Industry
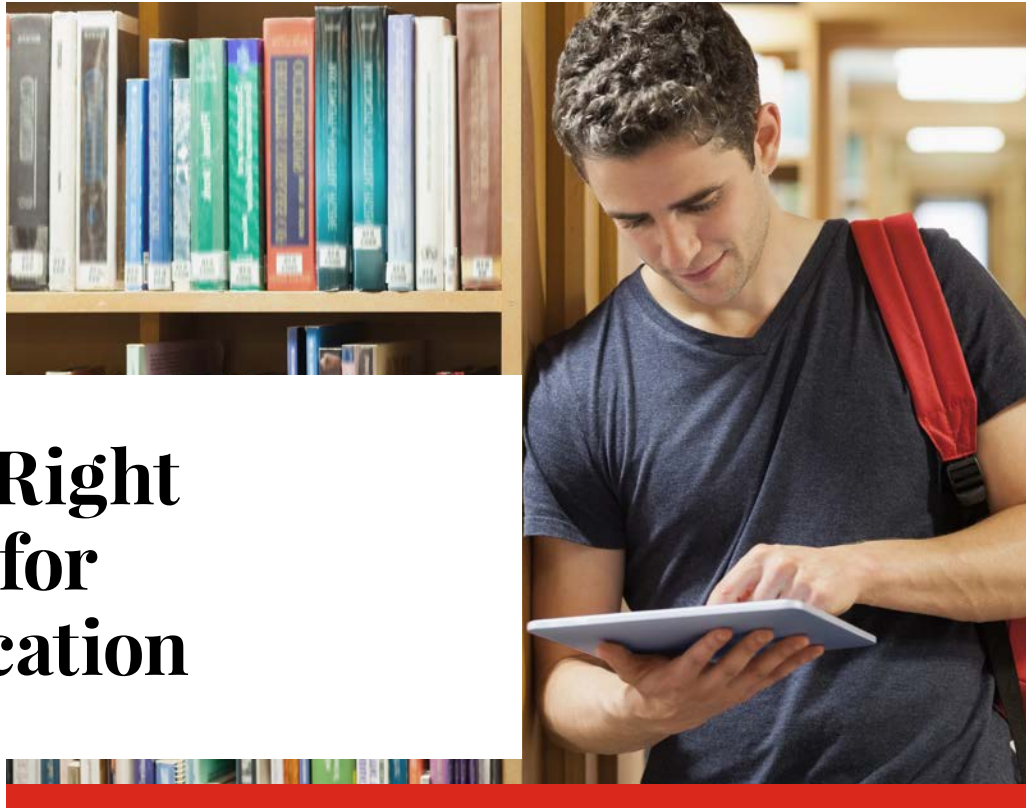
Avaya—The Right Connection for Higher Education

Enabling Institutions to Recruit More Effectively, Facilitate Better Student Outcomes, Improve the Educational Experience and Increase Online Learning

Leveraging Technology to Align with Prospective Student Priorities

Universities have long been considered the hub of knowledge and learning. However, technological advances are fostering a revolution in centuries-old protocols. The dissemination of knowledge is no longer tied to a college campus.

Cloud-based computing, digital textbooks, mobile connectivity, and high-quality streaming video have enabled collaboration and learning to take place on the Web, from virtually any Internet-enabled device. Simultaneously, changing student demographics are requiring recruiters to seek applicants outside of their traditional geographies, which may necessitate a new look at recruitment strategies and the communication channels used to reach them.

Higher Ed's Value Proposition Is on Shaky Ground

People have begun to question whether higher education provides a viable return on their investment. Students and parents, stretched by rising tuition costs, are increasingly challenging the affordability of a college degree, as well as the diploma's ultimate value as an employment credential.

