

How a Smart, Connected Campus Enhances the Student Experience.

Here's why connected campus
features are vital to delivering
immersive, safe, and reliable
learning experiences.



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Today's students are digitally savvy, socially aware, and driven by experiences that are both authentic and highly valuable. With more opportunities for learning than at any time in history, students are becoming incredibly selective consumers when it comes to choosing a college or university, or whether they decide to pursue another path to avoid high tuition costs and an education that does not align to their life goals.

Colleges and universities are starting to feel the pinch as enrollment continues to decline. Between the fall of 2019 (the last semester before the start of the coronavirus pandemic) and 2021, undergraduate enrollment dropped 6.6%, according to the National Student Clearinghouse Research Center. Community colleges saw a 9.5% drop in enrollment, or approximately 476,000 fewer students.

As a result, there is more pressure on higher education to modernize its academic programs, recruit better faculty, and enhance campus experiences to both attract students as well as provide a more engaging, safe, and dynamic learning environment.

At the center of this modernization effort, colleges and universities are prioritizing smart campus design to simplify collaboration between students, professors, administrators, and staff. Smart campuses can improve efficiency in education and build flexible, personalized learning environments for digitally connected students. Seamless connectivity builds a solid foundation throughout the campus to enable immersive experiences, improve bandwidth, and enhance safety.

Are you ready to learn about how a smart campus can give students an enhanced experience and provide staff with state-of-the-art tools and resources? Take a look at a few benefits of smart campus initiatives.

Improving student experiences

Immersive campus interactions, such as augmented reality and virtual reality experiences, engage students. These experiences offer an interactive way to improve experiential "learning by doing" capabilities. Studies on the effects of virtual reality in the learning process show that students have increased interest and attention, and learn materials more quickly through the use of VR.

Students want to attend a school where they can explore the moon, go underwater, look at an atom in detail, and experience other immersive options. According to a recent study, information delivery through immersive learning fosters positive experiences that lead to higher student motivation and willingness to learn and participate in educational activities.

Smart Connected Campus from Verizon enables exciting real-time fan experiences and supports immersive learning experiences — the way of the future for academic institutions.

"In a 5G world, you can create interactive environments. We had a school with a construction program. They put a camera on a hardhat during electrical inspections so the students could virtually follow along for that immersive experience, but in a connected campus, that need for remote visual access can be built in," says Carey Ellen Smith, an executive in public sector education solutions at Verizon.

Smith explains that a smart campus design ensures the individual student is being engaged and maintains that engagement in a comprehensive way alongside the thrill of learning.

Smith says, "You have your Greek system, clubs, access to mental health facilities, and all sorts of things that are available to the student. The student just might not know these options exist without smart campus features such as digital signage, apps, and artificial intelligence to keep the information relevant and engaging."

Enhancing college campus safety

Proper lighting and campus patrols are a start toward creating a safe environment, but college campuses also greatly benefit from the increased security that smart, connected campus technology can provide. Universities can install intelligent technologies to help with campus safety and boost awareness, helping to protect people and assets.

Secure smart campuses can help:



Protect people and assets with smart video solutions.



Save energy and improve safety on campus with lighting technology, blue light poles, and panic buttons.



Protect students and staff from cyberattacks by requiring verification to use a network.



Provide reliable connectivity for first responders and campus security officers.



Locate areas of congestion with Crowd Analytics.

"A student on campus may be traversing it at night to go to the library or a study group. The student wants to be assured that if he or she needs help, they can ask for it using panic buttons, smartphone app, or blue light security if it's available. They need to know that their needs will be responded to appropriately," Smith explains.

“The student experience is everything, and Verizon Smart Campus provides higher levels of engagement and better outcomes.”

**Carey Ellen Smith, executive
in public sector education, Verizon**



“Smart campus design takes the human element out of it. It comes down to automation and network to make the campus more secure,” Smith adds.

Engaging and immersive experiences throughout campus

With technology as an integral part of every college campus, it is not surprising to see tech playing an even bigger role in venue experiences. Technology has the power to deliver a better, high-tech experience to college sports fans, spectators at the theater and concert-goers, while increasing physical and cybersafety.

Today’s smart campus venues can enrich visitor experiences by:

- Enhancing health standards and convenience through touchless ticketing and concessions.
- Providing online information on congestion at concession stands or bathrooms.

Smith says that venues can offer more to students than ever before due to smart campus design. For example, holographic lecturing will be able to allow universities to use venues to create an operating room at a medical school. This utilizes virtual reality, so every student in a classroom has the ability to virtually walk around the room and view the surgery from multiple angles.

Sports fans have improved venue experiences, too. When students are at the football stadium, they might want to see and read more about their team and the players or know how long the line is to each concession stand.

“Fans can use their smartphone to take a different camera angle look, because the cameras are all the way around the stadium. They can access an instant replay, or fan poll,” Smith says. “The student experience is everything, and Verizon Smart Campus provides higher levels of engagement and better outcomes.”

Connected campuses give universities an edge

Universities are facing increasing pressure to attract students, drive career readiness, and provide a safe and engaging learning environment.

“Colleges are struggling with disengaged students, students not returning to campus, and reduced enrollment,” Smith says. “Many universities want to find out how to differentiate themselves and give students a meaningful and engaging experience.”

One way a connected campus provides this is with a resilient network and continuity plan to allow connectivity, so learning is not interrupted.

Smith says leveling the playing field by providing the tools students need to be successful at school also has appeal.

“Schools can’t just assume a student has connectivity. This goes beyond just having Wi-Fi and extends to schools providing students with devices with the right amount of capacity for what they’re studying, and preloaded apps students need so they can be successful,” Smith says.

“Verizon Connected Campus portfolio is supporting students who are differently abled, hearing or visually impaired, or have various mobility issues with a virtual reality environment and access to those same experiences as people without special needs,” Smith adds.

Through smart campus technology, students and staff tap enhanced security, access to virtual and augmented reality applications, and access to information about class, venue and campus happenings. Colleges and universities meet the needs of their constituents, attracting and retaining more students and staff.

Interested in experiencing how incorporating Verizon can transform your campus to provide new and engaging learning experiences for all? To receive more information or request a solution discussion, head to [Verizon.com/highereducation](https://www.verizon.com/highereducation).



Sustainability and social consciousness on a smart campus

Smart, connected campuses also play a role in environmental responsibility. Smart campuses can offer:



Green campuses through energy efficiency.



Better building management and automation solutions through use of solar panels and other green technology solutions.



Improved operational technology through connected devices that interact with each other, saving time, energy and resources.

References

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