

ESPORTS GUIDEBOOK

SPECTRUM
INDUSTRIES INC. 

A Resource for
Educators Who
Are Looking to Start,
or Grow, an
Esports Program

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LOADING...

Picture it. Children gathered in a neighborhood living room. Bikes scattered across a front yard. A family recently purchased their first gaming system and the neighborhood children are there to see it in action. Each one of them giddy to play, and eager to challenge one another to a game. As excitement builds, soon it is their time to shine. They quickly learn how to play along with the tricks and strategies of the game. Whether winning or losing, you can hear the laughter filling the room. What isn't as easy to picture is the developing passion for gaming, the emergence of strategic thinking, and the building bonds of friendship between those neighborhood children.

From the 1970's to the 2000's, this scene has played out around the globe. It developed from titles like Pong to Space Invaders, from PacMan to Tecmo Bowl, and from Madden to Call of Duty. It also ingrained memories that bring smiles to the faces of those who were the gaming trendsetters of the day.



Those early days, and titles, set the stage for the explosion in popularity we have for this category today. Today the games are more challenging, the graphics are incredibly realistic, and the benefits go beyond the bonding those children experienced. Esports, or electronic sports, emerged.

Esports is not the playing of video games. Esports is a highly structured, organized competition of skilled, and disciplined, scholar and professional gamers. The talent of these individuals is only enhanced, when 3, 5, or 6 of them form a unified team. A team where all genders and physical statures are competing equally together. Working with one another to break down opposing tactics, each playing their role yet operating in harmony, collectively they compete. Collectively they also prepare, train, practice, research, learn and grow. They experience the thrill of victory and learn from the challenges of defeat.

What has emerged is an incredibly appealing product. Schools, universities, event management, broadcast companies, and individual spectators are drawn to Esports. It is easy to understand why. The skills of the scholar gamers are incredible. The action is fast-paced. The thrill of the gameplay is expertly relayed by shoutcasting personalities. It adds up to must-see viewing. That said, the appeal of esports doesn't end when the competitions draw to a close or when the live stream ends. The benefits of esports extend to each competitor and participating entity, Spectrum included.

Employers are recruiting new talent every day. They are eager to recruit team members who embrace strong communication, strategic planning and critical thinking. They want to add team members with strong practice and rehearsal habits, who measure their performance and look for areas improvement. They need team members who can overcome adversity, grow from difficult situations and help lift the performance of their peers. They need to work together, regardless of gender or physical ability. They need team members with good time management and organizational skills. Does this sound familiar? It should, as esports is facilitating the development of all of these essential attributes.

This is why we advocate for esports and why we assembled this guidebook. There are many incredible esports subject matter experts and many of them helped build the industry from the ground up. Our hope is this guidebook can provide a baseline of information and connect you to those experts and organizations that will help you as you grow your esports initiatives. May you find it as useful as we found it enjoyable to assemble.



Beyond the guidebook, our team stands ready to assist you as you begin your esports journey. Simply reach out and let us know how we can help. Good luck and #GameOn!

ESPORTS BY THE NUMBERS



1 billion
streaming hours
viewed on Twitch
in January 2020



\$1 billion industry in 2019,
expected to approach
\$1.1 billion in 2020



200+ million hours viewing
League of Legends 2019
World Championships



13,000+ schools have an
esports team or are on
waitlists for PlayVS
league additions

