



Enabling Student Success

Apple and Higher Education



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Overview

For more than 40 years, Apple has focused on creating and building products that support education. Quite simply, education is part of our DNA, and it's a core value that we care about deeply and view as a basic human right.

We work with higher education leaders across the globe to learn what they care about most and to exchange ideas on how technology can help them achieve their missions and support their goals. We've learned that higher education leaders are increasingly focused on "student success" as the foundation of their strategic vision. And most are defining success holistically to include both personal and academic growth, with the goal of preparing students for their future careers and life journey.

Today's higher education leaders recognize the importance of providing equitable access to the tools and resources that are critical to enabling this success for every student. This has become even more important—yet even more challenging—with the rise of hybrid and online learning environments.

Against this backdrop, many higher education leaders are developing strategic initiatives centered on providing Apple products to all students and faculty to ensure equitable access to cutting-edge tools that support a holistic approach to student success. This document is intended for higher education leaders who are interested in exploring how Apple products can help them create amazing experiences focused on student success in a hybrid learning environment.

"We want to level the playing field and place student success at the center of everything that we do. Apple technology in the hands of all students, faculty, and staff helps us to do that."

Dr. Eli Capilouto, President, University of Kentucky



Defining student success

Defining student success

Most higher education institutions define success based on the goal of ensuring that students graduate and are well prepared for life. Outcomes and indicators of this success could include student retention, educational attainment, academic achievement, and holistic development, which are key focus areas for intellectual, emotional, social, ethical, physical, and spiritual development.

Achieving this holistic success requires supporting students both personally and academically. This is challenging under typical circumstances, and even more difficult in a world where the modern campus experience includes both in-person and online environments.

To achieve these goals, many universities are providing Apple devices—such as Mac and iPad—to all students to ensure equitable access to the latest tools and resources that support both academic and personal success for everyone.

“We’re dedicated to affordability, to accessibility, to excellence, and to creating a generation of intelligent, engaged, and successful leaders. Our Digital Flagship Initiative with iPad is designed to help us achieve that.”

Dr. Bruce McPherson, Executive Vice President, Provost, and Chief Academic Officer, The Ohio State University

Spotlight

The Ohio State University | Digital Flagship Initiative

- OSU created the Digital Flagship Initiative to focus on student success and empowering the next generation of curious, innovative problem-solvers.
- Apple technology helps power this vision—the entire population of more than 60,000 students receives an iPad Air and Apple Pencil, so everyone has the same access to powerful academic tools and support services that enable them to succeed.
- Students and faculty are pushing the boundaries of learning and exploration. They’re conducting cutting-edge research and discovering new ways to innovate and drive future economies with smart cities, app development, and more.
- In a recent student survey, 96 percent agreed that iPad is useful for academic purposes, and 94 percent agreed that iPad is a valuable tool for their OSU education.
- See their full research report [here](#).

**Giving faculty the
tools for success**



Giving faculty the tools for success

“iPad is a lifesaver for us—it provides us with everything we need. Even in a hybrid environment we’ve been able to continue teaching music lessons, holding studio classes and recitals virtually, and seeing assignments through to completion.”

Daniel Mason, Professor of Violin, College of Fine Arts, University of Kentucky

We believe that cutting-edge technology in higher education makes it easier for institutions to execute their academic vision of success. We’re seeing colleges and universities use Apple products to build seamless technology-based communities that help eliminate barriers between students, faculty, and staff. This makes it much easier for faculty and staff to do what they do best—teach, innovate, and inspire—right from their desks on campus, at home, on the go, or wherever they might be.

Apple technology empowers faculty and staff with the best tools to do their best work. Here’s why:

Productivity. Mac and iPad are compatible with all the apps and workflows that faculty and staff depend on every day, beginning with built-in apps—like Pages, Keynote, iMovie, Mail, Calendar, Notes, Reminders, and Messages—and extending to third-party apps—such as Google Docs, Microsoft Office, Canvas, Dropbox, and the entire Adobe Creative Suite. These apps and software are not only the foundation of many great course and project materials for higher education, but also the same tools that many students will use in their future careers.

