

Education

Nurturing tomorrow's pro-gamers

Cégep André-Laurendeau

Building skills and community with
Lenovo Esports solutions.



Lenovo

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Who is Cégep André- Laurendeau?

Cégeps are publicly funded educational institutions in the Canadian province of Quebec that provide academic, technical, and vocational programs in the French language. Cégep André-Laurendeau in LaSalle, a borough of the city of Montréal, has more than 5,000 students across two years of pre-university, technical, and further education. Already well-respected for its traditional sporting programs, the institution is now branching out into esports.

 Cégep **André-Laurendeau**

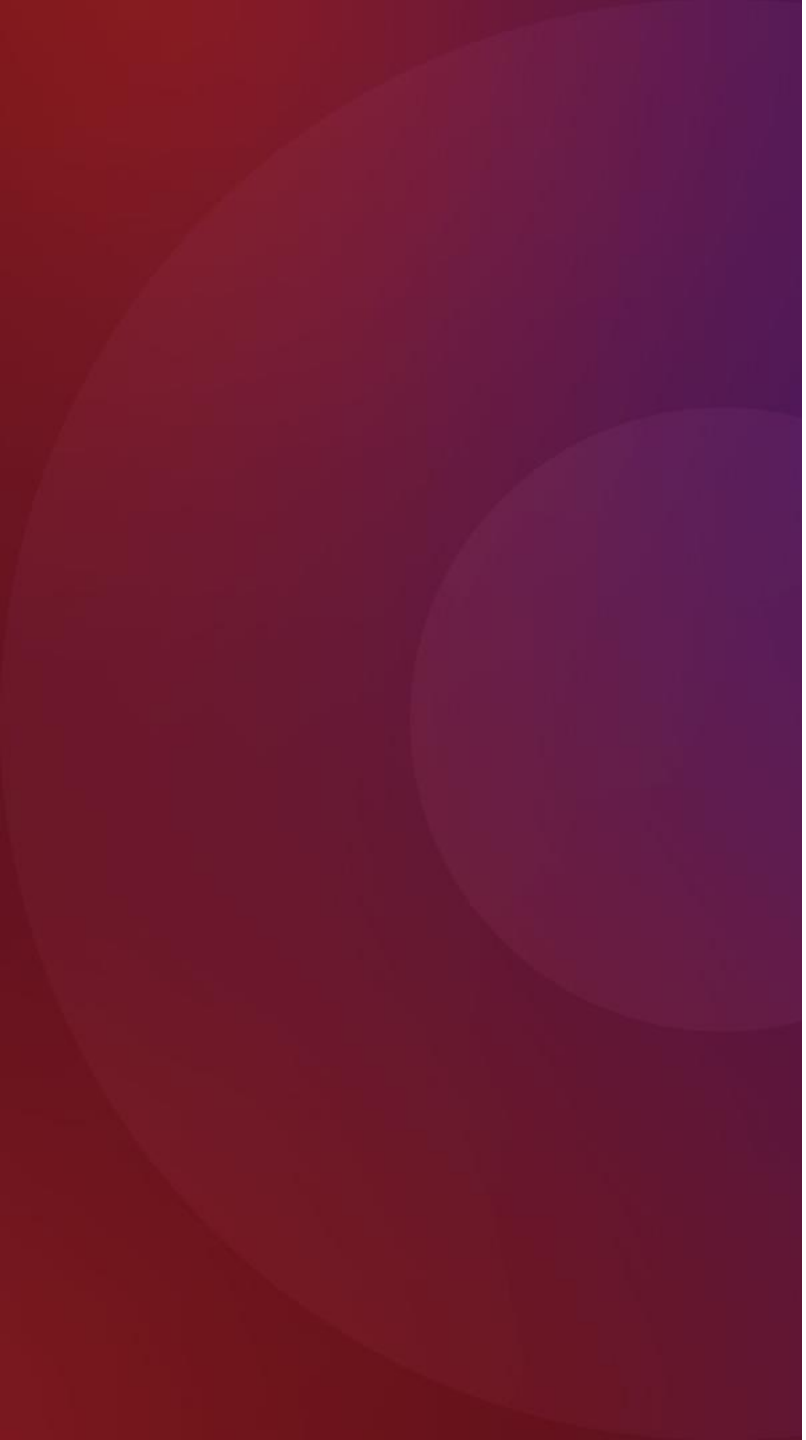
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The Challenge

Esports—in which players compete in individual and team video games—have become a global phenomenon, attracting hundreds of millions of viewers. Streams of major events often attract larger audiences than for traditional televised sporting events, and esports continues to grow rapidly at both amateur and professional levels.

