OMB Number: 4040-0004
Expiration Date: 12/31/2022

Application for Federal Assistance SF-424

* 1. Type of Submission:	* 2. Type of Application:	* If Revision, select appropriate letter(s):
☐ Preapplication	☒ New	
☒ Application	☐ Continuation	* Other (Specify):
☐ Changed/Corrected Application	☐ Revision	

* 3. Date Received:	4. Applicant Identifier:
05/18/2022	

5a. Federal Entity Identifier:	5b. Federal Award Identifier:

State Use Only:

6. Date Received by State:	7. State Application Identifier:

8. APPLICANT INFORMATION:

* a. Legal Name: Worldwide Scholastic Esports Foundation d.b.a. NASEF

* b. Employer/Taxpayer Identification Number (EIN/TIN):	* c. UEI:
(b)(6)	Y641DNNGA7K8

d. Address:

* Street1:	1428 Tugaloo Drive NE
Street2:	
* City:	Brookhaven
County/Parish:	
* State:	GA: Georgia
Province:	
* Country:	USA: UNITED STATES
* Zip / Postal Code:	30319-3950

e. Organizational Unit:

Department Name:	Division Name:

f. Name and contact information of person to be contacted on matters involving this application:

Prefix:		* First Name:	Kevin
Middle Name:			
* Last Name:	Brown		
Suffix:			

Title: Director, Global Education & Training

Organizational Affiliation:
NASEF

* Telephone Number:	Fax Number:
(b)(6)	

* Email: (b)(6)

Application for Federal Assistance SF-424

*** 9. Type of Applicant 1: Select Applicant Type:**

M: Nonprofit with 501C3 IRS Status (Other than Institution of Higher Education)

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

*** 10. Name of Federal Agency:**

Department of Homeland Security - FEMA

11. Catalog of Federal Domestic Assistance Number:

97.132

CFDA Title:

Financial Assistance for Targeted Violence and Terrorism Prevention

*** 12. Funding Opportunity Number:**

DHS-22-TTP-132-00-01

* Title:

Fiscal Year (FY) 2022 Targeted Violence and Terrorism Prevention (TVTP)

13. Competition Identification Number:

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

Add Attachment | Delete Attachment | View Attachment

*** 15. Descriptive Title of Applicant's Project:**

Scholastic Esports as Resilient Safe Spaces

Attach supporting documents as specified in agency instructions.

Add Attachments | Delete Attachments | View Attachments

Application for Federal Assistance SF-424

16. Congressional Districts Of:

* a. Applicant: GA-6th
* b. Program/Project: Many

Attach an additional list of Program/Project Congressional Districts if needed.

Add Attachment | Delete Attachment | View Attachment

17. Proposed Project:

* a. Start Date: 10/01/2022
* b. End Date: 09/30/2024

18. Estimated Funding ($):

* a. Federal	750,000.00
* b. Applicant	0.00
* c. State	0.00
* d. Local	0.00
* e. Other	0.00
* f. Program Income	0.00
* g. TOTAL	750,000.00

*** 19. Is Application Subject to Review By State Under Executive Order 12372 Process?**

☐ a. This application was made available to the State under the Executive Order 12372 Process for review on ____.

☐ b. Program is subject to E.O. 12372 but has not been selected by the State for review.

☒ c. Program is not covered by E.O. 12372.

*** 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)**

☐ Yes ☒ No

If "Yes", provide explanation and attach

Add Attachment | Delete Attachment | View Attachment

21. *By signing this application, I certify (1) to the statements contained in the list of certifications and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)**

☒ ** I AGREE

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix:
* First Name: Kevin
Middle Name:
* Last Name: Brown
Suffix:

* Title: Director, Global Education & Training

* Telephone Number: (b)(6)
Fax Number:

* Email: (b)(6)

* Signature of Authorized Representative: Kevin T Brown
* Date Signed: 05/18/2022

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

* APPLICANT'S ORGANIZATION

Worldwide Scholastic Esports Foundation d.b.a. NASEF

* PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

Prefix: | * First Name: Kevin | Middle Name:

* Last Name: Brown | Suffix:

* Title: Director, Global Education & Training

* SIGNATURE: Kevin T Brown | * DATE: 05/18/2022

FY22 TVTP Grant Application

Opportunity Number DHS-22-TTP-132-00-01

North America Scholastic Esports Federation (NASEF)

Homeland Security

NASEF
NORTH AMERICA SCHOLASTIC ESPORTS FEDERATION™
Game. Grow. Learn. Lead.™

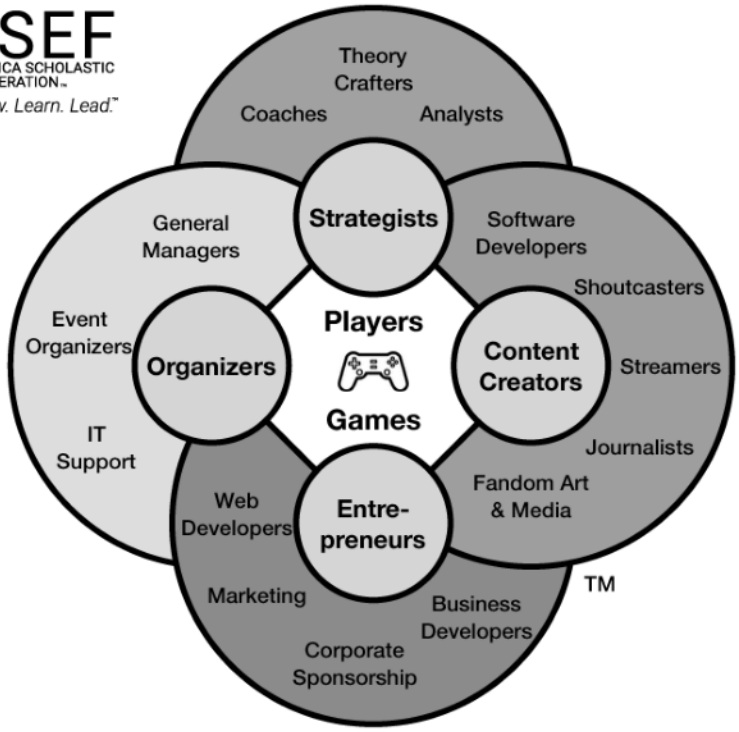


Diagram Citation: Anderson, Tsaasan, Reitman, Lee, Wu, Steele, Turner & Steinkuehler (2018)

Overview

The name of the entity applying	World Wide Scholastic Esports Foundation dba North America Scholastic Esports Federation (NASEF)
The primary location (city/county and state/D.C./territory) of the applicant and the location(s) of activities (if different)	Primary Location: Brookhaven, GA Location of Activities: Up to a dozen locations (urban → rural reach) throughout the continental US, to be identified in the project narrative.
The name of the application track	Innovation Track
The name of the project type(s)	Threat Assessment & Management; Awareness & Education; Support Services (Mentorship → CTE Pathways → Post-Secondary Focus)
The amount of funds requested	$750,000
Project abstract, approximately 200 words, suitable for public release, describing the core elements of the proposed project	The proposed DHS-funded ***Scholastic Esports as Resilient Safe Spaces Program***, led by the North America Scholastic Esports Federation (NASEF) in strong partnership with multiple state affiliates / partners, and 6-8 selected pilot geographies based at high school campuses across the continental US, will gather young people in a safe, neutral, and inspiring community using scholastic esports as a vehicle for youth development, college / career pathway identification and readiness, and an attention to social-emotional practices in a dynamic, peer mentor and adult supported group (club) setting. Students will create Clubs and collaborate on building their Club Charter, Code of Conduct, and Community Development & Sustainability Plan with goals and objectives, and compete in scholastic esports, testing their skills, innovation, and creativity in real-world challenges. The students will utilize NASEF's learning framework as the basis for Club activities that promote the diversity, equity and inclusion of all interested youth, the outcomes of which have been successfully demonstrated as competitive and educational opportunities at the local, regional, state, national and international levels.
ND Grants EMW#	(b)(4)

Body

Needs Assessment (15 points)

Predicated on the Department of Homeland Security's renewed focus starting in January 2021 on domestic terrorism and fomentation of radicalization (data cited from the DHS website here), the North America Scholastic Esports Federation (NASEF) seeks to align itself and its research-based, scholastically-focused, national community of practice (NASEF esports clubs and its national Affiliates) with the DHS' mission to prevent whenever possible and mitigate where necessary the early development of extremist views and radicalization attempts that are now growing within the largely unmonitored digital expanse collectively known as "esports" or "online gaming".

NASEF has already had some interaction with the Center for Prevention Practices and Programs (CP3) in 2021 when assisting with the restructuring of the University of Hawai'i West Oahu's esports club. It was at this first juncture that the DHS saw how NASEF's unique "club model", focused on community-building, social-emotional learning and coaching of physical and mental techniques, rituals and habits, could derail the visceral response and stereotypical model of *"video game play = violence = emotional outbursts = negative social tendencies and harmful behaviors"* and align student participants (whether playing video games or simply enjoying the community and culture of those interested in esports) with self-accountability, self-regulation practices and an increased attendance to diversity & inclusion as a way to propagate campus club culture.

