EDUCAUSE Moderator, Jamie Farrell (she, her, hers): Hello everyone and welcome to today's industry and Campus webinar enhanced learning in the new digital classroom. I'm Jamie Farrell, online event production manager at EDUCAUSE, and I'll be your moderator for today.

EDUCAUSE is pleased to welcome today's speakers Brian Baute and Brian Cohen. They'll introduce themselves more in just a moment, but first, I'm just going to give a brief orientation on our sessions learning environment.

We hope you'll join us and make the session interactive to open the chat, click on the chat icon at the bottom of the presentation window.

And you can use the chat to make comments, share resources or to post questions to our presenters.

Be sure to select everyone from the drop downs that we can engage with each other, and we encourage you to type your questions into the chat throughout the webinar, and we'll do our best to answer as many as we can as we go.

If you have any technical issues, please direct a private message by selecting panelists in the chat drop down.

And the session recording and slides will be archived later today on the enterprise website.

And now let's turn to today's presentation in the spring of 2020, the Kobe 19 pandemic forced educational institutions at all levels to switch instruction almost overnight to virtual classrooms.

With scant time to marshal their resources, officials in K through 12 schools and higher ED had to figure out how to deliver curricula, share materials, foster collaboration, and keep students engaged.
EDUCAUSE Moderator, Jamie Farrell (she, her, hers): Given the number of teachers who lacked experience with distance learning and the many students who lacked access to the necessary technology schools faced significant challenges.

EDUCAUSE Moderator, Jamie Farrell (she, her, hers): Since then, educators have learned a great deal about how to deliver instruction and hybrid learning environment.

EDUCAUSE Moderator, Jamie Farrell (she, her, hers): Today we're going to hear from the Center for digital education on recent research and receive a copy of the report and, with that let's begin today's industry and Campus webinar enhance learning and the new digital classroom Brian Cohen, and Brian bowtie over to you.

Brian Cohen: Thank you Jamie and good afternoon everyone i'm Brian Cohen i'm the Vice President for the Center for digital education, and I am formerly the.

Brian Cohen: Vice Chancellor and chief information officer for the prior 20 years at the city University of New York, and let me have my co presenter Brian bowtie introduce himself.

Brian Baute, RingCentral: hey everyone great to be with you today thanks Brian thanks Jamie i'm again Brian bowtie industry principal for education with ring central.

Brian Baute, RingCentral: And formerly chief information officer at queen's University of Charlotte and a 20 year it career across a few different universities before joining ring central great to be with you today.

Brian Cohen: Thank you, Brian so as Danny mentioned in.

Brian Cohen: An opening the Center for digital education arm and the ring central really engaged in doing a survey about higher education in K through 12.

Brian Cohen: But let me sort of walk you through what our agenda will be today we'll talk about the research on the enhance learning in classrooms i'm going to highlight some key points from the report.
Brian Cohen: we're going to talk to you about how to combat fatigue on your campus recommendations on how to solve.

Those challenges we're going to talk about connecting campus communications, and of course we're going to take some questions from our audience we're really looking forward to you engaging with us during the course of the next hour.

Now, on let's sort of get into our survey and the results of that survey, so our first interest in our first you know question of the of the survey was really trying to get to understand.

Who was responding to the information we were asking for, as you can see here on 50% of the respondents were higher education.

With nearly 75% of those in those institutions being public higher education or private higher education with Community College as well, and then our.

Our K through 12 population was 44% of pretty significant responding rate of public school districts and public schools as well, making a vastly almost 98% of that population that responded.

Now we also wanted to get a sense of the.

The size of the institutions that were responding and in higher education, as you can see here that made up.

As well nearly 75% of our of our higher education responses had more than 5000 full time enrolled students.

With almost 20% of those institutions exceeding 30,000 or more full timers in comparison when you look at the K through 12 environment 77% of the K through 12 student respondents indicated that their full time student population was less than 5% in less than 5000 students in total.
Brian Cohen: Sorry now what we wanted to also know is who was responding to our service now in higher education, the vast majority of respondents 43% were are for faculty instructors or an educator a role, and then it leadership and leadership in nine it positions made up another 35%.

Brian Cohen: Comparison K through 12 55% of the respondents made up the word from faculty instructors and the education role.

Brian Cohen: which really interesting what's really exciting about this is that when you think about higher education, the fact that we are, as it leaders, as it people.

Brian Cohen: involved in in these types of decision making and support we're now listening to what the educators are telling us, which is super important in the context of our being able to support those who deliver teaching and learning in the classroom.

Brian Cohen: Now, on this particular slide what i'd like to just point out is that we were really asking the question about what is been the experience for students in virtual learning.

Brian Cohen: Although they transition to learning was challenging virtual learning was challenging for all concerned, educators, have also found that this mode of instruction can enhance the student experience.

Brian Cohen: In this part of the survey, we asked about the impact the benefits the plans, when asked what aspects of virtual learning had a positive impact on students with both K through 12 agreeing.

Brian Cohen: On more accessible learning and more flexible formats for learning stood out from the other choices.

Brian Cohen: Along with the ability to serve a greater number of students to round out the top three again what was very exciting about this answer to these quizzes critical question was higher education K through 12 educators instructors are all agreeing that these were the top three virtual.
Brian Cohen: impacts of that sorry virtual the positive impacts on a virtual classroom environment.

Brian Baute, RingCentral: yeah and Brian I think that's a really important point if you'll if you'll go back for just a second looking at at what the educator say.

Brian Baute, RingCentral: about the experience we've had in the last couple of years.

Brian Baute, RingCentral: and looking at those it really maps to some of the bigger challenges that we face in education as well, accessibility flexibility.

Brian Baute, RingCentral: And and access for for serving students and as we're in this environment, now that all of us are looking at what does hybrid look like going forward, are we going fully back in the classroom what parts are going to remain online and and we don't want to give back.

