

The Hybrid Guide to Higher Education

THE NEW WAY TO MAKE EDUCATION HAPPEN



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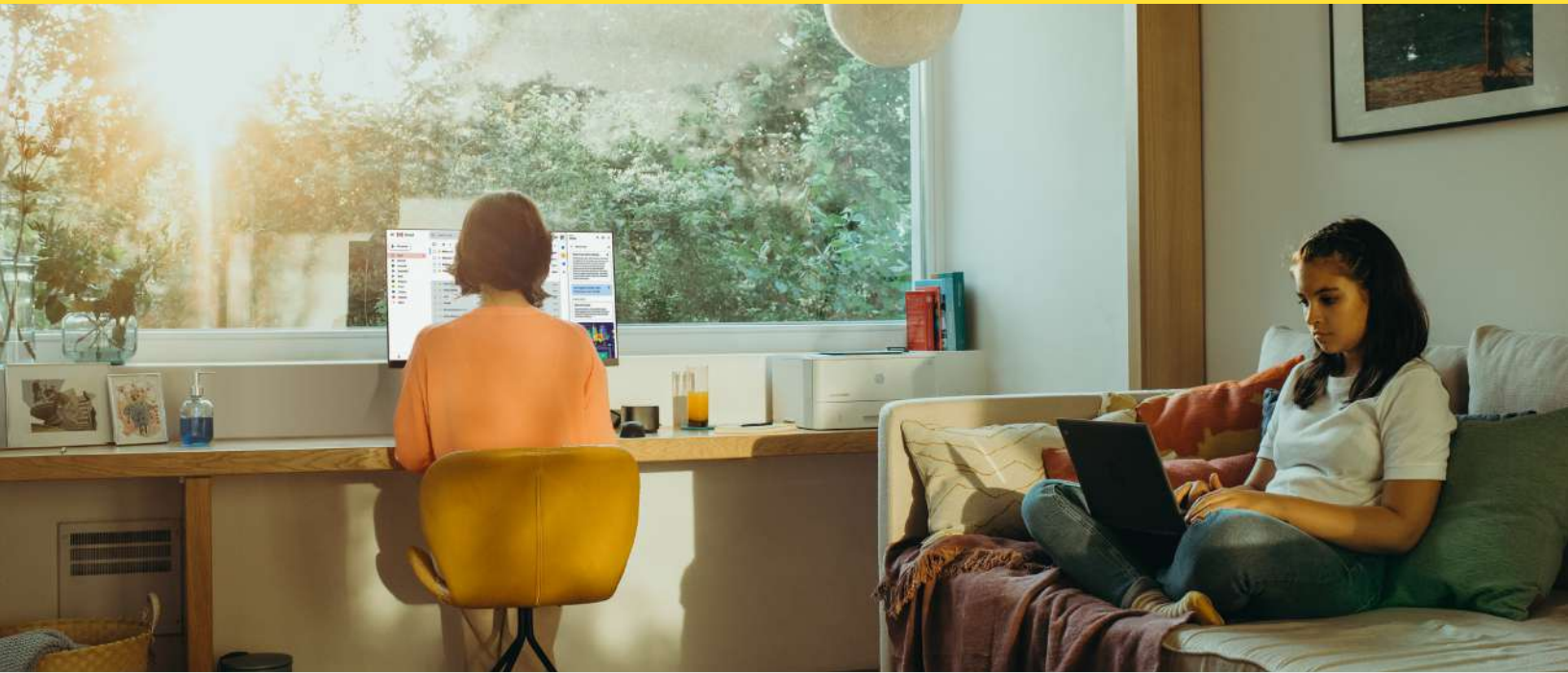
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Introduction



Capitalizing on the hybrid work revolution

Hybrid work and learning have the potential to transform the world of higher education

Hybrid work is here to stay, and your institution has already demonstrated its resilience and flexibility by helping people remain productive no matter where they work. The challenge going forward is reimagining your institution to best take advantage of the progress you've already made.

