Verizon is helping colleges and universities transform—and create the connected campus.

Higher education prepares students for careers and life, inspiring learning that continues long after they leave campus. Creating an engaging, robust and safe learning environment for these students can be a complex challenge for colleges and universities. And it's getting even harder. Higher education leaders face a daunting set of challenges, including attracting new students, providing an immersive learning experience, ensuring equal access to learning and keeping students safe—on campus and online.

> **Today's colleges and universities rely on Verizon as their committed partner, helping strengthen and modernize their infrastructure, create a connected, digital campus—and meet the significant challenges of higher education.**

Address declining enrollment.

It's a hard fact. College and university enrollment has declined 8% since fall, 2019, according to the latest data by the National Student Clearinghouse Research Center.[1] The reasons behind the drop include cultural shifts, the pandemic and evolving demographics. The response? Colleges have to ensure that the in-person campus experience is more exciting and engaging than ever. And they have to envision new ways to expand enrollment, such as offering new classes, programs and degrees (on campus or via distance learning) to attract new learners.

Narrow the digital divide.

The digital divide is a persistent obstacle in all areas of education, including higher education. Before COVID 19, around 42 million Americans didn't have the ability to purchase broadband internet. As the pandemic continued, the digital divide intensified.[2] Many college-age students still lack access to the devices or the connectivity needed when home, making it difficult to keep pace and continue learning. This divide reveals disturbing discrepancies. According to Pew Research, 80% of white adults reported owning a desktop or laptop computer, compared to 69% of black adults and 67% of Hispanic adults. And 80% of white adults reported having a broadband connection at home, compared to 71% of black adults and 65% of Hispanic adults.[3] To address this inequity, colleges need to ensure that all students have access to the technology and tools they need to learn—on campus, when learning from home or other off-campus locations and even when traveling on school vehicles.

Strengthen hybrid learning.

It's clear that hybrid learning is here to stay. After all, hybrid learning isn't just important to education. It also prepares students for careers that are increasingly reliant on remote workers who are adept at working from anywhere. To deepen their capabilities, higher education institutions need a new, flexible hybrid model—one that encompasses traditional in-class learning, distance learning and any combination of the two. This model has to be able to shift gracefully from one mode to another, ensuring educational continuity. And the educational experience, no matter wherever it occurs, has to be rich, engaging and meaningful.

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Deliver an immersive experience.

Undergraduates entering colleges and universities are digital natives who bring greater expectations for learning than lectures by "the sage on the stage." They expect a personalized, immersive learning experience that captures their imagination, beyond just imparting information. Immersive learning is more than just more interesting. It gets results, inspiring new levels of engagement and interaction and raising retention.[4] Studies show that student learning happens 4 times faster with 8.8% improved recall and students feel 3.75 times more emotionally connected to content.[5]

Enhance the fan experience.

Students aren't alone in their desire for immersive experiences. Fans of college sports, music and performing arts demand a degree of engagement that goes beyond traditional communications (e.g., newsletters, email blasts and web content). Keeping these key groups connected can be vital for strengthening institutional branding and building supportive fan communities—as well as for more tangible efforts, such as alumni fundraising.

Ensure safety online.

Higher education institutions are struggling to fight an escalating threat—online attacks. Ransomware attacks alone impacted 1,681 U.S. schools, colleges and universities in 2020, while globally, 44% of educational institutions were targeted by online attacks.[6] As just one example, in June, 2020, the University of California, San Francisco paid hackers $1.14M to recover data from its School of Medicine's servers, which had been encrypted with Netwalker virus—one of the largest ransomware payouts to date, but just one of many.[7] And since 2005, more than 24.5 million records have been lost by U.S. schools to security breaches.[8]

Create a safe campus.

Online security means keeping students, faculty, intellectual property, financial records—and the overall network—safe at all times. Similarly, on-campus security requires using all technological tools available to create a safe, nurturing learning environment. As on-campus crime continues to increase, campus security is a major concern and priority for colleges and universities, particularly those located in urban areas.