Brian Baute, RingCentral: To these gains.

Brian Baute, RingCentral: That that we've experienced so so looking at it in a hybrid way, and how can we keep these gains and also get that face to face contact that's so important.

Brian Baute, RingCentral: Thank you.

Brian Cohen: So in this particular part of our survey.

Brian Cohen: We asked the question about what are the most beneficial features of communication and collaboration solutions that were using the digital classroom.

Brian Cohen: And here we soar again higher education K through 12 agreeing that screen sharing real time collaboration and file sharing were the top three things that high that both educators and instructors felt were the most beneficial features of these communication and
collaboration solutions.

Brian Cohen: Now.

Brian Cohen: Our survey also wanted to gain insight into the challenges and the priorities of the virtual learning environment.

Brian Cohen: We wanted to know what was at the top of the list of the digital features that educators, educators and education institutions plan to incorporate into their learning environment.

Brian Cohen: Both K through 12 and higher education responses agreed that self-paced learning opportunities more screen sharing capabilities and allowing content to be saved.

Brian Cohen: Where the top three that they felt they also felt that access to cloud storage and file sharing capabilities were extremely important in all cases.

Brian Cohen: Higher ED also stated that engaging virtual guest speakers, the common feature of a higher education class was also important as well.

Brian Cohen: We found that both K through 12 and higher ED showed less interest in incorporating digital badging for students to earn sort of along the way, so those encouraging opportunities that were used in the past, were fading in importance in the in the in the years to come.

Brian Baute, RingCentral: And I see, we have a question in the chat from amanda amanda is asking about content saved and can we elaborate so that's the third.

Brian Baute, RingCentral: bar chart here on the Left allowed content to be saved and Brian I don't know if you have other specifics on this the way I took this one amanda was this think about the.

Brian Baute, RingCentral: An online lecture or an online class session and the instructor might
Brian Baute, RingCentral: A website or show a video or they're using a slide deck and often and I know I was guilty of this sometimes when I was teaching I taught in in our business school, as well as as being CIO and.

Brian Baute, RingCentral: And it's an extra step of having to upload that deck or upload that resource, so allowing students to save that so that they can revisit it and and study that later Brian any additional thoughts on that one.

Brian Cohen: yeah thanks Brian um i'll add to that in the context of, we all know that.

Brian Cohen: At times in Internet technology systems also get impacted so the ability for students, not to have their courses. And their time doing work during learning to be interrupted and the event of a technical problem is one other option to that content being safe and it's also in the context of content sharing a lot of.

Brian Cohen: faculty a lot of whether it's K through 12 or higher education are actually interested in interactive learning.

Brian Baute, RingCentral: At the time.

Brian Cohen: So students may be asked to sort of share their own screens if they're working on content, or they may be asked to sort of upload an exam or or a an assignment that they're doing at the immediate time.

Brian Cohen: And therefore, the ability to be able to shake safe or share real time is of high importance to the academic community.

Brian Cohen: So um as we dive a little bit further into the survey on learning from past experiences and using this information to look ahead.
Brian Cohen: We asked about the most pressing challenges that need to be addressed in the virtual classroom.

Brian Cohen: Top challenges included hardware and network connect connections, followed by skills training.

Brian Cohen: Educators are clearly focused on making sure students have access to Internet hadn't been hardware and improving the students digital literacy.

Brian Cohen: roughly a third of the respondents are also concerned about application overload. Now let me sort of explain that, for a second okay.

Brian Cohen: The application of upload is that there are so many different solutions so many cloud solution so many.

Brian Cohen: Education solutions that we are using in the context of teaching and learning that application overload can be exactly that switching back and forth we're using that many different systems or solutions in the context of delivering that that learning.

Brian Cohen: Also it's note it's also I want to note that in prior questions on how the virtual classroom had a positive impact.

Brian Cohen: Both the K through 12 and higher education respondents so that meeting educational benchmarks and standards were most were among the more significant challenges, along with student engagement and socializing with peers that sense of isolation.

Brian Cohen: We also wanted, we also wanted to know it that you know what was at the top three features that most plan to incorporate.
Brian Cohen: into their virtual classrooms and the next years to to come and to improve student experience so both K through 12 and higher education agreed again that providing self paced learning I think i'm moving ahead a slide here.

Brian Cohen: sorry about that.

Brian Cohen: Well, providing self, let me, let me just sort of get to the point here because I think it's important we'll get back to the slides for a second but to providing the.

Brian Cohen: Self paced learning, including more screen sharing and allowing for content savings, those were key I think I mentioned that before here.

Brian Cohen: um and looking past those challenges we asked about asked about when you look at the slide in front of you, the investment priorities needed to support the virtual classroom.

Brian Cohen: The top priorities for K through 12 schools, including technical training student devices and broadband connectivity.

Brian Cohen: and higher education, those top three priorities also included the technical training and the student services right, but there was a pretty close broadband connectivity was very high, but very close on that for higher education was also integrated communications and collaboration solutions.

Brian Cohen: Higher his priorities were into work on learning management systems as well, very high on their list on for future priorities and investments.

Brian Baute, RingCentral: My I was really drawn here to the student services answer on the higher ED side, and I think I might argue that.

Brian Baute, RingCentral: That with 70% of the respondents being being faculty and instructors this might show a little disconnect from the Faculty side, about the importance of student services.
Brian Baute, RingCentral: Because I think if we ask our people in in the registrar's office and financial aid and student success and advising and Tutoring and.

Brian Baute, RingCentral: The health Center and and counseling and all of those really important critical areas student life about the needs of students.

Brian Baute, RingCentral: I think it rises to an even higher level than what's showing here for for higher ED and it's one of the ways that.

