Building a Sustainable Esports Club and Team Framework and Culture

https://tinyurl.com/esportsstartup

Getting Launched

- **Resources for a sustainable esports program**
- Checklist for establishing a competitive team or club
  Related References
  - How to Start an Esports Club
  - Promoting a Sense of Community With Esports
  - Engaging Students through Esports in K-12 Education
  - NASEF - https://www.nasef.org/

Building a Sustainable System

- Develop a Gamer Community Code of Conduct
  Review & reflect at least monthly.

- Co-create the Community Expectations (norms) for Clubs and Teams
  Review & reflect at the start and end of every meeting.
  Reference: Esports Learning Guide (go to the Appendices: Culture Building Resources)

- Create roles and responsibilities for each:
  - Leadership: officers
  - School Staff, such as coaches, sponsors, esports director
  - Jobs: Students in support roles, such as marketing and IT
  - Players: coach, captain and in-game positions

- Define and describe the different structures, including purpose and how they operate.
  - Clubs: casual play and content creation
  - Intramurals (under clubs): casual in-school and in-district competitions for all skill levels.
  - Teams: serious competition and content creation (requires higher level of commitment to the team)

- Form an Esports Leadership Committee
  Meets monthly (preferred) or each marking period. The purpose is to
  - review health and growth of the esports components (clubs, teams, intramurals, classes, etc.)
  - Respond to needs in any of the schools or broad esports components.
  - Envision and plan for the future growth and development of the program components.
  - Prepare communications for internal and external stakeholders to inform about the Esports Program.
  - Create, initiate, and monitor a 3-Year Esports Program Implementation Plan.