

Education

Inspiring K-12 student success through esports

GOAL High School

To boost student engagement and educational attainment, GOAL High School partnered with Lenovo to rapidly scale out its esports programs. In just five years, GOAL has increased esports participation by 30x—and students who take part in contests perform an average of 22% better in academic classes.



Lenovo

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Who is GOAL High School?

With over 6,000 students, GOAL High School has over 40 sites across the state of Colorado. An online high school serving students from 9th to 12th grade up to the age of 20, over 95% of GOAL's students are defined by the state as "at-risk"—for example, from gang involvement, criminal behavior, incarceration, abuse, or teen pregnancy—making GOAL High School one of the largest alternative education campuses in the United States and the largest alternative education campus in Colorado.



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The Challenge

As an alternative education campus, GOAL works with students who face challenges in their lives. Jamie Trujillo, Chief Information Officer at GOAL High School, explains: “We take our role very seriously, and we want to do everything we can to help our students achieve their goals.”

GOAL is always looking for innovative ways to help learners better engage with teachers and academic teams. When the popularity of esports began to take off across the country, GOAL decided to seize the opportunity to bring multiplayer competitions to its campuses.

“We decided the time was right to start exploring the value that esports could offer to our students,” continues Trujillo. “We began our esports journey with just 20 students taking part. By the end of the first year, that number had increased more than seven times over. To keep up with demand, we aimed to grow our esports program in a big way.”



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“For many years, Lenovo has been a strategic technology partner for GOAL. We use the Lenovo ThinkAgile HX Series platform to underpin our digital learning systems, and we provide Lenovo ThinkPad L13 laptops for our students. So, Lenovo was the natural choice for our esports partner.”

Jamie Trujillo

Chief Information Officer, GOAL High School

Enabling outstanding esports experiences

Working with experts from Lenovo, GOAL determined that Lenovo Legion gaming laptops were the best fit for its esports ambitions.

“Our partnership with Lenovo was crucial for leveling up our esports ambitions,” recalls Trujillo. “Lenovo helped us choose the optimal laptops for the esports we wanted to play, as well as select the best locations to set up the new hardware. We rolled out Lenovo Legion devices gradually across our campuses, and thanks to the excellent guidance we received from Lenovo, getting started was easy. Today, we have more than 295 Lenovo Legion laptops set up in dedicated gaming spaces on each campus.”

Hardware

Lenovo Legion 7
Lenovo Legion Pro 5
Lenovo Legion Y540
Lenovo ThinkAgile
HX Series
Lenovo ThinkPad
L13

Software

Nutanix AHV



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“Five years on, and we have over 600 students and six competitive teams taking part in esports—10% of our entire student population. To participate in esports at the competitive level, students must keep their academic results on track, which is a great motivator to achieve in class. When students take part in esports at GOAL, we see bigger smiles, bigger attitudes, and better achievements—all thanks to our work with Lenovo.”

Jamie Trujillo

Chief Information Officer, GOAL High School

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Results

As its esports program goes from strength to strength, GOAL is seeing positive results in everything from student engagement and wellbeing to performance in academic and vocational classes.

“Esports are bringing big benefits to learners across GOAL, especially students on our esports clubs and teams,” explains Trujillo. “On average, these students see a 22% boost in academic achievement—and for some, the results have been even better. Esports is helping our learners to get more engaged with campus life and more excited about their futures.”



30x increase in esports participation over five years



10% of all GOAL students now take part in esports



22% boost in academic achievement for esports participants

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“Not everyone will choose a post-secondary pathway, which is why it’s so important to give K-12 students the tools they need to be successful in life. Lenovo cares deeply about developing solutions for K-12 organizations like us—and that’s one of the many reasons Lenovo continues to be our go-to technology partner.”

Jamie Trujillo

Chief Information Officer, GOAL High School

Why **Lenovo**?

At the start of its esports journey, GOAL relied on advice from Lenovo esports specialists to help build out its programs.

“Lenovo taught us everything we needed to know to make our esports initiative a success—from configuring our new Lenovo Legion laptops and selecting games to best practices around installation and security,” confirms Trujillo. “The esports guidance we got from Lenovo was invaluable, and we continue to call on them for support when we need it.”



How can schools build an esports program rapidly?

Working with Lenovo, GOAL High School boosted esports participation by 30x in just five years, powered by Lenovo Legion laptops.

[Explore Lenovo Education Esports Solutions](#)