Brian Baute, RingCentral: That i've seen a lot of campuses that have gone pretty strongly back face to face in core classroom instruction are still really effectively leveraging video and online collaboration, for all of those other wraparound support services that are more important now than ever before.

Brian Cohen: They point Brian we have a couple of questions, I just want to get to in the chat.

Brian Cohen: um there was a question about on examples of student services to invest in, and I think, to some degree, Brian has mentioned or elaborate on that i'll add to that on.

Brian Cohen: There was been and there continues to be focus on student on health services mental health services counseling counseling solutions canceling systems.

Brian Cohen: that's been a huge focus on during the time that the survey was asked for on, and then I think some of the broadband.

Brian Cohen: And the other information systems on access to learning spaces, where they can have privacy or ability to sort of have quiet space.

Brian Cohen: are also part of some of the things that may have focused into the student services.

Brian Cohen: On categories for the higher education on the K through 12 I think that's also on
the technical training, although it is sort of you know, can be a lot can be.

00:16:40.020 --> 00:16:49.530
Brian Cohen: Connected more toward faculty, but I think technical training can also become more of a student services solution for K through 12 when they rely upon people at home parents.

00:16:50.190 --> 00:16:58.170
Brian Cohen: To be able to provide them with the technical support that they need so student services in the context I think of investments in counseling training.

00:16:58.530 --> 00:17:09.150
Brian Cohen: On and the use and supportive technology is extremely important in that particular category I also certain other question, let me just go down to our chat um.

00:17:09.690 --> 00:17:14.550
Brian Baute, RingCentral: While you're looking to that Brian i'll add one more thing on student services, and we all really care about.

00:17:14.910 --> 00:17:23.400
Brian Baute, RingCentral: Student success and how well they're doing, and we all work in education, because we really care about the the educational outcomes and also.

00:17:24.120 --> 00:17:42.390
Brian Baute, RingCentral: University finances are really important as well and it's one of the ways that I think there's a really direct connection between the quality of student services that we provide and that can again like i'm thinking about student retention here, especially and advising Tutoring.

00:17:43.530 --> 00:17:45.120
Brian Baute, RingCentral: physical health mental health.

00:17:46.200 --> 00:17:49.530
Brian Baute, RingCentral: And, and all of those other wrap arounds the registrar.

00:17:50.310 --> 00:18:01.770
Brian Baute, RingCentral: and looking at if you can bend that curve of student retention, I know, a key number that a lot of us look at is freshman to sophomore retention at our institutions.

00:18:02.070 --> 00:18:15.570
Brian Baute, RingCentral: And if you can bend that curve by 1% 2% 3% that not only helps us accomplish our mission as as educators, but those are tuition dollars and and affiliated service revenue.
Brian Baute, RingCentral: That keeps coming in, so there's a real, tangible ROI financially, as well as better accomplishing our mission in those areas.

Brian Cohen: Great points, I agree with your observations.

Brian Cohen: There are two questions in the chat that are very related and they're asking some questions about what are some examples of real time collaboration do you want to start with that, and then I can sort of share as well.

Brian Baute, RingCentral: Yeah I'll talk a little bit about my teaching experience and I taught first I taught in the undergrad business college at Queens while I was CIO.

And originally taught in class and then during covenant taught online and then kind of after the emergency part of covenant.

Brian Baute, RingCentral: Taught hybrid and a lot of that real time collaboration that was online was either fully synchronous class sessions full video, just like we're doing now using chat using file sharing and using other things like that and also.

Brian Baute, RingCentral: I did some.

Brian Baute, RingCentral: Kind of merged synchronous asynchronous where we're going to be online all together for chat sessions, or for a work session.

Brian Baute, RingCentral: That individual groups would get together using breakout room functionality so we'd say you know we're having class at this time, be in canvas, for example.

Brian Baute, RingCentral: To do discussions on this and that, and you can then collaborate by text or, in some cases, it would be here's a group working on a project here are your three questions to answer.
Brian Baute, RingCentral: build a slide deck you for people in a group build a slide deck together work in a breakout room to do that, I might not be involved as the instructor in that real time collaboration at all in some cases.

Brian Baute, RingCentral: And again, sometimes it was by video other times, it was working together in a shared document or doing discussion for it, so it can take a lot of different formats.

Brian Cohen: yeah I absolutely agree the brand i've seen all those in my higher education institution everything from you know building documents together building slideshows together.

Brian Cohen: On even working in small collaborative groups on breaking out into you know when going from a large classroom into a small collaborative group.

Brian Cohen: Coming back doing a you know, a joint response answering questions on those were the the most common and then, in some cases for those.

Brian Cohen: sort of more science based classes wet labs type of classes i've seen you know some tools out there to help students work collaboratively on real lab based types of Chem labs bio lab type of assignments using virtual tools that actually allow them to complete assignments together.

Brian Cohen: There was a question in the chat and asked us about the size of our population for the surveys to the the for the responses to our surveys.

Brian Cohen: Let me just share with you that 103 K through 12 institutions responded or individuals responded and in higher education we got 135 responses to to the overall survey as well.

Brian Cohen: um I want to just before I bring up brian's part of the presentation, I just want to mention that, as I said earlier, roughly a third of our respondents were concerned about application overload.

Brian Cohen: On which is coming from the number of applications us really to support the virtual learning space.
Brian Cohen: And soon as we believe this will continue to grow, we asked about educator interest in plans to adopt more integrated communication and collaboration tools, the ICC ease of.

Brian Cohen: of technology today and the results indicated the application simplification is really a desired state for the future classroom the survey revealed that 69%.

Brian Cohen: Of the K through 12 respondents said that they were somewhat.

Brian Cohen: Interested or very interested in these integrated collaboration systems and 55% of the state of the respondents in higher ED said that they were very or someone interested in this technology.

Brian Cohen: I know brian's going to talk more about the benefits and the the what an ICC solution can do in this this technology opportunity as it as it as it evolves.