Compatibility. Apple products are great for classrooms, lecture halls, study areas, and more. With AirPlay, educators and students can quickly connect an Apple device to Apple TV wirelessly, turning classrooms and lecture halls into vibrant and engaging learning spaces. And for online learning environments, the ability to share screens and see student faces in stunning high definition makes the transition to virtual classrooms seamless and more personal.

Research. Apple products are also powerful tools for conducting cutting-edge research, including collecting data, performing advanced analytics, and designing solutions to some of the world’s greatest challenges. From experimenting with innovative ways to grow food to researching some of the world’s most challenging diseases, higher education faculty are using Apple technology and apps to drive change that positively impacts people’s lives.

Spotlight

Colorado State University | Energy Institute

- With Apple technology, researchers at CSU's Energy Institute are creating scalable solutions to help tackle health issues related to air pollution.
- Dr. John Volckens and his team of engineering students are creating technologies that empower people, from asthma sufferers to first responders, with information to improve their health and wellness.
- Apple technology is at the core of their innovations. Using the power of Mac, they create, design, and build personal, wearable air sensors that "breathe in" and measure users' air quality.
- Volckens' students develop custom iOS apps on Mac using Swift that interpret data from the sensor and make that data accessible on iPhone, so individuals and families everywhere can make better, more-informed decisions about their environment and health.
- [Click or tap here](#) to learn how Dr. Volckens and his team of grad students are making a difference.

"Apple technology has helped us to miniaturize our innovations, and make them user friendly and affordable for everyone. That's incredibly powerful."

Dr. John Volckens, Professor, Department of Mechanical Engineering and Director for Energy Development and Health, Colorado State University



**Delivering great
student experiences**

Delivering great student experiences

“Mac and its ecosystem of apps are truly designed for musicians, filmmakers, photographers, designers, and all kinds of people, with the idea that they’re going to be creating and collaborating.”

Bradley Hughes, Director, Department of Music Production and Sound Design for Visual Media, Academy of Art University

College is a self-directed journey of discovery for students—for how they learn, who they want to be, and what they’re capable of accomplishing. Apple products are designed to give students everything they need to learn, express their creativity, explore their passions, and create meaningful work.

Apple products are great for students. Here’s why:

They’re powerful enough for any workload. No matter the major, Mac and iPad can more than handle it. They come with the latest high-performance processors and are compatible with the apps professionals across every industry use most.

They work together seamlessly. With hardware and software designed for each other, every Apple device is intuitive and easy to use. Apple products are great on their own, and using them together allows students to do even more—making it easier for them to stay productive, to capture and organize ideas, and to collaborate with classmates.

They come with built-in Apple apps. Mac and iPad give students everything they need to connect and create—right out of the box. Pages, Numbers, and Keynote help students collaborate with classmates and create beautiful, professional-looking documents. Messages, FaceTime, and Mail help students stay connected with friends on campus and with family back home. And iMovie, GarageBand, and Photos help them express their creativity.

They’re designed to last. The sturdy aluminum unibody designs are sleek, durable, and ready to hold up to the rigors of college life. And they’re backed by world-class support, so students can rest assured that they’re covered if they need it.

They include powerful privacy and security features. Apple takes a comprehensive approach to privacy and security. Our products are engineered to keep personal information safe and to protect students’ privacy by giving them full control over their information.

They're accessible for everyone. Every Apple product has built-in assistive technology to give all students—including those with vision, hearing, mobility, and learning differences—the opportunity to learn, create, and do what they love. Students can edit a video without using a mouse or trackpad, build a presentation without seeing the screen, and take a perfect group selfie just by hearing how many faces are in the frame.

Good tools improve the way we work. Great tools improve the way we think. This is why students find it easier to cultivate their interests, talents, and creativity with Apple.