14,000+ schools have
football teams

19,000+ high schools



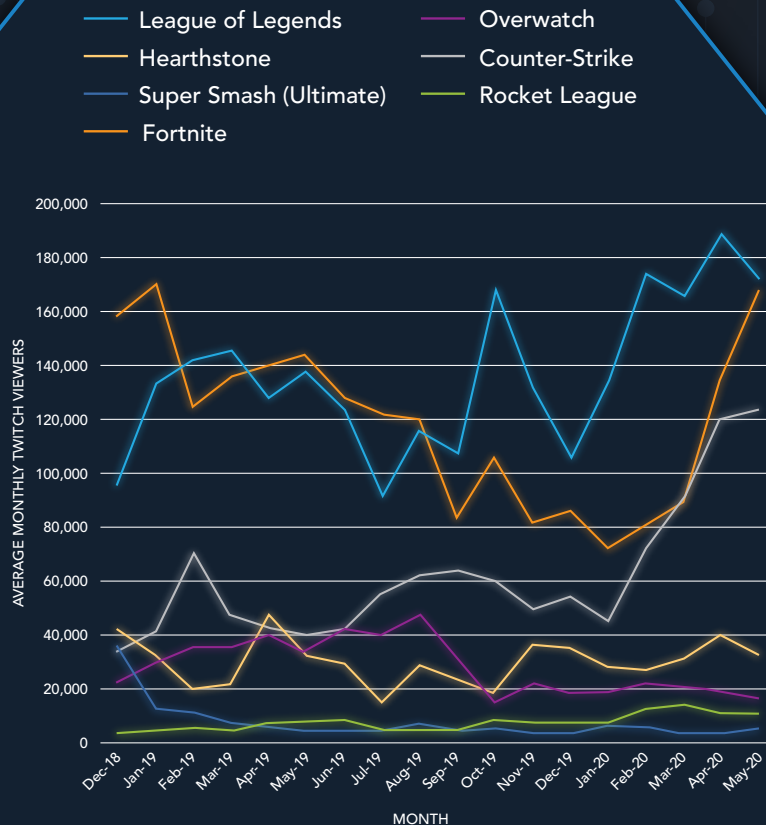
170+ Colleges
offering scholarships




2.4 million+ average concurrent viewers on Twitch in both March and April 2020

100%+

100%+ growth in average concurrent viewers on Twitch over past year



WHY ESPORTS?

 Teamwork Centric,
Fosters Collaboration &
Group Preparation

 Builds Community
Among the Students
and Competitors

 Can Reach Entire Student
Population Regardless
of Demographics


 Non-Traditional Athletes
Compete and Experience
all Benefits of
Traditional Athletics

 Inclusionary Foundation
that Removes Barriers

 Gender Neutral Teams

 Removes Physical
Restrictions

Enhances Critical Thinking 

Requires Problem Solving,
Strategic Planning &
Group Preparation 

Develops Sportsmanship,
Builds Character 

STEAM/Technology
Skill Building 

Improves Motivation and
Scholastic Achievement 

Networking and Social
Involvement Opportunities 

Opens Education Pathways,
Scholarships and Career
Development Opportunities 

TYPES OF ESPORTS PROGRAMS...

- Middle School
 - Curriculum-Based STEAM Programs
 - After School Club Program/Activity or Competitive Team
- High School
 - Curriculum-Based STEAM Programs
 - After School Club Program/Activity
 - Competitive Varsity and Jr Varsity Teams
- Collegiate
 - Scholarship & Non-Scholarship Varsity Program
 - Competitive Club Team
 - Student Organization
 - Student Life & Student Services Program
 - Organized Campus Recreation Student Leagues and Tournaments
 - Student Housing & Residence Life Activities and Tournaments
- Professional
 - Professional Gamers
 - Professional Owned/Sponsored Teams
 - Professional Leagues/Tournaments
- Entertainment
 - Public Entertainment and Social Centers & Arenas, Casual & Tournament Gaming
 - Casino/Gaming Venue, Casual & Tournament Gaming
 - Travel/Airport/Hotel Casual Gaming Venue
- Community
 - Public Library STEAM Esports Clubs and Programs
 - Community Recreation Center Clubs, Leagues and Programs

INDUSTRY PERSPECTIVE Why Adopt an Esports Program?

“ Esports has the ability to reach every student in your building from the three sports athletes to the four AP class students to the students who aren't currently involved in any other extracurricular activities. It truly reaches them all and brings them closer together by building an esports community at your school. ”

Mike Dahle, President
Wisconsin High School Esports Association
mdahle@wihsea.org

ESPORTS PROGRAM FOUNDATIONAL ELEMENTS...

There are several fundamental steps that are needed to ensure that an esports program is adopted, effective and sustainable.

- **CHAMPION** - Identify an internal esports champion. This can be an educator, coach, or administrator. The champion will need to lead the initiative. In many cases an educator takes on this role at the outset as a passion project.
- **RESOURCES** – Identify resources that can help guide you through starting an esports program. These could be internal team members, neighboring schools or colleges, regional education agencies, conferences, state or national organizations and outside organizations.
- **APPROVAL** - Gain school or collegiate administration approval. Be prepared to demonstrate how an esports program can benefit students, how the program will be monitored and evaluated, how the program will be organized, where the program will meet/practice/compete, and how the program will be funded.

INDUSTRY PERSPECTIVE

What advice would you give to an administrator considering the addition of an esports program?

