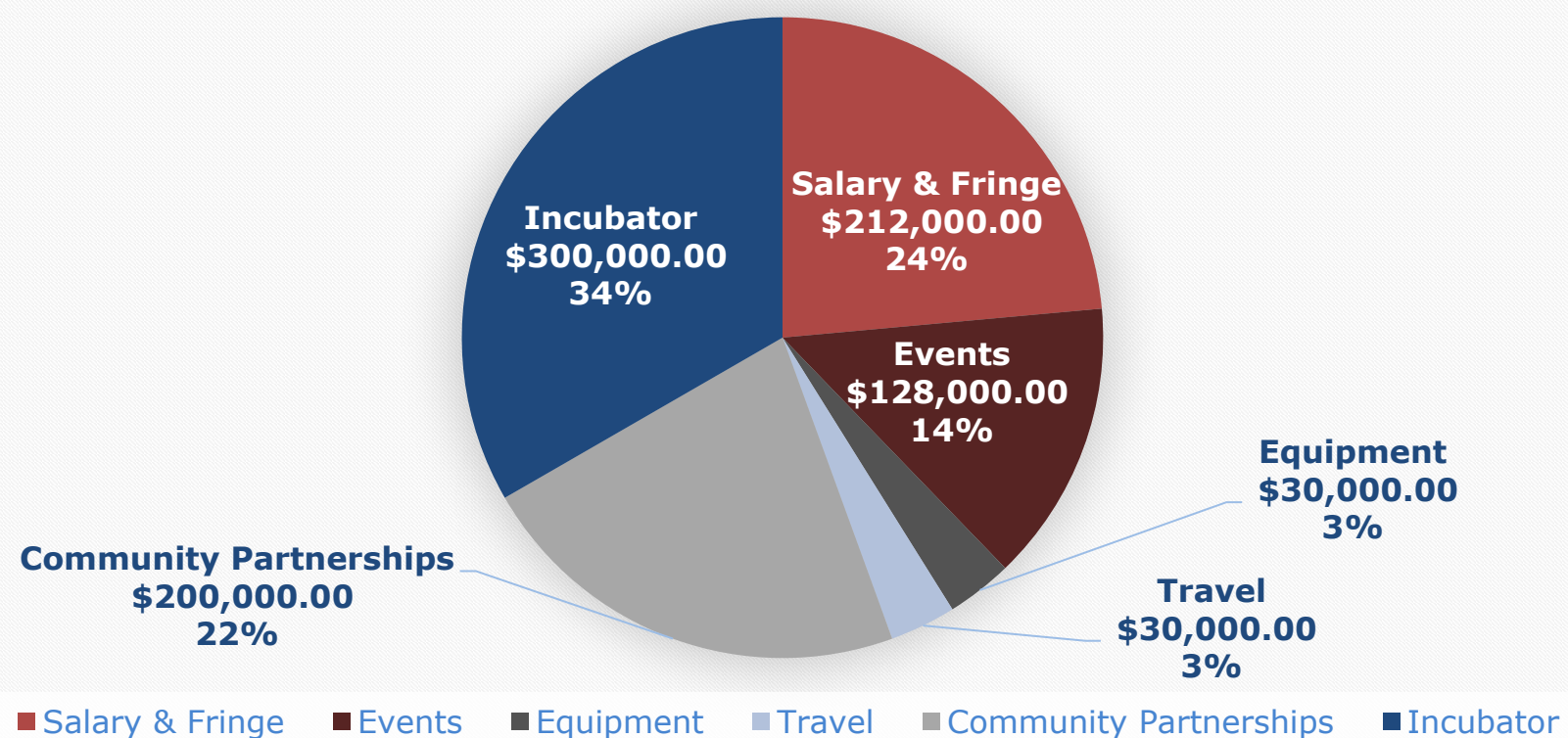


Within the regional ecosystem:

Provide a 3-step path for students to enter the game industry, while retaining local talent

RPI Grant Spending 2016-2018

Spending Categories, 3 Year Period



Rochester Institute of Technology

- Rochester, NY
- RIT MAGIC Center
- BS/MS programs in Interactive Games & Media (~220 students per year)
- A university-wide research center with a multidisciplinary entrepreneurial approach to digital media education & production.