Not all roles translate well to remote work, it's true. But many of them—particularly in IT, administration, finance, procurement, as well as some faculty positions—turned out to be well suited to a work-from-anywhere lifestyle. However, those workers need an upgraded tech stack so they can work efficiently off-site.

Students, too, want flexibility and control over their education. To boost enrollment and retention, institutions must keep their offerings competitive with other postsecondary education options. As a result, colleges and universities are increasing the number of courses they offer, based on an in-person, remote, or blended instructional model.

Because every institution is unique, each will adopt its own approach to hybrid work and education to ensure people in each of the constituencies can perform at their best. The devices, software services, and other solutions required depend on your circumstances and vision.

What are your options?

Because there are so many options when it comes to hybrid work and education, it may be helpful to think in terms of frameworks, from which you can select initiatives as appropriate. Asking the right questions and answering them with the right technology solutions can help your institution succeed.

Here are some advantages of each model so you can start to consider the trade-offs.



Almost entirely on campus

Improve access to on-site resources.

Create more opportunities for in-person collaboration and study.

Enhance security by getting more control over attack surfaces and endpoint sprawl.

Maintain a thriving campus culture.

Entirely remote

Reduce the cost of running a campus, saving on energy, maintenance, supplies, transportation, and dining.

Broaden talent pool and increase diversity of applicants.

Increase employee productivity.

Improve employee and student well-being with better work/life balance.

Reduce carbon footprint and become a more environmentally friendly institution (for instance, minimizing the commute for employees and students).

Mixing it up

Adapt to changing conditions, whether they are related to pandemic, weather, or natural disasters.

Give staff the freedom to choose where they work, and give students a choice of how they want to learn.

Create a more equitable environment where students have equal access to resources.

Retain IT employees in a job market wherein schools compete for talent with private companies and other institutions.



Five key objectives for higher education

Bringing people together

Use technology to help faculty, staff, and students get and stay connected whether they are together or apart. Workflow automation also helps information flow across the organization and encourages collaboration through digitization.

Remaining productive

Implement technology that enables productive work from anywhere. That means understanding what every employee in each function needs, and correctly matching hardware and services to those requirements.

Ensuring security

Zero-trust hardened security across the tech ecosystem helps protect workers and their work from cyberattacks. Reducing false security alarms relieves IT staff from alert fatigue and gives them more flexibility in how they choose to work, which is crucial to avoiding burnout and retaining IT talent.

Staying flexible

Manage flexible work, whether it's performed remotely or on-site, and distributed devices. Simplify and improve end-user device management. Deliver a better employee experience across endpoint devices and applications.

Being sustainable

Work smart while protecting the planet. Evaluate the environmental impact of technology across your institution's missions, and invest with technology partners that innovate with the planet in mind.

Key questions you need to ask

Have you analyzed the productivity impact and educational effectiveness of remote learning and remote working? What metrics are available and applicable?

Do you have a plan in place if your institution once again needs to change its work and learning models in a hurry?

What new security gaps and risks are created by a hybrid model? What tools do you have to address them?

What changes in your previous educational and administrative work models are your people requesting or rejecting? Do you understand the technologies they need in order to succeed?



What now?

To learn more about refining how to take advantage of the hybrid revolution, contact your HP representative.



People-first productivity



Being flexible and considerate is the key to success

Hybrid education may have become the norm. However, keeping everyone involved and productive isn't just about letting people work from home. You can't make the right decisions about what technology tools and solutions to deploy unless you understand what they do day to day—and how they do it.

Higher ed institutions are, as you know, complex workplaces with many different functions and constituencies. A maintenance scheduler needs different tools than does a philosophy professor, a research scientist, a bursar, or a registrar. You need to ensure that every department and function can remain collaborative, organized, effective, and secure, no matter how many people, teams, and locations are involved.