Brian Cohen: And finally.

Brian Cohen: You know I think the most significant lessons learned actually come from the respondents and they have provided us some really great insight.

Brian Cohen: And you know i'm going to just you know read and paraphrase what I see what you see in front of me but virtual learning is not a one size fits all proposition and that's true for students it's also true for the educators.

Brian Cohen: educators in general must really evaluate the needs for different types of engagement, based upon content and they are teaching and and what they're teaching and the students and how they're learning requirements, you know, we need to to think about customizing learning for everyone.

Brian Cohen: The technology worked but teachers were unprepared and often unable to adapt to online learning and that's reflective in the answers we've had earlier in the survey which
speak to the technical training.

Brian Cohen: More and more investment has to be made over the period of time and as more technology is adopted to ensure that educators, have the skill sets that they need to leverage the technology that's being utilized are being introduced.

Brian Cohen: I think the final quote here is is patient is needed for the learning curve associated with virtual learning, and that is very true.

Brian Cohen: On you cannot get frustrated with technology on, it is a learning process, it is an evolving process.

Brian Cohen: On its patients in the context of those who are introducing it its patients in the context of those who are you going to be leveraging it for the teaching and learning.

Brian Cohen: And it's also patients, for those who have to sort of you know, adopt and adapt their own learning styles, to the these opportunities.

Brian Cohen: So i'm going to offer some final thoughts and that the pandemic has really taught educators, a new skill to deliver teaching and learning and in a new environment.

Brian Cohen: Either educators and students your parents will forget the experiences of the covert era and fully virtual classes blended in person and virtual instruction.

Brian Cohen: Breaking students into small collaborative groups online and sharing materials and video screens.

Brian Cohen: The blending of real time and asynchronous learning are just a few of the terms and learning modalities that we're going to be hearing more of and learning more of.

Brian Cohen: In the years to come, we've seen the accelerated use of digital collaboration tools in all segments of education.
Brian Cohen: While the majority were a major emphasis is on solving core needs, such as connectivity and devices.

Brian Cohen: Both K through 12 and higher ED will be looking to incorporate more solutions that forced to collaboration and engagement, this is the beginning of a whole new era of learning now i'm looking forward i'm sure you are and learning more from Brian as he shows us what's coming next.

Brian Baute, RingCentral: Great thanks Brian and and i'm really, really excited about where we are.

Brian Baute, RingCentral: In educational technology, right now, because I think we have an unprecedented opportunity to bring transformation into the core of what our colleges and universities do.

Brian Baute, RingCentral: Unlike any chance we've had before, one of the things earlier in my career, and again I go back 20 years.

Brian Baute, RingCentral: Is is I remember being frustrated that we have so many opportunities to do so much better with technology.

Brian Baute, RingCentral: In our teaching and learning and and students support services processes and sometimes.

Brian Baute, RingCentral: The universities, I was at which were all great institutions, they just weren't willing to to adopt all those things as quickly as I would have liked.

Brian Baute, RingCentral: And and man, be careful what you wish for because I found myself as CIO and in the middle of of 2020 and working through all of the challenges that all of us face and man did did we have the opportunity for change and transformation.

Brian Baute, RingCentral: And, and now I that last quote, that that Brian shirt on the last slide really.
Brian Baute, RingCentral: Every time I see it, resonates with me about the patient's need to because we are so early in the process we've had two years of.

Brian Baute, RingCentral: pandemic emergency and you know and that kind of online teaching isn't isn't fully baked mature.

Online teaching and they're all of the synchronous and asynchronous and face to face ways, and now we have the opportunity to really grow into using all of these tools and methods and capabilities and to mix and match those in the best way to get the best outcomes for for our students.

So here's what this looks like from a ring central perspective and a little bit more on on my background, so I was at queen's University of Charlotte as CIO for eight years.

During much of that time I also taught in the Business School undergraduate Ms classes, and again I started that teaching.

In class face to face shifted to fully online synchronous during the emergency part of the pandemic and then came out of that teaching a hybrid class that was.

In class face to face for about half of the class sessions throughout the Semester and then some combination of online synchronous or asynchronous for for the remainder of the class periods.

And we were new to the ring central platform at the time, so I was a customer my team and I decided to bring ring central on as our unified communications platform.

In 2019 Little did we know that as soon as we completed our implementation, then, just a few short months later we'd be relying on.
Brian Baute, RingCentral: On that platform for delivering all of our instruction and all of our administrative services and and everything else.

171
00:28:47.040 --> 00:29:01.320
Brian Baute, RingCentral: So what that looks like and I really look at this diagram on the the Cross hatches so kind of look at faculty engagement and student engagement and that connection between those two.

172
00:29:02.100 --> 00:29:11.790
Brian Baute, RingCentral: is really, really important and often when you when you do surveys, like this one or others and you hear from a faculty perspective.

173
00:29:12.150 --> 00:29:21.300
Brian Baute, RingCentral: Yes, our students are very engaged and then you do a student survey and they may feel a little bit less engaged so it's it's.

174
00:29:21.600 --> 00:29:33.240
Brian Baute, RingCentral: it's important to kind of learn from that and really find, how can we meet students, where they are engaged with them in the ways that they're comfortable and familiar with, and then help grow them.

175
00:29:34.080 --> 00:29:58.080
Brian Baute, RingCentral: To to engage and to grow through that process, how we do that is kind of, on the other, axis it's multiple endpoints and it's multiple modalities so endpoints think about its mobile its desktop it's tablet it's chromebook in many cases.

176
00:29:59.340 --> 00:30:07.200
Brian Baute, RingCentral: Especially K 12 but also with a lot of higher ED it's room systems built in, I know, one of the things I did.