RIT: Goals

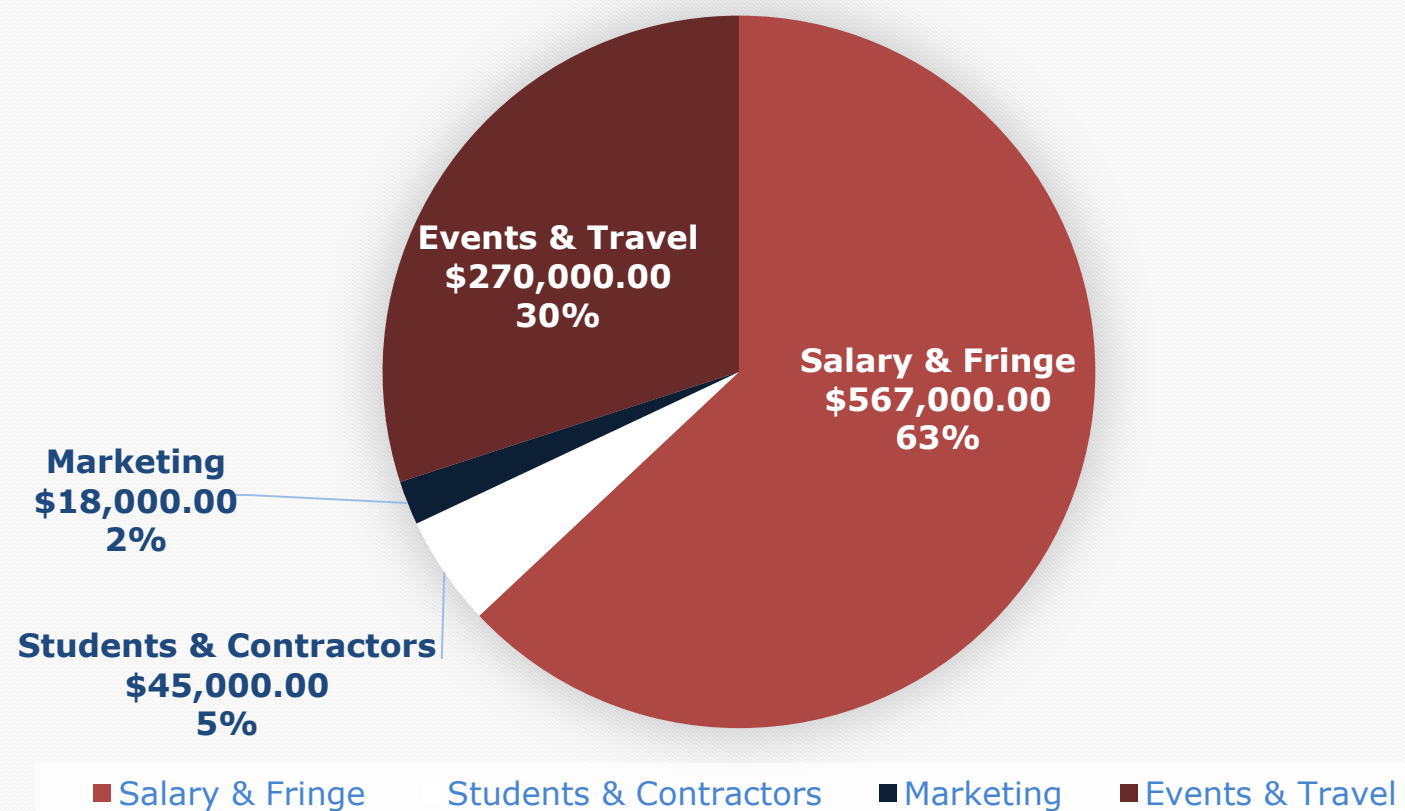
- Collaborating with K-12 institutions
- Nurturing entrepreneurial activity
- Attracting & retaining local talent
- Growing businesses out of this talent



Change public perception around games
&
Transform industry attitudes around NY as a viable place of business

RIT Grant Spending 2016-2018

Spending Categories, 3 Year Period



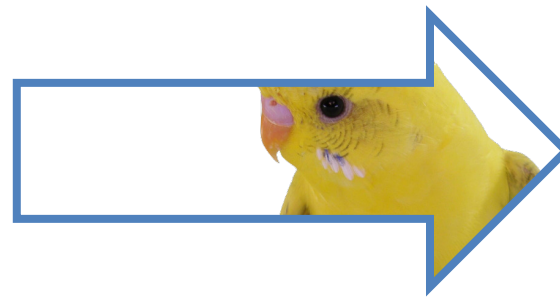
NYU Game Center

- Brooklyn, NY
- MFA & BFA programs in game design (~200 students), 10 faculty
- The NYU Game Center is dedicated to the exploration of games as a cultural form and game design as creative practice.