The inauguration of CP3 would seem to signal that the overarching DHS goals to monitor, prevent, mitigate and intervene where extremism and radicalization may occur are best executed through community efforts that start early (meaning with students in middle or high school) and run long (through post-secondary education into the labor force), using proven, sustainable and cost-effective models that adapt to any community. Quoting again from the 11 May 2021 DHS press release,

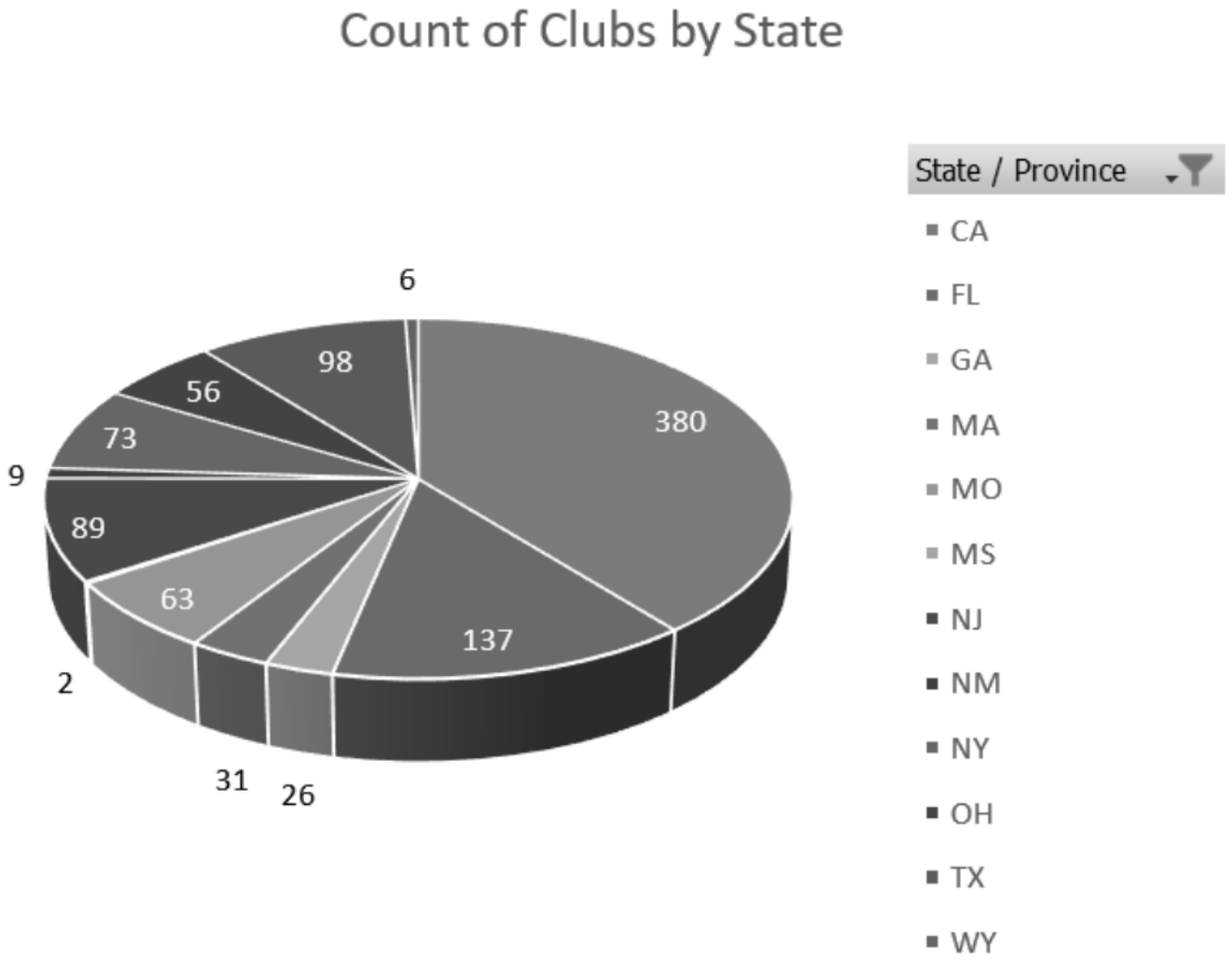
> *"CP3 will help build local prevention frameworks to provide communities with the tools they need to combat terrorism and targeted violence," said Secretary Mayorkas. "Individuals who may be radicalizing, or have radicalized, to violence typically exhibit behaviors that are recognizable to many but are best understood by those closest to them, such as friends, family, and classmates."*
>
> *On January 27, 2021, DHS issued a National Terrorism Advisory System (NTAS) Bulletin due to the heightened threat environment. It was the first NTAS issued in more than a year and also the first to focus solely on a domestic threat. Further, in February, Secretary Mayorkas designated combating domestic violent extremism as a 'National Priority Area' for the first time in FEMA grant programs.*

The purposes of applying for this Innovative Practices grant are for NASEF to:

- **Increase** the reach into underserved populations in geographic areas of concern for CP3,
- **Promote** the activation and establishment of scholastic esports clubs,
- **Create** the scholastic, STEM and career development framework associated with NASEF's "esports ecosystem" and
- **Collect** data for 3rd party, objective review to support the thesis that this unique club structure can prevent the development of extremist views and mitigate radicalization attempts by engaging students in activities that allow for appropriate, civil gameplay while educating them for post-secondary attendance and/or entry into the labor force.

Continued, following...

Working closely with DHS, NASEF will identify several large geographic areas in the continental US that are similarly identified by DHS as areas with underserved populations with a concentration for threat potentials. Candidate states currently include New York, New Jersey, Massechussetts, Ohio, Florida, Georgia, Missouri, Mississippi, Texas, New Mexico, Wyoming and California (northern and southern) which currently serve 970 clubs and approximately 11,640 students in socio-economically and educationally diverse rural, suburban and urban communities.



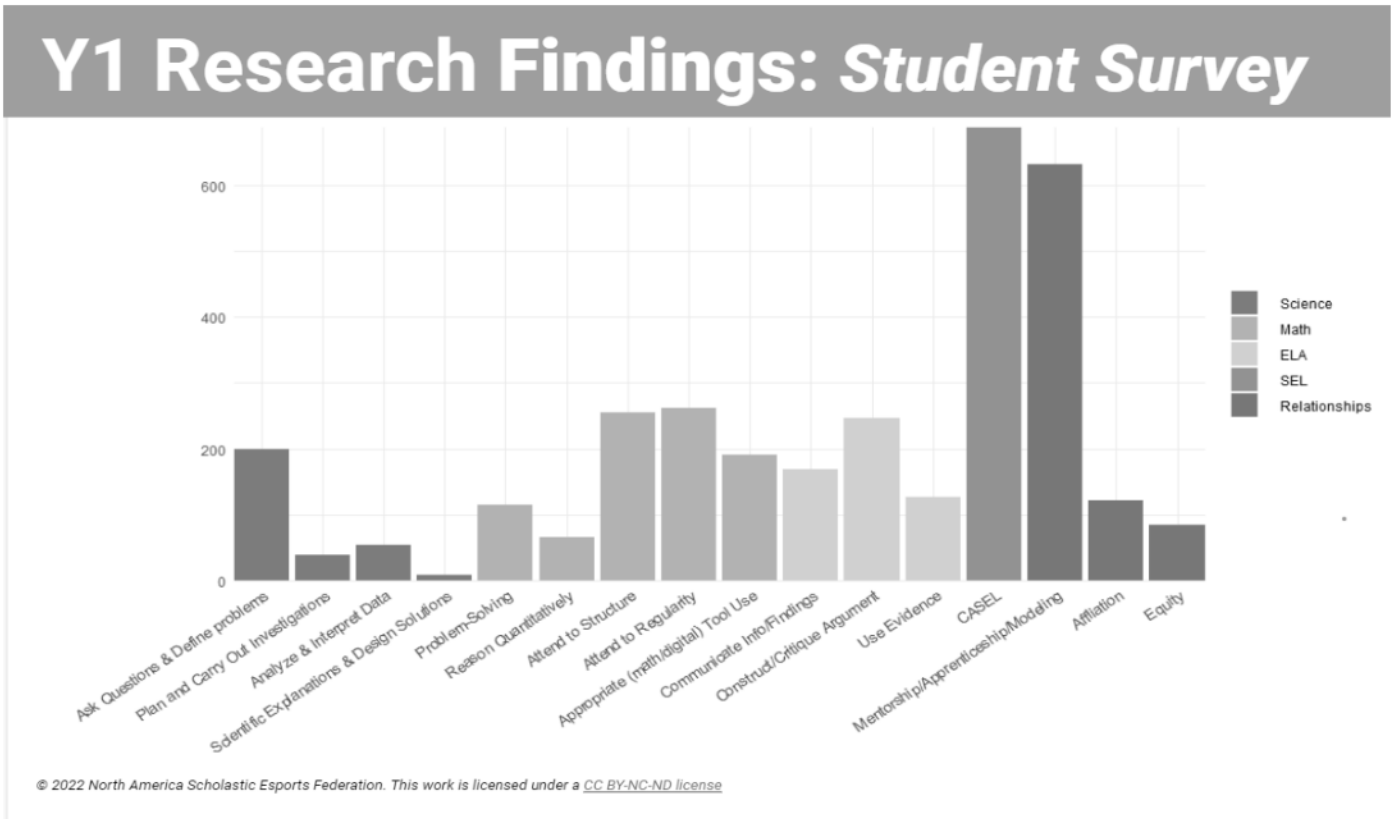
In collaboration with NASEF State Affiliates & Partners, new clubs will be created in areas of the state where clubs do not currently exist (leveraging the experience and mentorship of existing NASEF clubs in those states) while monitoring their development and progress through examination and testing of proposed program efficacy. The clubs will be established in rural, suburban and urban communities where youth opportunities for access to technology, engaging extracurricular activities and positive social experiences might be compromised due to lack of awareness, funding or adult staffing and supervision. The goal of the grant is to engage a minimum of 800 new student participants at the middle and high school level; if more can be engaged through robust community outreach, they will be welcomed into these ongoing efforts.

As Secretary Mayorkas stated, friends, family and classmates are the first and best identifiers of behaviors that may indicate the early growth of extremist tendencies. As NASEF's model of club development is non-threatening and clinically proven to enhance not only social-emotional interaction, but academic and career choice outcomes for students involved with such clubs, the engagement, satisfaction and long-term positive support that each student participant stands to gain is a clear recommendation for the advancement of this model.

Program design and Logic Model (45 points)

NASEF's success, as demonstrated by the IRB research conducted by Dr. Steinkeuhler at the University of California (https://www.nasef.org/about/research/), at its core is based on utilizing the "Club" concept, akin to the creation of a "community of learning and practice," to structure and establish sustainable relationships while developing or enhancing targeted SEL and career technical skills. NASEF's model (https://www.nasef.org/learning/curriculum/) contains a foundational social emotional learning (SEL) platform, rooted in four years of research, that has demonstrated significant positive impact and efficacy among targeted participants.

