



Education

# Playing to **win**

Seton Hall University

Seton Hall is ramping up its championship-winning esports program to attract more students and win more glory with help from Lenovo.

Lenovo

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## Who is Seton Hall University?

One of the leading Catholic universities in the US, Seton Hall University has been developing students in mind, heart, and spirit since 1856. Based in South Orange, New Jersey, only 14 miles from Manhattan, Seton Hall is home to more than 10,000 undergraduate and graduate students. The university offers over 90 rigorous academic programs and boasts a 14:1 student-to-faculty ratio and average class size of 21 students.



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# The Challenge

What started out as a casual student gaming club back in 2013 has grown to become Seton Hall's championship-winning esports program. A leader in the field, Seton Hall's esports club team was among the first university gaming organizations in the state of New Jersey to be recognized. Today, Seton Hall's esports program is comprised of initiatives across academics, athletics, research, and student engagement, and the Pirates have six Big East Conference titles as well as a national title under their belts.

“As the popularity and influence of esports continue to rise, we are committed to providing our students with the best possible environment to pursue their passion for gaming while emphasizing academic excellence, sportsmanship, and personal growth,” says Victor Gomez, Esports Manager & Adjunct Professor of Stillman School of Business at Seton Hall.

To boost student enrollment and engagement, Seton Hall had big plans to expand its esports program—both in terms of athletics and academics—and looked to trusted partner Lenovo for support.



**Victor Gomez**

Esports Manager & Adjunct  
Professor of Stillman School of  
Business, Seton Hall University



“The level of student engagement for esports has been phenomenal. The popularity of esports just keeps growing, so offering competitive and academic opportunities around esports and the gaming sector has been incredibly successful for us as a university and for our students.”

# Esports boom on campus

Founded in 2013, Seton Hall's esports program really hit its stride in 2018 when the Big East Conference began officially participating in collegiate esports. Next, the university worked with long-term tech partner Lenovo to kit out a dedicated esports lab, which was completed in 2019.

Today, the lab contains 33 Lenovo Legion desktop towers with games such as Overwatch, Rocket League, and League of Legends already installed. Seton Hall recently refreshed the lab with brand-new gaming chairs as well as state-of-the-art keyboards and mice from Lenovo.

Seton Hall also worked with Lenovo to kit out an esports production studio with two Lenovo ThinkStation P620 workstations and four 4K color accurate monitors for students to broadcast live events and create esports content.

## Services

Lenovo Esports Consultation

## Hardware

Lenovo Legion gaming towers  
Lenovo Legion gaming monitors  
Lenovo Legion gaming accessories,  
including keyboards and mice

## Software

ggRock



## **More than just play**

Lenovo has been supporting Seton Hall for more than a decade now, and advising the university on how to grow the esports program since 2018.

Gomez recalls: “The gaming club started out playing League of Legends on Lenovo ThinkPad Helix laptops in vacant classrooms—and pushing the machines to their absolute limit! Now we have a dedicated space with high-spec computers for students to game together. Over the years, Lenovo’s knowledge and expertise have helped us grow and mature the program to what it is today. That includes broadening the scope of the program to encompass academics.”

At Seton Hall, experiential learning is a huge part of the esports program. The university gives students hands-on experience of organizing, running, and broadcasting esports events as a springboard for their future careers.

“For us it’s very important that our students, no matter what they wish to do, if they wish to do it within the realm of esports, that they have a good understanding of what they’re going into,” says Gomez. “I teach an ‘Introduction to Esports’ class that more than 75 students have taken, which is the first step to creating an esports certificate here at Seton Hall.”

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## Results

Today, Seton Hall has around 275 students in the gaming club, including those who excel at and are training to be players, casters, and tournament organizers. There are over 1,265 unique users registered with the esports lab, almost 10% of the entire student body, who collectively have logged over 27,000 hours of play—11,700 of which in the 23/24 academic year alone.

The Pirates are a force to be reckoned with, recently winning their third consecutive Big East Championship title. Seton Hall has ranked top 32 in Rocket League in North America, and the university is actively recruiting the next generation of talent—both players and content creators.

“Esports has allowed Seton Hall to expand its brand throughout the nation as well as internationally,” says Gomez. “Through esports, we’re able to introduce the university to a wide range of students—students who don’t necessarily partake in or follow traditional athletics, but may be content creators with hundreds or thousands of followers with a real interest in the sport. Esports and our academic focus help bring opportunity to our students and, for many, opens up career prospects.”



275 members and  
1,265 unique lab users



27,000+ hours of play



6 Big East Conference  
titles



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“We’re excited to continue growing and advancing our esports program with Lenovo by our side.”

**Victor Gomez**

Esports Manager & Adjunct Professor of Stillman School of Business, Seton Hall University



# Why **Lenovo**?

Lenovo is a long-term technology partner for Seton Hall, providing devices for the university's Mobile Computing Program. Seton Hall outfits each incoming freshman class with Lenovo ThinkPad laptops pre-installed with all the applications they need for classes, ensuring that everyone has the same access to technology.

“Because of that close partnership, Lenovo was the natural choice in terms of the technology for our esports program—but they bring so much more to the table than just hardware,” says Gomez. “Lenovo’s esports consultant has provided tons of support over the years, helping to guide and grow the program.”



# How can universities increase student enrollment with esports?

Seton Hall University sets itself apart from other universities with attractive athletic and academic opportunities around esports.

[Explore Lenovo Esports Solutions](#)