“ Your students and younger staff are an incredible resource! They will provide much needed insight and passion to help shape the direction of the program. Please try to give them a seat at the table as you explore the benefits of starting an esports program on your campus. ”

Andrew Buck, Esports General Manager
Milwaukee Bucks / Bucks Gaming
ABuck@bucks.com

- **LEADERSHIP** - Identify the General Manager, Director and/or Coach(es). This may start out as one individual and could grow as programs flourish and funding is increased. When passion programs begin these may be volunteer positions.
- **SURVEY** - Survey the student body to identify interest in esports. With upwards of 60%-70% of students gaming during their personal time, many scholar gamers may already be enrolled at your school. Also gain an understanding for the game titles that are of interest to your students. This will ensure you can support roster requirements for competitive teams. It will also help better understand baseline costs associated with fees and equipment.
- **LEAGUE** – Review which esports organization and platform best serves your program.
 - Regional, State or National – Some institutions may value maintaining their local brand, local conferences and local rivalries as well as state sanctioned tournaments,

championships and in-person competitions. Others may prefer a broader competitive landscape and opportunity to compete for national championships.

- Compare costs, program and game requirements, local media access, available resources, personal and in-person attention, number of schools, schedules, leagues, and tournaments.

INDUSTRY PERSPECTIVE Why join a state program?

“ State associations are built and operated by educators, IT directors, and school administration who have our students’ interest and experience as their number one priority. Associations understand the different struggles and hurdles that schools face when adopting new and emerging trends, like esports. They can work one on one with each other to help get them up to speed and comfortable building their own program. ”

Mike Dahle, President
Wisconsin High School Esports Association
mdahle@wihsea.org

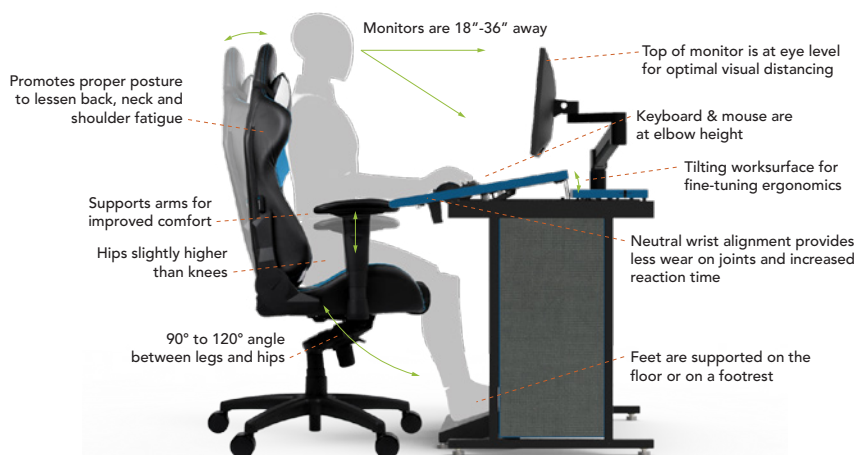
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- **BEHAVIOR** –A program built on a foundation of respect will endure. Establish a clear and comprehensive code of conduct. This will ensure that your students understand expectations to participate.
 - **TECHNOLOGY** – The technology team is a key stakeholder in esports programs. Information or Educational Technology should be involved from the outset for a variety of reasons.
 - Equipment Availability – Define what computing resources exist within the school/campus and times of the day those devices are available.
 - Equipment & Network Specifications – Esports titles have specific minimum computing requirements. Ensure that your devices, your network, and content filters are able to manage the graphics, data and bandwidth.
 - Equipment Purchases – Review all equipment requirements with IT before purchasing. Your school/campus may have standards in place and they will need to be sure they can support the equipment. Additionally, there may be purchasing programs or contracts in place that can bring down costs.
 - Supervision – Define if/when esports equipment and facilities are supervised or open for general access and use.
 - **TEAM** – As student interest is defined, and students commit to the esports team, there may be the need to decide if tryouts are necessary and how students will be ranked.
 - **TITLES** – Select the games that will be the focus of the esports team and esports activities. Ensure that competitive games are supported through league platform you select. Be sure you have student interest in the games and that they help fulfill your program objectives.
 - **SCHEDULE** – Set the dates, times, and schedules for practice, competitions and preparations. You may want to consider including social activities, community outreach and study times.
 - **GAME ON!** Register and compete.

ESPORTS LEADERSHIP...

The role of an esports leader is critical. They will plan, budget, select titles, set rosters, schedules and all expectations. They will define the culture of the program and will be accountable for the program outcomes.