Year One Research Graph



The interactive combination of play/competitions with relevant and applicable learning content on individual and Club members forms a foundational and sustainable platform for continued engagement, relationship development, and cross-cultural activities. This will be achieved using synchronous and asynchronous educational and competitive platforms and leveraging established tools such as Discord, Flipgrid, UGC.gg and others. An outline of the eight steps promoted by NASEF to activate and develop a club is shown here:

1. • **IDENTIFY** an interested individual to become the GM
2. • **CONDUCT** a pre-enrollment **SURVEY**
3. • **HOLD** a Parent Information Night
4. • **COLLECT** names for the initial club roster
5. • **CONVENE** the first club meeting
6. • **SET** the cadence for club meetings and play
7. • **PRACTICE** and compete; start SMALL
8. • **CONTINUE** outreach and development activities

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In a five-year longitudinal study conducted by the University of California, Irvine, clear evidence of club efficacy is noted by the drastic and immediate drop-off of the same positive benefits clubs provide when clubs either were disbanded (due primarily to lack of adult leadership / change of school staffing priorities) or were suspended over long periods (i.e., school-based clubs that did not have summer programs and club activities were suspended during COVID shutdowns or until the start of a new school year). The following graph charts Year Four data to support this interesting and concerning phenomenon:

Y4 Research Findings: *Change Over Time*

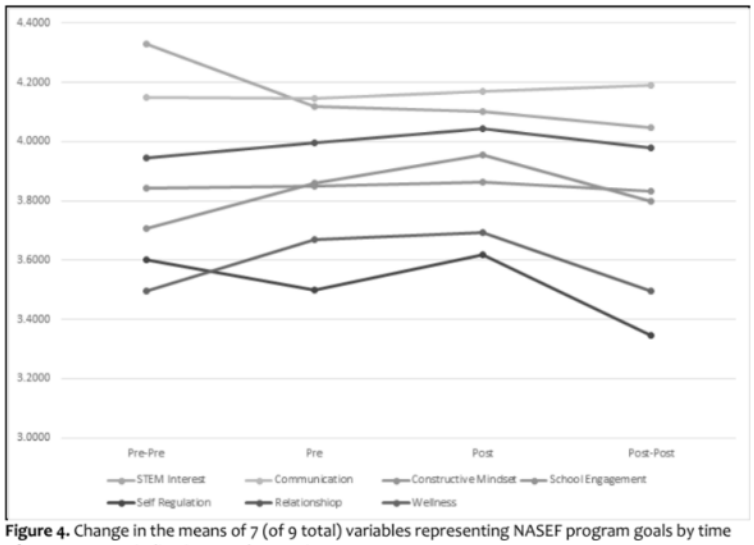

Figure 4. Change in the means of 7 (of 9 total) variables representing NASEF program goals by time of measurement, indicating trends over time.

Increase across majority of variables during participation

- Communication
- Relationship
- School Engagement
- Constructive Mindset
- Wellness
- Self Regulation

Immediate drop-off across all variables after participation.

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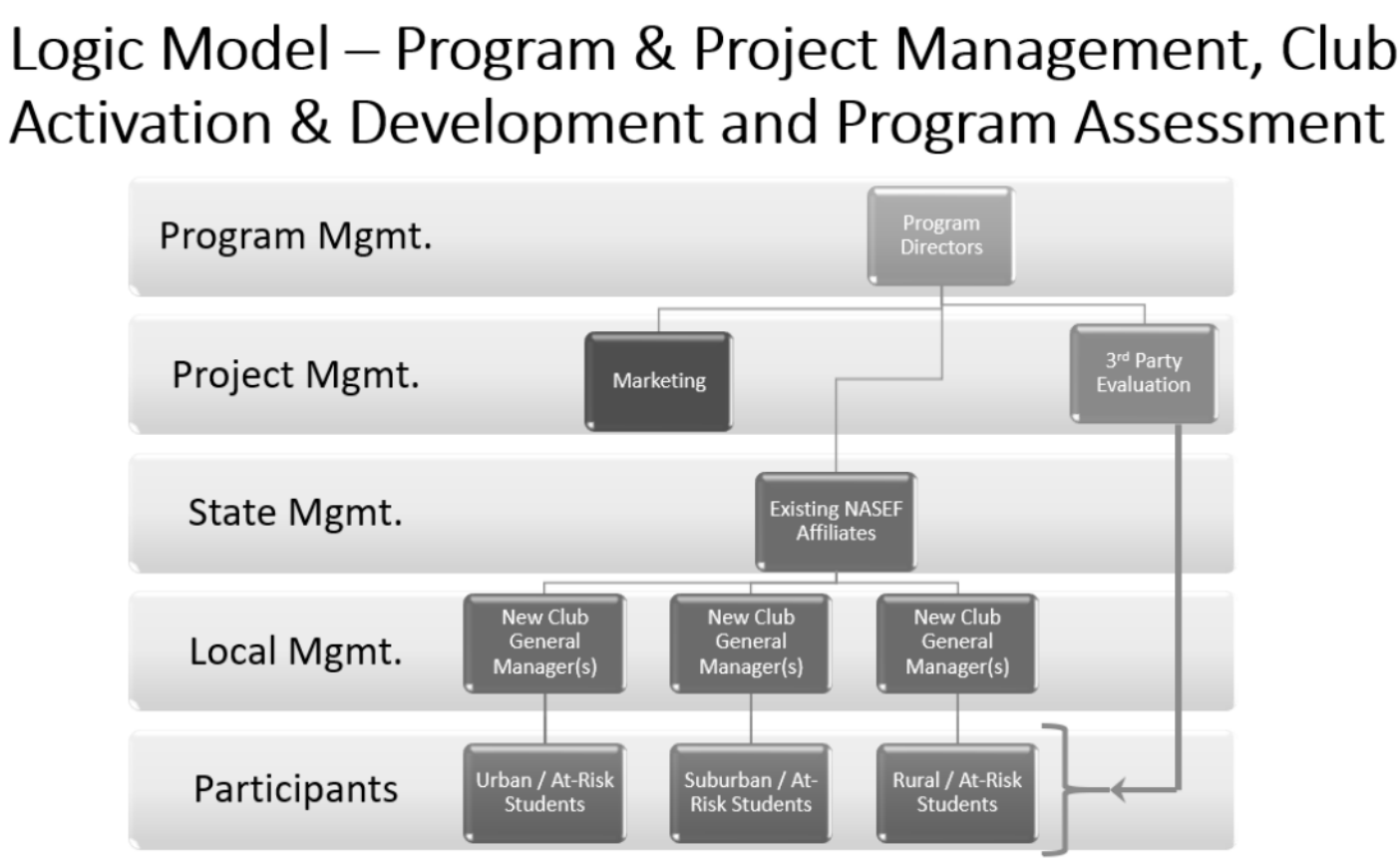
The structure of the program and its outreach can be graphically explained as follows:



To identify program efficacy, participating clubs and their students will complete a series of at least three (3) gaming tournaments each year over the two-year grant period (Fall 2022, Winter/Spring 2023 and Summer or Fall 2023), each including a series of surveys to be conducted pre-, during and post-tournaments. The surveys (Likert Scale questions and live response prompts) will be used to assess students' self-regulation and interpersonal dynamics with regard to external influences that might affect their mindsets.

Based on final site selection and estimated club activation, a minimum of 23,760 data samples / surveys will be collected (11 geographies x 10 new clubs x 10 (minimum) new student participants per each new club x 3 tournament seasons x 3 surveys per season over 2 years). Likert Scale questions will provide the quantitative data regarding club formation, application of NASEF-standardized learning and development content, frequency of opportunities to use the learning content provided or locally developed, etc.; open-ended, free-form questions will solicit the qualitative data centered on student self-assessment, self-regulation, personal accountability in the face of confrontative issues ("tilt", diversity, implicit bias, etc.), and reflection on if / how NASEF standards of play, club management and competition affected their mental and physical responses to those confrontative issues.

Organization and Key Personnel (15 points)

Since its inception in 2018, NASEF has been the thought leader and gold standard for “scholastic esports”, having coined the term and developed the sound, research-based methodology, curricula and professional development to execute its mission of providing free education to youth and interested educators about STE(A)M, career technical education and post-secondary learning opportunities, using esports as a vehicle for learning, growth, development and exploration. It is the only organization in the US to date that has a state-approved curricula series (through the University of California Office of the President) that satisfies high school graduation / college entry requirements; these CA state approved courses have been cross-walked and adapted for use in several other states.

This primacy in the space, having created the very concept of “scholastic esports”, establishes NASEF as the first and best organization in North America to propagate this free, all-inclusive club and affiliate structure that currently services over 2100 clubs in North America, including locations within alternative education, incarcerated youth and special education programs. Its development of a proprietary model of club activation that enshrines all of the functional elements that promote, enhance and sustain social-emotional learning, diversity, equity and inclusion considerations, along with student-centered, engaging activities beyond just gaming, has led 24 other countries (to date) to examine, evaluate and now model these best practices as NASEF International Partners. This resounding vote of confidence demonstrates NASEF’s ability to provide and educate schools, community-based organizations and institutional program leaders on its methods, using community outreach and involvement, as well as attention to social concerns, all through the lens of education, college and career readiness, and 21st Century skills development.

The Program Directors will execute the grant by doing the following over the 24-month period:

1. Refine the program once approved
2. Create, modify and update a Gantt chart of all grant-related events
3. Give access to new club General Managers to the existing NASEF Discord (communication) server to allow for ongoing and asynchronous communication between Program Directors, new and existing General Managers, State Leads / Affiliates and the larger international NASEF community.
4. Conduct high level training with State / Affiliate Leads as to new club fulfillment strategies
5. Support State / Affiliate Leads with the indoctrination of new clubs
6. Conduct regular (quarterly) reviews of new club activations to ensure pacing for anticipated club activation totals by state
7. Assist with club-level General Manager training, set up of communication hubs (Discord, Oasis or other secure means), Parent Information sessions and/or school administrator information meetings, as required
8. Collaborate regularly (quarterly) with 3rd party independent evaluator to design, refine and administer the intended data collection instruments according to predefined timeline
9. Collaborate regularly (bi-monthly) with NASEF and the tournament organizer to establish the selection of game titles, tournament structures, rule sets and competitive play models to be used during each tournament
10. Collaborate regularly (bi-monthly) with the coaching clinic organizer to design, refine and administer the intended coaching clinics for club / team members (game play / theory / practice and critique) and General Managers (game knowledge / healthy habits and group dynamics / appropriate responses to tilt, salt and trolling, etc.)
11. Oversee the regional and national tournaments (held every 12 weeks during the scholastic year)
12. Visit each geography at least once during the 24 month period to assess actual / live club status, student engagement, club viability; use the visit as a live data sample collection opportunity (face-to-face student survey)
13. Draft and refine reports for the grant (quarterly)
14. Draft, refine and publish a white paper on the final outcomes, scalability, efficacy and adaptability of the program, its limitations (if any) and suggested changes for future iterations.

