Implementation of an Esports Program in Your School

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The Overall Why?

- Like most, supply and demand. Students demanded, we needed supply

- PlayVS offered opportunity to states through network

- New Offering, No perceived conflicts with others offerings

The Overall Why?

▶ Some said we don't need anything else on our plate, but overwhelming thought- We have NEVER needed participation more for kids

▶ Initial season - 9 state association (AL, AR, CT, GA, KY, MA, NM, MS, RI along with GISA (GA Independent and TCSAAL (Texas Charter School)

▶ January, 2018 NFHS Network signs deal with PlayVS, a startup company from Los Angeles

The Overall How?

- PlayVS offered "allegedly" turnkey solution, managing signups, matches and scheduling
- Results and Standings Issues
- Company Issues (same for any third party)

The Overall How?

▶ Lots of company resources on limiting cheating (no, that doesn't happen in sports)

▶ Don't worry about semantics (break down barriers like the word sports!)

▶ It is not traditional. Accept and embrace!

The Overall Which?

▶ KNOW THE GAMES! Yes, which game matters.

▶ Yes, it is Pay to Play. But Why?

▶ SECURITY ISSUES (Learn DDDos attacks, port alteration, etc.)

▶ Know the environment in your state (i.e. Security Issues, etc.)

The Overall What?

- The PlayVS model (two seasons), three games
- Games have issues (battle, shooting, strategy, etc.)
- View the trailers, youtube, etc. (don't rely on the kids and your tech person).
- Informed Consent.

The Overall What

- Championships - Season 0 in person
  - Costs can be crazy
  - System delays
- Infrastructure Issues
- Season 1 wasn't to be in person, split answers (Rocket League Remote, League of Legends, live)

The Overall What? The Results

- More than 600 players, 2 appeared on roster in other sport (NEW)

- INSIST ON CHAMPIONSHIP PLAY AT A SINGLE SITE

- Scale back if cost is issue

- "People will come Ray, People will most definitely come"

- 2019 new site in KY

What is Esports & why should you think about it for your school??

▶ Competitive Organized Video Gaming

▶ Players compete individually or as a team against other competitors

What is Esports & why should you think about it for your school??

- Games include League of Legends, Rocket League, Smite, Overwatch, Fortnite, Madden, NBA 2K, Super Smash Bros and others.

- There are competitions from amateur to professional, including at the high school and college level, not unlike traditional sports

Who is playing/watching - School Level Questions ?

- According to the National Association of Collegiate Esports over 170 universities and colleges have Esports teams comprised of over 5,000 student-athletes

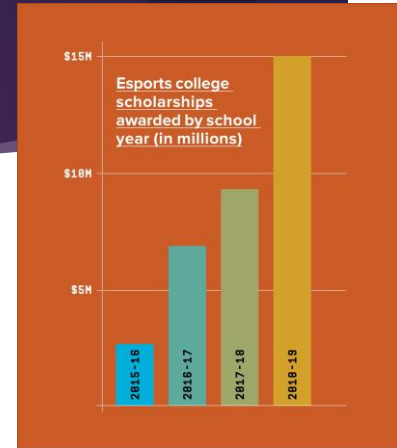- The High School Esports League has had over 65,000 students from 1,700 schools play in its tournaments

Who is playing/watching - School Level Questions ?

▶ In 2017, there were 588 major Esports competitions that generated 59 million dollars in ticket revenues

▶ In 2017, the Top 25 Esports games generated 959.3 million hours of views on Twitch

Why are Students Playing?

► Scholarships – According to NBC News over 200 universities
offered 16 million dollars in scholarships in the 18-19 school year

  ► Harrisburg University

Esports college scholarships awarded by school year (in millions)

$15M
$10M
$5M

2015-16
2016-17
2017-18
2018-19

Why are Students Playing?

- ▶ 64 Colleges and Universities as of August, 2019!

- ▶ More detail - https://www.animationcareerreview.com/articles/which-schools-offer-esports-scholarships

Why are Students Playing?

▶ Twitch – #26 most popular website in the world, over 2.2 million streamers, 15 million daily active users

  ▶ Average Pro-streamers make $3-5K per month not including sponsorships and other revenue

▶ NBA 2K League – 21 NBA Teams have official NBA2K teams

Implementing Esports at the State Level

- ▶ NFHS Network through State Association (KHSAA)
  - ▶ PlayVS
- ▶ State Office Communicated New Opportunities
- ▶ School and District Challenges

Implementing Esports at the School Level

- ▶ Opportunities For Students
- ▶ Challenges
  - ▶ Equipment
  - ▶ Games
  - ▶ Costs
- ▶ PlayVS
- ▶ Opportunities Outside the State Association
  - ▶ High School Esports League
  - ▶ North American Scholastic Esports Federation