- Define the benefits of your program.
- Define individual goals and program goals.
- Define eligibility to participate and compete.
 - Set achievement levels for GPA and course load in order to participate.
 - Establish practice time requirements
 - Be creative. Consider community involvement, additional extracurricular (well rounded)
- Define and build your esports program's culture
 - Ensure there is accountability for athletes and staff
 - Build the sense of community
- Define team leaders
 - Select team captains
 - Encourage varsity mentoring junior varsity
- Define and structure practice sessions, drills, and training.
- Ensure physical and mental well-being. Like any highly trained athlete, esports competitors need to take care of themselves properly so they can perform at an optimum level.
 - Incorporate exercise into daily practices and/or set goals outside scheduled times.
 - Encourage balanced nutrition. Keep your athletes hydrated.
 - Promote healthy gaming. Guide players who may overextend themselves. Encourage movement before and after competitions or practices.
 - Promote safe gaming. Ensure athletes use good posture, stretch, and are conscious of potential repetitive stress movements. Avoid prolonged contact stress against rough or sharp edges and be sure to properly set and use ergonomic seating and tables.
 - Recharge. Get enough sleep. Encourage unplugging and getting rest.

PROPER ERGONOMIC SETUP for Esports Game Play



REFERENCE: EWI Works. Retrieved May 2020, from www.ewiworks.com

- Facilitate and promote sportsmanship.
 - o Develop a clear Code of Conduct. Many institutions and organizations have developed excellent Codes of Conduct, including this recent updated [NASEF example](#).
 - o Hold players, staff, and partners to the same standard.
 - o Promote positivity through inclusion, ethics, and support.
 - o Prevent and swiftly address negative behaviors like [toxicity](#) and [bullying](#)
- Make the program enjoyable!

ESPORTS GAMES AND GAME SELECTION...

There are dozens of Esports games to choose from when starting your team or club. You need to select those that best meet your students interests and help achieve the goals of the program.

GAME TITLE	GAME DESIGNER	GAME RATING ESRB SITE	GAME TYPE	TEAM SIZE	GAMING PLATFORM
League of Legends	Riot Games	Teen	MOBA	5 player team 5 v 5	PC
Rocket League	Psyonix	Everyone	Sports	3 player team 3 v 3 Best of 3 or 5	PC / Console
Overwatch	Blizzard Games	Teen	FPS	6 player team 6 v 6	PC
Super Smash Brothers (Ultimate)	Nintendo	Everyone	Fighting	Up to 8 1 v 1 Best of 3 or 5	Console (Switch)
Hearthstone	Blizzard Games	Teen	Card Game	5 player team 1 v 1 Best of 3	PC / Console
Fortnite	Epic Games	Everyone	3rd Person	6 player team 3 pairs 2 game set	PC / Console
Counter-Strike: Global Offensive (CS:GO)	Valve Software	Mature 17+	FPS	5 player team 5 v 5	PC / Console
Smite	Titan Forge	Teen	MOBA	5 player team 5 v 5	PC / Console
Paladins	Evil Mojo	Teen	FPS	5 player team 5 v 5	PC / Console

Considerations when Choosing a Title

- **RATINGS** - Review game ratings when evaluating titles. Ratings should fit your scholar gamer age ranges. All games are rated on the [Entertainment Software Rating Board](#) website.
- **CONTENT** - Some games can include content that is violent or controversial. Some institutions have chosen to not pursue FPS (First Person Shooter) game titles. Consider administration and school board opinions in advance and be prepared to discuss benefits of these titles.
- **TEAM** – Be sure there is enough interest to support the team size required for each title. Each title carries different team requirements. Remember that skills in one title do not necessarily carry over to another title. One esports coach compared it to an Olympic athlete who specializes in soccer then trying to play baseball. It isn't always transferable.
- **PLATFORM** – Ensure that the titles selected will perform on the technology to be used in the program. Some titles are for PC, PC and Console (PS4, Xbox, Switch), or Console only.
- **TECHNOLOGY** – Ensure PC's and Consoles are able to support the games selected. Be sure accessories are adequate and perform equally for all participants. For competitive teams be sure their response rate is within league and game specifications.
- **SCHOLARSHIPS** – Understand in advance if one of your program goals is to align your esports game titles with those that can include colleges esports scholarships. Amounts of scholarships can vary by institution, by game title, and by varsity/JV team. Other scholarships are sponsored or won through student competitions. Not all collegiate level programs offer scholarships.

INDUSTRY PERSPECTIVE

Why should schools incorporate esports into their curriculum?

“ When the term curriculum is read by an audience, they may automatically think content. Esports curriculum is so much more than content, but a frame of mind. Merging different student populations under one umbrella. Developing essential skills of teamwork, collaboration, communication (verbal & nonverbal), critical thinking, and risk-reward analysis are extremely prevalent and taught to all scholar gamers. There is not one employer or armed forces or college recruiter that wouldn't want an employee/student with these skills. ”

Jesse Schwingle, Instructional Technology Coach
CESA10 – Cooperative Education Service Agency
jschwingle@cesa10.k12.wi.us

ESPORTS CURRICULUM CONNECTIONS...

