



Higher Education

▶ Telepresence in Higher Education Boosts Enrollment and Prepares Students for Success

▶ Daily Use

- Enrich distance learning
- Extend reach of faculty
- Enhance quality of education
- Reduce travel expenses

▶ Solution

Polycom telepresence and high definition solutions allow students, faculty, and administrators to collaborate from distant locations.

▶ Results and Benefits

- Increases enrollment at satellite campuses and internationally
- Extends reach of talented professors
- Prepares graduates to thrive in the modern workplace
- Slashes travel budgets with over 20% reductions commonly realized to speed return on investment

Shrinking budgets combined with increasing costs have put the financial squeeze on higher education institutions. A low projected growth rate in student enrollment over the next decade only serves to exacerbate this situation. Simultaneously, higher education programs need to prepare students for success in the 21st century global marketplace. Businesses seek graduates with the virtual project team skills necessary to succeed in today's collaborative work environments.

The Challenges

Demand for higher education services is mainly driven by population dynamics and employer requirements. Unfortunately, U.S. enrollment is projected to grow by only one percent per annum during the next 10 years. Attractive programs must be developed to **increase enrollment** since the competition for top students will only intensify.

Attending courses at a central campus may be difficult or impossible for students at satellite campuses. For most schools, an individual professor's reach is bounded by the physical restraints of the classroom. Therefore, administrators must find ways to **extend the reach of their faculty** to boost enrollment.

Students know that today's job market requires graduates to be able to function in a collaborative work environment. Schools that leverage technologies that mirror the work place will have a competitive advantage. Hence, programs that promote team projects, working with geographically-dispersed classmates, will better **prepare students to succeed**.

While revenues have been flat or falling, costs have steadily risen. Strategies to address budget shortfalls must include **cost-cutting measures**. Administrators are challenged with finding ways to cut costs without negatively affecting their school's educational mission.

Solutions and Applications

What follows are some of the ways that higher education institutions are using Polycom solutions to increase enrollment, extend the reach of their education offerings, better prepare their student populations and cut costs.

Increasing Enrollment

A world-renowned U.S. university wanted to increase student enrollment by establishing a branch campus in the Middle East so they decided to offer an intercontinental foreign service degree program. To facilitate the program, distant students would need to interact with fellow students and professors in the U.S. Administrators reasoned that only a high definition video solution would deliver the quality of face-to-face interaction that would justify full tuition rates.

The university implemented two Polycom® RealPresence™ (RPX) HD rooms: one at the home campus and one at the new branch campus facility 7,000 miles away. Each telepresence room seats up to 18 students and allows students from both locations to interact with each other and the professor as if they were in the same room.

Optimizing the Reach of Esteemed Professors

With limited budgets and competition for elite professors, schools need to fully utilize their top faculty members. One U.S. western region college didn't have

enough professors to teach core curriculum classes at three satellite campuses. As a result, the school lost revenues from students who could only attend at those sites.

To overcome this challenge, the college installed Polycom video solutions at the campus locations plus several learning centers and seven local high schools. Now students at satellite campuses enter videoconferencing rooms to attend courses being offered at the main campus. In addition, specialty classes that were only available at the satellite campuses are now available to students at all campuses.

Preparing Students to Succeed

A prestigious U.S. east coast university launched a cross-continent M.B.A. program. Administrators developed a rigorous curriculum designed to prepare graduates to succeed in global business arenas. In keeping with the M.B.A. school's top-tier reputation, school leaders decided to implement a Polycom RPX immersive telepresence solution. The 24-seat telepresence suite is used for virtual classroom sessions allowing students, professors, and prominent guest speakers to interact and collaborate with students around the world. The business school also differentiates itself by allowing students to interview with companies in other countries using this telepresence solution.

Cutting Travel Costs

Administrators at a midwestern U.S. college spent a lot of time traveling between multiple campuses, losing productivity to clogged roads, parking, and walking to meetings. This school implemented Polycom video solutions at each campus to shift more administrator labor hours towards high-value activities.

A number of universities also leverage Polycom video solutions to dramatically reduce travel for their teaching staff. Top professors can teach distant students, lead conferences, and share research with science peers—all from the comfort of their university video facility.

Results & Benefits

Increase Enrollment to Drive up Revenues

The use of Polycom video solutions fuels the growth of distance learning enrollment. In practice, Polycom's telepresence solutions allow universities to add to enrollment by supporting additional campuses, wherever they are. The high-definition video and audio quality contribute to a virtual educational experience on par with attending the class in person.

These features let an east-coast university offer a foreign-service degree program overseas and to charge full tuition. As a result, the university added an average \$2 million in new revenues per year, for a total of \$8 million per graduating class. The program has been so successful, that school administrators are developing plans to launch additional satellite campuses.

Better Utilize Existing Resources to Increase Revenues

Polycom's telepresence solutions allow students at satellite campuses to access the full curriculum offerings available at the main campus. Consequently, enrollment swells, and professors teaching courses to more students deliver higher revenues per hour in the classroom.

For elite and physician professors, taking two days of travel to give a one-hour lecture simply isn't an option. With Polycom video solutions, a well-known medical school has created a revenue-generating lecture series and offers it to paying attendees remotely. Charging even a nominal \$50 per lecture for 100 participants yields a \$5,000 return per lecture.

Use Cutting-edge Technology for a Competitive Advantage

Having video solutions deliver quality HD images and sound has spurred early adopter schools to lead their peers in the use of this technology. Today, Polycom's video solutions are helping prestigious universities maintain their brand for excellence while arming them to compete more effectively for top YouTube-generation students.

The use of Polycom video solutions at one U.S. east-coast M.B.A. school promotes collaboration among students tuning in from different locations. The teaching environment mirrors the real-world work environment by allowing geographically-diverse project team members to solve problems collaboratively.

The university also uses Polycom telepresence solutions to enrich its curriculum. Professors incorporate lectures and discussions with overseas government officials, educators and industry leaders who would never have the time to travel to the United States to participate.

For students weighing offer letters from multiple schools, telepresence-enhanced programs can tip the scales in a school's favor.

Eliminate or Reduce Travel to Cut Costs

Polycom's video solutions allow administrators, professors and students to effectively complete their work without the drawbacks of travel. The benefits include hard-cost savings associated with flights, hotels and meals as well as soft-cost savings associated with on-the-road productivity losses.

One western-region college implemented Polycom video solutions to eliminate intra-city traveling by administrators to attend meetings at the school's four campuses. They calculate the savings in time, fuel and productivity to be \$450,000 over five years.

A Value-Add Higher Education Solution

Polycom telepresence solutions help higher education institutions generate more revenue, attract and retain top students, maintain their reputation for excellence and provide the educated students that businesses clamor to hire.

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