

2023 - 2024

FENWORKS

Esports GM Handbook



LEAD THE PACK

General Manager Handbook

Welcome to the Fenworks Esports Program! As a General Manager (GM), you play an integral role in ensuring the smooth operation and success of the esports program at your school. Whether you're entirely new to this or a returning manager, this comprehensive handbook has been carefully structured to guide you step-by-step in getting started and progressing through the season.

Before diving deep into the details, you'll find a convenient checklist at the beginning of this document. This checklist outlines key milestones and tasks you'll need to accomplish as a GM, from preparations to celebrating your team's formation. We recommend you glance over this checklist first to familiarize yourself with the overarching process and timeline. As you move further into the document, you'll encounter more in-depth information on each of the steps in the checklist, along with resources, tips, and guidelines to aid in each task's execution.

If you have any questions or need any support, don't hesitate to reach out to a Fenworks Representative at esports@fenworks.com or call 701-540-4641.

GM Role:

GMs are paramount to the success of the Fenworks Esports Program. As a GM, you will serve as the primary point of contact between Fenworks and your school organization. You will manage, oversee, coordinate, and coach your school's roster of students throughout the 2023 - 2024 regular season. You will also help to maintain a safe and healthy environment for the students.

Resources

Resources related to the season, such as handbooks, marketing material, and student waivers can be found on our Website Portal.

- Discord – <https://discord.com/>
- Fenworks Platform: <https://app.fenworks.com>
- Fenworks Website Portals: <https://fenworks.com/esports-portal-login/>
 - Student/Parent Login info
 - Username: studentesports
 - Password: Esports2324
 - GM Login Info
 - Username: adminesports
 - Password: 23Esports24

General Manager Checklist

Step 1: GM Prep (Now – February 16)

- ☐ I have scheduled a one-on-one session with Fenworks Representatives by emailing them at esports@fenworks.com or using [this link](#).
 - If possible, prior to the meeting have a Discord account created. For more information on how to do this, click [here](#).
 - During the meeting, I have received an invitation via email to the [Fenworks Platform](#) and I have created an account. The invitation will be from no-reply@fenworks.com. Please check your junk email as well.
 - During the meeting, I have received an invitation to join the Fenworks Discord server.
- ☐ I have reviewed the resources found on the [Fenworks esports portal](#). Please make sure you scroll down to the “for educators” login section. **The login information is username: adminesports | password: 23Esports24.**

Step 2: Promoting/Recruitment (Now – February 16)

GMs are encouraged to promote the Fenworks program for at **least two weeks**. In-school marketing materials can be found on the [Fenworks esports portal](#). Examples of recruitment include:

- ☐ Hanging fliers around the school
- ☐ Making announcements over the intercom
- ☐ Showing and distributing Fenworks promotional videos
- ☐ Organizing and holding an informational meeting
- ☐ Advertising the program on school social media

Step 3: Student Roster, Discord, and Waivers (Due: February 23)

The steps to fill out the student rosters are as follows. See this [video](#) for more support.

- ☐ Step 1: I have invited all students to the [Fenworks Platform](#).
- ☐ Step 2: I sent an email to Fenworks stating how many students I have in my program. Once Fenworks receives that number, Fenworks will email Discord invites back to the GM.
 - *In the event that students join late, please keep Fenworks updated on Student numbers via email.
- ☐ Step 3: I have made sure all students accept the Fenworks Platform invite (mandatory) and I have distributed the Discord invites to students (optional but encouraged)
- ☐ Step 4: I have created teams, assigned all students to the applicable team, and chosen a student captain for each team on the Fenworks Platform.
 - *Rosters are only considered complete once all students have been added to a team.
- ☐ I have ensured that each registered student has paid their activity fee (if applicable) and completed their [parental waiver](#).

Step 4: Equipment and Network Setup (Now – March 1)

- ❑ I have confirmed that all video games and additional resource websites are available on school computers and network (if applicable). To view the Domain Whitelist and Video Game Specs, click [here](#).

*If you are going to have games played at school, please make sure you try playing them using online content as sometime local play will work but online play will have issues.

Step 5: Celebrate

Your team has successfully been registered and added to the Fenworks Esports Program. Please make sure that you have read through the Program handbook and students are aware of the game rulesets. Let the season begin!

Additional Information about Promoting/Recruitment

To get the most out of your esports program, you will need as many students to join the program as possible. To accomplish this, promote the program and recruit students through the school via social media, flyers, meetings, announcements, and tabling. There will be ample time between the start of the school year and the start of the program to gather interest and get students registered, and the more students involved, the better the player experience will be.

To aid in this process, Fenworks has created a plethora of marketing materials such as social media examples, flyers, documents, and videos to help promote the program. To view the materials, log into the [Fenworks esports portal](#) with the credentials found above. Once you begin gathering student interest, you should set up a meeting for interested students and their parents/guardians to go over the program. Students should come away from this meeting with the following information:

- **Time commitment expectations:** Inform interested students that this program is like any other sport or activity and should be treated with the same respect. Students must commit time to practice and play scheduled Races on time.
- **Cost:** The student activities fee is \$100 to participate. Inform them of the cost with consideration for your individual school's policy and cost waiving, if applicable.
- **Parental Waivers:** Inform students and parents to sign the required waiver **before** participating in the Fenworks program. The Parental Waiver encapsulates Student Information, Media Release, and Third-Party Software. To access the Parental Waivers, please click [here](#).
- **Season Information:** The 2023 - 2024 regular season will be eight weeks culminating in the Fenworks Esports State Tournament.

Fenworks Coaching

Coaching within the 2023 – 2024 Fenworks program will be handled in a first-come, first-served reservation format. Each week, GMs will have the opportunity to reserve Fenworks coaches in hour-long blocks for their teams. Fenworks Representatives will reach out to all GMs to aid in setting up the hours. Fenworks encourages all schools who have coaching hours to book them consistently each week.

To reserve a Fenworks coach, General Managers should access the [Esports Portal](#) on the Fenworks website. Please make sure you scroll down to the "for educators" login section. **The login information is username: adminesports | password: 23Esports24.** Scroll down to the 'Resources' section and under 'Program Links', click 'Coach Scheduling'. Here, GMs will be able to view a bio on every available coach and access their calendars to identify a time slot in which to book them. Once a Fenworks coach is reserved in the 'Schools' Portal, GMs should alert their team and ensure that players are in their school's Voice Channel of the Fenworks Discord server to receive coaching. Fenworks coaches will come to the coaching sessions prepared with a lesson plan/itinerary for each team (based upon their needs/weaknesses), but teams should have a list of things they would like to cover prepared so that coaches can tailor their instruction.

If you would like to purchase hours or additional hours, please email esports@fenworks.com.