NYU: Goals

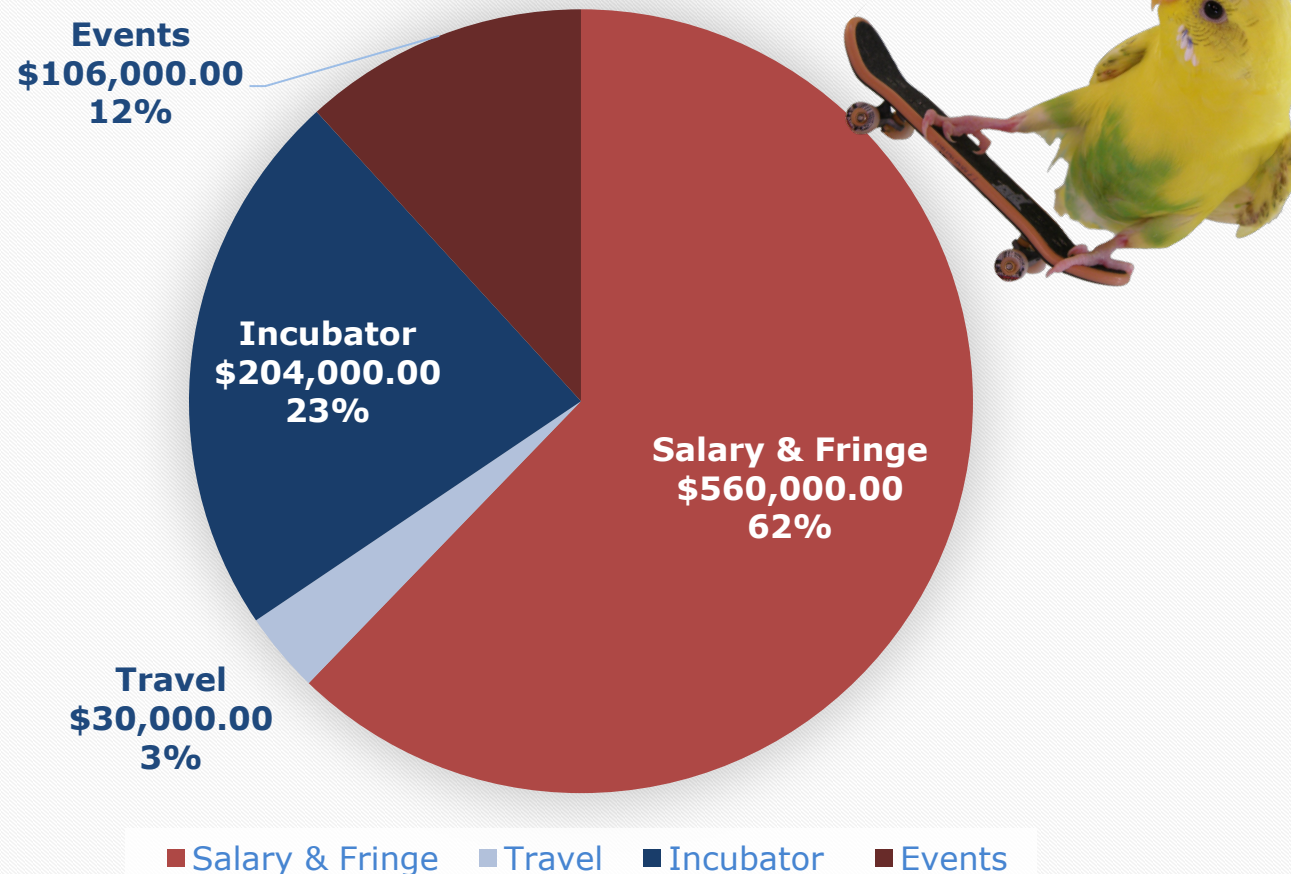
- Incubator Expansion
- Industry Liaison
- Advisory Board
- Departmental Career Services
- Free Public Events



