Two-part Consultatory Service

Key deliverable: Custom Institution Profile Report - a tailored assessment of institutional readiness drawn from interviews with key decision-makers and desk research, including a road map and plan for program operationalization.

Points of Inquiry

What are the drivers behind your program? Is enrollment, student engagement, or competitive excellence the priority?

Action: Interview key university stakeholders to clarify program goals and prepare a recommendation on program scope and type.

Who within your department or administration is well-positioned to spearhead the program in its early phases?

Action: Interview across academic and administrative departments to map existing interests, capacities, resources and possible coalitions of support within the school.

What organizations exist in the local or regional community who could partner with our program?

Action: Conduct local and regional economic analysis to advise on possible partnership opportunities; articulate the value of investment to prospective partners.

How does one articulate the value of an eSports program to college officials and decision-makers?

Action: Craft a well-researched, data-driven narrative to frame eSports as an exciting and rewarding investment; help to identify affinities with eSports in the professional or personal backgrounds of high-level decision-makers, such as trustees.

Key deliverable: A best-in-class eSports program that meets and exceeds goals with respect to institutional drivers, competitive readiness, feasibility, student body engagement, curricular tie-in, and partnership acquisition.

Points of Inquiry

What kind of hardware does one need to buy in order to be competitive?

Action: Select a hardware partner whose equipment meets your budgetary and competitive needs, help to foster a long-term relationship between the provider and the school.

How should one construct an eSports arena in order to maximize the playability and versatility of the space?

Action: Connect facilities departments with development companies with expertise in eSports OR provide guidance to non-specialist development company about requirements for social gaming spaces.

Which governing bodies does one need to join in order to participate in competitive play?

Action: Make introductions to key players at appropriate governing bodies and professional organizations; facilitate the on-boarding process by helping programs to meet requirements and governance obligations.

Where should one look for an expert coaching staff and recruitment solutions?

Action: Provide contacts with trusted coaching and recruitment partners and outline best-practice approaches for coaching schedule

How can eSports be tied-in to existing departments, curricular offerings, and intern/externship programs?

Action: Provide a list of boilerplate curricular synergies and sample classes that combine esports with relevant departments, such as STEM fields, business, communications, sociology and anthropology.

How does one assess demand for eSports within the student body, discover which titles students want to play?

Action: Interview students to gain a deep understanding of the existing population of student gamers, their interests and competitive inclinations.

How does one generate and ramp interest within the student body?

Action: Provide best-practice guidelines for social media promotion and schedule on-campus interest-generating events to be executed by program coordinator.

How does one advertise the program to a national audience for the purposes of enrollment?

Action: Work with the institution's communications department to provide custom-branded material that elevates the defining features of the school's program.