Invest in the future.

Higher education institutions, both public and private, are under increasing financial pressure, thanks to declining enrollment and the unprecedented disruptions and challenges of COVID-19. Schools are able to take advantage of some Federal stimulus plans and other resources to help address financial needs—but it's vital to invest in the right strategies and solutions that strengthen the institution and ensure the best learning experience for students—now and in the future.

Meet the challenges of higher education.

Inspired teaching and learning at the highest level calls for robust, effective and engaging experiences—and the advanced technologies and robust solutions that enable them. Verizon can help co-create your connected, digital campus and strengthen and modernize your infrastructure to deliver a safe, scalable and always on educational environment.

Uncertain times demand a reliable partner.

Verizon can serve as your trusted partner to help increase enrollment, improve efficiencies—and provide the exceptional quality and value that attract great students and teaching talent. Verizon helps meet the holistic needs of students (on or off campus), driving career readiness and lifelong learning initiatives, the ideal outcomes of higher education.

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Work together to address challenges.

Verizon understands higher education, thanks to more than two decades of experience working with colleges and universities throughout the U.S. This deep understanding and ongoing connection enable Verizon to create effective solutions that can meet the significant, evolving challenges faced by today's higher education institutions. No matter where institutions are along their digital journey, Verizon helps take them further.

Verizon's portfolio of wireless connectivity, advanced solutions, professional and managed services and trusted partners can help higher education institutions:

Create a connected campus.
Verizon helps colleges and universities envision a connected, digital campus—one where learning happens virtually anywhere and anytime—then works with them every step of the way to make this vision a reality. Drawing from a broad portfolio of products and services, Verizon specialists help schools modernize their network for more personalized and immersive learning, and for an enhanced campus experience. They can also help bring new efficiency to operations, including streamlined traffic management and parking. Behind it all? A network infrastructure that is powerful, resilient and efficient, including the platforms, bandwidth and applications required for learning, working and managing operations.

Help reduce the digital divide and create a robust hybrid learning environment.
Verizon is committed to economic and social advancement so all people can affordably participate in the digital economy. Increasing digital equity means empowering all students with reliable access to the connectivity they need for hybrid learning. As part of that commitment, low-cost programs provide eligible students with access to a variety of devices and connectivity. Verizon's powerful but easy-to-use solutions help streamline the transition between in-class learning and distance learning, keeping colleges and universities operational and ready to teach, no matter where their students are located. And with its speed, low latency and ability to connect a huge number of shared locations, Verizon 5G can help close the digital divide and promote digital inclusion for all students.[9]

Protect users and intellectual property online.
With more than two decades of security experience protecting networks and their users, Verizon has the expertise and broad array of solutions and services necessary to keep colleges and universities safe, protecting the all-important network—and its financial data and intellectual property—from ransomware and emerging threats. Verizon experts can provide security assessments that help identify vulnerabilities and create a robust plan for protecting their network and its users.

Boost on-campus security.
Verizon and its partners also help schools integrate advanced technologies into their on-campus security. Better, smarter lighting and next-generation emergency phones and kiosks can help keep students safe. And advanced video monitoring of problematic areas can provide real-time awareness of unusual behavior, weapons and other threats.

Empower students on the go.
Due to cost constraints, not all areas of campus can offer Wi-Fi connectivity. Verizon 5G solutions can help address these Wi-Fi dead spots, allowing students to continue learning from almost anywhere on campus, including outdoor locations. And by providing fast, reliable connectivity in university vehicles, Verizon helps students use downtime to continue their work, study for exams and continue learning when traveling to and from school, between campus locations—or even while on field trips or at sporting events.