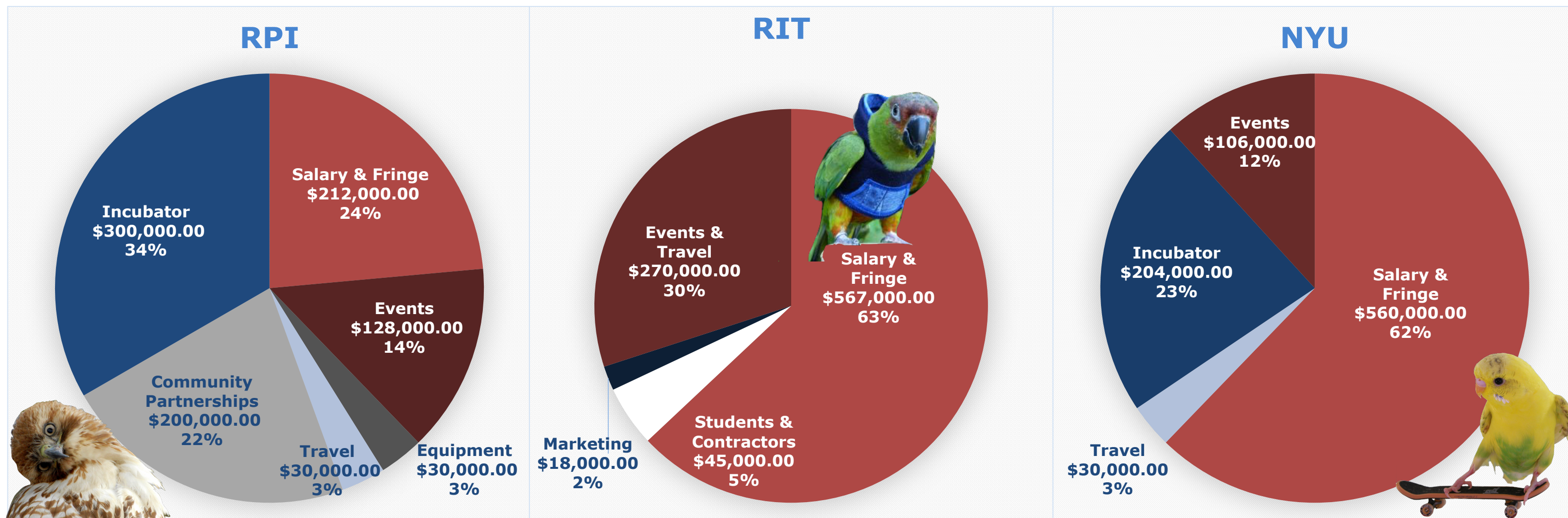
- Grow a more sustainable game eco-system in NYC
- Help students start & grow indie companies here
- Help advocate for tax incentives for companies to move to NYC
- Identify & bring local stakeholders together

NYU Grant Spending 2016-2018

Spending Categories, 3 Year Period



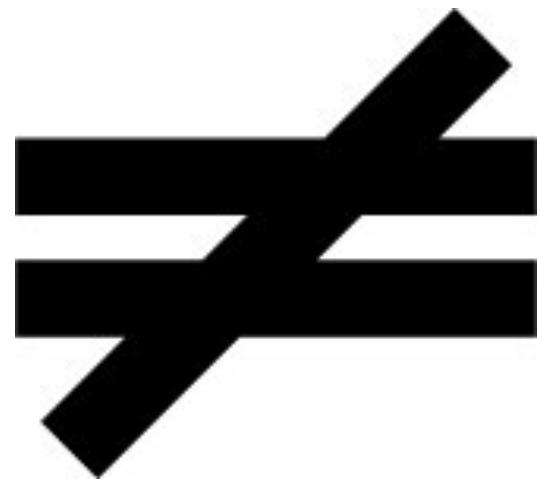
Quick Spending Comparison



A few takeaways

- Similar approaches across schools, no “right” way.
- Right now incubators are a v popular approach to supporting/growing industry in NYS.
- Grants aren’t as easy as you think!

Getting a hefty grant



Extreme makeover



No grant?
No problem!
(sorta.)

1. University Support!

- Governmental Affairs
- Sponsored Programs
- Development Office



2. Local Stakeholders

- Other universities
- IGDA's
- Local companies
- Art Orgs
- Alumni
- Folks a step outside of games
- Researchers
- After School Groups & Clubs
- Local Press
- Local Government



3. Create an Advisory Board

- Invite stakeholders to be on a board (**be intentional** about the make-up of the group)
- Meet regularly (quarterly or monthly)
- Do “Field Reports” at meetings (‘what has surprised or frustrated you lately’)
- Articulate group frustrations into plans of action (action can be further research, or new, shared initiatives)



4. Actually do the plans of action!

- These things take TIME, omg so much time
- You're gonna have to compromise
- You will likely take a different path than you thought when you were starting

Conclusion

- Money helps! But, community building & goal setting can get you pretty far!
- Once you've established a board/etc it's easier to get funding.

thanks!

- this was v fast, happy to chat more, @tpizza or toni.pizza@nyu.edu
- Sign up for THE SPORTSWOMAN!
bit.ly/the-sportswoman

