

# The future of student engagement



The higher education sector is rapidly entering a new age—one in which deploying digital technologies across universities is essential to attracting students and industry-leading staff, promoting university growth, and adapting to deliver remote lessons when mandated. By retiring outdated communications modalities and introducing the capabilities and benefits of cloud-based communications and collaboration platforms, higher education has the opportunity to transform disconnected groups and siloed communications and create truly innovative digital campuses.

Today, faculty and administration are dealing with old, outdated, and complicated tools that don't work in sync with each other while students, who prefer social media, chat, and video-first technologies are encumbered with university tools that are not mobile friendly and not digital. Both are simply finding it hard to meaningfully connect and get things done.

Higher education is experiencing a disruption as we still struggle with the impact of COVID-19. The situation is fluid and changing everyday.

Campus leaders are looking to:

**Address evolving student expectations:** Students are customers who bring their own expectations to a university. They are digitally savvy, better connected, and live in the cloud.

**Provide teachers with the digital tools** that are easy to use when teaching in person, online, or with a hybrid approach to connect and engage students.

**Adapt to new approaches in teaching** and learning while enhancing access to online courses to reach more students as international student revenues are impacted.

**Introduce personalized and flexible learning** options. As digital natives, Generation Z expects to be taught with methods that suit their preferences and at a pace that works for them.

**Protecting the safety and privacy** of students and faculty is moving up to the top of the priority list.

**Redefine their reach** in terms of student enrollment beyond the physical boundaries and locations of their campus to improve their commercial models.

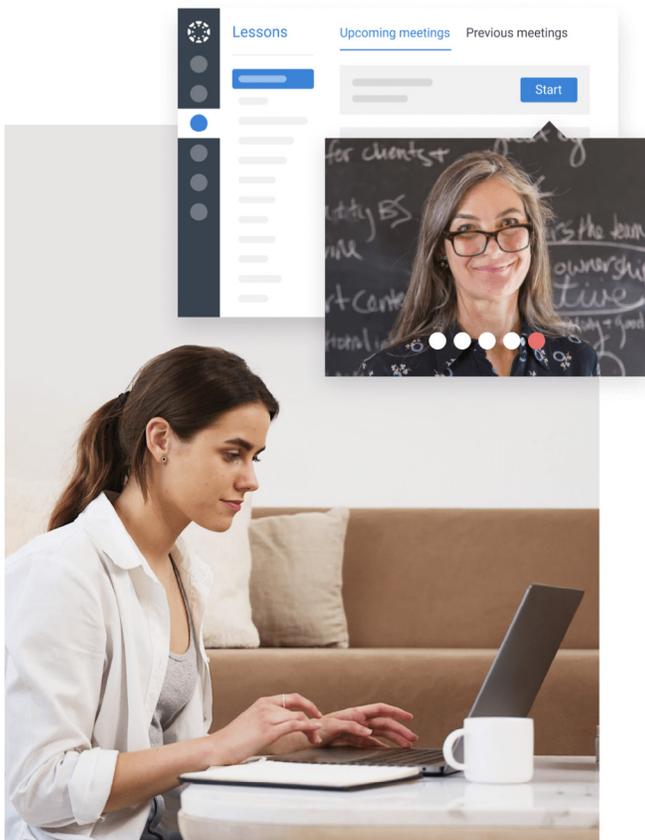
**Retain students that may be learning in new ways:** The cost of a traditional education is in question. Leaders are looking at declining enrollment, which will impact funding.



COVID-19 has forced universities to reconsider traditional teaching methods—leaders are turning to digital to find viable, long-term solutions for students, academics, and their staff.

## RingCentral for Higher Education

With RingCentral for Higher Education, institutions can easily bring students, faculty, and communities together on the same page all in one secure digital campus. Let your community choose how to interact—social media, messaging, video, or phone—and enable various groups to work together.



### Student engagement

**Engage students where they spend most of their time—online. Improve recruitment, retention, and success.**

Today's students—and increasingly, faculty, administrators, staff, and alumni—are digital natives. They are at their most comfortable when connecting and engaging with each other via smart technology. Virtual forums—both formal and informal—help break down the typical disconnects between faculty and students, traditional and non-traditional students, on-campus residents and commuters, and field-of-study silos. This enables deeper connections that increase a sense of belonging and strengthen your academic community.

**Admissions:** Build relationships with prospective students that will last through graduation and beyond.

**Financial aid and bursar:** Connect and share student information across campus organizations to deliver strong service.

### Teaching and learning experiences

**The classroom of 2030 is location independent. Connect the classroom—in person or online.**

Empower faculty to create truly modern learning environments. Your faculty wants something they can use to teach semester after semester, and it has to be easy. RingCentral's unified communications platform does all the heavy lifting—supporting a full spectrum of educational needs with a single, user-friendly app.

Applications include recording classes and posting them for students to review, hosting virtual office hours, and establishing dedicated digital groups for each class where students can post questions and engage in discussion.

**Empower faculty:** Teach the way they want, using blended or flipped learning with video meeting software that's integrated with Canvas, Google, Salesforce, ServiceNow, and Microsoft 365.

**Share content quickly:** Share documents, manage projects or tasks, and engage in real time with team messaging to collaborate with students and staff.