Relevant Program Experience Outline:

Kevin Brown (**blue highlight** = currently engaged in these activities on a regular basis)

- Creation, structuring and execution of in-school and after-school programs
  - NASEF seasonal workshops
  - NASEF summer camps
  - NASEF middle school curriculum (1 master course)
  - NASEF high school curricula (31 courses)
  - YMCA / Boys & Girls Club programs
- Managing employees and peer groups
  - NASEF General Manager Training (US and all international, in 4 languages)
  - NASEF Affiliate Training
  - NASEF International Partner Training
- Creation structuring and execution of professional development activities
  - US State Department Esports Club Activation Training
  - REMC (Michigan) Regional Esports Training
  - Microsoft Global Education Partner Training Sessions
- Classroom teaching
  - NASEF Middle School Curriculum (invention, execution and revision)
  - CA Career Technical Education (Hospitality / Tourism / Recreation Management)
  - Santa Ana College Dual-Enrollment - Hotel Hospitality Management

Jorrel Batac

- Creation, structuring and execution of in-school and after-school programs
  - Boys and Girls Club After-school & Summer Enrichment Programs
  - Camp Fire USA OCC After-school Enrichment Programs
  - TaLK English Language Immersion Program
  - CDI/CDC Statewide After-school STEM Enrichment Programs
  - CDI/CDC Statewide STEM Summer Programs
  - Supporting Global Scholastic Fellow Program Development
- Managing employees and peer groups
  - CDI/CDC After-school & Summer Educator Team
  - CDI/CDC Statewide After-school Curriculum Development Team
  - CDI/CDC Statewide After-school STEM Educator Community of Practice
  - NASEF Global Scholastic Fellows Community of Practice
- Creation structuring and execution of professional development activities
  - CDI/CDC - Statewide STEM Professional Development
  - NASEF Global Training
  - NASEF Scholastic Fellow Program
  - NASEF x Skillshot Coaching Certification Academy
  - NASEF x Skillshot Esports Educator Certification Academy
  - Calif. State University, Fullerton - CEU Program
  - Microsoft Global Education Partner Training Sessions
- Classroom teaching
  - Boys and Girls Club After-school & Summer Enrichment Programs
  - Camp Fire USA OCC After-school Lead Instructor
  - CDI/CDC K-12 After-school Educator & Summer Counselor
  - TaLK International English Language Instructor
  - School in the Cloud Volunteer International Online Mentor
  - CA Career Technical Education (Education, Child Development, & Family Services)

Claire LaBeaux

- Public Relations
  - NASEF article placement in key publications
  - Chief Science Officer placement in key publications
  - Authored articles for NASEF, UC Irvine, Connected Camps, and others
- Marketing
  - Develop explanatory and marketing videos for NASEF, UC Irvine, Connected Camps, Chief Science Officers
  - Conduct livestreams with key partner organizations for NASEF
  - Project management for high profile NASEF programs
  - Oversee social media marketing, graphic design, email campaigns, newsletter for NASEF
- STEM / Education
  - NASEF project management, including US State Dept projects
  - Develop and implement key partnerships for NASEF with STEM education and other organizations
  - Train student leaders in Chief Science Officer program to present STEM education topics to business leaders, policy makers, and the public

Additionally, while NASEF key personnel will design and deliver survey instruments for grant-related data capture, the professional services of independent evaluator Rockman Et Al Cooperative, based in San Francisco, CA, will be used to validate the structure, purpose, efficacy and results of the research NASEF will conduct during the grant period, as well as assist in data analysis and report writing of the findings.

Résumés are attached in the appendices, as well as letters of recommendation from entities with whom NASEF enjoys productive and expanding collaboration.

Sustainability (15 points)

By design, and while seeded with philanthropic capital to launch, develop and pilot the original concept of research-based, scholastically-infused video gameplay, NASEF's model has always been one of enablement and growth based on student interest with local, regional and state-level support. Having started in 2017 with only 25 high schools and 38 competitive teams, NASEF now spans the globe and has hosted seasonal programs and competitions attended by thousands of students from over 70 countries, conclusively proving that students, educators, parents and administrators have embraced the values, learning potential, positive social interactions and fun that NASEF clubs provide.

As noted on page 6 above, in the 8-Step Method for Club Activation and Development, Step 5 (Convene First Club Meeting) instructs club members, among other club start-up activities, to develop a business plan with details and a timeline of how to solicit funding, material and intellectual support from local businesses, charities and local industries. Step 8 of the same Method suggests ongoing membership drive activities to create and maintain high visibility of the esports club on campus or in the community, to encourage a consistent and continual influx of new members.

NASEF conducts regular periodic workshops (live, virtual and asynchronous / recorded) that discuss how to create a business plan for an esports club, or how to leverage a business / entrepreneurship class taught on campus to use the esports club as the object of a class development project. Tying real-world activities learned during the school day back to useful application in the esports club is a signature logic model that NASEF encourages throughout its global network of clubs, and this concept has been used to great / impressive effect as students demonstrate not only creativity and a knack for business, but high skill levels when drafting plans to fund their clubs.

Budget Detail and Narrative (10 points)

Scholastic Esports as Resilient Safe Spaces Program Budget Narrative

Organization Name: World Wide Scholastic Esports Foundation (WWSEF) dba North America Scholastic Esports Federation (NASEF)
Project Name: ***Scholastic Esports as Resilient Safe Spaces Program***
Project Period: October 1, 2022 through September 30, 2024
Point of Contact: Kevin Brown / Jorrel Batac

Budget Table

Budget Category	Federal Request (2 Years)	Per Year
Personnel	$0	$0
Fringe Benefits	$0	$0
Travel	$12,500	$6,250
Participant Support		
Stipends for up to 110 General Managers	$110,000	$55,000
Scholarships for Beyond the Game Challenges	$20,000	$10,000
Supplies	$0	$0
Contractual		$0
3rd Party Evaluation Services	$225,000	$112,500
Project Director	$125,000	$62,500
Project Co-Director	$125,000	$62,500
Stipends for 11 State Leads	$33,000	$16,500
Esports Competition - Tournament Organizer	$20,000	$10,000
Coaching Clinic Coordinator	$6,000	$3,000
Facilitator Stipends for Coaching Clinics	$12,000	$6,000
Marketing & Communications	$25,000	$12,500
Total Direct Costs	$713,500	$356,750
Indirect Costs - M&A	$36,500	$18,250
Total Project Costs	**$750,000**	**$375,000**

Budget Rationale

I. <u>Personnel</u>

Total personnel budget: $0.00
Total requested funds: $0.00
Total cost share funds: $0.00

All individuals who work on behalf of the North America Scholastic Esports Federation (NASEF) are considered contractors and not employees of the organization. As a result, no funding is budgeted for and/or requested for "personnel" as part of the proposed *Scholastic Esports as Resilient Safe Spaces Program* project.

II. <u>Fringe Benefit</u>

Total fringe budget: $0.00
Total requested funds: $0.00
Total cost share funds: $0.00

All individuals who work on behalf of the North America Scholastic Esports Federation (NASEF) are considered contractors and not employees of the organization. As a result, no funding is budgeted for and/or requested for "fringe benefit" as part of the proposed *Scholastic Esports as Resilient Safe Spaces* Program project.

III. <u>Travel</u>

Total staff travel budget: $12,500.00
Total requested funds: $0.00
Total cost share funds: $0.00

As part of the proposed *Scholastic Esports as Resilient Safe Spaces Program* project, some travel is anticipated and/or expected as part of the planning, design and implementation of the program. As part of the onboarding, training, and evaluation process, it may necessitate a site visit requirement, which will be conducted either virtually or in-person by the identified state leads and/or project directors. The requested funding to support the "state leads" within the "contractual" category is meant to be inclusive of this activity.

IV. <u>Participant Support</u>

Total participant support budget: $130,000
Total requested funds: $??
Total cost share funds: $0.00

To support participants in this project, a total of **$130,000** is budgeted and requested for program related participant related expenses during the project period, including **$110,000** total (Y1: $55,000; and Y2: $55,000) for providing $1000 stipends to new General Managers to support the development of their clubs / programs, **$20,000** total (Y1: $10,000; and Y2: $10,000) for providing scholarships to students / clubs / programs participating in non-video game competitive events aka "Beyond the Game Challenges."

V. <u>Supplies</u>

Total supplies budget: $0.00
Total requested funds: $0.00
Total cost share funds: $0.00

There are no non-participant support related supplies and expenses budgeted and/or associated with the proposed Scholastic Esports as Resilient Safe Spaces Program implementation.

VI. <u>Contractual</u>

Total contractual budget: $571,000
Total requested funds: $571,000
Total cost share funds: $0.00

A total of **$571,000** is budgeted / requested for contractual costs. This includes **$225,000** ($112,500 per year) total to contract with a third-party evaluation service to provide pre, mid, and post data analysis to understand the efficacy of the NASEF model during the implementation of this project, **$125,000** ($62,500 per year) total for a Project Director and **$125,000** ($62,500 per year) total for a Project Co-Director to manage and coordinate all facets of the Scholastic Esports as Resilient Safe Spaces Program project planning, development, implementation, and monitoring/evaluation activities during the 24-month project period. In addition, **$33,000** ($16,500 per year) is budgeted/requested for up to eleven (11) "State Leads" stipends to lead "on the ground" recruitment, engagement, and outreach activities within the identified states / regions ($3,000/lead x 11 leads, @$1500 per year), with 50% of the "stipend" paid at the start of the project and the remaining 50% at the end of the project. **$20,000** is budgeted/requested for a "Tournament Organizer' responsible for facilitating esports competitions for all of the participating states, with 50% of the "stipend" paid at the start of the project and the remaining 50% at the end of the project.