“When we piloted our initiative, students overwhelmingly chose Mac as the best tool to help them prepare for and be successful in today’s workforce.”

Dr. Terry Murrell, President, Western Iowa Tech Community College

Spotlight

Western Iowa Tech Community College | MacBook Initiative

- WITCC set a strategic goal to use mobile technology to create an engaging and equitable learning environment for its students, faculty, and staff.
- Students played a significant role in the technology decision. During the initial pilot, students were issued either a PC or a Mac, and WITCC assessed the feedback and impact along multiple dimensions.
- Students overwhelmingly chose MacBook as the laptop of choice for creativity, productivity, and preparing for future careers.
- IT realized significant cost savings by shifting their existing deployment from PC to Mac, helping enable the overall initiative to be cost neutral.
- The operational impact over a 4-year period found a 62 percent reduction in desktop support, a drop from 4.5 hours to 3 minutes per year for IT laptop support, and a reduction of more than two million pages of printed paper.
- Leadership credits the MacBook initiative as a significant reason for increased student engagement, which resulted in a 16 percent increase in graduation rates since the initiative began.

Building a model for success



Building a model for success

The traditional model of expecting individual students to provide their own technology has led to inconsistent and, at times, inequitable experiences.

When a digital initiative places the same Apple products in the hands of all students, institutions can deliver a consistent approach to technology that creates one seamless experience for its entire community. This expands the possibilities for faculty and staff to innovate, build, and deliver consistent learning experiences for all students.

“iPad has become one of our most valuable tools to get us through this unprecedented crisis in higher education,” says Dr. Donna Henry, Chancellor at the University of Virginia’s College at Wise. “With more than 80 percent of our students receiving financial aid, our iPad initiative levels the playing field for our students. Faculty and staff are excited to implement projects that create community, enhance academic engagement and help our students develop technological skills to meet changing workforce demands.”

To get the most out of their initiatives, higher education leaders say they focus their efforts on two main areas:

- Creating an engaging learning environment
- Supporting holistic student success

Creating an engaging learning environment

Today, the concept of an engaging learning environment has broadened far beyond the walls of traditional classrooms and lecture halls to include dorms, offices, and even kitchen tables. Faculty who have successfully used technology to build rich, flexible learning environments—whether those are in-person, online, or hybrid environments—have noted the need to retool their pedagogies to make them highly student centered. This means focusing on the student as the end user, and designing content and coursework that best engages students and meets them where they are.

“There’s a big opportunity to develop faculty on how to use technology from a student’s perspective,” says Dr. Nicole Kraft, Associate Professor of Clinical Communication at The Ohio State University. “This way, we can challenge students’ creative brains in a way that’s interesting to them—so they ask questions, make mistakes, and really learn.”

Katrina Carter-Tellison, Vice President for Academic Affairs at Lynn University, expands on this sentiment: “With our iPad program, we haven’t changed the curriculum or the readings, but our approach is different. It’s more experiential. Now students are experiencing the readings the way they want to—whether it’s through apps, alternative videos, or explanations by our own faculty. So there are multiple ways for students to understand and comprehend works.”

Colleges and universities that have successfully created engaging learning environments tend to have three key components in common: a robust professional development for faculty, flexible engagement tools, and a focus on continuous innovation.

“iPad helped us transform our approach from a faculty-centered environment to a student-centered environment that is equitable, relevant, and affordable.”

Dr. Ricky Ford, President, Northeast Mississippi Community College

Spotlight

Northeast Mississippi Community College | One Northeast Initiative

- Equity, accessibility, and affordability are the cornerstone of One Northeast Initiative’s mission. Over 90 percent of their more than 6000 students receive financial aid.
- To actively support their mission and “level the playing field,” NEMCC provides everyone with an iPad and digitized textbooks.
- A key success factor is NEMCC’s commitment to developing a robust training program for their faculty and staff that’s rooted in best practice for student-centered learning.
- Faculty champions have established a train-the-trainer model for professional development to help educate and inspire peers on how to design engaging learning materials.
- This approach also facilitates buy-in from faculty who continue to innovate using iPad in pedagogy and within hybrid learning environments.
- Results include increased student success, retention, and graduation rates, a seamless transition to online learning, and \$10 million in savings over the past 5 years.

