ESPORTS ORGANIZATIONS

WHAT'S IN IT FOR US?

Esports organizations in the collegiate scene are generally to provide one of three things :

1.) A tournament-ready scene in which you can compete and register for prizes

2.) A community-based scene in which you can grow the community of your esports team and attract new students with innovative activity ideas and social boosting

OR

3.) A combination of these two things. This infographic exists to help you gain a sense of the purpose of the many different esports organizations out there and which, if any, or together, would be a good fit for your specific school

ESPORTS ORGANIZATIONS

NAC E SPORTS

Currently the largest esports organization for collegiate clubs. NACE has been rapidly growing since its inception. NACE offers $16 million in collegiate scholarships to over 170 schools and are partnered with many video game centric companies. The main reason to join a large conglomerate like this would be for stability and expansion of your program.

PlayVS

Like NACE, PlayVs hosts a whole suite of functionality and resources that are useful towards any aspiring program. PlayVs is a bit more limited in what games it supports, but it does have a very easy to use web based metrics for your school, as well as, integrated coaching roles into its program. Meaning that if you are the staff leadership at your school, you have a lot of power to help control the expansion and tournaments. Overall a great program and on the rise as it adds more games to its collection.

ESPORTS ORGANIZATIONS

Getting into a bit more of the broadcast side of things, Twitch Student aims to educate and empower student bodies of esports across multiple different colleges. Their support in live events and their perks of gaining a twitch partner page, front-page access on Twitch's site, and a multitude of talented staff to help your esports program grow is especially helpful. Twitch Student should be used as a supplement to whatever organization you join, as marketing and broadcasting is always essential to grow your program.

COLLEGE CHAMPIONSHIP
State Farm

College programs exist for almost any mainstream esports game, so you should do some research into popular titles at your school and what the in-game tournament looks like. For something like League of Legends, more than 400 schools participate (club and varsity) to compete for scholarship prizes, in game currency, and just to compete. One of the great adjustments for these in-game esports organizations is the sense of community from the game's official discord's and other features like League's streamer matchup program, which lets your collegiate games be shoutcasted by aspiring streamers.

ESPORTS ORGANIZATIONS

EVIL GENIUSES

Some already registered esports organizations also have their own communities. Orgs like Evil Geniuses, not only have a community discord and various ways to help out small schools, but also have ways to include students that are interested in streaming or content design. The benefit of organizations like this is that they offer a scope into the larger esports industry that your school is usually at the focal point of relevancy for.

NASEF
NORTH AMERICA SCHOLASTIC
ESPORTS FEDERATION ™

While NASEF primarily deals with the High School education to Collegiate esports pipeline, it's important to know about as a coach in any program. NASEF works to incorporate a scholastic evidence based education system into the continued effort of advancing esports. They partner with many of the orgs above and if possible your school should see what high schools in the area currently are a part of NASEF or get them more engaged into the org, in order to boost the overall quality of esports education.

ESPORTS ORGANIZATIONS

HSEL

Being the largest High School accredited esports venture so far, HSEL works to incorporate much of the same values as NASEF, with a little more focus on the competition side. HSEL is already booming in terms of schools that are beginning to understand the benefits of esports, but as stated with the last panel, as a collegiate leadership official you should check in.

WHERE TO GO FROM HERE

Many different esports organizations exist today to serve different purposes, and many more will appear as time goes on. As it stand right now, you should be finding organizations that support what your current esports club wants to do -- if you are interested in competition, community building, career opportunities, networking, etc. Use this guide, as well as going on different mediums like Discord, LinkedIN, and your own school forums to start building an esports community that is truly impactful.