Central Washington University seeks state support of $584,000 to build an innovative pathway for underserved students to the state’s digital workforce. Washington’s need to grow the digital workforce has never been more urgent. Game On! provides a unique educational and social pathway for students who otherwise might not believe they could have a place in the exciting and profitable software industry.

Game On! is a partnership between the Real Madrid Foundation, Microsoft Corporation, and Central Washington University. Game On! draws in students with the excitement of world class soccer. Then Microsoft helps them to unlock the secret language of computer coding.

Game On! students are overwhelmingly Hispanic and attend middle- and high-schools. Nearly all of the participants qualify for free or reduced lunch. Students learn leadership, social and digital literacy, and college-ready skills. Students receive an iconic, white Real Madrid Foundation uniform and a backpack with a water bottle, lanyard, and other items from program sponsors. There is no cost to students to participate. They just have to sign up and be part of the team!

School district employees and volunteers learn youth coaching techniques from Spanish Real Madrid Foundation coaches, who visit Central Washington each fall. Microsoft shares a unique way of teaching coding that reaches students of any age and any skill level.

Central Washington University

Creating educational opportunity and supporting Washington’s STEM workforce.

Fall 2018
Sounders FC. CWU also tracks participation in the program and reports student participation and achievement data to sponsors.

Additionally, these funds support STEM educational materials, and hands-on activity-based learning, such as robotics, to enhance students’ learning experience. The fulfillment of this funding request would allow CWU to serve more students in economically-disadvantaged communities throughout Washington.

“I have seen with my own eyes, the positive transformation in the self-esteem and goal setting of these needy students and know that many are now applying to attend college.”
Luis Fernando Esteban, Honorary Consul of Spain

“The Game On! program has an immediate impact on students and families across rural Washington, exposing them to new resources, career opportunities, and access to the latest technology.”
Leonardo Ortiz Director, Microsoft Philanthropies

“Game On! has been a huge bonus for our students. It allows us to give students an activity to look forward to at school which helps keep them attending school daily and also provides them with a skill that is relevant in today’s technology based workplace.”
Tim Lee, Franklin Middle School Assistant Principal

“Game On! has promoted a brighter outlook for the high school students participating in the program and in some cases has changed their education plans for after high school.”
Dave Chaplin, Stanton Academy Principal

Game On! providing a world-class learning experience and creating opportunities for a successful digital future.

Join the Game On! Team!

For more information contact Antonio Sanchez, Director of Intergovernmental and International Relations, at 206-383-6980 or Antonio.Sanchez@cwu.edu.