Esports has many strong curriculum relationships. Esports can be incorporated into many different areas of education. **NASEF** has done a tremendous job building connections between esports, educations and workforce. Potential connections may include:

- Computer Science
- Statistics, Mathematics
- Graphic Design, Creative Design
- Web Design
- Science
- Art, Art History, History
- Marketing
- Business Management, Leadership
- Finance, Accounting
- Entrepreneurship
- Human Resources, Training
- Communications, Journalism
- Broadcasting
- Political Science
- Psychology, Sociology
- Informatics
- Physical Education, Kinesiology
- Technical Education, Wood/Metalworking
- Language Arts
- International Studies



ESPORTS CAREER OPPORTUNITIES...

Esports programs help build practical experience for scholar athletes which can position them for a variety of career pathways. Beyond experience this also helps those athletes discover deeper interests or passions. Many career paths have become prominent, including:

- Game Design
- Graphic Design, Creative Design
- Software Design
- Engineering
- Business Management
- Product Management
- Business Development
- Event Planning, Event Organization, Event Specialist
- Coaching, Head Coach, Assistant Coach, Virtual Coach, Mentoring
- Statistician, Data Analyst
- Military Operations, Military Outreach, Cyber Operations, Soldier
- Researcher
- Esports Analyst, Commentator
- Public Relations, Publicist
- Journalism, Journalist, Reporter
- Communication, Broadcasting
- Sales, Software Sales, IT Sales, AV Sales, Event/Promotional Sales, Product Sales
- Marketing, Social Media Marketing
- Website Development, Programming
- Fundraising, Sponsorship Outreach
- Community Relations, Community Manager
- Video Production, Videographer, Video Editing
- IT Networking, IT Support, IT Sales
- Audio-Video Production, AV Integration, AV Programming, AV Sales
- Psychology
- Entrepreneur
- Health Coach, Nutritionist, Fitness Trainer

INDUSTRY PERSPECTIVE

What advice was most valuable as you pursued your career in esports?

“ Resilience. Resiliency is incredibly valuable. The Esports industry is still relatively new and opportunities will continue to emerge as the space grows. I would encourage anyone who is interested in esports to immerse themselves as much as possible. Explore opportunities beyond team operations and content production to identify ways you can provide value to an organization or company. ”

Andrew Buck, Esports General Manager
Milwaukee Bucks / Bucks Gaming
ABuck@bucks.com

NATIONAL RESOURCES AND THOUGHT LEADERS...

There are several reputable esports-focused organizations that prioritize the advocacy and development of esports programs and stakeholders. Of equal importance are thought leaders that are passionate about esports initiatives, growing the sport and engaging within the esports community on important topics and issues.

NAECAD – National Association of Esport Coaches and Directors

NAECAD is the primary professional organization for competitive esports coaches and directors at all levels of competitive play (club, high school, college, and professional). The NAECAD mission is to serve, legitimize, and advance competitive esports at all levels with NAECAD members at the epicenter of leadership, advocacy, and professional development. The NAECAD vision is for esports to be viewed as a prominent competitive sport with highly trained NAECAD members leading the professional development, growth, and quality of competitive esports. NAECAD is committed to establishing programs and partnerships that positively enhance the professional development, growth, and quality of competitive esports. Along with other valuable resources, NAECAD has launched a formal process to recognize National Awards for Coaches, Athletes, and Teams. NAECAD sponsors coach's clinics and learning tracks at education industry conferences. NAECAD sponsored the creation of a fourteen chapter esports guide. Each chapter is created by a thought leader from the esports industry. It is one of the most comprehensive guides published to date.



NAECAD
NATIONAL ASSOCIATION OF ESPORTS
COACHES & DIRECTORS

For more information please visit
www.naecad.org

NACE – National Association of Collegiate Esports

NACE is a nonprofit membership association organized by and on behalf of their member institutions. Together, their members are developing the structure and tools needed to advance collegiate esports in the varsity space. NACE is collaborating to lay the groundwork in areas such as: Eligibility, Path to Graduation, and Competition & Scholarships. NACE is the only association of varsity esports programs at colleges and universities across the U.S. with 170+ member schools and 5,000+ scholar gamers. NACE sponsors an annual convention each summer and maintains a private Discord server for esports coaches and directors.