To support ongoing remote work, a global EDUCAUSE survey of CIOs found that organizations need to add or expand HR policies, processes, and services

79%

security and privacy

68%

and remote work equipment such as monitors and peripherals¹

63%



Tailoring technology to need

Every employee's IT needs are different, and it's imperative to match their needs with the correct resources. Start by considering the many work personas that typically exist across most educational institutions and build from there.

Executives/management

"A lot of my job is outward facing: fundraising, alumni relations, committee meetings, and the like. That means a lot of travel, endless meetings, and business functions that overlap into personal time. I need technology that keeps me engaged, informed, and connected but that lets me enforce work/life balance when I need to."

Department heads (data science, engineering, creative)

"I live at the cutting edge, so I have to ensure that students, faculty, and researchers have access to the remote solutions and let them run GPU-intensive workloads and complete complicated projects from anywhere. That means having the capacity for remote access to workstations and collaboration with geographically dispersed teams without compromising security or performance."

Finance

"My department handles large volumes of extremely sensitive information as a matter of course. Security is incredibly important to me. We rely heavily on cloud applications like enterprise resource planning (ERP) systems, a centralized file depository system,



videoconferencing, and a whole menu of financial and project management packages. Electronic signatures, payroll processing, banking, and treasury and HR management solutions are also day-to-day requirements.”

IT

“The IT department is where everyone goes to solve their technology problems. IT makes sure that everyone gets the right devices and software for their needs. We defend against continually evolving security threats and try to educate everyone on the network about proper cybersecurity hygiene. Top management rightly needs us to take on strategic priorities, but we also need to do the daily administrative work of making sure the network and everything connected to it are working properly—and that we can track trouble tickets when they aren’t.”

Administration

“Administrators do the day-to-day work of making sure the institution keeps running—unglamorous but vital things like operations and budgets. That means we have to stay in communication with students and parents, manage admissions and financial aid, and run virtual events, among a million other things. Because we deal with a lot of personally identifiable information, security is also top of mind.”

Faculty

“Teaching is why educational institutions exist. Faculty needs the tools to run classes, either in person or remotely. That means we draw on a spectrum of technologies like smart whiteboards, cameras, lighting, and audio, and we need technology solutions for content management, grading, and records management. And because not every instructor or professor is tech savvy, a lot of us need operational and security training, too.”

Researchers

“Scholarly research and the grant money it attracts help keep the lights on. Researchers need to collaborate effectively with colleagues in real time, secure our research and intellectual property, and get at on-campus resources when we need to. Videoconferencing and cloud services are essential to our work. So is specialized computing equipment.”

Ensuring seamless work across teams and locations

Technology has a central role to play in helping distributed campuses stay productive. As a leader, you understand the challenges of ensuring that information flows effortlessly across your institution. Nothing should stand in the way of teams working together to get their work done. Technology must blend seamlessly into the background and be a catalyst for excellence every day.

Monitoring stakeholder well-being

While a hybrid environment offers many benefits, it has challenges, too. Among them is digital overload, when already-porous boundaries between work and home are blurred. Endless meetings, back-to-back videoconference calls, and hours upon hours of screen and class time result in fatigue and feelings of being overwhelmed. Switching off is difficult when your home is also your office and classroom.

Hybrid environments require leaders to create a culture that allows for boundaries. Make sure staff, professors, and students know that “always on” is not always the best answer. Set reasonable expectations, keep lines of communication open, and encourage everyone to watch out for each other.



Questions to consider to enhance productivity through mindfulness

Have I assessed my institution's hybrid work needs?

How do my technology solutions address these needs?

Have I put a process in place to manage digital overload?



To learn more

Different constituencies have different needs and different options. To help walk them through their options, contact an HP representative.



Evolving solutions for the hybrid campus



Technology that's in step with the new world of education

A growing hybrid environment means that IT faces many challenges. Among them: a growing fleet of PC and printing devices to maintain, disconnected solution stacks, and shadow IT infrastructures. Those are exacerbated by potential security gaps because of limited visibility into what employees are doing, on what device, and in which location. Thankfully, the technology that often holds the key to challenges can also make flexible working easier.