177
00:30:07.860 --> 00:30:24.660
Brian Baute, RingCentral: In in my last time as CIO was take a real hard look at all of our classroom spaces around campus and say what does this really need to look like in a sustainable ongoing way for hybrid designed classrooms.

178
00:30:25.200 --> 00:30:32.490
Brian Baute, RingCentral: We added some devices audio and video devices into our classrooms as an emergency and the spring and summer of 2020.

179
00:30:32.880 --> 00:30:40.770
Brian Baute, RingCentral: You know gosh we've got to solve this problem right now, and no devices are available and what can we do, and it has to plug into our existing things.
Brian Baute, RingCentral: And those were really effective for what we needed them to be a time but they're not really sustainable solutions that work to the expectations that we're going to have going forward so so looking at all of those different endpoints and looking at multiple modalities is that.

Brian Baute, RingCentral: face to face in class gosh I love face to face in Room interaction, they can be so much richer and so much more connecting sometimes and when you join that with now synchronous sessions.

Brian Baute, RingCentral: Online and and i've loved all the all the chat engagements so please keep asking those I see a new question from Chris here what an ICC platform is I don't love that acronym either.

Brian Baute, RingCentral: I think it can be kind of confusing that's in an integrated collaboration platform so really think about you know, depending on what flavor of technology, you tend to work in.

Brian Baute, RingCentral: that's unified communications that's ucas that's collaboration lot of different platforms can kind of fall under that banner of integrated communications and collaboration.

Brian Baute, RingCentral: But, but the multiple modalities and really meeting people where they are both from an educational standpoint and also.

Brian Baute, RingCentral: From an administrative standpoint, because we all know, in colleges and universities, a really significant part of our work is about what happens outside of the classroom, both in terms of student services and all of the administrative things that that need to happen.

Brian Baute, RingCentral: But Brian I think you might be controlling the slides.

Brian Cohen: And I that.

Brian Baute, RingCentral: I just I.
Brian Baute, RingCentral: just finished watching.

The rest of stranger things, last night I thought I ended up in the upside down for a minute, let me get back to where I was.

Okay.

So practically speaking here's what this looks like from a ring central perspective, so our platform, and you can compare it to zoom you can compare it.

To teams, you can compare it to Cisco and webex and lots of platforms out there.

Try to do similar things, one of the things I was really surprised by when I was a customer and we had.

A legacy antiquated phone system, and I was looking for a solution, and my team all agreed, we wanted to have a modern cloud unified communication multiple capabilities in one.

And we found ring central none of us were familiar with it before and I really anticipated that that we would have selected a different platform when I went into the process, I had an idea of which platform we'd end up on.

discovered ring central went through the evaluation process and really quickly changed their minds and realized.

What a great platform, it was that we just weren't familiar with so three big parts of our unified communication platform we call it ring central mvp for message video and phone and messaging, I think, is in a lot of ways kind of the the secret sauce that that a lot of people.
Brian Baute, RingCentral: don't realize can be so impactful and it really speaks to again that kind of combination of synchronous and asynchronous.

Brian Baute, RingCentral: messaging is the asynchronous engine for for the platform and its messaging both one on one and even more powerfully in groups so from a campus standpoint that can be.

Brian Baute, RingCentral: messaging groups and we integrate with with active directory and and other single sign on platforms, so those groups can get integrated.

Brian Baute, RingCentral: From from there for ease of administration, think about a class that each class section has their own messaging space for asynchronous messaging and file sharing and task assignment and lots of other capabilities unlimited file size uploads unlimited photo size uploads.

Brian Baute, RingCentral: photo and video sharing lots of different capabilities administrative departments or faculty departments can do the same thing project teams can can often be.

Among among the strongest uses and all students get licensed for the full platform as well, so students can create their own.

Brian Baute, RingCentral: messaging groups and and i've got i've got to college students into high school students of my own.

Brian Baute, RingCentral: and the last thing they need, in some ways, is another messaging platform or another video platform.

Brian Baute, RingCentral: But the reason why this is so powerful is because everybody is across so many different platforms, but even if you just have a group of five students working together.

Brian Baute, RingCentral: They don't have commonality hey four of us have iphones but one has an android and now we have green bubbles instead of blue bubbles and that's not okay.
Brian Baute, RingCentral: or four of us have snapchat but one doesn't or four of us have whatsapp but one doesn't or hey i've got i've got.

Brian Baute, RingCentral: i've got instagram but hold on what's your insta know what's mine and I searched for your name and I can't find you because they're 75 different people.

Brian Baute, RingCentral: As Brian bowtie everybody can find me really easily but with lots of other names it's more difficult to find which one of those it is.

Brian Baute, RingCentral: And with and with with ring central messaging you just search it goes through the the student employee directory, you can create your group and and it's it's really meaningful collaboration again, especially asynchronously that kind of makes all of the other parts of it better.

Brian Cohen: hey Brian is a question in the chat about Ai tools and how they are geared to students with special needs, or accommodations whether or not these tools are licensed or free um any thoughts on that.

Brian Baute, RingCentral: yeah great question i'm yeah Chris Thank you i'll pay you later for this.

Brian Baute, RingCentral: segue because that's perfect so so talking about our our video platform and and you see it right here in the middle powerful Ai driven capability so so the the core of the video platform is.

Brian Baute, RingCentral: Just like what we're doing now right everybody can have their camera on if they so choose.

Brian Baute, RingCentral: And screen sharing and and all of the other capabilities breakout rooms and white boarding and and all of all of the other things.

Brian Baute, RingCentral: But some of the new capabilities that we have that are real difference
makers are these Ai driven capabilities that starts with.

220 00:37:47.610 --> 00:37:59.940
Brian Baute, RingCentral: transcription and closed captioning so in a meeting like this and and I mentioned watching stranger things gosh it drives me crazy how my kids always turn on closed captioning.

