

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.

Remember, your involvement as a GM is vital to your school's esports program's success, and this handbook is here to support you every step of the way. Let's embark on this exciting journey together! Proceed to the checklist to begin your GM journey and delve deeper into the handbook for comprehensive information and guidance.

For any questions or support, please email esports@fenworks.com for the quickest reply.

General Manager Checklist

Step 1: GM Prep (October 23 – November 10)

- I have scheduled a one-on-one session with Fenworks Representatives by emailing them at esports@fenworks.com or using [this link](#).
- I have received an invitation via email to the [Fenworks Platform](#) and I have created an account.
- I have created a Discord account and received an invitation via email to join the Fenworks Discord server. For more information on how to do this, click [here](#).
- 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.**
- Support:** 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.

Step 2: Promoting/Recruitment (Now – November 24)

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

- I have hung fliers around the school
- I have made announcements over the intercom
- I have showed Fenworks promotional videos
- I have organized and held an informational meeting
- I have advertised the program on school social media

Step 3: Student Roster (Due: November 24)

Student rosters are due on November 24. The steps to fill out the student rosters are as follows:

- I have downloaded the Student Roster Excel spreadsheet found [here](#).
- I have reviewed the information needed from students and filled out the appropriate fields in the Student Roster spreadsheet.
- I have emailed the Student Roster spreadsheet to esports@fenworks.com.
- I have ensured that each registered student has paid their activity fee (if applicable) and completed their [parental waiver](#).

Step 4: Create Teams on Fenworks Platform (Due: November 24)

In addition to the excel roster, all GMs will need to get their students invited to the platform and created into teams. For a video how, click [here](#).

- I have sent invites to all students to the Fenworks Platform.
- I have created teams on the platform.
- I have chosen a student captain for each team.

Step 5: Discord Registration (Now – December 1)

Once Fenworks receives the rosters, they will assign a one-to-one Discord link for each student. Fenworks will send the links back to the GM. The GM will then distribute the links to their students. The steps to do this are as follows.

- I have received the Student Rosters spreadsheet back from Fenworks.
- I distributed the Discord Invite links to every student.
 - Each one-time-use link is unique and should only be sent to the student for which it was intended.

Step 6: Video Game Setup (Now – December 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](#).

Step 7: 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!

Fenworks General Manager Information

You were selected to serve as the General Manager (GM) for your school's esports program! Fenworks thanks you for stepping into this exciting role and has provided the following information to help you understand the (1) General Manager role and (2) steps you can follow to ensure success.

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.

If you have not done so already, please ensure that you have provided Fenworks with the following information:

- Name (First and Last)
- Professional Title (IT Director, Coach, Teacher, etc.)
- School Name
- Email address
- School Phone Number (If applicable)
- Cell Phone Number
- Best way(s) to communicate (Email, Text, Phone Call, or Discord, or any suggestions):
- Discord account handle:
 - If you do not currently have a Discord account, we ask that you create one. Discord will be one of the primary means of communication in the Fenworks program, both between you and your roster of students AND between you and Fenworks. To create a new Discord account, follow this guide: [How to set up a Discord Account: Getting Started](#).

GM Responsibilities:

We have broken down the main responsibilities of a GM into 7 steps. Below you will find the overview of each one.

- **Step 1: GM Prep**
- **Step 2: Promoting/Recruitment**
- **Step 3: Student Roster**
- **Step 4: Create Teams on Fenworks Platform**
- **Step 5: Discord Registration**
- **Step 6: Video Game Setup**
- **Step 7: Celebrate**

General Manager Steps for Success

Step 1: GM Prep

To make sure that you are prepared for the season we encourage the following.

- **Fenworks Platform:** Fenworks will send an invitation via email to the [Fenworks Platform](#) for you to create an account. The invitation will be from no-reply@fenworks.com. Please check your junk email as well. Once you receive the link to sign up, follow the instructions to create your account.
- **GM Discord Server:** [Join the Fenworks Discord server](#). Once Fenworks receives your Discord username, we will email you a one-time link to join the server. Click the link and you will be brought to the server. The Discord server serves as a direct connection to Fenworks Representatives and other GMs in the Fenworks program. Fenworks asks that GMs check the Discord frequently as to not miss out on pertinent information, or time-sensitive, important details throughout the season.
- **Documents:** [Familiarize yourself with the program documents](#) and help ensure that students follow the guidelines. The documents can be 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.**
- **Support:** 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.

Step 2: 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.

Step 3: Student Roster

Throughout the season and state tournament, students will be competing individually and/or as a team. The team sizes for individual titles are as follows. Fenworks recommends 2 - 3 subs for any team. This is not a requirement or a limit, just a suggestion to make sure your team is able to play all their games in the event a player is unable to compete, and a sub is needed. A substitute can be any player. We do not allow starting varsity players to also play on a JV team. Below is the minimum required number of players that are needed to form a team for each game title.

- Rocket League: 3 students per team
- Fortnite: 3 students per team
- VALORANT: 5 students per team
- League of Legends: 5 students per team
- Super Smash Bros Ultimate: 1 student competing individually, no substitutes
- Chess: 1 student competing individually, no substitutes
- Minecraft (Java Edition, Non-competitive): All students that sign up for the Fenworks Program can access the Minecraft servers.

Each team will select and appoint a Student Captain*. GMs will have the final say in these decisions. Fenworks recommends that GMs ask students if they have already identified teammates they wish to play with on teams and consider hosting a student voting process to elect Student Captains to encourage leadership and engagement in these decisions.

*Student Captains may have additional responsibilities and expectations and should be selected accordingly.

- **Excel Document:** Fenworks staff will provide GMs with the "[Esports Student Roster](#)" Excel Spreadsheet. This spreadsheet will be where you record your entire roster of students from your school organization. Once this document is finished, please send to esports@fenworks.com.
 - GMs will be responsible for providing the following information. *If students have not done so already, Fenworks asks that students create new Discord accounts for the sake of the Fenworks program.
 - School Organization, Student First Name and Last Name, Student Emails, Student Game Titles, Student Discord Tags, Shirt Size, Student Captain

IMPORTANT: You will see a column of cells, highlighted in green, titled 'Discord Invitation Link.' Please leave this column BLANK. General Managers should **submit** this finalized Excel spreadsheet to a Fenworks Representative at the following email address (esports@fenworks.com) and await the return of the spreadsheet with the next instructions.

Step 4: Create Teams on Fenworks Platform

In addition to the excel roster, all GMs will need to get their students invited to the platform and created into teams. For a video how, click [here](#). Please make sure you identify which students are the captains and mark them on the software with the star icon.

Step 5: Discord Registration

Once you receive your updated Excel spreadsheet that contains the individual Discord invitation links, you will need to distribute them to their corresponding students to be added to the server.

Step 6: Video Game Setup

Please make sure 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](#).

Step 7: Celebrate

Congrats, your team(s) are created and ready for the season. Take this time to celebrate getting your students signed up and ready for the season and encourage them to be proud of their involvement in a competitive esports program — it is through adult validation and encouragement that these students will build pride and commitment into this activity and feel included in an activity like any other student in traditional sporting activities. Please make sure that you have read through the Program handbook and students are aware of the game rulesets.