

Subject: **Invitation to lead our campus esports initiative**

Dear Instructors,

I want to share some exciting news! Our campus has recently decided to start an esports organization!

My office has decided to investigate the opportunity to establish an esports organization on campus. In order to maximize our campus' collective impact around this esports initiative, I am seeking instructors that may want to actively participate in the founding, advising and mentoring our esports organization.

This esports campus initiative provides a unique opportunity for our students to both participate in the gameplay and in curriculum and career development experiential roles, while also learning life skills such as leadership, teamwork, inclusiveness, community, and more that will serve them in their personal, academic, and professional lives.

This role will entail supporting students as an advisor throughout the founding and development of an esports club/community on campus, helping to advise them as they establish the governance, leadership and structure of the organization, and taking an active and ongoing role in the development of this initiative within our campus community.

Among the responsibilities are:

- Proven leadership for the development of a recreational gaming club/community consistent with the mission of our institution.
- Work collaboratively across departments to support our esports initiative, effectively recruit students into the community, develop a healthy community of gamers, ensure quality partnership with IT to meet technology needs, and to cultivate campus resources as appropriate..
- Develop policies and procedures to support the esports program.
- Manage esports budget and monitor operating expenses.
- Recruit, select, train and supervise any additional esports staff and volunteers.
- Develop a healthy competitive community of gamers and establish guidelines, policies and norms that support student health and well-being, inclusivity, and competitive excellence.



- Monitor student success to ensure retention of students within the gaming community.
- Select or work with the esports organization in the selection of any final rosters for competitions
- Provide mentoring and coaching to student participants:
- Coordinate other resources in coaching and game coordination.
- Knowledge and love of video gaming and esports
- Develop appropriate practice and competition schedules.
- Promote and enforce discipline, inclusion and sportsmanship.
- Develop participation and activity fees for students
- Work with the appropriate campus administrative team to foster growth of esports and represent esports on appropriate campus committees.

We sincerely hope you will join us in our efforts to establish and grow an esports organization within our campus.

Please contact my office by (date) if you have any interest in being a part of this important campus initiative.

Sincerely,