IT needs a technology stack that meets diverse needs, works seamlessly across all devices, is simple to manage, and enables many styles of hybrid work. This requires designing a strategy around connectivity, flexibility, and automation. The central question is: What are the considerations for transforming your tech stack for hybrid working?

Helping people work together while they're apart

Consider how you can enable and encourage collaboration and innovation in today's new world of work. Research shows that teams of knowledge workers who collaborate intentionally are nearly three times more likely to achieve high team innovation than teams that do not use an intentional approach.²

While hybrid work provides new ways for people to collaborate productively, leaders need to intentionally create those opportunities. There are many ways you can do this: using software that makes remote collaboration easy, facilitating on-site sessions as needed, and optimizing workflows with tools that save time and boost productivity.

Providing support where and when it's needed

Getting the right device to where it's needed may sound simple enough, yet challenges still arise. When you factor in everything from provisioning to monitoring, and from scheduling service to updating firmware and security protocols, support quickly becomes tedious for IT teams. The need to support remote workers in different locations can make even minor issues major and take precious time away from your stakeholders and IT teams.

You can make life considerably easier by engaging a provider to supply the devices, assist with setup and onboarding, and provide software tools to monitor and maintain them. Often, these solutions feature centralized dashboards, role-specific device kits, remote-suitable accessories, and customized security configurations. That sort of outsourcing can help unburden IT so the tech staff can focus on critical projects while maintaining control.





Staying connected through the cloud

Cloud services allow for flexibility, opening opportunities to reimagine the way your institution works by enabling simple, connected experiences. Not only does the cloud free IT teams from on-premises burdens, but it also helps unlock the potential of data and automation—from providing insights that improve workflows to the deployment of smart technologies that move your institution forward.

Speeding up productivity through technology

Automation can help streamline traditional workflows and document management, making multi-step workflows as easy and quick as a simple tap and swipe. While repetitive tasks may be unavoidable, navigating workflows that begin on paper but end in the cloud (and vice versa) can become a recurring challenge. Applications that integrate with your existing platforms or software make it effortless to move to the cloud.

Not every workflow can be migrated completely to the cloud, and this is especially true for those that revolve around paper. Printers, which integrate paper-based workflows and the digital world, will remain essential for core workers as they connect and share information across the institution.



Reinforcing your security strategy

800%

increase in cybercrimes since the pandemic began³

99%

of endpoint malware breaches start with a user click³

70%

of successful breaches start with endpoint devices³

Education and research were the #1 most-attacked sector in 2021.⁴

The rising frequency and sophistication of cyberthreats is a cause for concern, with phishing and malware campaigns donning increasingly deceptive disguises. These security vulnerabilities are harder to detect and make it easier for hackers to bypass your defenses. All it takes to cause damage is a staff member or student to unwittingly download an infected file or click a malicious link.

Although everyone related to an educational institution probably has a smartphone that wants to connect to your network, students generally bring their own laptops. Although a bring-your-own-device (BYOD) approach may keep PC and print device management out of IT's workload, personal devices won't have the proper security configurations and business policies applied for information to be shared safely.

Protection needs to be delivered on multiple levels. Reinforcing your first line of defense with robust, built-in protection of all your endpoints—every device, everywhere—can help turn the tide against waves of cyberattacks through threat containment and isolation.

Modern firmware is also capable of self-healing, which drastically reduces the addressable attack surface, enables remote recovery from firmware attacks, and eases the burden on your IT teams to constantly manage and monitor every endpoint.

Making sustainability a priority

Educators are at their best when they come together to solve tough problems and enable social progress. In keeping with this spirit of collective action, sustainability should be an integral part of any flexible work strategy.

Hybrid work itself, by its very nature, has provided new impetus to the crusade for sustainability. When work is accomplished in the space that best suits the task at hand, people have increasingly adopted an “only-what-I-need-when-I-need-it” approach to resources, from power to paper and from space to transport. Cloud-based working and energy-efficient devices are a good start, along with the automation of paper-

based workflows and vendor selection based on sustainability initiatives.