221 00:38:00.690 --> 00:38:07.680
Brian Baute, RingCentral: Because they just are more comfortable being able to read along and do whatever and, for me, I feel like it's distracting for me.

222 00:38:08.070 --> 00:38:19.290
Brian Baute, RingCentral: So I have to go back in and turn it off, but with with our video platform, you can turn that on, you have the transcript there the closed captioning in real time for anybody who.

223 00:38:19.920 --> 00:38:28.170
Brian Baute, RingCentral: Who wants to use that which is great, but the even bigger power of it is, then, when that turns into a full meeting transcript.

224 00:38:28.560 --> 00:38:35.820
Brian Baute, RingCentral: After the meeting, and you can then review those notes, if this is the class session with a lecture or if it's a.

225 00:38:36.090 --> 00:38:44.880
Brian Baute, RingCentral: meeting with your financial aid counselor about what your financial aid looks like next year now you've got a full transcript of that interaction, so you can say.

226 00:38:45.150 --> 00:38:54.780
Brian Baute, RingCentral: gosh I don't remember what they said about pell grant or about making sure that I completed my fafsa by what deadline, and now you can look back on the transcript and see what that was.

227 00:38:55.530 --> 00:39:03.570
Brian Baute, RingCentral: During the meeting one of my favorite uses for it, because a lot of us are in this world now of going back to back to back online meetings.

228 00:39:03.840 --> 00:39:12.030
Brian Baute, RingCentral: If I come into a meeting five minutes late, I feel really bad saying sorry everybody i'm five minutes late, can you stop.

229 00:39:12.690 --> 00:39:16.260
Brian Baute, RingCentral: and fill me in on what you just discussed so I don't want to do that at
Brian Baute, RingCentral: So, then, I just sit there and I wait and I wonder will hold on what did I miss, I have a question about that.

Brian Baute, RingCentral: But I don't want to ask a question that they already covered, because then that'll make me look bad so I'll just kind of sit quietly and and you know hide my way through the rest of the meeting.

Brian Baute, RingCentral: With with the online transcripts I can now just look when I get into the meeting five minutes late scroll back to the top scan through and see everything that was said in the meeting so far.

Brian Baute, RingCentral: Now i'm fully caught up without having to interrupt everybody and then, when that transcript is generated at the end of the meeting.

Brian Baute, RingCentral: Further Ai processes that and generates meeting summaries or meeting highlights so think about it, like sports Center for meetings where now hey I missed that meeting.

Brian Baute, RingCentral: I I can now you know I missed that meeting and I don't have an hour to watch back that whole meeting now I can just watch the five minute summary of that meeting.

Brian Baute, RingCentral: That that grabs the key points of it and it generates a written transcript as well, so all of those things leverage Ai and help all of us be more productive and has really, really important.

Brian Baute, RingCentral: Accessibility capabilities for lots of different people as well i'm going to pause there and and I see a couple other questions that I want to address and anybody else who has questions, please feel free to enter those and let's keep this as as interactive as.

Brian Cohen: As a private and I just want to point out, I mean you know the the features and the points that you've made here.
Brian Cohen: A line very well back to our survey comments, especially in the area of the easy no
download.

Brian Cohen: Right, we talked about how you know technical training, both in the workplace, as
well as at home for students, be able to do that access this technology, the need to not know
how it is change configurations in some.

Brian Cohen: Cases some devices.

Brian Cohen: In K through 12 hour lockdown students cannot access or install their own devices
and that's true also in higher education, where, if they are loaner devices they're locked down to
prevent people from you know.

Brian Cohen: installing things that aren't licensed properly, you know lots of great points here
that you've made in my day.

Brian Cohen: And in education, I was passionate about accessibility issues and concerned
about the students that are need to use technology, the the need for the the tools to be you
know easily.

Brian Cohen: used for transcription and also the ability for our faculty and our those who would
deliver education to know how to deliver that education and that content and accessible way, so
this is great to see that on these issues, these concerns are being addressed.

Brian Baute, RingCentral: Thanks Brian yeah and I see one more question in the chat Dana
great question and i'm really happy to talk about it.

Brian Baute, RingCentral: One of the things I am really, really happy about over the course of
the last two or three years is gosh all of these platforms are so much more advanced and more
capable.

Brian Baute, RingCentral: than they were just a couple of years ago and and the pandemic as
awful as it has been in in in so many ways.
Brian Baute, RingCentral: The investment that companies have made ring central included, but certainly not exclusively has really moved forward what we can do in education.

Online asynchronously synchronously again bringing together the best of all of those capabilities to get the best student outcomes, we can.

And there are some other really great platforms out there Dana asked specifically about about teams.

We work with teams a lot matter of fact it's one of our strongest growth areas, so I know that a lot of people out there use teams it's part of Microsoft 365 it's really, really good for a lot of use cases.

And I think that our phone platform and and and a lot of industry analysts and data kind of backs this up it's second to none so collaboration features really great.

And, and our phone system really stands alone.

And, and we have two different ways to integrate ring central phone capability into Microsoft teams, so if you're a Microsoft 365 shop, if you already have a mature teams implementation and one of the things I often use, and this is back to when when I was a CIO not that long ago.

Looking at at which approach, I would recommend if you've got teams and you have teams integrated with outlook with sharepoint with other parts of the Microsoft stack.

Where you're using all of those in a really integrated way, like you have your for a project group or for a department or for a an initiative on on campus.

And you have a sharepoint site or a onedrive for business site with all of your document repository there and you're creating website content pages, for your internal audiences in sharepoint and you have a distribution group.
Brian Baute, RingCentral: And outlook and you’re using teams for chat and video meetings and all of those are built in integrated together that's really powerful and that's really great so you can then use ring central as the phone option there either through.

Brian Baute, RingCentral: direct routing which makes ring central embedded into part of teams and you get to it through the team's interface, as well as.

