

September 11, 2008

To: NWACC Grant Committee

From: Paul Swangard, Managing Director, Warsaw Sports Marketing Center, University of Oregon

Re: NWACC Grant Interim Report

I am pleased to provide a brief update on the progress made to date on “The EA Sports Madden NFL Franchise as a Teaching Tool for Business Students”.

June 2008

The project was launched in June of this year with a visit to the EA Sports Tiburon Studios in Orlando, Florida. I met with the core design team of the EA Madden NFL football game spending a day understanding the various elements of the platform that would be included in the August release of the 2009 product.

July 2008

I spent the month of July beginning to make the initial plans for the fall curriculum including redeveloping the syllabus of the existing course that will be used to run the simulation this fall. We also purchased and installed to stations for the students to run the simulations.

August 2008

After the EA Madden product was released in early August, I began work with my student assistant Chris Dukeminier (a graduate business student interning at EA Sports this summer) on the simulation exercise. We ran through multiple scenarios of how to run the program and have settled on a basic framework to begin with several possibilities of how to add more complexity to the exercise should it be needed.

We also made formal arrangements with several key NFL contacts to have them participate in the fall course. The speakers list now includes Andy Dolich, President of the San Francisco 49ers; Bill Chapin, VP of Sponsorship and Marketing for the Seattle Seahawks; David Dunn, Principal Sports Agent for Athletes First; and Teddi Domann with the Domann and Pittman Sports Agency.

September 2008

The syllabus and business simulation documents are now in their final stages of development and we are eagerly awaiting the start of the class on September 29th.

Expenditures to Date

Travel – One trip to Orlando, Florida for meetings with EA Sports Madden development team (est. \$750)

Equipment – Monitors, brackets and memory for simulation workstations (est. \$1200)

Wages/Stipends - \$3000 paid to principal investigator for course development

*Note: We were pleased to have both EA Sports and Microsoft step up with equipment and product donations to keep our hardware and software costs down.

Timeline

We are still on track to our original timeline with the course being fully developed in time for the first day of class on September 29th. The course runs the ten week fall term at the University of Oregon and we hope to have our pilot project reviewed and final curriculum model developed in the first quarter of 2009.