As part of their sustainability efforts, organizations the world over have significantly changed their consumption patterns. Facilities’ decisions are now based on utilization, not headcount. By shrinking their environmental footprint and equipping people with tools that are better for both productivity and the planet, institutions are burnishing their “green” credentials as employers in today’s highly competitive education market.

With tomorrow bringing even greater challenges, continue striving for sustainable solutions. Champion the technological innovations that help protect the planet for future generations.



Considering technology solutions for hybrid work

Have I invested in support for remote operations?

Have I placed cloud at the heart of my digital transformation strategy?

Have I begun the journey from document to digital to data?

Have I invested ahead of the curve in security, talent, and technology?



Get more information

Make IT the driving force of hybrid education. Contact an HP representative to find out how.

How HP can help



Empower your institution with HP products and services

HP is helping educational institutions shift the focus of their strategy, from speed and output-centric to people first. This transition optimizes the end user experience for stakeholders. For the institution, it frees up IT teams and resources by enabling easier management and decision-making. Everyone wins.

Your institution can look forward to the many advantages of choosing the full spectrum of HP technology offerings designed to deliver the outcomes you want.





Bring people together

HP helps teams stay connected, with devices that enable work from anywhere and solutions that break down barriers to information sharing. This helps your many teams work together effectively whether they're together, apart, or a combination of the two.

HP Presence⁵

Offers your employees a better way to meet and work using end-to-end solutions embedded with HP collaboration technology

Delivers better meeting experiences for distributed teams and makes them feel like they're in the same room, even when they're apart

HP Document Workflow Solutions

Lets educational organizations store and integrate information into existing workflows or build new workflow solutions that deliver optimal outcomes

Offers powerful data capture with easy integration into cloud workflows

Helps you unlock limitless workflow solutions, make content accessible from anywhere, and design secure custom workflows without excess complexity

Serves as a single solution for extracting content from any physical or digital source using any device

Enhance workforce productivity

Productivity technology helps all your communities deliver their best from virtually anywhere. HP products and services can keep people productive, no matter where they are.



HP Work From Home

Makes working from home easier for everyone through a suite of devices and solutions

Helps people stay connected while they work apart

Comes in one easy-to-set-up package designed for distributed workflows—makes life easy for IT and leadership teams tasked with enabling hybrid working preferences across the institution

HP Workforce Solutions

Enables IT to provide powerful, secure solutions for individual job roles and workspaces

Enables drop-shipping of devices and supplies right to people's doorsteps, ensuring that productivity remains high

HP Premium Hardware

HP Elite PCs give your communities the power and performance to stay productive wherever they are

Complement HP Elite PCs seamlessly with HP docks, displays, and accessories to help employees turn any space into a productive office

HP LaserJet 400 Series Printers

Help people make the most of their home workspaces—they're HP's smallest enterprise printers that perform on par with full-size multifunction printers in the office

Integrate seamlessly with SharePoint™, Dropbox™, and Google Drive™ to connect paper and digital workflows

Help conserve energy, paper, and workspace

Ensure the security of your IT ecosystem

The HP portfolio of hardware-enforced security and endpoint-focused security services offers robust protection, keeping your institution up and running, and your people and networks safe from harm.



HP Wolf Security⁶

Helps your institution safeguard PCs, printers, and people from ever-circling cyber predators

Provides comprehensive endpoint protection and resiliency that starts at the hardware level and extends across software and services⁷

Available on HP Pro, Elite, RPOS, and Workstation products, engineered with deep, hardware-embedded security features that protect, detect, and recover from cyberattacks before they can disrupt your distributed workforce and your network

Enables smart, secure workflows that protect data and information both on and off your networks

HP Secure Print Service

Simplifies your institution's print infrastructure with cloud-native architecture that supports zero-trust and internet-only environments

Eliminates the need for IT to manage on-premises servers, print queues, and print drivers

Makes device management easier for IT—comprehensive analytics from dashboards track where and how print is produced

Offers visibility into printing's costs and environmental impact across the institution, enabling continual optimization of your print environment



Stay nimble and agile

HP's services help your IT department easily manage flexible work and distributed devices, simplifying monitoring and management.