Thirty seven percent of college educated workers under the age of 25 are working in positions that don't require a college degree. Thirty one percent of college graduates ages 22 to 32 believe they would have been better off working instead of going to college and paying tuition.[1]

Industry Drivers

- More competition for fewer students

- Provide better student outcomes at a lower cost

- Higher quality curriculum and student experiences

- Increase distance and hybrid learning options

- Facilitate virtual communication and collaboration

- Ensure campus safety

Avaya Solutions

1. Provide tangible curriculum differentiators

2. Increase learning options, lower costs

3. High performance wireless networks, open communications platform

4. Video, Web, immersive collaboration

5. Cloud options

6. Campus-wide IP video surveillance and emergency alert systems

To change these perceptions, and improve the reputation of the university, institutions need to better identify students at risk and provide interventions that will keep students on track to graduate within four or five years. Whether the answer is to employ data analytics, or other methods of identification, needs to be explored to help ensure a higher percentage of successful student outcomes.

Education Delivery Is Morphing and There's No Turning Back

Further complicating the matter, universities have a new set of competitors. In addition to traditional for-profit universities, competitors include non-profit learning organizations such as the Khan Academy, commercial providers of lecture series, online services such as iTunes U, and a host of specialized training centers that provide instruction and credentials for particular trades and professions.[2]

All these entities can easily scale the delivery of online curriculum more quickly than brick-and-mortar institutions.

Higher education institutions, known to be budget constrained and change-resistant, need to respond. Some are exploring creating more flexible learning environments, such as those that combine online learning, blended and hybrid learning with traditional approaches. Others have directed their energy to advanced teleconferencing and distance learning platforms—with streaming video and online discussion boards—to heighten engagement.

Open online learning environments, particularly in the form of Massive Open Online Courses (MOOCs), are also at the forefront of discussion. Since the explosion of MOOCs in 2012, a number of top-tier universities have offered free, high-quality courses taught by their best instructors. Many question whether this business model is sustainable.

To Varying Degrees, Most Institutions Face a Multitude of Hurdles

These drivers of change may create a significantly different higher education landscape in the years to come. At a minimum, institutions will need to change their recruiting strategies, ensure more successful student outcomes, and significantly streamline their operations, while incorporating new teaching and learning delivery methods in order to meet student expectations. Universities may be compelled to create leaner business models as competition increases for staff, students, and funding.

To succeed, and in some cases survive, colleges and universities must address:

1. The need to develop more effective student recruitment strategies that align with changing demographics and increased competition for students. High school graduate numbers are decreasing (WICHE). Therefore, recruiting traditional age college students will be more competitive since there will be fewer traditionally aged applicants, and many of those are going to be concentrated in non-traditional locations such as the Southwest.[3]

Avaya Solutions = Lower TCO

Independent tests commissioned by Avaya have confirmed that Avaya products provide 40% lower total cost of ownership and support 233% greater traffic capacity compared to other vendors.[5]

2. Using technology to transform teaching and learning as a mechanism to attract and retain higher achieving students and faculty. Universities that are ahead of the curve in best teaching practices are experimenting with online learning environments and tools that promote peer-to-peer collaboration to remain relevant and rein in tuition costs.[4]

3. Shifting administrative expenditures to innovative solutions that enable institutions to be more competitive and cost effective. The higher education sector has reached a critical point where it must address the innovations that have changed how learners, and the rest of society, interact and consume information. Universities must renovate—or in some cases, rebuild their foundations—if they want to get on a prospective student's radar and deliver best-in-class experiences that meet their expectations.

4. A heightened demand for colleges to track at risk students, identify them, intervene and ensure successful outcomes. As analytics and web-tracking tools have become more sophisticated, educators need to find new ways of using and tracking data to improve student engagement, provide high-quality, personalized experiences that help students complete coursework and graduate in four or five years.

5. Critical campus safety requirements and provide an effective way to monitor buildings and grounds 24 / 7. Implementing IP video surveillance is the answer, although it requires multicast capabilities to enable video streams to be delivered to multiple recipients.

Should an event occur, campuses must also have an emergency notification system in place to create a rapid and effective response, and keep teachers, staff, parents, and students informed.

1. Is College Worth It?. Pew Research Center Social and Demographic Trends.

2. Koller, Daphne. Death Knell for the Lecture: Technology as a Passport to Personalized Education. New York Times, December 5, 2011. Faas, Ryan. Apple's New Vision of Education. ComputerWorld, January 21, 2012.