Help create immersive campus experiences.
Verizon and its partners can help schools create educational experiences that are engaging, transformative and interactive, drawing on Augmented/Virtual Reality (AR/VR), holographic avatars, AI-enabled chatbots, enhanced multimedia experiences and other emerging technologies. No matter how professors choose to deepen and enrich the learning experience, Verizon can provide the fast connectivity and digital transformation capabilities that make it happen. And now Verizon 5G transforms static information into dynamic experiences by providing the generous bandwidth required by high-quality video and other technologies that fuel immersive education.[9]

Deliver a fantastic fan experience.
Verizon helps enhance the live fan experience at sporting events, concerts, theatrical performances and other events. For example, Verizon 5G Ultra Wideband (available in select areas) offers high bandwidth and low latency, supporting applications that bring these wide-ranging events to life with high-definition video and other immersive and interactive capabilities.[9] Verizon and its partners are ready to provide the technology and expertise that meet escalating fan expectations, including personalization and frictionless interactions at events.

These Verizon solutions and many more are helping higher education institutions accelerate their digital transformation, create a connected campus—and empower and prepare students for careers and life.

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Continue your digital transformation with Verizon.

Higher education institutions are in a class all their own. Each has a unique history and reputation. They serve different populations and geographies. Their focus varies, from undergraduate to doctoral education. Some are public institutions, others private. In short, colleges and universities are as diverse as the students they serve.

Verizon offers a flexible portfolio of solutions that empower higher education institutions to meet their specific challenges. Advanced solutions, special programs and extensive professional and managed services help colleges and schools deliver immersive learning experiences, strengthen hybrid learning and create a connected digital campus. All while helping to ensure security online and on campus—and enabling seamless growth and evolution in the future.

Learn more.

To find out more about Verizon and higher education—as well as Verizon's portfolio of solutions—go to:

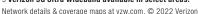**verizon.com/highereducation**

Verizon helps transform higher education institutions.

Across the U.S., colleges and universities are using Verizon solutions to transform their institutions, address the digital divide, deliver immersive learning and create a connected, digital campus.

The University of Illinois is exploring the future of education with Verizon 5G, enabling virtual learning and other key capabilities. Faced with an abrupt and nearly total shift to remote schooling for tens of thousands of students and faculty, the University needed agile, scalable solutions to ensure education continuity for a UI community spread across the country and globe. In close coordination with the university's IT team, Verizon gradually implemented a holistic upgrade of the existing cellular network infrastructure, using network extenders and other devices not available when the original 3G network was erected. These enhancements laid the groundwork for 5G connectivity, which will benefit the campus and its surrounding community.

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3 "Home broadband adoption, computer ownership vary by race, ethnicity in the U.S.," Pew Research Center, July 16, 2021. https://www.pewresearch.org/fact-tank/2021/07/16/home-broadband-adoption-computer-ownership-vary-by-race-ethnicity-in-the-u-s/

4 "Everything You Need to Know About Immersive Learning," eLearning Industry, January 24, 2020. https://elearningindustry.com/everything-need-know-about-immersive-learning

5 "Seeing Is Believing: How VR and AR Will Transform Business and the Economy," PwC, 2019. https://www.pwc.com/seeingisbelieving

6 "Cybercriminals Use Pandemic to Attack Schools and Colleges," GCN, September 15, 2021. https://gcn.com/cybersecurity/2021/09/cybercriminals-use-pandemic-to-attack-schools-and-colleges/316131/

7 "UCSF Pays Hackers $1.14M to Recover Encrypted Data," Daniel Wu, Palo Alto Daily News, July 1, 2020. https://www.govtech.com/security/UCSF-Pays-Hackers-1-14M-to-Recover-Encrypted-Data.html

8 2020 Top 10 IT Issues: The Drive to Digital Transformation Begins, EDUCAUSE, January 27, 2020. https://www.educause.edu/research-and-publications/research/top-10-it-issues-technologies-and-trends/2020

9 **Verizon 5G Ultra Wideband available in select areas.**

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