A critical component of the Scholastic Esports as Resilient Safe Spaces Program program is linking participants with relevant community and team building strategies, mentorship, STE(A)M and related career pathways, leveraging scholastic esports; this is accomplished, in part, by utilizing *Coaching Clinics* comprised of Coaches and Mentors from our national community. For this activity, a total of **$12,000** is budgeted/requested, broken down into $500/coach for up to (24) coaching clinic sessions during the 24-month period. Specifically for infrastructure development and support, NASEF is budgeting/requesting a total of **$6,000** during the 24-month period, to contract with a Coaching Clinic Coordinator. These activities are augmented by **$25,000** budgeted/requested for centralized marketing and communications services provided by the NASEF Director of Marketing ($185/hour x 135 hours), with any time exceeding this estimate being considered in-kind on the part of NASEF but unknown.

VII. <u>Indirect Costs</u>

Total indirect costs budget: $36,500
Total requested funds: $36,500
Total cost share funds: $0.00

A total of **$36,500** is budgeted/requested for indirect costs, which represents <5.0% of the direct costs associated with the proposed project, which excludes participant support costs. Therefore, adding the direct project costs (**$713,500**), and the 5% indirect costs ($36,500), the total requested funding for the project is **$750,000.00.**

Appendices

Appendix A: Implementation and Measurement Plan
Appendix A: Risk Management Plan
Appendix B: Resumes / CV - Key Personnel
Appendix C: Documentation of Support
Appendix C: Letters of Recommendation

Appendix A: Implementation and Measurement Plan

Organization Name	World Wide Scholastic Esports Foundation d.b.a. North America Scholastic Esports Federation (NASEF)
Project Title	Scholastic Esports as Resilient Safe Spaces: Promoting Positive Pro-social Programs in Inspiring Social Environments
Grant Number	
Grant Implementation Period	OCT 2022 - SEP 2024 (estimated)

Project Goal Statement

- **Increase** the reach into underserved populations in geographic areas of concern for CP3,
- **Promote** the activation and establishment of scholastic esports clubs,
- **Create** the scholastic, STEM and career development framework associated with NASEF's "esports ecosystem" and
- **Collect** data for 3rd party, objective review to support the thesis that this unique club structure can prevent the development of extremist views and mitigate radicalization attempts by engaging students in activities that allow for appropriate, civil gameplay while educating them for post-secondary attendance and/or entry into the labor force.

Target Population

Candidate states under consideration include New York, New Jersey, Massechussetts, Ohio, Florida, Missouri, Mississippi, Texas, Georgia, New Mexico, Wyoming and California (northern and southern) which currently serve 970 clubs and approximately 11,640 students.In collaboration with NASEF State Affiliates & Partners, new clubs will be created in areas of the state where clubs do not currently exist (leveraging the experience and mentorship of existing NASEF clubs in those states) while monitoring their development and progress through examination and testing of proposed program efficacy. The clubs will be established in rural, suburban and urban communities where youth opportunities for access to technology, engaging extracurricular activities and positive social experiences might be compromised due to lack of awareness, funding or adult staffing and supervision. The goal of the grant is to engage a minimum of 800 new student participants at the middle and high school level; if more can be engaged through robust community outreach, they will be welcomed into these ongoing efforts.

GOAL 1 - Club Activation				
Objectives	**Activity**	**Inputs / Resources**	**Time Frame**	**Anticipated Outputs**
Objective 1.1:	Activity 1.1.1 Activate a NASEF Club	Existing NASEF Affiliates	Nov 2022 - June 2023	Ten (10) Clubs activated per target geography
Objective 1.2:	Activity 1.2.1 General Manager Training	Program Directors; Existing NASEF Affiliates	Ongoing throughout the program	Initial training and ongoing support
Objective 1.3:	Activity 1.3.1 Completion & Submission of the Club Charter	NASEF Club Charter Template; Existing Affiliate templates	Ongoing throughout the program, completed and submitted within 3 weeks of first club meeting	Edited / Adapted Club Charter, signed by ALL club members, submitted to NASEF; new signatures kept on file locally as club size grows
Objective 1.4:	Activity 1.4.1 Participation in a NASEF Event	Posted competitions (esports or Beyond the Game Challenges) at the local, regional or state level	A minimum of three (3) opportunities will be presented (once every 8-12 weeks) during the scholastic year each year of the grant.	Clubs under the gant aegis must participate in some form of NASEF-sponsored event

GOAL 1 - Club Activation (Measurement Plan)		
Activity #	**Performance Measurements & Targets**	**Data Collection Method and Timeframe**
1.1.1	Number of clubs activated in state affiliates and leads region At least 10 clubs activated per target region	11 State leads support NASEF Club activation and development of at least 10 or more clubs in their region: Q4 2022 - Q3 2023
1.2.1	Number of general managers participating in trainings At least 10 general managers attend 1 training per target region	11 State leads support training of at least 10 general managers in their region throughout the program cycle: Q3 2022 - Q3 2024
1.3.1	Number of Club Charters submitted in state affiliates and leads region At least 10 Club Charters submitted per target region	11 State leads collect at least 10 Club Charters in their region throughout the program cycle: Q3 2022 - 2024 (Typically submitted within 3 weeks of first club meetings)
1.4.1	Number of clubs / teams participating in NASEF events At least 5-10 clubs / teams engage in at least 3 event opportunities per year	11 State leads work with at least 5-10 clubs to participate in a local, regional, and/or national event: Q3 2022 - 2024

GOAL 2 - Scholastic Integration				
Objectives	**Activity**	**Inputs / Resources**	**Time Frame**	**Anticipated Outputs**
Objective 1.1:	Activity 1.1.1 Exploration of Esports Ecosystem / 4 Domains	NASEF Content on Career Pathways through Esports	Q3 2022 - Q3 2024	Student participants identify skills and aptitudes based on 17 jobs in the esports ecosystem
	Activity 1.1.2 Esports Domains Sorting Survey	NASEF 4 Domains Aptitude Survey	Q3 2022 - Q3 2024	Student participants complete a 20 question survey to determine their natural propensity for one of the 4 Domains in the Esports Ecosystem
Objective 1.2:	Activity 1.2.1 Assume Roles in the Club Based on Career interests and Aptitudes	NASEF Basic Club Formation Guidelines; additional roles as developed by each club	Q3 2022 - Q3 2024	Student participants select / post for various roles within the club and execute those required functions, based on interest and increased opportunities to advance their own learning and skill development through practical application of those skills
Objective 1.3:	Activity 1.3.1 Student-selected Career Interest Learning: Accessing NASEF Toolkits and Workshops	NASEF published toolkits and live / virtual / asynchronous / recorded workshops; online content as allowed by the Club General Manager; learning content provided at the school or organization site	Q3 2022 - Q3 2024	Student participants further their own learning and developmental experiences by using / attending NASEF-hosted or -produced learning content, or by accessing publicly available learning content, to gain skills in a number of esports-related career pathways
Objective 1.4:	Activity 1.4.1: Provide Monthly Coaching Clinics to Support Player, Team, Club and Coach / Educator Development	Online / Virtual Coaching Clinics	Q3 2022 - Q3 2024	Up to 24 Coaching Clinics
	Activity 1.4.2: Clubs develop Health & Wellness Rituals for their Teams	NASEF Health & Wellness Toolkits & Resources	Q3 2022 - Q3 2024	Ongoing development of team practice routines

GOAL 2 - Scholastic Integration (Measurement Plan)		
Activity #	**Performance Measurements & Targets**	**Data Collection Method and Timeframe**
1.1.1	Number of Student Surveys collected by General Managers per club At least 80-100% of student surveys submitted per club per target region	General Managers collect at least 80-100% of student surveys throughout the program cycle: Q3 2022 - 2024 (Typically submitted within 8 weeks of first club meetings)
1.1.2	Number of Student Surveys collected by General Managers per club At least 80-100% of student surveys submitted per club per target region	General Managers collect at least 80-100% of student surveys throughout the program cycle: Q3 2022 - 2024 (Typically submitted within 8 weeks of first club meetings)
1.2.1	Number of Club Charters submitted in state affiliates and leads region At least 10 Club Charters submitted per target region	General Managers submit 1 Club Charters per club per region throughout the program cycle: Q3 2022 - 2024 (Typically submitted within 3 weeks of first club meetings)
1.3.1	Reporting of student interest in career pathways. Pre, mid, and post season check-in to identify changes in behavior / academic focus / career interest At least 10 clubs / teams in each region have students report on their career interests.	11 State leads connect with 10 or more clubs in their region to identify students reported career interests: Ongoing Q3 2022 - Q3 2024 Pre-season Q3 2022 Mid-season Q3 2023 Postseason Q3 2024
1.4.1	Number of clubs / teams participating in the monthly Coaching Clinics At least 5-10 clubs / teams in each region participating	Monthly Q3 2022 - Q3 2024
1.4.2	Reporting of club / team routine structures. Pre, mid, and post check-in to identify changes in behavior (SEL) / conflict resolution strategies / mitigation and learning opportunities At least 10 clubs / teams in each region develop a team practice routine.	11 State leads connect with 10 or more clubs in their region to establish team practice routines: Ongoing Q3 2022 - Q3 2024 Pre-season Q3 2022 Mid-season Q3 2023 Postseason Q3 2024