For more information please visit
www.nacesports.org

NASEF - North American Scholastic Esports Federation

NASEF's mission is to provide opportunities for ALL students to use esports as a platform to acquire critical communication, collaboration, and problem-solving skills needed to thrive in work and in life. NASEF incorporates the knowledge and expertise of national leaders on gaming and education. Their ongoing research examines learning in an esports environment, producing data to further enhance our coaching, curriculum, and club programs. NASEF sought explicit connections with esports and content standards and have developed curriculum for high school and middle school students in a variety of learning environments. Additionally NASEF has created a Code of Conduct to ensure that ALL scholar gamers learn, grow and thrive.



For more information please visit
www.nasef.org

TESPA – The Esports Association

TESPA is a network of students, competitors, and club leaders. Together, their students are changing the world of collegiate esports both on campus and on stage. TESPA believes in a world where gaming is celebrated by people of all ages, recognized as a force for good, and a catalyst for bringing people together. TESPA student leaders have established 270+ chapters across the United States and Canada, each serving as an open and inclusive hub for all types of gamers and games. There are over 120,000 TESPA members and alumni.



For more information please visit
www.tespa.org/about

The Academy Of Esports (James O'Hagan)

Esports allows schools to redefine their athletic culture, diversify opportunities for student participation, promote physical and mental health, and increase collegiate scholarship pathways. And play games! We cannot forget the importance of play! The mission of The Academy of Esports is to support these ideals. The vision of The Academy of Esports is for all students to experience the fun and joy of playing competitive video games. The Academy of Esports Founder, James O'Hagan is a well-respected thought leader and advocate for esports. James speaks at numerous national events, serves on state and national boards, and is the Director of Digital and Virtual Learning at Racine Unified School District. James also hosts a terrific podcast.



For more information please visit
www.taoesports.com

UCI Esports – University Of California, Irvine

UCI is the first public university to create an official esports program and is regarded as one of the best and most comprehensive in the world. The vision for the esports program was born in the summer of 2015. With a successful Computer Game Science major, a thriving gaming community, and a history of elite competition, UCI is a natural place for esports to thrive. Working with student leaders, faculty, UCI's gaming community and forward-thinking administration, the esports program was announced in the spring of 2016. UCI has been a leading education industry resource and a champion for inclusion, respect and ethics. UCI hosts an annual esports conference and maintains a valuable Tools for Schools site which covers most aspects of an esports program.



UCI eSports

For more information please visit www.esports.uci.edu

Teched Up Teacher (Chris Aviles)

Teched Up Teacher. Edtech and Ideas to Disrupt Education. Chris Aviles shares his tips and ideas about edtech and the classroom. Chris is pioneer in the esports community as he was one of the first to develop an esports program for a middle school. Chris is also a NASEF Scholastic Fellow and the author of an amazing resource The Guide to Esports in Education.



For more information please visit www.techedupteacher.com

PlayVS

PlayVS has built the infrastructure and platform for amateur esports, starting with high schools. PlayVS works directly with game publishers and the states to build and operate sanctioned leagues across the country. The PlayVS platform powers high school and college esports leagues. PlayVS coordinates the matches, schedules, logistics and statistics, allowing coaches to coach and players to play. PlayVS has created numerous esports guides. These include informative guides covering topics like getting started, tryouts, practice, fundraising, and even parent-oriented guides.



For more information please visit www.playvs.com

HSEL – High School Esports League

HSEL's mission is to make esports available to every student as a legitimate varsity level sport in high schools across the nation. They achieve this by making it easy for faculty to offer students an opportunity to engage in healthy esports competition, surrounded by peers, and supervised by teachers. Through organized esports competition students will tie their commitment to gaming to their success in academics and future careers. HSEL publishes several helpful guides including an informative [starter packet PDF](#).



**High School
Esports League**

For more information please visit
www.highschoolesportsleague.com

NFHS – The National Federation of State High School Associations

The NFHS is the national leader and advocate for high school athletics as well as fine and performing arts programs. Within their 51 member state associations (including Washington, D.C.), they serve 19,500 high schools and more than 12 million young people. Ultimately, their goal is to ensure that all students have an opportunity to enjoy healthy participation, achievement and good sportsmanship in education-based activities. The NFHS has entered into an agreement with PlayVS to facilitate the rollout of esports competitions in high schools across the United States. NFHS, along with PlayVS, has published an informative playbook which details the benefits, estimated costs and IT requirements to get started with esports.



For more information please visit
www.nfhs.org/sports-resource-content/esports

EGF

EGF is an established national governing body for organized high school level and collegiate D-I esports leagues. EGF's youth, high school and D-I collegiate leagues are inspired by the best aspects of traditional sports to create opportunities for students and schools to engage and advance. EGF's mission is to build, govern, and support an amateur esports ecosystem which enables students to grow and develop through competition, education, and social impact.



