## TABLE OF CONTENTS

	Author Biographies  Dedications  Prologue	xi
	Introduction	XVII
Chapter 1	The Financial Impact of Gamers on Higher Education	
	Who is playing - Age and Gender	
	What are they playing?	
Chapter 2	Gamers: Characteristics, Skills, and How They Learn	13
Chapter 3	A Case Study	23
	How Do I Get There?	24
	A Long Road	25
	A Retrospective	27
Chapter 4	What Do Video Games Teach Us About Gamers?	29
	Gamers?	29
	Gamers Going Global	30
	Lakota Narratives and Video Games	31
	So What Experience Do You Have?	32
	The Quest	34
	I Need a Hero	34
	Enemy Mine	36
	Community	38
	"So what does it all mean?"	39

Chapter 5	Video Games and the Experience Economy:		
	A Lesson for Higher Education41		
	The Experience Economy and Themes44		
	Is it Real Television or is it a Game?		
	Is Higher Education Winning the Game?		
Chapter 6	Higher Education Got Game?		
	Are your President, Vice President, Dean and/		
	or Director in Touch with the Gamer Generation?52		
	Marketing and Recruitment54		
	International Recruitment		
	More on the Recruiting Game57		
	Gamers and Parents - Those Who Play Together Stay Together		
	Student Services - "Okay, So They Enrolled - Now What?"		
	Academic Affairs65		
	Student Affairs67		
Chapter 7	Game Over		
	Appendix A:		
	"Those Darn Kids and Their Darn New Technology:		
	How New Media Keeps Corrupting Our Children" by Tom Standage 75		
	Appendix B:		
	The Entertainment Software Association (ESA)		
	Appendix C:		
	"ph33r the Girl Gamer" by Rachel Lee Cherry79		
	Appendix D:		
	Boy Beloved's Blanket81		
	Glossary		
	References99		