GOAL 3 - Esports Competition				
Objectives	**Activity**	**Inputs / Resources**	**Time Frame**	**Anticipated Outputs**
Objective 1.1:	Activity 1.1.1: Support activated clubs in developing an esports team to compete	Getting a Club Started Materials, Team Development Guides	Q3 2022	11 State leads connect with 10 or more clubs in their region to support onboarding and training into competition.
	Activity 1.1.2: Support activated clubs in developing additional roles & responsibilities for students	NASEF Ecosystem Framework & Curricula	Q3 2022	11 State leads connect with 10 or more clubs in their region to support exposure and

	to support the esports team (i.e. content creation, strategy, organizing, entrepreneurship)			development of the NASEF Career Ecosystem Framework.
Objective 1.2:	Activity 1.2.1: Activated clubs participate in a local, regional, and/or national esports competition / tournament for Fall 2022	Connection to local, regional, and/or national Tournament Organizers	Q4 2022	11 State leads connect with 10 or more clubs in their region to connect teams with local, regional, and / or national tournament opportunities
	Activity 1.2.2: Activated Clubs showcase artifacts of their learning (i.e. logo designs, video reels, websites, etc.) for Fall 2022	Supporting the facilitation of "Beyond the Game Challenges"	Q4 2022	11 State leads support the facilitation of Beyond the Game Challenges and utilize their respective platforms to share with the community.
Objective 1.3:	Activity 1.3.1: Activated clubs participate in a local, regional, and/or national esports competition / tournament for Spring 2023	Connection to local, regional, and/or national Tournament Organizers	Q1 2023	11 State leads connect with 10 or more clubs in their region to connect teams with local, regional, and / or national tournament opportunities
	Activity 1.3.2: Activated Clubs showcase artifacts of their learning (i.e. logo designs, video reels, websites, etc.) for Spring 2023	Supporting the facilitation of "Beyond the Game Challenges"	Q1 2023	11 State leads support the facilitation of Beyond the Game Challenges and utilize their respective platforms to share with the community.
Objective 1.4:	Activity 1.4.1: Activated clubs participate in a local, regional, and/or national esports competition / tournament for Summer / Fall 2023	Connection to local, regional, and/or national Tournament Organizers	Q2-Q3 2023	11 State leads connect with 10 or more clubs in their region to connect teams with local, regional, and / or national tournament opportunities
	Activity 1.4.2: Activated Clubs showcase artifacts of their learning (i.e. logo designs, video reels, websites, etc.) for Summer / Fall 2023	Supporting the facilitation of "Beyond the Game Challenges"	Q2-Q3 2023	11 State leads support the facilitation of Beyond the Game Challenges and utilize their respective platforms to share with the community.
Objective 1.5:	Activity 1.5.1	Repeat above objectives 1.1 -1.4 for the 2023-2024 Grant Year Period	Q3 2023 - Q3 2024	Repeat above anticipated outputs for the 2023-2024 Grant Year Period

GOAL 3 - Esports Competition (Measurement Plan)		
Activity #	**Performance Measurements & Targets**	**Data Collection Method and Timeframe**
Activity 1.1.1:	Number of clubs / teams activated in state affiliates and leads region At least 5-10 clubs in each region develop a competitive team.	Coordination with state affiliates and leads to identify participating teams / clubs: Q3-Q4 2022 approx. timeline
Activity 1.1.2:	Number of additional committee / roles for students per club in each state affiliates and leads region. At least 1-2 additional committees developed per club in each region.	Coordination with state affiliates and leads to identify additional committees established in clubs within their region: Q3-Q4 2022 approx. timeline
Activity 1.2.1:	Fall 2022: Number of clubs / teams participating in a local, regional, and / or national esports competition At least 5-10 teams participate and/or host their own esports tournament	Coordination with state affiliates and leads to identify competing teams / clubs: Q4 2022 - Q1 2023 approx. timeline
Activity 1.2.2:	Fall 2022: Number of submissions in the “Beyond the Game” Challenges At least 1-2 submissions per club in each region	Coordination with state affiliates and leads to identify “Beyond the Game” Challenge submissions: Q4 2022 - Q1 2023 approx. timeline
Activity 1.3.1:	Spring 2023:Number of clubs / teams participating in a local, regional, and / or national esports competition At least 5-10 teams participate and/or host their own esports tournament	Coordination with state affiliates and leads to identify competing teams / clubs: Q1 - Q2 2023 approx. timeline
Activity 1.3.2:	Spring 2023: Number of submissions in the “Beyond the Game” Challenges At least 1-2 submissions per club in each region	Coordination with state affiliates and leads to identify “Beyond the Game” Challenge submissions: Q1 - Q2 2023 approx. timeline
Activity 1.4.1:	Summer / Fall 2023: Number of clubs / teams participating in a local, regional, and / or national esports competition At least 5-10 teams participate and/or host their own esports tournament	Coordination with state affiliates and leads to identify competing teams / clubs: Q2 - Q3 2023 approx. timeline
Activity 1.4.2:	Summer / Fall 2023: Number of submissions in the “Beyond the Game” Challenges At least 1-2 submissions per club in each region	Coordination with state affiliates and leads to identify “Beyond the Game” Challenge submissions: Q2 - Q3 2023 approx. timeline
Activity 1.5.1:	Repeat above measurements and targets for the 2023-2024 Grant Year Period	Repeat above data collection method and timeframes for the 2023-2024 Grant Year Period

Appendix A: Risk Management Plan

Risk Identified	Risk Analysis	Risk Management
COVID-19 variants could cause in-person club meetings / trainings to be unsafe and not possible	In-person club meetings / training sessions are the preferred modality as they are more engaging than virtual alternatives. A virtual club meeting / training could result in decreased enthusiasm for registration and decreased engagement of attendees.	Program will conduct trainings virtually if in-person training is not possible. Trainers will be trained on online engagement strategies in order to better keep the audience engaged within online modality.
Online Troll Management	Entrance into internet-based gaming platforms can expose unprepared / uninitiated youth to predatory behaviors and early terrorism recruitment strategies.	Program and associated clubs will support the establishment of a "code of conduct" and educate students, parents, and administrators on how to stay safe and appropriate in online spaces.
Use of Communication Platforms for Team Play	Commonly accessed platforms like Discord, Line, Slack, WhatsApp, TeamSpeak, etc., are not adult-moderated 24/7/365, and unwanted / unsolicited direct communication with non-school adults could occur.	Program and associated clubs will provide safe, moderated, and age-appropriate communication platforms with "codes of conduct" and policies that promote positive and inclusive culture-building.
Tilt / Anger Management (online and in club space)	As part of the excitement and competitive nature of gaming and esports, some students / participants may experience and/or exhibit negative physical and verbal behaviors due to losses or failures within the game.	Programs and associated clubs will be trained and supported to implement health & wellness toolkits and resources that support mindfulness, relationship-building, anger-management, and strategies to prevent tilting.
Diversity, Equity & Inclusion	Reflective of the current esports industry, esports competitive teams tend to be composed of a limited demographic of students that are interested in being an "esports professional."	Program and associated clubs will be trained and supported to implement the "NASEF Ecosystem Framework" which allows for broader participation of students beyond competitive gaming / team play (i.e. taking on roles as content creators, strategists, organizers, and entrepreneurs) and will also be encouraged to reach out to a larger demographic community based on personally-identified skills and passions rather than game-specific talents.
Negative Parental and/or Administrative Ideation / Resistance Concerning the Use and Purpose of Scholastic Esports	This takes many forms: increased screen time aversion; promotion of a largely sedentary activity; assumed social isolation when gaming; frivolous excuse for increased playtime under the guise of "education"; assumed tacit approval of negative and/or violent behaviors when gaming.	Program will provide onboarding and education for parents, administrators, and other community stakeholders to support the development of a scholastic approach to esports which provides health & wellness activities, screen-time balance, and age-appropriate game choices.

Appendix B: Resumes / CV - Key Personnel

Kevin Brown

Director, Global Education & Training

Contact

(b)(6)

Elevator Pitch

Three-time recipient of Global Sales Player of the Year Award (Oakwood Worldwide, 2013-2015). Over 20 years of 5 Star hospitality/customer service management and over 15 years training and classroom teaching (public and private education) experience. An enterprising, eclectic servant-leader that articulates vision, learning content and strategy in ways that produce concrete deliverables, improved profitability and positive results.

Education

Cal State University, Long Beach
CTE Teaching Credential
2002-2003

Argosy University, Santa Ana, CA
B.S., Business Administration
2006-2008

American College of Education
M.Ed., Educational Business Administration
2022-2024

Experience

2017 - present
Director, Global Education & Training • NASEF

2010 - 2017
Director, Global Account Strategy • Oakwood Worldwide

2006 - 2010
Manager, Training & Development • Irvine Company / Pelican Hill Resort

2003 – 2008 and 2021 - present
Instructor • Hotel Management • Santa Ana College / OC School of the Arts

1986 - 2002
Various Positions • Hotel Management • Four Seasons Hotels / Starwood Hotels / Doubletree-Hilton Hotels

Key Skills

Program Management
Classroom Facilitation
Curriculum Development
International Team Management

Publications

Leveraging Esports Culture in a School Setting (2019)
The Educational Power of Putting Esports in Your Classroom (2020)

Languages

English, Spanish, French (fluently read, write speak)
Japanese, Italian (business level read, write, speak)

Appendix B: Resumes / CV - Key Personnel

JORREL BATAC

PERSONAL PROFILE

I am an experienced and passionate educator with a demonstrated history of designing and developing innovative experiences that encourage people to explore, create, and connect.

PROFESSIONAL SKILLS

- Leadership
- Program Development
- Curriculum Development
- Educational Technology
- Facilitation / Training
- Coaching / Mentoring
- Multimedia / Design

CONTACT INFORMATION

(b)(6)

PERSONAL INTERESTS

UAV Tinkering
Drone Racing
Photography
Videography
3D Printing
Graphic Design
Web Design
Virtual Reality
Gaming
Travel

EXPERIENCE

Director, Scholastic Fellow Program / Esports Scholastic Instructional Coach

North America Scholastic Esports Federation / Orange County Department of Education, Dec 2019 - Current

- Design, development and implementation of the NASEF Scholastic Fellow, Mentor, and Community Leader Programs.
- Development of "Esports Scholastic Mentorship" Continued Education Course in partnership with California State University of Fullerton (CSUF)
- Successfully continued the international expansion of the program for the 2021-2022 cohort with over 50+ educators across 14 countries.
- Successfully expanded the program internationally for the 2020-2021 cohort of educators with 35 educators across the United States, Mexico, United Kingdom, and South Africa.
- Successfully supported the 2019-2020 cohort of 24 educators nationwide to build their capacity and understanding of instructional practices as integrated with Esports.
- Developing curriculum, resources, and trainings to support the growth of Scholastic Esports.