In education, esports can provide a potentially much more inclusive environment than traditional sports. And while only a very few students can aspire to earn millions from a future esports career, all participants can enjoy playing with and against teammates, while simultaneously acquiring transferable skills such as tactical and strategic thinking.

Mathieu Desrosiers, IT Director, Cégep André-Laurendeau, comments: “Esports potentially opens the door to future careers in the games industry and also provides skills that will be valuable in other industries. Beyond career opportunities, there’s also a sense of community-building. We have a very diverse student population, without a common traditional sport, so esports is something that can bring people together and create a shared identity.”



There was an existing esports club at Cégep André-Laurendeau when M. Desrosiers joined the organization, but it was struggling with limited budgets and old equipment from multiple different vendors. The new IT Director brought to the table his vision for a pioneering esports program in Quebec.

“I saw an opportunity to convert this small club into an official program, and also to build new activities around the core gaming activities,” says M. Desrosiers. “Esports is big business today, and there are many linked careers in event planning, management, coaching, marketing, broadcasting, and so on. Very few people will make it as a pro-gamer, but there are many other routes to a successful career in the industry.”

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“Our institution is well-known for traditional sports, and a number of our ex-students are professional athletes. As a gamer myself, I wanted to extend the same opportunities to people with different skills and interests.”

Mathieu Desrosiers

IT Director, Cégep André-Laurendeau

Building up a full esports program

With support from Lenovo, Cégep André-Laurendeau created a new esports center with 10 Lenovo Legion Tower gaming systems and set up a formal program for training players. The esports team has dedicated coaches for health and fitness: players must follow strict rules around maintaining physical health, mental welfare and academic results, and screen-time is limited.

In addition to a weekly training session, the team plays competitively for two hours one night every week. The esports room is located next to the student lounge, and M. Desrosiers is working with students to start broadcasting games.

“We started out with 10 students, but our vision is much bigger,” says M. Desrosiers. “The initial intake will showcase the program to other students, and we ultimately hope to have a three-generation program that spans the elementary, high school, and Cégep institutions that are located on our site.”

Hardware

Lenovo Legion Tower 7i
Lenovo Legion Gaming Monitor

Software

Lenovo Consulting Services
Lenovo Warranty Support



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“Working with Lenovo helped us create our new esports program—the first of its kind in Quebec. Gaming PCs from other vendors are often built for home use. This is a college and we have 20 different people every week playing on the same computer, so we value the robustness of the Lenovo Legion systems.”

Mathieu Desrosiers

IT Director, Cégep André-Laurendeau

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Results

Cégep André-Laurendeau is now successfully competing within the official Quebec esports league for Cégeps, playing a multi-player game called League of Legends.

Although esports is already a major global industry, many parents are unaware of its profile—or the fact that the top players and streamers are multi-millionaires. By building a professional esports program at Cégep André-Laurendeau, M. Desrosiers wants to encourage participation and healthy relationships with gaming. He says: “We have controls in place to ensure that students play less than they would at home. With professional coaches and mentoring, it’s about quality not quantity.”



Creating communities of interest



Developing valuable new skills



Promoting health and wellbeing

The esports program is broader than just gaming: it provides students with helpful advice on diet and fitness, brings them together to develop their social skills and helps them acquire new skills.



“As we continue to work with Lenovo, we are confident that esports will help us to attract new students and boost enrolment.”

Mathieu Desrosiers

IT Director, Cégep André-Laurendeau

Why **Lenovo**?

Lenovo was an existing supplier of desktops and laptops to Cégep André-Laurendeau, and responded enthusiastically to the organization's request for assistance. The organization's computer labs are kitted out with ThinkCentre desktop PCs, and Cégep André-Laurendeau plans to equip students and teachers with ThinkPad laptops too.

"Lenovo has a great relationship with the education sector and their gaming equipment is excellent, so we were very happy with the proposal," says M. Desrosiers.

To help bring M. Desrosiers' vision to life, Lenovo partnered to provide 10 Legion Towers with Phantom Black casing, transparent side panels, and internal aRGB lighting, plus matching Legion Gaming monitors, keyboards, and headsets. The esports hardware is deployed in a strikingly decorated room with black walls and colored lights.

"The Lenovo Legion Towers are well specced, colorful, and built to get attention—the students love them!" says M. Desrosiers. "They are also easy to configure and maintain because of parts availability."



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“Lenovo esports solutions open up a world of creative fun, learning opportunities, and valuable life skills for our students.”

Mathieu Desrosiers

IT Director, Cégep André-Laurendeau

How can education institutions build skills and community?

Learn how Lenovo Esports solutions are promoting health and wellbeing.

[Explore Lenovo Esports solutions](#)