For more information please visit
www.egf.gg

Legacy Esports serves schools, clubs, and other organizations who seek to provide esports services or to enhance their existing services. Their primary focus is on the player experience through their state-of-the-art competition software, LeagueSpot.

Legacy provides a full service, highly customizable competition suite platform designed for the seasoned pro to the esports newcomer alike. Legacy helps develop customized solutions for schools, clubs, and other youth organizations in order to assure their esports program will meet the needs of their organization, the players, and the publishers of the games they all love to play.



For more information please visit www.legaciesports.com

NCSA Esports

NCSA is built on the belief that all sports—including esports—can help create the path to college and lifelong success. NCSA is the Official Recruiting Services Partner of the National Association of Collegiate Esports (NACE). In this capacity, NCSA works closely with college esports coaches and industry leaders to provide all the information gamers need to successfully navigate the esports recruiting process and find the right college fit. NCSA has developed [several resources](#) to identify collegiate esports programs and scholarships for students and parents as well as a nice FAQ listing.



For more information please visit www.ncsasports.org

ANYKEY

AnyKey is an advocacy group that supports diversity, inclusion, and equity in competitive gaming. They amplify, connect, and empower underrepresented players and their allies through research and strategic initiatives. Through AnyKey programs they aim to increase representation, improve participation, and foster more positive community spaces in gaming for players of any kind. AnyKey is made possible through a partnership between ESL and Intel.



For more information please visit www.anykey.org

STATE RESOURCES...

Many state organizations exist to help develop, organize, set standards, facilitate competition and promote esports. These organizations may be created with a sole focus around esports or they may be part of larger state organizations, like a state athletic association. State resources may include regional contacts that can guide you, assist in person, and coordinate seminars, clinics, and on-site competitions or tournaments. The list below represents a sampling of how states are set up, and what esports resources they provide.

WIHSEA – Wisconsin High School Esports Association

WIHSEA governs, supports and promotes the growth of high school esports through community development, advocacy, equitable participation, and interscholastic competition to enrich the educational experience. WIHSEA has created several useful tools for new K12 esports champions including a New Advisor Checklist, Steps to Getting Involved and PC specifications.



For more information please visit
www.wihsea.org

CESA10 ESPORTS – Cooperative Educational Service Agency (west central WI)

CESA 10, in collaboration with member districts, is committed to providing visionary leadership and cost-effective services to maximize learning opportunities and school effectiveness. CESA 10 is in business to serve educators and students. CESA 10 is committed to providing high-quality services to districts in the areas of leadership, consultation, professional learning, facilities management, and specialized personnel who work directly with students. CESA 10 services are tailored to meet the needs of member districts and their staff is committed to the belief that collaboration is the key to school success. CESA10 has created an impressive esports support page that covers topics that includes new team support, educational resources, funding, scholarships, and technology needs for each major gaming title.



For more information please visit
www.cesa10.k12.wi.us

MIHSEF - Michigan High School Esports Federation

MIHSEF is a free-to-join educational, non profit esports organization and league created by teachers for students. Our vision is to create a world where electronic sports are embraced as a positive educational and developmental change agent for all students. We would like to extend this welcome to all students, coaches, administrators, and parents of those interested in participating. MIHSEF developed several good resources including a nice Why Esports presentation.



For more information please visit www.mihsef.org

IAHSEA – Iowa High School Esports Association

It is the IAHSEA mission to support safe and competitive environments for Iowa high school students while promoting team building, communication and critical thinking through esports programs. These programs will provide an opportunity for more students to feel connected to school as well as provide future opportunities in the fields of technology and esports. IAHSEA developed a good startup guide as well as other resources like a code of conduct and student eligibility.



For more information please visit www.iahsea.org

IHSEN – Indiana High School Esports Network

It is the IHSEN mission to bring esports to Indiana schools while creating a positive community where students are number one. IHSEN is built on the following values: students are number one, positivity, inclusivity and fair play. IHSEN developed some nice resources including a new school checklist (inc. FAQ's), equipment recommendations and a code of conduct.



For more information please visit www.ihsen.info

ESPORTS OHIO

Esports Ohio has a singular mission to empower students by providing educational institutions with the knowledge, direction, support and resources to implement, maintain, educate and compete in electronic sports. Esports Ohio is striving to give schools, teachers and students the best possible accommodations for educational value, competition, involvement, and recruitment. Esports Ohio has an amazing library of resources covering most topics from startup guides to information on the titles. They have prepared several good videos and presentations.



