How Existing Solutions Leads to New Success

June 6 – 7, 2019
Bernardo J. Gallegos & Steven A. Mejia
UNM Esports Club

What is Esports?

"Electronic sports," also known as **esports** is competitive video gaming that can take place online or at an in-person LAN (local area network) event.

Esports includes games such as: League of Legends, Overwatch, Rocket League, and many others; traditional sports includes games such as: football, basketball, soccer, and much more.

Esports with a Minor in Cartography

Collegiate esports in its current version arrived when Activision Blizzard, Inc. began its *Heroes of the Dorm* tournament in partnership with Tespa. Since that time collegiate esports has been looking to the future; which includes bringing business, technology, and administrative fields back into the spotlight through esports.

Today we will cover how our student organization has made successful strides in growth and outreach to current student, future Lobos, and alums utilizing currently available solutions in the UNM IT environment.

Working Inward from the Outside

- Discord
- cPanel
    - WordPress
- LISTSERV
- Social Media
    - Twitter, Instagram, Facebook, etc.
- Office 365
    - Microsoft Teams
    - OneDrive
- Adobe Creative Cloud

Discord: The next social platform for gamers

- "Free" Accounts for users
  - Premium accounts can be purchased which unlock user features
- Persistent Chat
- Channel creation
- Strong Admin features
  - Automated "bots" and role assignment upon entering the server
  - Audit log
- Multi-platform Application
  - Team communications during competitive play
- Most major tournament organizers leverage Discord as an audio communications middle ground for teams to communicate and coordinate matches remotely

Website Solutions for Student Orgs

1) Cascade Server (WCMS)

- Request needs to be done by Student Activities

- Webmaster must complete 1-1.5 hours of Cascade Training

- 45-minute orientation/initial set up meeting with SAC

- Limited to a template

2) WordPress

- Can be installed using cPanel

- No training required

- No set up meeting required

- Unlimited creativity, but follow-up with UCAM and Student Activities.

WordPress

- **Website administration has never been easier. So GUI. Much Wow.**

- Compatible with every browser and device.

- Plugins
  - Elementor
  - Yoast SEO
  - Everest Forms
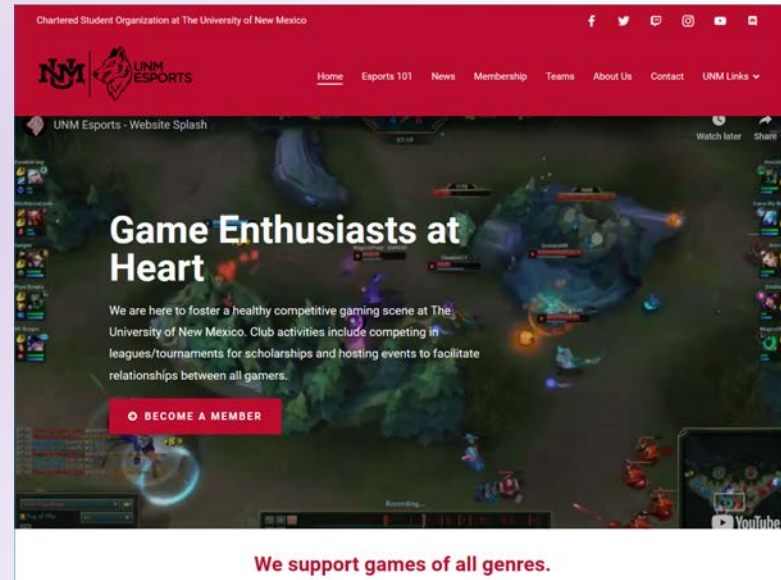
WordPress

- Website administration has never been easier. So GUI. Much Wow.

- **Compatible with every browser and device (varies per theme)**

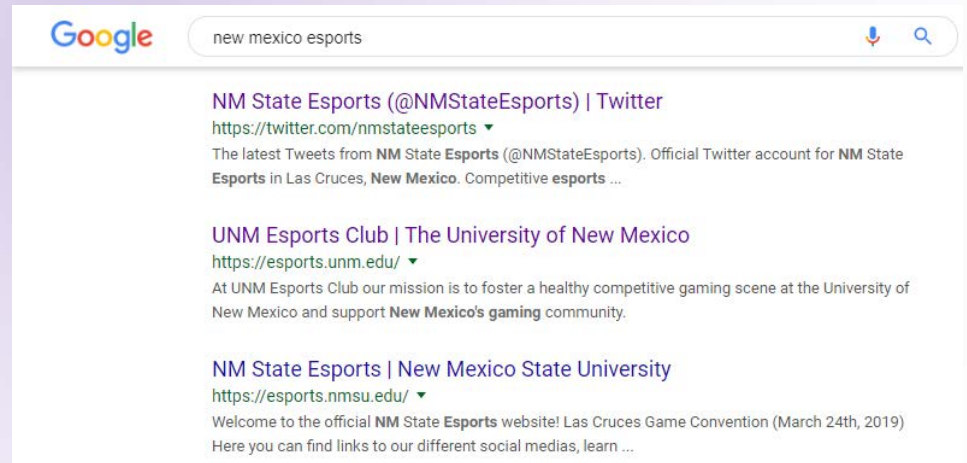- Plugins
  - Elementor
  - Yoast SEO
  - Everest Forms
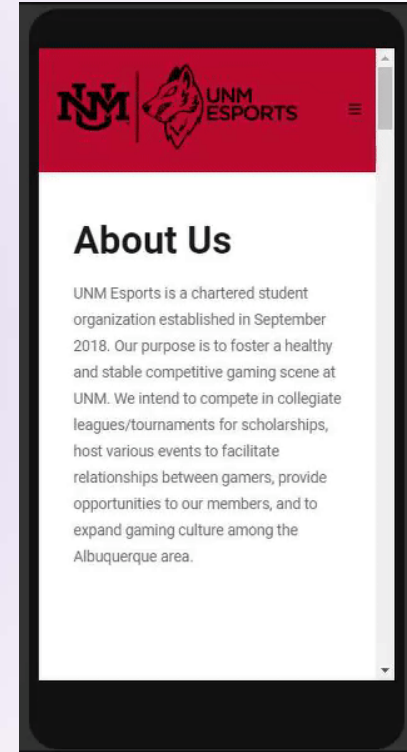
WordPress