Nonprofit / Educational Coach & Consultant

Self-Employed., Mar 2013- Current

Program Implementation Manager - STEM

Continuing Development Inc., Nov 2011- Dec 2019

- Co-designed, co-developed, and piloted a unique student-interest driven esports specialty enrichment program in partnership with Engage360 / Santa Ana Unified School District.
- Designed, co-developed, piloted and expanded a Statewide STEM Enrichment Program from 4 to 80 centers in the first three years.
- Created an online curriculum delivery system using challenge-based micro-credentials with content areas including multimedia, making, and minecraft.
- Provided oversight and reporting of STEM pilots / programs throughout each region Statewide.
- Facilitated training and development of STEM content area knowledge and skills in small group and large group settings both online and face-to-face throughout each region Statewide.

'Granny' Volunteer Educator

School in the Cloud., Sep 2016- Sep 2017

Founder / Community Organizer

Seasonal PWYC Events., Mar 2013- Aug 2016

English Language Instructor

Teach and Learn in Korea (TaLK); NIIED., Aug 2010- Aug 2011

Lead Instructor

Camp Fire USA O.C.C. (Heideman Elementary + Currie Middle School)., 2008-2010

Lead Youth Development Professional / Summer Teen Coordinator

Boys and Girls Club (Southwest County + Cypress)., 2007-2009

EDUCATION / CREDENTIAL

California State University - Long Beach

Bachelor's Degree in Human Development., 2008-2010

California Commission on Teacher Credentialing

Career Technical Education (CTE) Credential
Child Development Associate Teacher Permit

Appendix B: Resumes / CV - Key Personnel

Claire LaBeaux

Marketing Communications Consultant

Results

*"Claire is a professional with years of experience as well as strong connections. She is a pleasure to work with; she is comfortable communicating with people of different backgrounds and varying levels of expertise … She was **well-respected by the Army funders and member organizations** of the consortium that supported the AEOP effort."*
– Donna Burnette,
AEOP Program Director

*"Claire **is simply the best PR person with whom I've ever worked.** She has all the people skills that are important to the work: tenacious in a pleasant way, disciplined in her work ethic and her messaging, able to express complex messages clearly and simply."*
– Rob Armstrong,
COO of Kriterion, Inc

(b)(6)

Experience

Proven communicator and strategist with 20+ years of experience helping companies and non-profits reach bottom-line goals by driving sales, involvement, and support.

Thought leader with valued insights into markets and plans, from big-picture direction to detailed execution of programs.

Skillfully performs and manages all aspects of marketing communications:

- Building effective teams of employees and contractors
- Creating comprehensive marketing plans and materials
- Garnering earned media and contributed content pipelines
- Developing strong partner, influencer, and affiliate relationships
- Building out multi-faceted content programs
- Cohesively integrating social media elements

Clients (Partial List)

North America Scholastic Esports Federation
UC Irvine's Connected Learning Lab
Connected Camps
Chief Science Officers International
SciStarter.org and Science Cheerleader
STEM Learning Ecosystems
Army Educational Outreach Program / AEOP
Drone360 Magazine, Kalmbach Publishing
Science Buddies (STEM Education and Mentoring)

Sample Coverage

eSchoolNews: Significant Learning Via Scholastic Esports
Esports Insider: Hitmarker + NASEF Partner
*developed the partnership and the story
Facebook Influencer: Connected Camps is Awesome
Cooney Center: Insights into Social Media and Youth Wellbeing
Youth Connections for Wellbeing: Project Interview

Appendix C: Documentation of Support & Letters of Recommendation

May 17, 2022

Georgia Scholastic Esports Foundation
Executive Director
2929 Watson Blvd. Suite 2, Box 194,
Warner Robins, GA 31093, USA
(b)(6)

Re: Letter of Recommendation for the North America Scholastic Esports Federation (NASEF)

To Whom It May Concern:

I represent a NASEF Affiliate, which oversees the activation, support, development, and activities related to esports clubs in Georgia. These activities include club formation, student leadership opportunities, competitive video game play, and career development activities designed to keep students engage with school, career technical skills development and an intention to promote and pursue post-secondary education for students with such intentions.

NASEF has provided Georgia Scholastic Esports Foundation (GSEF) with free curricula and professional development and training for our clubs' adult moderators (General Managers). NASEF members have also devoted as much time as we have required to educate and dialogue with parents and educational administrators about the benefits inherent to scholastic esports when promoted in its unique club setting. Our students and General Managers have realized increased engagement and positive student outcomes starting with junior high clubs in Forsyth County. As such, we are delighted to recommend NASEF as a candidate for the DHS Innovation Grant, knowing that similar and increased benefits can be afforded to an even broader number of youth across both urban and rural Georgia with increased funding and oversight from this potential partnership.

Please do not hesitate to reach out directly if there are specific questions I can answer for you.

With kind regards,

(b)(6)

Wes Byrd

GSEF, Executive Director

Amy Harris
Director/Treasurer, Missouri Scholastic Esports Federation
Hart Career Center
905 North Wade
Mexico, MO 65265
(b)(6)

May 17, 2022

Re: Letter of Recommendation for the North America Scholastic Esports Federation (NASEF)

To Whom It May Concern:

I represent MOSEF, a NASEF Affiliate which oversees the activation, support, development, and activities related to esports clubs in Missouri. These activities include club formation, student leadership opportunities, competitive video game play, career development activities and competition, and statewide community-building designed to keep students engaged with school, foster career and technical skills development, and promote and pursue post-secondary education, certification, or careers.

NASEF has provided both MOSEF and my own school district with free curricula and professional development and training for our clubs' adult moderators (General Managers). NASEF members have also devoted time to education and dialogue with parents and educational administrators about the benefits inherent to scholastic esports when promoted in its unique club setting. Our students and General Managers have realized that esports provides personal and community connection, soft skill development, and goal-setting for the future. As such, we are delighted to recommend NASEF as a candidate for the DHS Innovation Grant, knowing that similar and increased benefits can be afforded to the youth in Missouri with increased funding and oversight from this potential partnership.

Please do not hesitate to reach out directly if there are specific questions I can answer for you.

Sincerely,

(b)(6)

Amy Harris

May 17, 2022

Jerry Hight
Commissioner, Northern California Esports League
1859 Bird Street
Oroville, CA., 95965
(b)(6)

Re: Letter of Recommendation for the North America Scholastic Esports Federation (NASEF)

To Whom It May Concern:

I represent the Northern California Esports League (NCEL) the very first NASEF Affiliate in existence. We oversee the activation, support, development and activities related to esports clubs throughout the Western U.S. at both the high school and middle school levels, with a penchant and expertise in helping rural and small schools. These activities include club formation, student leadership opportunities, competitive video game play, career development activities, as well as providing an array of social-emotional-learning tools designed to accelerate student engagement with school, career technical skills development and an intention to promote and pursue post-secondary education for students with such intentions.

NASEF has provided NCEL member schools with free curricula alongside the needed level of professional development and training for our clubs' adult moderators (General Managers). NASEF members have also devoted as much time as we have required to educate and dialogue with parents and educational administrators about the benefits inherent to scholastic esports when promoted in its unique club setting. The outcome experienced sees an overwhelming percentage of our students and General Managers on a path to realize career or college. In short, NASEF has been a game-changer for the students and schools underneath our umbrella. As such, we are delighted to recommend NASEF as a candidate for the DHS Innovation Grant, knowing that similar and increased benefits can be afforded to the youth in Northern California and the Western U.S. with increased funding and oversight from this potential partnership.

Please do not hesitate to reach out directly if there are specific questions I can answer for you.

With kind regards,

(b)(6)

Jerry Hight, Commissioner NCEL

Mary Sakuma
Superintendent
(b)(6)

Tad Alexander
Associate Superintendent
(b)(6)

Jerry Hight
Commissioner/NCEL
(b)(6)

Board of Education

Daniel Alexander
Amy Christianson
Julian Diaz
Karin Matray
Brenda J. McLaughlin
Roger Steel
Mike Walsh
Alan White

1859 Bird Street
Oroville, CA 95965
(530) 532-5761
http://www.bcoe.org

An Equal Opportunity Employer

Scott Elder
Superintendent

ALBUQUERQUE PUBLIC SCHOOLS

Laurie Lehman
APS Esports Project Manager

May 17, 2022

Laurie Lehman
NMSEF Vice-President/Secretary
APS Esports Project Manager
Albuquerque Public Schools
6400 Uptown Blvd NE Ste 520E
PO Box 25704
Albuquerque, NM 87125
(505) 830 6846

Re: Letter of Recommendation for the North America Scholastic Esports Federation (NASEF)

To Whom it May Concern:

I represent the New Mexico Scholastic Esports Federation (NMSEF), a NASEF affiliate, which oversees the activation, support, development and activities related to esports clubs in New Mexico.These activities include club formation, student leadership opportunities, competitive video game play, career development activities, and college and career pathways designed to keep students engaged with technical skills development and the pursuit of post-secondary education.

NASEF has provided NMSEF and Albuquerque Public Schools with free curricula and professional development and training for our clubs' adult moderators (General Managers). NASEF members also devote much time to education and dialogue with parents and educational administrators about the benefits inherent to scholastic esports as promoted in each unique club setting. This collaboration has shown noticeable positive changes in social-emotional behavioral interactions as reported by General Managers and by students. This year, two of our district students received scholarships to attend universities in New Mexico for esports while pursuing degrees in engineering and education. As such, we are delighted to recommend NASEF as a candidate for the DHS Innovation Grant, knowing that similar and increased benefits can be afforded to the youth in New Mexico with the increased funding and oversight from this potential partnership.

Please feel free to contact me with any questions or to discuss the many benefits that esports has brought to our students and schools.

