



A More Immersive Experience for Students and Staff

The right technology will help colleges and universities continue supporting hybrid classrooms and a hybrid workplace.



JOHANN ZIMMERN
Global Education Marketing Lead
Zoom

A S COLLEGES AND UNIVERSITIES move into the post-pandemic phase, they are seeing continuing demand for hybrid and hyflex instruction from students, parents and educators. To enable long-term hybrid instruction, many colleges and universities will have to assess their technology needs. That means making decisions about integrated cameras, microphones and speaker systems, including conference rooms outfitted with the tech to accommodate both in-person and remote staff. And they'll need to change their technology adoption cycles and upgrade systems more frequently so they can ensure that the hybrid work environment is productive and comfortable for everyone.

An Ever-Expanding Platform

Zoom was a market leader in higher education even before the pandemic because our tools are affordable and easy to use. We have built a unified communications platform on top of our popular videoconferencing technology and, for the past two years, have focused on creating a superior on-campus experience by integrating communication across all operating systems and expanding capabilities via cloud telephony with Zoom Phone. For example, among many amazing features, using the Zoom application on a smartphone gives users the ability to have Zoom Phone voicemail messages transcribed and sent to their e-mail.

In addition, while most people are familiar with the chat function that's enabled during a Zoom meeting, we have a separate, robust Zoom Chat collaboration tool built into our unified communications stack. It allows users to create communication channels for particular projects or teams and conduct one-on-one or group chats.

A Next Level Experience

We started with Zoom Meetings, expanded to Zoom Webinar and now offer Zoom Events, which allows users to run virtual conferences on a single platform. It includes registration, e-mail reminders, an exhibition hall and the ability for participants to interact with one another in that virtual environment. Zoom Events can be used for student recruitment and virtual campus tours, alumni meetings, annual events such as graduation ceremonies, and more.

Most recently, we launched Zoom Contact Center to help institutions offer a more immersive, video-based experience for students who need information about healthcare, financial services or career development. From a unified-communications-as-a-service perspective, at Zoom, we are always looking for ways to improve the educational experience for students, teachers and administrators.

Johann Zimmern is the global education marketing lead at Zoom.

EDUCATION TECHNOLOGY

Implementing Technology in Universities & Schools



BENEFITS OF INCORPORATING THE USE OF TECHNOLOGY IN SCHOOLS

As schools of all levels continue to adapt with evolving technical demands, Carahsoft's wide array of IT solutions for academic institutions can help to support a seamless and secure hybrid learning experience for students, parents, and educators alike.

FIND THE BEST-FIT SOLUTION FOR YOUR SCHOOL'S IT NEEDS



TECHNOLOGY FOR HIGHER EDUCATION

Universities are assessing how to support students both on campus and across the country as more classes shift to online or hybrid models. Investing in elements such as cloud capabilities, video conferencing platforms, digital document and learning management systems, and cybersecurity protections are essential for building out an online presence that will attract and support virtual learners.

TECHNOLOGY FOR K-12

With intuitive learning management systems, device management, and student privacy tools, K-12 schools can ensure that online learning environments are intuitive, reliable, and secure. Pairing these capabilities with professional development and support ensures that students, educators, parents, and administrators can navigate the digital learning environment with ease.