For more information please visit www.esportsohio.org

CIF ESPORTS – California Interscholastic Federation Esports Initiative

The CIF, through a partnership with PlayVS, provides a platform and guidance for CIF member schools to participate in esports competitions. CIF assists schools statewide by providing a platform for participation in competitions that includes rules, regulations, participation standards as per California Education Code and review of appropriate games. Student engagement is a key element of a positive school climate with significant research linking it to academic achievement, this outreach provides our schools with a safe, structured education-based opportunity to engage students to compete at their high school. Diversity & Inclusion, Curriculum & Job Skills, Character Building & Teamwork, and Comprehensive Health & Wellness are identified as the key pillars of the CIF Esports Initiative. CIF Esports developed an Esports Guidebook that provides a comprehensive resource for esports programs.



For more information please visit www.cifstate.org/esports/index

GHSA ESPORTS – Georgia High School Association Esports

The objective of the GHSA organization shall be the promotion of education in Georgia from a mental, physical, and moral viewpoint, to standardize and encourage participation in athletics (including esports) and to promote sportsmanship and an appreciation for and study of music, speech, and other fine arts through Region and State competitions. The GHSA is a voluntary organization composed of over 450 public and private high schools. It strives to promote good sportsmanship and a cooperative spirit among its member schools. It endeavors to maintain high standards so that each pupil competing in each school is on the same basis.



For more information please visit www.ghsa.net/esports

MHSEA – Missouri High School Esports Association

MHSEA exists to support the growth of High School Esports by providing schools with education about Esports and equitable access for students to competitive leagues while promoting a safe and fun experience. MHSEA was built by gamers for gamers. MHSEA is affiliated with NASEF. MHSEA features a robust resources page with a ton of valuable content.



For more information please visit www.mhsea.net

TEXSEF – Texas Scholastic Esports Federation

Better humans through gaming. The TEXSEF aims to provide a path to college and career readiness for all Texas students. TEXSEF is affiliated with NASEF. TEXSEF offers resources include gaining administration support.



For more information please visit www.texsef.org

FLSEL – Florida Scholastic Esports League

FLSEL connects Play + Passion + Purpose with learning and engagement opportunities. Their mission is to provide educational and developmental support to youth and young adults throughout Florida to grow and thrive, using immersive experiential learning curriculum and activities. FLSEL is affiliated with NASEF. FLSEL encourages district to Get Involved.



For more information please visit www.flsel.org

PA ESC – Pennsylvania Esports Coalition

The PA ESC is a non-profit 501(c)(6) organization created to advance the development, growth and integrity of esports in Pennsylvania through advocacy, education and promotion of the industry. A broader organization than many others, the PA ESC is comprised of stakeholders from all aspects of the esports industry, including technology, entertainment, education, athletic, casino gaming and government sectors. Member organizations cover a number of industries and include several esports thought leaders.



For more information please visit www.paesports.org

CHSAA – Colorado High School Athletic Association Esports



For more information please visit www.chsaanow.com/activities/esports

IHSEA – Illinois High School Esports Association



For more information please visit www.ihsea.org

MSHSL – Minnesota State High School League Esports



For more information please visit www.nfhsnetwork.com/associations/mshsl/esports

Virginia High School League Esports



For more information please visit www.vhsl.org/esports

INDUSTRY RESOURCES...

GAMING HARDWARE

MSI
HP
Lenovo
Gravity Gaming (Bytespeed)
Alienware (Dell)
iBuyPower
Acer
Asus
Howard Computers

GAMING DISPLAYS

Viewsonic
BenQ
LG
Samsung
MSI
HP
Lenovo
Gravity Gaming (Bytespeed)
Alienware (Dell)
iBuyPower
Acer
Asus
Howard Computers



LEADING ESPORTS TECHNOLOGY INTEGRATORS AND DEALERS

Many well-respected technology companies have teams committed to esports initiatives. Some of those individuals have become experts in the field and industry advocates. The list below is not comprehensive however it provides core group of companies that can assist you with your esports initiatives. Additionally, there are many fine state and region dealers. Whoever you choose, be sure to select a partner that can help you kickoff and grow your program as your technology needs change.

AVI-SPL

Best Buy

Bytespeed

CCS Presentation Systems

CDWG

Connection

Howard Technology

Horizon AVL

IT Savvy

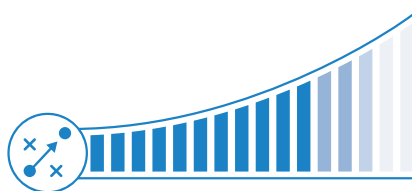
RTI - Riverside Technology

STS Education

Tierney Bros

TROX

VSI - Visual Sound



ADDITIONAL DATA...



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