Sincerely,

(b)(6)

Laurie Lehman
APS Esports Project Manager
NMSEF Vice-President/Secretary

THE PAST FOUNDATION
access through innovation

Annalies Corbin
President & CEO, PAST Foundation
1003 Kinnear Road
Columbus, OH 43212 USA
annalies@pastfoundation.org

Re: Letter of Recommendation for the North America Scholastic Esports Federation (NASEF)

To Whom It May Concern:

I represent a NASEF Affiliate, which oversees the activation, support, development and activities related to esports clubs in Ohio. These activities include club formation, student leadership opportunities, competitive video game play, career development activities, and and out of school activities designed to keep students engage with school, career technical skills development and an intention to promote and pursue post-secondary education for students with such intentions.

NASEF has provided the PAST Foundation and our partners with free curricula and professional development and training for our clubs' adult moderators (General Managers). NASEF members have also devoted as much time as we have required to educate and dialogue with parents and educational administrators about the benefits inherent to scholastic esports when promoted in its unique club setting. Our students have experienced the deep rewards and opportunities of participating in esports. As such, we are delighted to recommend NASEF as a candidate for the DHS Innovation Grant, knowing that similar and increased benefits can be afforded to the youth in Ohio with increased funding and oversight from this potential partnership.

Please do not hesitate to reach out directly if there are specific questions I can answer for you.

Warm regards,

(b)(6)

Annalies Corbin, Ph.D.

05/17/2022

The PHNXGaming Foundation/Coach Rivals Professional Group

Founder

4624 Imperial Hills Court

Tucker, GA 30084

(b)(6)

Re: Letter of Recommendation for the North America Scholastic Esports Federation (NASEF)

To Whom It May Concern:

I represent a 501c3 non-profit *The PHNXGaming Foundation* and its affiliate *Coach Rivals* – an international professional organization for scholastic esports coaches. Our member coaches (many of whom are affiliated with NASEF) compete in various middle school, high school, and collegiate leagues and clubs. As a non-profit, we provide grants to underserved schools to help get their esports programs started and activated. As a professional organization, members are constantly collaborating on best practices, health and well-being, scholarship opportunities, etc. in regard to maintaining and starting programs.

As coaches, we know that our students and peers have realized immense benefits ranging from increased social connectedness, to reduced truancy while acquiring self-awareness and traditional "team" values such as leadership, communication skills, critical thinking, etc. We have all felt the lack of support that can exist in this space and it is with great relief to many to be informed of the knowledge, expertise, free curricula, professional development and training available through NASEF. We whole-heartedly recommend NASEF as a candidate for the DHS Innovation Grant, knowing that similar and increased benefits can be afforded to the youth in Georgia (where we are based) and nationally with increased funding and oversight from this potential partnership.

Please do not hesitate to reach out directly if there are specific questions I can answer.

With regards,

(b)(6)

Cooper Fiscus-van Rossum

17 MAY, 2022

NASEF Affiliate Leader

Title- Certified Prevention Specialist for Converse County, Wyoming

Address – 111 S. 5th Street

City, State, Zip Code - Douglas, Wyoming 82633

(b)(6)

Re: Letter of Recommendation for the North America Scholastic Esports Federation (NASEF)

To Whom It May Concern:

I represent a NASEF Affiliate, which oversees the activation, support, development and activities related to esports clubs in Douglas, Wyoming. These activities include club formation, student leadership opportunities, competitive video game play, career development activities, and community involvement designed to keep students engaged with school, career technical skills development and an intention to promote and pursue post-secondary education for students with such intentions.

NASEF has provided both Douglas High School and Douglas Boys & Girls Club, with free curricula and professional development and training for our clubs' adult moderators (General Managers). NASEF members have also devoted as much time as we have required to educate and dialogue with parents and educational administrators about the benefits inherent to scholastic esports when promoted in its unique club setting. Our students and General Managers have realized that divergent thinking, building skills involving teamwork and sportsmanship, and a dedicated sense of community, are integral to increasing their ability to succeed in their life endeavors. As such, we are delighted to recommend NASEF as a candidate for the DHS Innovation Grant, knowing that similar and increased benefits can be afforded to the youth in Douglas with increased funding and oversight from this potential partnership.

Please do not hesitate to reach out directly if there are specific questions I can answer for you.

With kind regards,

(b)(6)

(b)(6)

Mission:
To inspire and enable all young people, especially those who need us most, to realize their full potential as productive, responsible and caring citizens.

BOYS & GIRLS CLUB OF DOUGLAS

NASEF Affiliate Leader: Joey Burke
Title: CEO of Boys & Girls Club of Douglas
Address: 802 Riverbend Drive
City, State, Zip Code: Douglas, WY 82633
(b)(6)

Re: Letter of Recommendation for the North America Scholastic Esports Federation (NASEF)

To Whom It May Concern:

I represent a NASEF Affiliate, which oversees the activation, support, development and activities related to esports clubs in Douglas, WY. These activities include club formation, student leadership opportunities, competitive video game play, career development, and activities designed to keep students engage with school, career technical skills development and an intention to promote and pursue post-secondary education for students with such intentions.

NASEF has provided Boys & Girls Club of Douglas with free curricula and professional development and training for our clubs' adult moderators (General Managers). NASEF members have also devoted as much time as we have required to educate and dialogue with parents and educational administrators about the benefits inherent to scholastic esports when promoted in its unique club setting. Our students and General Managers have realized the time and effort a e-sports club in our community. NASEF has provide extensive knowledge and guidance that is making our e-sport program a success. As such, we are delighted to recommend NASEF as a candidate for the DHS Innovation Grant, knowing that similar and increased benefits can be afforded to the youth in Douglas, WY with increased funding and oversight from this potential partnership.

Please do not hesitate to reach out directly if there are specific questions, I can answer for you.

Sincerely,
(b)(6)

Joey Burke, CEO
(b)(6)

Boys & Girls Club of Douglas
802 Riverbend Dr.
Douglas, WY 82633

Club
Tel 307-358-4100

Business Office
Tel. 307-358-1784
office@bgcdouglas.com
www.bgcdouglas.com

Officers
Jay Butler
Chairman

Travis Wells
Vice-Chair

Theresa Jackson
Secretary

Catherine Nicholas
Treasurer

Board of Directors
Bonnie Lane
Carl Kosters
Joel Schell
Karen Werner
Paige Rider
Shawn Wilde

Chief Executive Officer
Joey Burke
(b)(6)

Unit Director
Robert Ricks
(b)(6)

Administrative Assistant
Myrna Tieberg
(b)(6)

EMW-2022-GR-APP-00101

Application Information

Application Number: EMW-2022-GR-APP-00101
Funding Opportunity Name: Fiscal Year (FY) 2022 Targeted Violence and Terrorism Prevention (TVTP)
Funding Opportunity Number: DHS-22-TTP-132-00-01
Application Status: Pending Review

Applicant Information

Legal Name: Worldwide Scholastic Esports Foundation d.b.a. North America Scholastic Esports Federation (NASEF)
Organization ID: 23949
Type: Nonprofit having 501(c)(3) status with IRS, other than institutions of higher education
Division:
Department:
EIN: (b)(6)
EIN Shared With Organizations:
DUNS: 118186495
DUNS 4:
Congressional District: Congressional District 06, GA

Physical Address

Address Line 1: 1428 Tugaloo Dr NE
Address Line 2: **[Grantee Organization > Physical Address > Address 2]**
City: Brookhaven
State: Georgia
Province:
Zip: 30319-3950
Country: UNITED STATES

Mailing Address

Address Line 1: 1428 Tugaloo Dr NE
Address Line 2: **[Grantee Organization > Mailing Address > Address 2]**
City: Brookhaven
State: Georgia
Province:
Zip: 30319-3950
Country: UNITED STATES

SF-424 Information

Project Information

Project Title: Scholastic Esports as Resilient Safe Spaces
Program/Project Congressional Districts: Congressional District 06, GA
Proposed Start Date: Sat Oct 01 00:00:00 GMT 2022
Proposed End Date: Mon Sep 30 00:00:00 GMT 2024
Areas Affected by Project (Cities, Counties, States, etc.): Various states (urban, suburban and urban communities); 11 candidate geographies, depending on award amount.

Estimated Funding

Funding Source	Estimated Funding ($)
Federal Funding	$750000
Applicant Funding	$0
State Funding	$0
Local Funding	$0
Other Funding	$0
Program Income Funding	$0
Total Funding	$750000

Is application subject to review by state under the Executive Order 12373 process? Program is not covered by E.O. 12372.
Is applicant delinquent on any federal debt? false

Contacts

Contact Name	Email	Primary Phone Number	Contact Types
Jorrel Batac	(b)(6)		Signatory Authority Secondary Contact
Kevin Brown			Authorized Official Primary Contact

SF-424A

Budget Information for Non-Construction Programs

Grant Program: Targeted Violence and Terrorism Prevention Grant Program
CFDA Number: 97.132

Budget Object Class	Amount
Personnel	$0
Fringe Benefits	$0
Travel	$12500
Equipment	$0
Supplies	$0
Contractual	$701000
Construction	$0
Other	$0
Indirect Charges	$36500
Non-Federal Resources	**Amount**
Applicant	$0
State	$0
Other	$0
Income	**Amount**
Program Income	$0

How are you requesting to use this Program Income? [$budget.programIncomeType]

Direct Charges Explanation:
Indirect Charges explanation:

Forecasted Cash Needs (Optional)

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Federal	$	$	$	$
Non-Federal	$	$	$	$

Future Funding Periods (Years) (Optional)

First	Second	Third	Fourth
$	$	$	$

Remarks:

SF-424C

Budget Information for Construction Programs

Assurances for Non-Construction Programs

Form not applicable? false
Signatory Authority Name: Kevin Brown
Signed Date: Thu May 19 19:04:24 GMT 2022
Signatory Authority Title: Authorized Official

Certification Regarding Lobbying

Form not applicable? false
Signatory Authority Name: Kevin Brown
Signed Date: Thu May 19 00:00:00 GMT 2022
Signatory Authority Title: Authorized Official

Disclosure of Lobbying Activities

Form not applicable? true
Signatory Authority Name: Kevin Brown
Signed Date:
Signatory Authority Title: