



Leveling Up: Enhancing Visibility and Community Engagement for MTCHS Esports

By: Nathan Bushard

Hello! I'm...

Nathan Bushard

I am a High School Technology teacher at Meridian Technical Charter High School (MTCHS) in Meridian, Idaho.

I am graduating with a BAS degree with a Cyber Operations Certificate.



My Capstone Project

- a strategic initiative focused on the growth and exposure of the MTCHS esports program
- Inspiration
 - I was inspired by how engaged students are in our young program. I wanted to do a project that will help improve the program.
- The Project
 - I generated a comprehensive plan to elevate the program's visibility, participation, and impact within the school community.
 - Create and grow social media presence
 - Instagram, Twitter, Twitch, and Youtube.
 - Solicit Sponsors
 - Create a community event showcasing high school esports
 - Local tournament to get people excited
 - Raise Funds to be used to grow the program
 - Tournament
 - Sponsors
 - Twitch
 - Raffle

Elements coming together

Innovative Approach

- Project focused on enhancing MTCHS esports awareness through social media, live streaming, and onsite LAN tournament.
- Justification based on the growing opportunities in esports for students.
- Multi-fold impact on personal, school, and community levels.
- Approach integrated competitive gaming, social media marketing, and event management.

Emotional Intelligence

- Research increased awareness of self and others. Shifting the focus to understand the impact on various stakeholders.
- Adopted a collaborative and inclusive approach to decision-making.
- Valuable to educational institutions, esports communities, parents, guardians, students, and potential team members.





Elements coming together

Creative Thinking

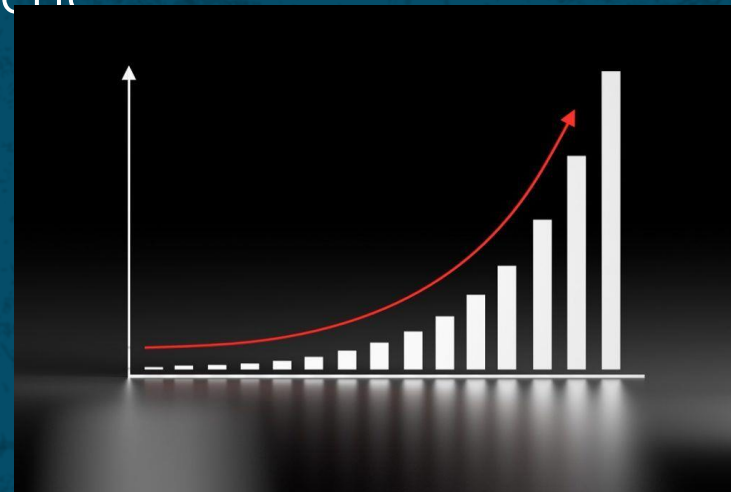
- Utilized creative framework from video and insights from articles assigned.
- Unique approach fostering a culture of creative thinking and learning from mistakes.
- Project's novelty lies in promoting high school esports.

Innovative Solution

- Project focused on expanding exposure and awareness through digital platforms and innovative marketing.
- Innovation in integrating diverse channels: influencer collaborations, interactive online content, and fun events.
- Aimed to redefine the perception of high school esports and elevate its status.

Results

- How impact was measured
 - Funds Raised
 - Social media growth
 - Event attendance
 - Student Engagement
- Benefits to Stakeholders
 - Students atmosphere and camaraderie
 - School Exposure
 - Parent feedback that students are thriving



Anticipated Results

- Starting our media accounts and it slowly growing to 20 or so followers
- Streaming weekly and getting 2-6 viewers
- Find 1 sponsor to support the program
- A tournament that is mostly (80-90%) full



Instagram



Actual Results

- Media

- Instagram - 38 Followers
- Twitter - 8 Followers
- Youtube - 23 Subscribers
- Twitch - 125 followers
 - Average 10 views
 - Gained Affiliate Membership
 - Earned \$35

- Sponsors

- 3 Sponsors plus one anonymous donor
 - Over \$1950
 - Fully Funded Jerseys for all players

- Raffle

- Raised over \$850 in ticket sales so far
- Drawing Scheduled for Dec. 15th



Actual Results

- Event
 - Attendees
 - 12 Teams (Max of 18)
 - 14 Spectators
 - Funds raised - \$573
 - Team Registrations
 - Spectator Tickets
 - Concession Sales



What to do Differently

- Market the tournament better
 - Start Earlier
 - Make it an exposure event rather than a fundraising event
- Not waste time with twitter



References

- Youtube link
 - <https://www.youtube.com/@MTCHSEsports>
 - Twitter link
 - <https://twitter.com/mtchsesports>
 - Instagram link
 - <https://www.instagram.com/mtchsesports>
 - Twitch link
 - <https://www.twitch.tv/mtchsesports>
 - Raffle PC Ticket Sales
 - <https://meridiantechnicalcharter.revtrak.net/Meridian-Tech-Charter-High-School-Fees/STOR-Student-Technical-Organization-Rewards/#/v/gaming-computer-drawing>
1. Adorama. (n.d.). How to Grow an Esports Club. Adorama Learning Center. Retrieved from <https://www.adorama.com/alc/how-to-grow-esports-club/>
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 4. Twitch. (n.d.). Joining the Affiliate Program. Retrieved from https://help.twitch.tv/s/article/joining-the-affiliate-program?language=en_US
 5. Haskel, C. (Interviewee). Chris “Doc” Haskel Interview. [October 126, 2023]