3. The Coming of Age for CRM in Higher Education, 2013. Gartner, Inc.

4. Grajek, Susan. Top—Ten IT Issues, 2013: Welcome to the Connected Age. Educause Review, June 3, 2013.

5. Miercom Report: Plug and Play Switches, Report #110829, August 2011.

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Leveraging Avaya Technology to Create a Competitive Advantage

Avaya offers institutions of higher education a total solution that enables more cost-effective online and offline learning experiences, improves academic quality and provides communication tools to help institutions ensure successful student outcomes. Avaya solutions are open and standards-based with an early alert system that can communicate with those at risk via email, text or voice. They integrate with existing applications, which eliminates vendor lock-in and helps leverage existing investments.

The innovative communications and collaboration platforms from Avaya enable institutions to compete more effectively via:

• Lower cost infrastructures

• More effective recruiting

• Affordable distance, online and hybrid learning solutions

• Secure access to university content and applications

• Scalable, personalized curriculum

• Outreach communication tools to help reach students at risk

Cost-effective Video and Web Collaboration

Avaya enables users to extend video services to personal video-enabled devices. Using any device, from any location, users can moderate or participate in a classroom presentation, share content, discuss, and collaborate, even across unreliable networks.

Innovative Immersive Collaboration

Radically different from other collaboration solutions, Avaya has an immersive web collaboration application featuring 3D visuals, video and spatial audio. Multiple, free-flowing discussions can take place simultaneously, and students can have access to and take full advantage of all materials related to the class.

Unified Communications and Mobility for Streamlined Communication

Excellence in education requires that all constituencies—students, faculty, and administrators—use their mobile device to communicate from wherever they are, and can federate with internal and external entities (i.e., Microsoft Lync users). The open, flexible, standards-based Avaya platform works with existing applications so IT can cost-effectively integrate communications with campus applications.

Cloud-hosted Collaboration and IP-based Communications Services

Schools preferring a pay-as-you-go approach to communications can have access to IP Telephony, Unified Communications, and collaboration with cloud-based services from Avaya.

As technological advances are fostering a revolution in centuries-old protocols, the dissemination of knowledge is no longer tied to the college campus.

Network, Wireless, Security

Avaya can help you evolve your network into a private cloud infrastructure by conceptually inserting a 'virtual Ethernet' between physical topology and network routing layers. You can house applications in multiple separate IP zones—which keeps student and faculty connections separate. With this separation, your IT staff can secure your networks and manage traffic at lower cost.

Avaya wireless products offer wired-like performance. Everything required for a secure, high-performance wireless LAN is built into each wireless access point.

To help maintain network security, Avaya provides the central policy decision capabilities needed to implement rule-based access. The portfolio offers a suite of software-based products that deliver enhanced network access control capabilities to manage secure guest network access, compliance portal access and reporting and analytics.

Avaya—trusted by More Than 5,000 Educational Institutions Worldwide

To compete more effectively for a shrinking pool of candidates, colleges and universities need to provide cost-effective, higher quality learning experiences that supplement the educational offerings of physical campuses with increasingly rich, flexible, online options. As these new platforms emerge, however, there is a need to evaluate models and determine how to best support collaboration, interaction, and track outcomes at scale—within the confines of limited monetary resources.

Avaya enables educational institutions to leverage the opportunities afforded in a connected world by providing a full suite of communication, collaboration and networking solutions to help meet the challenges.