- Website administration has never been easier. So GUI. Much Wow.

- Plugins

  - **Elementor**

  - Yoast SEO
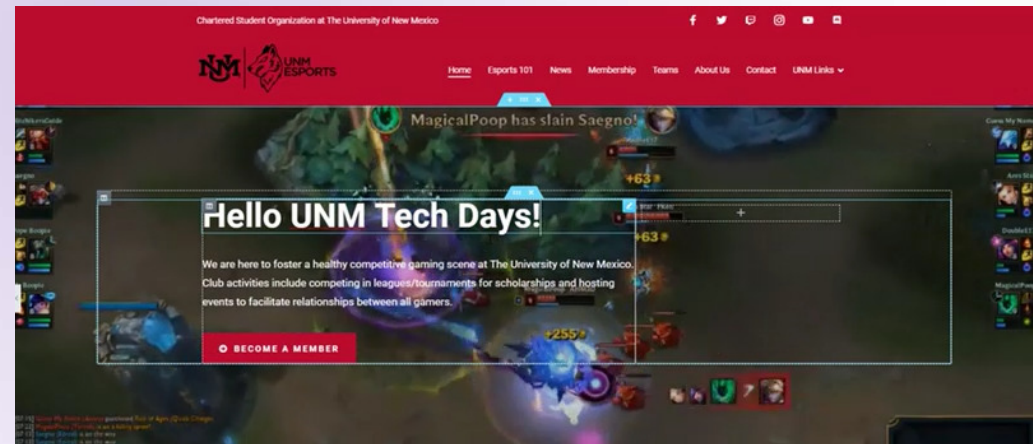
  - Everest Forms

WordPress

- Website administration has never been easier. So GUI. Much Wow.

- Plugins
  - Elementor
  - **Yoast SEO**
  - Everest Forms

WordPress

- Website administration has never been easier. So GUI. Much Wow.

- Plugins
  - Elementor
  - Yoast SEO
  - **Everest Forms**

Membership Form

Full Name *

Email (@unm.edu Preferred) *

Select (multiple) how you would like to get involved: *
- Player
- Coaching
- Administrative
- Social Media & Outreach
- Content Creation (Streaming)

How are you affiliated with UNM? *
- Student
- Future Student
- Faculty
- Staff
- Alumni
- Vendor
- Interested Party

Choose a membership level *

Select Membership ▼

PREFERRED GAMES, COMMENTS, OR QUESTIONS

Submit

NM State Esports

UNM Esports

LISTSERV

- Outreach matters

- Fast. Informative. Defined.

- The ability to reach your audience en masse

- Easy-to-use import features

 - csv import with two simple columns

- Simple user management

Social Media

- Outreach matters. Whoa, Déjà vu.

- As time moves on, we evolve how we connect.

- Information as it happens.

- Scheduling tools for admin users
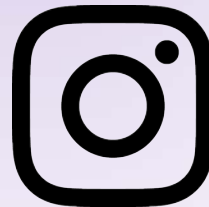
Office 365

- Stay organized. Keep moving.
- Outlook is the lifeline for the executive board
- Familiar usability
- Mobile App platform
- Tried and true support
- Microsoft Teams
  - Like Slack and Discord, but with room for improvement
  - Accessibility for all users (future, past, and present)
- OneDrive
  - The clear alternative to Google Drive
- Access for current UNM Students, staff, and faculty
  - What does Alum access look like?
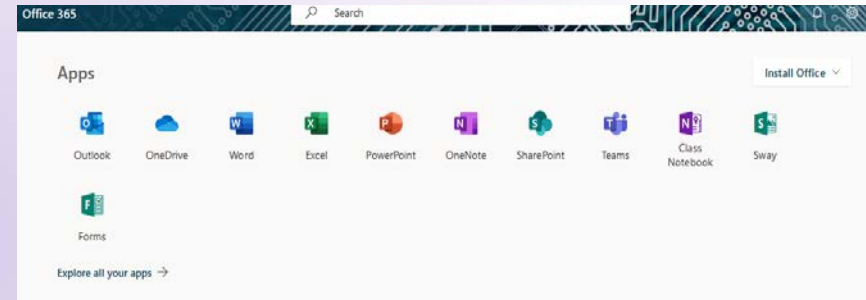
Adobe Creative Cloud

- Create inspiring branding

- Look how good we look.

- Keep things UNM

- Thank you, Maria
  & UCAM!

Recap

- By leveraging available tools an organization within UNM can create success in a short period of time and continue to grow as the quality of those tools increases over time.

- Emerging organizations and groups can advance immensely by simply exploring the diverse environment of available solutions brought to this campus via UNM IT

Thank You

Questions?

Thank You

Follow us @UNMesports!
esports.unm.edu