Robust professional development for faculty

Leading higher education institutions recognize that professional development and training are key to supporting faculty in making the shift to student-centered instructional models. Faculty inevitably have different skill levels, and we're seeing that successful initiatives include formal professional development to share best practices and provide training on how best to engage students in a variety of settings. Recognizing that instructional approaches may vary by subject matter, course size, engagement modality, and many other factors, training will likely need to factor in considerations such as:

- Synchronous or asynchronous: Does the content need to be live, or is it suitable for on-demand learning?
- In-person or online: What are best practices for creating an engaging online learning environment? How can faculty create a seamless transition between in-person and online experiences in a hybrid environment?
- Class structure: When is it best to pivot between large groups, small groups, and one-to-one settings? How does this impact the optimal instructional model?

Flexible engagement tools

We're seeing that, in addition to training faculty on how to develop engaging content, successful initiatives also explore new tools to improve the distribution of faculty content and encourage interactive learning experiences. This could include an emphasis on creating more interactive content for asynchronous learning, or just experimenting with more interactive tools for video conferencing and real-time group engagement.

Many of these tools exist within an LMS or third-party apps such as Canvas. Faculty might need to experiment with new tools to discover what works best for different courses, subjects, and individuals.

Focus on continuous innovation

With any initiative, driving innovation in today's learning environments inspires a mindset of making continuous improvements toward what works best. We're seeing leading institutions deploy mentorship programs and feedback loops with faculty and students to capture insights, measure impact, and innovate the overall learning experience.

Spotlight

Jefferson College of Nursing | JeffLEARN Initiative

- The JeffLEARN initiative at Jefferson College of Nursing in Philadelphia, Pennsylvania, equips all students, faculty, and staff with iPad Pro and Apple Pencil.
- iPad was chosen to provide students with access to the same tools and apps they'll use as future healthcare professionals.
- Apple Professional Learning provided tailored training to inspire faculty and spark new ideas and learning models for engaging students.
- Faculty use built-in iPad apps—such as iMovie and Keynote—to produce engaging synchronous and asynchronous course content, tips, and multimedia resources that they share with each other.
- More than 85 percent of faculty and staff are certified Apple Teachers in Apple's free professional learning program, Apple Teacher, which helps educators build skills on iPad and Mac.
- Faculty have also established a steering committee to solicit and address student feedback as part of their commitment to continuous innovation in nursing education.

"In less than a week, our faculty mobilized and moved courses—some with more than 150 students—completely online. It has been seamless!"

Dr. Hannah R. Smith, Assistant Dean for Academic Strategy and Operations, Jefferson College of Nursing

“We have a really strong commitment to thinking about how we integrate devices and build a program that makes students’ lives better, not just in the classroom, but in more broad and meaningful ways.”

Liv Gjestvang, Associate Vice President of Learning Technology, The Ohio State University

Supporting holistic student success

Although academic success is important in student life, it doesn’t account for the entire college journey. Many nonacademic elements of the campus experience are essential to holistic student success.

At Hiram College, for example, learning extends far beyond the campus as students participate in internships, field research, and service projects. To support this, students receive iPad Pro with a preloaded suite of educational apps, Apple Pencil, Smart Keyboard Folio, and a pair of hiking boots. “We’re providing our students with the best learning tools to think critically and creatively,” said Dr. Lori Varlotta, President of Hiram College, “as well as to embrace, celebrate, and care for the nature that surrounds them.”

Across many higher education institutions, we see technology play a big role in supporting the nonacademic elements of the campus experience. This includes everything from how students register for classes and access health, wellness, and advisory services to how they discover extracurricular activities that best align with their passions and interests. It can be challenging enough to help students navigate these countless services when they’re physically on campus, but it becomes even more important—and more difficult—in a hybrid environment.