**Extend learning beyond class:** Drive student engagement before, during, and after class with messaging or file sharing and teach freely with no time-capped meetings.

## Connected student service

### Respond in real time via social media.

Connect your entire institution, reliably and easily. RingCentral empowers you to create an optimal experience across voice, video, SMS, live chat, and social channels for all stakeholders—at any location, using any device. Faculty can easily collaborate with each other, even from remote campus locations or from home. These seamless experiences promote success and satisfaction—a key point for faculty (and student) recruitment and retention.

**Students first:** Provide immediate, helpful service for your campus every time. Connect students, alumni, or donors with the right teams to solve their problems the first time—no matter where they are.

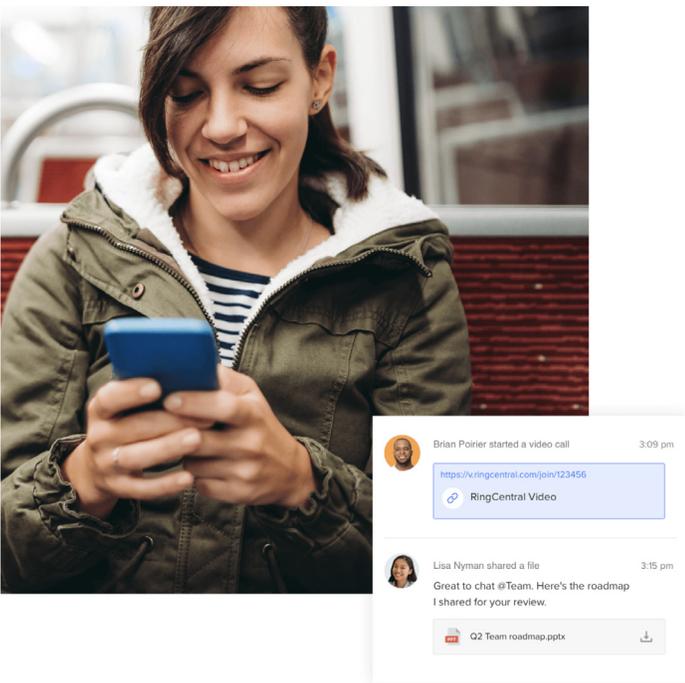
**Strengthen connections:** Connect and share student information across campus organizations to deliver strong service. Create powerful admissions experiences with personalized automated outbound campaign management.

**Go beyond voice:** From live chat, Twitter, or WhatsApp to YouTube comments, make every interaction with your campus feel like it's personal. Students, faculty, and more can connect from their smartphone in real time.

## Security that's a step ahead

### Keep campus data safe and secure.

As universities evaluate cloud communications and contact center solutions, the security and privacy of their campus data is a critical consideration. RingCentral works hard to protect all your information with industry-recommended and compliant data centers and seven layers of comprehensive security.



**Education compliances:** Admin, IT, and parents can feel confident that RingCentral meets the standards for COPPA, FERPA, HIPAA, and CCPA.

**Third-party audits:** RingCentral's platform is deployed across SSAE 18 certified and SOC 2/ISO compliant data centers.

**Integrated e911 services:** Make it easy to report an incident, share information on campus, or call for help.

**Student personal data:** RingCentral collects, maintains, processes, and shares student personal data on behalf and at the direction of the school partner to deliver support to internal operations of the service.

**The way universities choose to deal with their students, their employees, and their broader community during unprecedented times is likely going to leave lasting memories in their future alumni's minds.**

## Apps you love, already integrated

RingCentral's platform is pre-integrated with many leading business apps—if you don't find the integration you want, you can easily build your own custom integrations with our open APIs.

- **LMS integrations with Canvas** → Take control of your RingCentral Video meetings without ever leaving your Canvas application.
- **Classroom communications with Google** → RingCentral for Google seamlessly integrates into your account to leverage existing tools.
- **Connected CRM with Salesforce** → Empower your Salesforce system with RingCentral capabilities for a collaborative CRM experience.



It took a global pandemic for universities to jump-start their digital transformation, but there's no turning back now. They've seen how digitization enables even the largest and most mature organizations to respond to crisis, whether it's standing up

a remote work model or changing how students learn. A critical goal in transforming will be differentiating your university's student engagement model and building a world-class virtual university experience.

For more information, please contact a sales representative. Visit [ringcentral.com](https://ringcentral.com) or call 855-774-2510.

RingCentral, Inc. (NYSE: RNG) is a leading provider of unified communications (message, video, phone), customer engagement, and contact center solutions for businesses worldwide. More flexible and cost-effective than legacy on-premises PBX and video conferencing systems that it replaces, RingCentral empowers modern mobile and distributed workforces to communicate, collaborate, and connect via any mode, any device, and any location. RingCentral's open platform integrates with leading third-party business applications and enables customers to easily customize business workflows. RingCentral is headquartered in Belmont, California, and has offices around the world.



RingCentral, Inc. 20 Davis Drive, Belmont, CA 94002. [ringcentral.com](https://ringcentral.com)

© 2020 RingCentral, Inc. All rights reserved. RingCentral, RingCentral Office, and the RingCentral logo are trademarks of RingCentral, Inc. Other third-party marks and logos displayed in this document are the trademarks of their respective owners.