HP Manageability Services

Help IT simplify and improve end-user device management and deliver a better experience across endpoint devices and applications

Provide multi-vendor, multi-OS device monitoring and management solutions, powered by the HP TechPulse analytics platform⁸

Help identify, predict, and address issues, and enhance device manageability at scale

HP Managed Print Services

Integrate print into your evolving vision for the institution and deliver the print experience your people want

Help users print and digitize information from virtually anywhere, on any device, without compromising the institution's security

Integrate seamlessly into your developing vision for the cloud

Match services and software to help you minimize routine management time and empower work from anywhere

HP Managed Print Cloud Solution

Lowers time, effort, and money spent on legacy infrastructure, and entrusts print management to HP experts so IT can focus on its true priorities

Securely elevates your print ecosystem to the cloud with a fully managed experience across home, office, public, and shared spaces



Achieve your sustainability goals

Sustainability can be an important differentiator for an educational institution. HP can help you work smart while helping protect the planet for the future.

HP's ongoing pursuit of sustainability

HP is committed to protecting the planet for future generations, helping you reduce impact across the value chain

HP serves as a reliable and committed technology partner that supports your sustainability objectives

Print Sustainability Assessment Service

Measures progress and unlocks optimization opportunities with the HP Sustainable Impact Reporting and Analytics (SIRA) platform

Offers actionable insights into the immediate steps you can take toward lowering carbon emissions

HP Carbon Neutral Managed Print Services

The planet's first comprehensive carbon neutral certified Managed Print Service offering.⁹



Next steps

Every educational institution is unique, with its own vision and needs. HP's extensive range of products and services can be customized to suit your exact specifications. We can meet at whatever stage of the hybrid evolution you may be in, and we can show you how we can help move your institution forward to achieve your goals.

Contact an HP representative today



¹ EDUCAUSE, "EDUCAUSE QuickPoll: Post-Pandemic Plans for Remote Work," January 29, 2021, <https://er.educause.edu/blogs/2021/1/educause-quickpoll-results-post-pandemic-plans-for-remote-work>

² Gartner, "4 Modes of Collaboration Are Key to Success in Hybrid Work," June 14, 2021, <https://www.gartner.com/smarterwithgartner/4-modes-of-collaboration-are-key-to-success-in-hybrid-work>

³ HP, "Establishing HP's Leadership in Endpoint Security," March 2021

⁴ Check Point Research, "Check Point Research: Education sector sees 29% increase in attacks against organizations globally," accessed April 2022, <https://blog.checkpoint.com/2021/08/18/check-point-research-education-sector-sees-29-increase-in-attacks-against-organizations-globally/>

⁵ Select HP Products are enhanced with HP Presence. Features vary by platform.

⁶ HP Wolf Security for Business requires Windows 10 or 11 Pro and higher, includes various HP security features, and is available on HP Pro, Elite, RPOS, and Workstation products. See product details for included security features.

⁷ Available on HP Pro, Elite, RPOS, and Workstation products.

⁸ HP TechPulse is a telemetry and analytics platform that provides critical data around devices and applications. HP TechPulse follows stringent GDPR privacy regulations and is ISO 27001 certified for Information Security. Internet access with connection to Tech Pulse portal is required. For full system requirements, please visit <http://www.hpdaas.com/requirement>

⁹ Based on results of third-party (WSP) research for HP of OEM MPS providers with carbon neutral offers as of June 2020. "Comprehensive" means the planet's only globally certified carbon neutral MPS service that covers lifecycle emissions due to raw material extraction, manufacturing, transportation, use of HP printers, Original HP supplies, and paper and end of service.

HP services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.

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