Brian Baute, RingCentral: your desk phone and your you know you can use it through the team's mobile APP to all of your end users with direct routing.

Brian Baute, RingCentral: Ring central isn't visible to your end user it's the best platform in the world for cloud to left money and it gets fully integrated into teams.

Brian Baute, RingCentral: I always make the joke, you know it's like peanut butter and chocolate it's better together, so you get you know all the advantages of that Microsoft stack collaboration.

Brian Baute, RingCentral: And ring central phone with reliability and capabilities and things like E 911 compliance and carries law and re bombs act and hipaa and ferpa and all of those other.

Brian Baute, RingCentral: Compliance needs that are really, really important from a reliability standpoint ring central is now, I think the number is 15 quarters.

Brian Baute, RingCentral: and coming up on 16 quarter so four straight years of 99.999% reliability so that's that's five nines that's that's less than one second per day of downtime track record across four years.

Brian Baute, RingCentral: And I know when I was when I was a customer we had as far as I can tell, as far as any of our reporting and all of our.

Brian Baute, RingCentral: Reports back from user showed we had zero downtime which is really, really key for all across campus and you can see, in the middle, you know Microsoft
teams.

269
00:46:46.710 --> 00:47:01.410
Brian Baute, RingCentral: direct routing which I just mentioned, embedded dialer is another option for integrating with teams, so if that's the solution that works best is the best fit for your campus that's fantastic that's great.

270
00:47:02.730 --> 00:47:10.380
Brian Baute, RingCentral: I really like the simplicity of our user interface, you can see a little bit of a flavor of it here on the left hand side.

271
00:47:12.960 --> 00:47:14.910
Brian Baute, RingCentral: From a user adoption standpoint.

272
00:47:15.990 --> 00:47:24.060
Brian Baute, RingCentral: One of the things I found and it's I keep using them as our example when I implemented on my campus our financial aid office.

273
00:47:24.900 --> 00:47:34.350
Brian Baute, RingCentral: who had lots of really, really experienced employees and they brought a wealth of knowledge to how they best serve students and serve families.

274
00:47:34.800 --> 00:47:48.960
Brian Baute, RingCentral: came in and they jumped on with kind of both feet fully into ring central, and when I was a customer I leverage the whole ring central platform messaging voice and video and that.

275
00:47:49.650 --> 00:47:56.940
Brian Baute, RingCentral: That financial aid office was one of our biggest early champions, and a lot of that was because of the ease of use and the simplicity.

276
00:47:57.630 --> 00:48:04.110
Brian Baute, RingCentral: of being able to leverage all of the power of the Platform so i'd say Those are two differentiation.

277
00:48:04.830 --> 00:48:14.100
Brian Baute, RingCentral: integrations which you can see here on the right are another really important part of that whether you use salesforce or use any of the leading.

278
00:48:14.610 --> 00:48:33.450
Brian Baute, RingCentral: LM s is again identity management through active directory and others lots of integrations student information system integrations to be able to make it a full part of the power of all the platforms that you bring and Brian shared earlier about APP fatigue.
Brian Baute, RingCentral: And that's such a real thing I see it in my own kids I saw it on my students on on campus and my co workers is, and I think.

Brian Baute, RingCentral: I think a platform like ring central can be a huge way to solve that APP fatigue, because it can give that single layer of communication to be able to show.

Brian Baute, RingCentral: how you can interact with people where you can get help where you get resources versus having to go out to a separate APP in a separate channel and a separate communication, one of the things with phone is again just from a simplification standpoint every ring central phone number.

Brian Baute, RingCentral: is also a texting number and is also a fax number so lots of areas around campus.

Brian Baute, RingCentral: international studies and and the international student office often do that the health Center.

Brian Baute, RingCentral: nc double a some of those things that still have to fax with the external agencies.

Brian Baute, RingCentral: Financial aid around their title for compliance and you know, having that faxing capability built in is huge and having texting built in.

Brian Baute, RingCentral: Especially for people like academic advising and admissions and others who are heavy on.

Brian Baute, RingCentral: On student touch points being able to text to students and family members from your official university phone number, without having to give out your private number.

Brian Baute, RingCentral: without knowing what to do when that admissions counselor leaves and now none of their students know how to contact anybody because they just have the
admissions counselors personal cell number having that full capability across all the ways of using phone is really important.

289
00:50:24.930 --> 00:50:35.940
Brian Cohen: yeah and Brian I'll share with you, you know as as as a former CIO managing you know complex organizations, you know those features that you talked about the the integration.

290
00:50:36.420 --> 00:50:43.230
Brian Cohen: The not having to abandon where you have already been making investments or you already have you know significant.

291
00:50:43.710 --> 00:50:55.650
Brian Cohen: User adoption and cultural acceptance and applications and be able to sort of leverage the benefits of other solutions that are equally powerful what a great statement and what a great solution and what a great offering.

292
00:50:56.040 --> 00:51:03.240
Brian Cohen: And you know, given the the experiences from the pandemic and coven and everyone being remote and no one having a desktop phone.

293
00:51:03.450 --> 00:51:09.420
Brian Cohen: sitting in their their Home Office people are giving out their private cell phone numbers and they have it was the worst.

294
00:51:09.780 --> 00:51:18.060
Brian Cohen: challenge to sort of try to a get devices to people being super expensive to support pushing all these personal devices out there.

295
00:51:18.300 --> 00:51:29.940
Brian Cohen: trying to get them back when you need to get them back because, once you give them you can't get them back right, and then you know those people who share their personal information their personal phones, you know are forever getting texts and.

296
00:51:29.970 --> 00:51:47.430
Brian Cohen: emails and you know to their personal phones and they can get them to stop so do these features that you talked about a really an enabler to you know the futures type of environments we're looking at where people are going to be working you know remotely for some point in time.