Many leading institutions are solving the challenges of hybrid learning environments by building custom and innovative apps on Apple’s developer platforms—iOS, iPadOS, macOS, watchOS, and tvOS. This allows students and faculty to continue discovering and engaging with all the support services and broader experiences that their campuses have to offer. Some universities outsource the development of these apps to outside companies. Others buy customizable off-the-shelf solutions from companies that specialize in higher education, such as Ready Education and Involvio.

Some universities have taken this a step further and are using their app development centers and internal talent—for example, faculty, staff, and students—to build their own solutions. With Swift, Apple’s easy-to-learn coding language, they’re building robust apps for important campus and community topics, such as mental wellness, food insecurity, and campus security, to name a few.

For example, The Ohio State University provides every student with the opportunity to learn how to solve real-world problems by building apps using Swift. One of their success stories is Ohio State: Wellness, a student-led app design that provides the entire community with a wellness tracker, resources for mental health, and ways to access support immediately.

Spotlight

Penn State Greater Allegheny | Digital Fluency Project

- The Digital Fluency Project was created to holistically support students at Penn State Greater Allegheny, where 54 percent of students receive Pell Grants. Many students commute long distances and hold a job in addition to their studies.
- To support the project's mission, every student and every faculty and staff member receives an iPad.
- A key focus of the initiative is to support all aspects of student life, so students are provided with apps and resources to help with things such as food and housing insecurity, health and wellness, campus security, and access to other services.
- Faculty training and mentoring programs such as "lunch and learns" give faculty the tools to build student-centered, flexible academic models and digital resources that work for their students' lives.
- Results include increases in student engagement and enrollment, as well as a seamless transition to online and hybrid learning.

"The fact that we can place a device in the hands of every student alleviates one concern they have in meeting college expenses and balancing the challenges in their lives. Our students are motivated to continue engaging in learning because of this project."

Dr. Jacqueline Edmondson, Chancellor and Chief Academic Officer, Penn State Greater Allegheny

**Communicating
your vision**



Communicating your vision

“We share the most compelling stories of how our faculty are creating innovative learning experiences across all departments—from creative arts to computer science and nursing. It’s a great way to celebrate successes with our students, alumni and staff, and it helps inspire and motivate our community to continue to innovate.”

Dr. Ryan A. Neal, Provost, Anderson University

Creating and launching a campus initiative with Apple technology is exciting, and it creates an opportunity to engage your community in a myriad of ways. It gives everyone—from students, faculty, and staff to alumni and your greater community—something to celebrate.

The most successful initiatives we’ve seen are all backed by a strong communications team that works with other offices and departments—such as recruiting and admissions—to share information, announcements, and more. And Apple’s built-in apps—including Pages, Keynote, and Clips—make it easy to collect, create, and share beautiful, professional-looking content. Creating a robust communication strategy keeps the entire university engaged in how your initiative is supporting your institution’s vision, mission, and brand.

Capture and share compelling stories to inspire and celebrate. Use photos, videos, and examples of student and faculty work to tell stories of how your initiative has impacted the lives of your community members in a positive way.

Build awareness broadly through your community and beyond. Include press releases, webinars, email messages, website updates and landing pages, town halls, board meetings, alumni mailings, and more.

Plan to grow and refresh your initiative over time. Support and sustain the initiative—not just at launch, but in an ongoing way that celebrates milestones, exhibits progress, and continues to engage the entire community.

A woman with long brown hair, wearing a dark blue long-sleeved shirt, stands in the center of the frame. She is holding a dark-colored iPad with both hands and pointing at the screen with her right index finger. She has a friendly, smiling expression. To her left, a man with short dark hair and glasses, wearing a grey polo shirt, is looking towards her. To her right, a woman with long blonde hair, wearing a red and white striped long-sleeved shirt, is also looking at the iPad. They are in a classroom or meeting room, with a whiteboard in the background and a desk with a laptop and a white marker in the foreground.

