

# CASE STUDY

***Drury University takes esports to the next level, from campus club to varsity team***

***TEAMWORK: It's amazing how much can be accomplished if no one cares who gets the credit.***

## ABOUT

Drury University joined National Association of Collegiate Esports (NACE) and Midwest Esports Conference (MEC) in 2019. Their varsity esports program has 14 players competing in their first season in the 2019-20 academic year, led by Michael Jones, Drury University Head Esports Coach. Jones previously oversaw the esports program at Culver-Stockton College in Missouri.

***Drury University empowers their students to practice meaningful involvement in one of their 80 co-curricular organizations. Creating a varsity esports team is just one way the university gives their students a cutting edge.***

Drury University's esports program is organized under the athletic department and student athletes can receive scholarships and mentoring from Coach Jones. Team members are required to attend training sessions for in-game ability as well as health and fitness.

## THE CHALLENGE

Missouri is on the cutting edge of college esports, with some of the strongest teams in the country. Drury is building a competitive program that integrates the best of professional esports training with wisdom and proven techniques from traditional athletics.

## THE HARDWARE SOLUTION

"We chose Gravity Gaming PCs due to their best in class warranty and willingness to meet our needs. They are functional [and] gorgeous machines at a competitive price point." In addition to computer hardware, Gravity Gaming also created and installed unique PC customizations (including the school's colors in LED lights and Panthers esports logo), as well as the sourcing of gaming chairs, headsets, and peripherals.

***"We anticipate bringing in many new students to the team every year for the foreseeable future. We needed machines that could be used daily without any issues, so we chose Gravity Gaming."***

***- Michael Jones, Drury Esports Head Coach***





## INTEGRATING ESPORTS WITH ACADEMICS

“What I always tell parents or administrators who are skeptical about esports is that the students are doing it anyway. This is what they do for fun, and this is what they enjoy. Rather than fighting against that, let’s support it and help them develop healthy habits around it.

If students want to play in a college, they have to do well in school. Just like any traditional athlete, esports students are expected to maintain a minimum GPA. They also learn a lot of the same values as traditional athletics, including teamwork, coordination, responsibility, and much more.

And like traditional sports, most esports athletes won’t go on to become professional players, but there are countless job opportunities, such as coaching, media production, office staff, event planners, marketing and promotions, announcers, and much more, thanks to the growth of esports as a scholastic activity,” said Jones.

## LEVELING THE PLAYING FIELD

Not every student can be on the football or basketball team, but as Jones says, “Video games is the great equalizer. One of the best collegiate League of Legends players is a person with a disability, who has only one proper hand. While you’d think that could limit him, it doesn’t. They make adaptive controllers. Esports is also a co-ed sport, so there is no advantage on either side when it comes to gender. Esports is truly one of the most democratic sports you can imagine.”

## A WORD OF ADVICE

Jones says, “There is so much to learn about college esports, but if I could give one piece of advice, it would be to dive in head first. There is a thriving community of professionals looking to grow this space that are willing to answer questions and be a resource to new programs. Don’t be afraid to ask questions and share best practices with your peers.”



## About Gravity Gaming by ByteSpeed

Gravity Gaming is a product line dedicated to PC gaming created by ByteSpeed ([www.bytespeed.com](http://www.bytespeed.com)), a leading nationwide provider of custom-built computer hardware since 1999. We’ve combined our passion for PC gaming with our 20+ years of computer industry experience to create Gravity Gaming by ByteSpeed.

Gravity Gaming by ByteSpeed systems are built and supported in the USA, at our headquarters in Moorhead, MN. Our goal is to bring users the ultimate gaming experience through our high performance hardware, as well as outstanding customer service and support.

At Gravity Gaming by ByteSpeed, we understand the importance of building a solid gaming rig for ultimate performance and reliability. That’s why we use only the highest quality components. Our team of gaming experts then assemble and test your machine before it ships to you. We guarantee high quality, performance-driven machines you will be proud to own.

Learn more at: [www.gravitygaming.com](http://www.gravitygaming.com)