297
00:51:49.350 --> 00:51:58.410
Brian Baute, RingCentral: yeah, the last thing I'll highlight you see it on the screen now is is meeting switch between devices, and this has become more of a common feature across platforms.
Brian Baute, RingCentral: But it's something that still differentiates because of the ease of use and the experience that customers have with it, I was, I was just talking with an industry analyst last week who's who's doing publishing some research around.

Unified communication capabilities and in their research of all the customers across multiple platforms.

That they're reviewing said that ring central was the only platform that got the highest rating on meeting APP switching.

From desktop to tablet to phone and I probably use this two or three times a day when i'm you know, in a meeting on my laptop but then I need to run out and grab lunch or i'm in my car and I answered the meeting and.

And, and this works, not just kind of horizontally across devices, where you can take a call or a meeting from a smartphone to a tablet to.

To a laptop but vertically as well, where you can take a phone call and immediately turn that into a video call without having to hang up and redial or reconnect.

And you can go from video into adding multiple people and screen sharing and all the full capability, so the flexibility and agility that comes with that.

Brian Baute, RingCentral: can be really powerful and again I think it's the the usability and and the reliability of how all of these components work that that is a big difference.

So we're approaching time and I really want to make sure that we give everybody any other opportunity to make any other comments in the chat to ask any other questions and before we before we wrap.

Brian Cohen: And so, so Brian I noticed that there's one question we skipped over that I skipped over so I apologize, which is a question that reflects where the survey that we that we conducted.
Brian Cohen: And whether or not the investment provide priorities were actual perceptions of.

Brian Cohen: Where the investments should be made or actual it investments, and I would say they're probably a little bit of both.

Brian Cohen: Given the nature and the the the of the respondents there were people who were in it actual roles, there are people who are actually educators.

Brian Cohen: So I think the answers reflect sort of a little bit of a both realities, those who are in the actual it area for making investments in this area, now or.

Brian Cohen: Who are we're working toward those investments, and I think in the areas of educators and instructors in the classroom those are the ones who are seeing where they want investments being made.

Brian Cohen: So let's see if we're going to have any other questions that are going to present it to us before we.

Brian Cohen: Go hey Brian I have a question for you on.

Brian Baute, RingCentral: First, and.

Brian Baute, RingCentral: Yeah I think there are a lot of answers to that and we see a lot of people approaching it in the way that best fits their campus which is great.
Brian Baute, RingCentral: RingCentral is predominantly known for our phone solution which is which we’ve been around for 20 years cloud native from the beginning.

Brian Baute, RingCentral: In telephony and our messaging and video our more recent additions, you know, over the last several years, not not back from 20 years ago.

Brian Baute, RingCentral: And a lot of people approach us first from a phone perspective and then see oh now here's a way that we can integrate our messaging and our video.

Brian Baute, RingCentral: In the same platform and some of these advanced capabilities that set us apart, we also see a lot of people.

Brian Baute, RingCentral: that are even more so now from a student service standpoint and I love that that's been a constant theme of this session is is lots of engagement around student services contact Center is another platform that we offer that has really big.

Brian Baute, RingCentral: capabilities in improving student service, both from a recruiting standpoint and serving existing students better and we're seeing a lot of.

Brian Baute, RingCentral: campuses coming to either entry point they come because they're looking for a new contact Center solution.

Brian Baute, RingCentral: or they come because they're looking for a new or a new unified communication system, and then they see the power of the platform on both sides, and then they they.

Brian Baute, RingCentral: adopted the other side from wherever they came in so there’s a lot of great growth that can happen and i'll say to all of you, with your existing platforms.

Brian Baute, RingCentral: Whether you're looking at ring central or some other solution, again, all of these platforms have really grown in capabilities over the last two or three years, and I think what we see across the industry is.
Brian Baute, RingCentral: There are more advanced capabilities than most people are taking advantage of because we've been in this world of emergency response that we just need to get.

Brian Baute, RingCentral: A solution up and we just need to meet the core capabilities, now we have a real time, hopefully to breathe a little bit and to plan for the next academic year.

Brian Baute, RingCentral: And I'd say take a look at the platforms, that you have and new platforms that you might be investigating and say how else can we leverage this, how can we bring even more transformation than just the basics.

Brian Cohen: that's great so I personally want to just I know we're up at our time, I want to just thank everyone for joining us today and listening to the results of the survey from the Center for digital education we're excited to be a partner.

Brian Cohen: In this presentation in order for you some great insight we turn over to Brian some some final thoughts and then we'll shoot it back to Jamie.

Brian Baute, RingCentral: yeah thanks thanks to everybody, for your for your time and again for your engagement today, I know, Brian and I and everybody else is on here are really.

Brian Baute, RingCentral: passionate about about being able to leverage every tool and capability, we can to improve the outcomes that that our students see across campuses.

Brian Baute, RingCentral: And, and anything that we can do to answer any further questions to help in any way by contact email is on the screen, please feel free to reach out to me.

EDUCAUSE Moderator, Jamie Farrell (she, her, hers): Great Thank you so much, on behalf of EDUCAUSE thank you all for joining us today for such an engaging session and conversation.

EDUCAUSE Moderator, Jamie Farrell (she, her, hers): Before you sign off please click on the session evaluation link which you'll find in the chat window your comments really are very important to us.
EDUCAUSE Moderator, Jamie Farrell (she, her, hers): The sessions recording and presentation slides will be posted to the website later today, and please feel free to share it with your colleagues.

EDUCAUSE Moderator, Jamie Farrell (she, her, hers): And finally, please join us for our next Industry and Campus webinar on July 14 at one o’clock PM Eastern to hear about and why it is a journey to a modern data infrastructure for deep analysis, on behalf of EDUCAUSE this is Jamie farrell and thank you again for joining us today.

Brian Cohen: Thank you everyone have a great day.