Apple support and resources

Apple support and resources

We recognize that implementing an institutionwide strategic initiative requires significant work. We have a number of services and resources to help you throughout your journey, including professional learning support, device deployment and management tools, and financial services. Here are just some of the ways we can support you to ensure a successful implementation with Apple products:

“Apple’s professional learning specialists helped our faculty to adopt the core principals of student centered learning and engagement—which is critical to our initiative. By embedding a specialist within our team, we significantly accelerated that process.”

Dr. Scott Bevins, Associate Provost
for Information Services and CIO, The
University of Virginia’s College at Wise

Professional learning

Apple Professional Learning Specialists. These educators are uniquely qualified to demonstrate how to best use Apple products for learning and teaching. They coach, mentor, and support teachers in advancing their technology skills with an emphasis on innovation—to engage students in deeper learning.

- APL Specialists provide leadership and planning support, professional learning plans to match learning goals, research-based strategies for learning with technology, and hands-on instructional coaching and mentoring.
- Coaching sessions include learning about technology and content resources, cocreating exploratory learning experiences, modeling in-class lessons and collaborative reflection, and recommendations.

Device deployment and management

Apple School Manager. Apple products are designed to make it easy for IT teams to manage, purchase, and distribute them.

- Apple products can go straight to your users—no system imaging required. With Apple School Manager, users simply open the shrink-wrapped box and connect to the internet, and their devices will auto-enroll in your mobile device management (MDM) system with zero-touch deployment from IT. And after auto-enrollment, users can easily set up their devices by themselves.

- Apple School Manager makes it easy to buy apps and books in bulk for iPad and Mac. You can search for content, purchase licenses with your education volume discount, and instantly view important information—including all assigned and available licenses—all in one place. Your institution retains app licenses and can easily reassign apps among all your devices and users.
- Easily send content directly to iPad and Mac with MDM. If your MDM provides a self-service portal, you can allow users to install additional apps and books from a preapproved selection that meets your curriculum goals and your standards for security and privacy.

Apple Professional Services. With the goal of providing excellent support and achieving self-sufficiency, Apple Professional Services helps institutions plan, integrate, and deploy Apple technology through a comprehensive array of offerings. These include in-depth technical services, project management, coaching on device management, assistance with deploying iPad or Mac, or even full-time Apple personnel dedicated to a project.

Financial services

Apple Financial Services. Our Apple Education Finance Program can help you build an affordable financing plan that supports your teaching, learning, and research goals. Discover how to maximize your budget so you can ensure that your students, faculty, and staff all have the same access to the best technology.

“Apple’s finance and leasing program helped us discover and create a custom, flexible roadmap that provides our entire community with the latest Apple technology. It’s given us a pathway to follow and afford for many years to come.”

Chris Boniforti, Chief Strategy and Technology Officer, Lynn University

Taking action



Taking action

We've always prided ourselves in being a champion of education—in fact, education is part of our DNA and a core value for Apple.

Let us be a resource to connect you with the leaders, faculty, and staff mentioned in this document so that you can have discussions directly with your peers. And please feel free to share relevant parts of this document with your colleagues to begin conversations around creating new initiatives that will help you achieve your goals.

In today's rapidly changing world, technology remains acutely fundamental to how we learn, connect, communicate, and create. And our goal is to do everything we can to offer the best products, platform, and support to higher education institutions so that they'll be better equipped to achieve their goals and missions.

“By implementing the Digital Student Universe—where every student has the same powerful mobile technology used in the industries they are preparing for—we are committing to the idea that it no longer matters what kind of technology our students can afford. We are bridging the gap of digital equity and access for a modern education.”

Dr. Tony Allen, President, Delaware State University

The data shown in this document is self-reported by the institution—Apple was not involved in the gathering or analysis of the data reported, nor has any knowledge of the methodology used. This document highlights the results and trends observed by the institutions using Apple products.

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