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CONTACT:

Katherine Isbister

comms@higheredgames.org

844-244-3854



**NEW SURVEY SHOWS VIDEO GAME PROGRAMS IN HIGHER EDUCATION
HAVE GREATER GENDER DIVERSITY AND
RETAIN STUDENTS AT A RATE HIGHER THAN NATIONAL AVERAGES**

San Francisco, California — March 2, 2015 — Today, the Higher Education Video Game Alliance (The Alliance) unveiled *Our State of Play*, the first comprehensive nationwide survey of college and university videogame design programs. Among the key findings from 73 participating colleges and universities are that video game programs have greater gender diversity, by nearly a two to one margin, than other computer science and STEM related programs, and have significantly higher retention rates than the national average for all undergraduate and graduate majors. Both statistics signal positive momentum for the video game industry as it continues to drive job creation and economic growth nationwide.

Tracy Fullerton, Alliance Deputy Executive Director and associate professor and director of USC Games at the University of Southern California, presented the *Our State of Play* results at the annual Education Summit of the Game Developers Conference.

Alliance Executive Director and former Senior Policy Analyst in the White House Office of Science and Technology Policy, Constance Steinkuehler, commented, "For the first time ever, we have a clear picture of the nationwide landscape of higher education video game programs and the results are exciting. The growth of the domain across universities and colleges, coupled with the quantity and diversity of students we attract and keep, clearly demonstrate the strength and relevance of our dynamic and developing field."

A closer look at the survey reveals that women make up roughly 30% of undergraduate and 33% of graduate students in game design programs and, in the case of one program, comprise 57% students who have of declared majors. By contrast, U.S. Department of Education statistics show much less gender diversity in related fields, with women making up just 18% of undergraduate degrees conferred in computer and information sciences and 17% of undergraduate degrees in engineering and engineering technologies.

When it comes to retention the numbers are equally impressive. The survey found an average first- to second-year retention rate of more than 88%. By comparison, the 2014 nationwide average of first- to second-year retention rates for public and private institutions conferring BA and BS degrees was 64.2% and 69.8% respectively.

Additional survey results can be found at www.higheredgames.org.

About The Higher Education Video Game Alliance

The mission of The Alliance: “To create a platform for higher education leaders which will underscore the cultural, scientific, and economic importance of video game programs in colleges and universities. The key is to create a robust network of resources – including unified advocacy, policymaker engagement, media coverage, and external funding – in order to incubate and harness the impact of this community in a 21st Century learning environment.”

The list of current charter members can be found on www.HigherEdGames.org. For more information, please visit <http://www.higheredgames.org> or follow The Alliance on Twitter: @HigherEdGames.

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