Higher Education Challenges	Create a Competitive Advantage By …	How Avaya Helps
Colleges need to compete more effectively for a shrinking pool of traditional aged candidates and changing demographics of candidates, that may reside outside traditional recruiting geography.	…Raising perceptions and enabling more effective recruiting strategies. …Improving communication via non—traditional touches to create a positive student experience. Use intelligent contact center technology to enable recruiters to communicate through web chat, email and text, and access student enrollment CRM systems.	Avaya Aura® Contact Center and Avaya Aura® Experience Portal provide intelligent routing to reach the right personnel and connect with students through multiple channels.
Leverage technology to transform learning into best—in—class experiences to attract and retain higher achieving students and faculty.	…Delivering affordable distance, online and hybrid learning solutions. Use video, web and immersive collaboration tools that can be accessed from any device and from any location.	Avaya Scopia® Video or Avaya Aura® Conferencing enable high definition video and content sharing from any device. AvayaLive® Engage offers a cloud service that enables students and faculty using a browser to store content and collaborate via virtual rooms.
	…Enabling faculty to collaborate and federate with internal and external entities (i.e., Microsoft Lync users). Deploy an open unified communication platform that federates with other systems, such as Microsoft Lync users.	Avaya Aura® platform, IP Office, and Avaya Collaborative Cloud offer on premise and cloud—based open communications platform for internal or external communications. Avaya One Touch Video is an easy to use WebRTC video tool for one to one video.
	…Providing students and faculty secure access to university content and applications. Implement a network and wireless infrastructure capable of handling thousands of devices and users.	Avaya Fabric Connect provides a virtual Ethernet network, based on Shortest Path Bridging technology, which allows IT to create separate secure IP zones for applications and users. Avaya WLAN and Identity Engines offer wired performance to support wireless and student BYOD. The solution is capable of prioritizing applications to manage network performance.
Colleges need to track outcomes and provide learning experiences that better prepare students to achieve more successful outcomes.	…Using advanced methods to enrich the learning environment. Provide online interactive chat rooms, whiteboards, group teleconferences, and streaming video capabilities.	Avaya Scopia Video or Avaya Aura® Conferencing enables high definition video and content sharing from any device. AvayaLive® Engage offers a cloud service that can be used for content repository and immersive collaboration.
	…Developing a communication plan to reach out to at risk students and keep them on track to graduate in a timely manner. Use analytics tools that harvest data from SIS / ERP systems to pull degree audit / progress tracking, combined with a student communication outreach system that automatically triggers an early alert to students via email, text or voice.	Avaya Proactive Outreach Manager, in combination with the Avaya Experience Portal and / or Avaya Contact Center, takes in data output by student tracking analysis applications and has the communication capability to contact students by voice, email, or text.

Higher Education Challenges	Create a Competitive Advantage By …	How Avaya Helps
Shift administrative costs to creating innovative solutions, which would make institutions more attractive, more cost effective and competitive.	…Lowering costs with improved communications infrastructure. Implement a unified communications platform that streamlines communications, scales across any size locations, reduces overhead costs for administration, and dynamically optimizes bandwidth. …Providing staff productivity tools. Deploy unified communications and mobile collaboration capabilities for staff so they are reachable anywhere on campus and reduce the number of hard wired desk phones.	**Avaya Aura platform, IP Office,** and **Avaya Collaborative Cloud** offer on premise and cloud—based open communications platform that streamlines communications, scales to fit requirements, works with existing systems, and reduces admin overhead and bandwidth usage. **Avaya Collaboration Environment** integrates campus applications with communications. **Avaya Messaging Service** provides a cloud messaging service that enables users to send and receive IP—based instant messages. **Avaya One Touch Video** is an easy to use WebRTC video tool for one to one video. **Avaya One-X® Mobile** and **Secure Border Controller** deliver mobility solutions that securely extend desktop unified communication features to mobile phones and tablets.
Campus Safety	…Providing a safe campus environment. Implement an IP video surveillance system, a communication notification alert system and a communication platform that supports Emergency Service Access.	**Avaya Fabric Connect** campus—wide IP video surveillance provides a virtual Ethernet network optimized for multicast video applications. **Avaya Notification solution** working with Avaya Aura platform manages alerts across all communication channels. **Avaya Aura Platform** and **IP Office** have built—in functionality that enables partners to provide customized solutions for individual environments to support Emergency Service Access requirements.

Why Avaya?

- Open platform
- Simpler management
- Lower TCO / ROI
- Enterprise—class scalability, reliability, and security

About Avaya

Businesses are built on the experiences they provide and every day millions of those experiences are built by Avaya (NYSE:AVYA). For over one hundred years, we've enabled organizations around the globe to win—by creating intelligent communications experiences for customers and employees. Avaya builds open, converged and innovative solutions to enhance and simplify communications and collaboration—in the cloud, on premise, or a hybrid of both. To grow your business, we're committed to innovation, partnership, and a relentless focus on what's next. We're the technology company you trust to help you deliver Experiences that Matter. Visit us at www.avaya.com.