



# Stand out as a digital campus

Digitalization in Management



Empower every person and organization to do more.







# The digital campus has arrived

The impact of COVID and the move to online and hybrid classes has created challenges for all unis.

So, how do you:

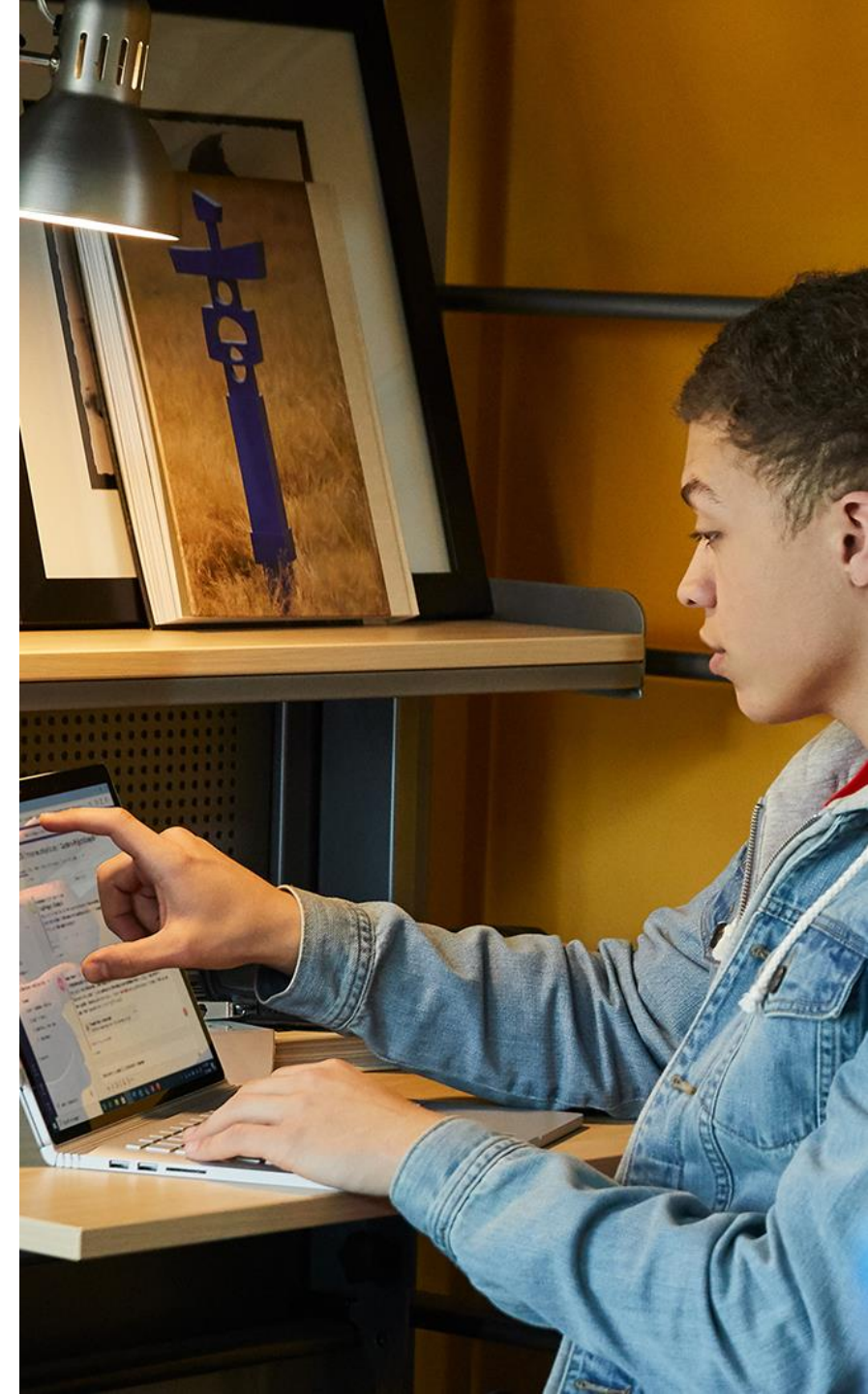
- Create a vibrant, engaged community?
- Attract high-value students by offering a differentiated value proposition?
- Distinguish your institution from global competitors?
- Use data and analytics to find and reach the right students and researchers?
- Support globalised research teams and protect valuable IP?

# Standing out as a digital campus

Today's students and researchers demand flexibility and expect connected digital platforms for everything they do.

The implications extend far beyond learning delivery:

- Now that noticeboards and common rooms are no longer the hubs of student connectivity, you need a vibrant, engaged community using digital spaces and social media, secure identities and modern learning platforms.
- When it comes to attracting high-value students, your institution needs to use data and analytics to find and reach the right prospects.
- Increasing globalism of research teams means you need secure digital platforms for data sharing with authenticated access and encrypted storage to protect IP and guarantee integrity.







# Introducing Microsoft Empowered Campus

Welcome to a holistic integrated platform designed to support administration, student services, teaching, learning and research.

This is a blueprint for tertiary institutions to adapt the campus to meet the needs of all, through:

- Personalised and secure digital engagement
- Intelligent workflow and integration services
- Advanced data and analytic services
- Smart, scalable and secure cloud infrastructure
- Support for flexible learning models with anywhere, anytime access



Researchers



Students



Non-traditional  
students



Administrators



Leaders



Academics



Secure and Connected Campus



Student Success



Teaching and Learning



Academic Research



Identity

Secure, centralised and  
automated identity and  
device management.



Collaboration

Collaborative learning hubs  
personalised with tools and  
resources for individual  
academics, researchers,  
administrators and  
students.



Advanced data  
and AI services



Personalised tools and  
digital engagement channels



Intelligent workflow and  
integration services

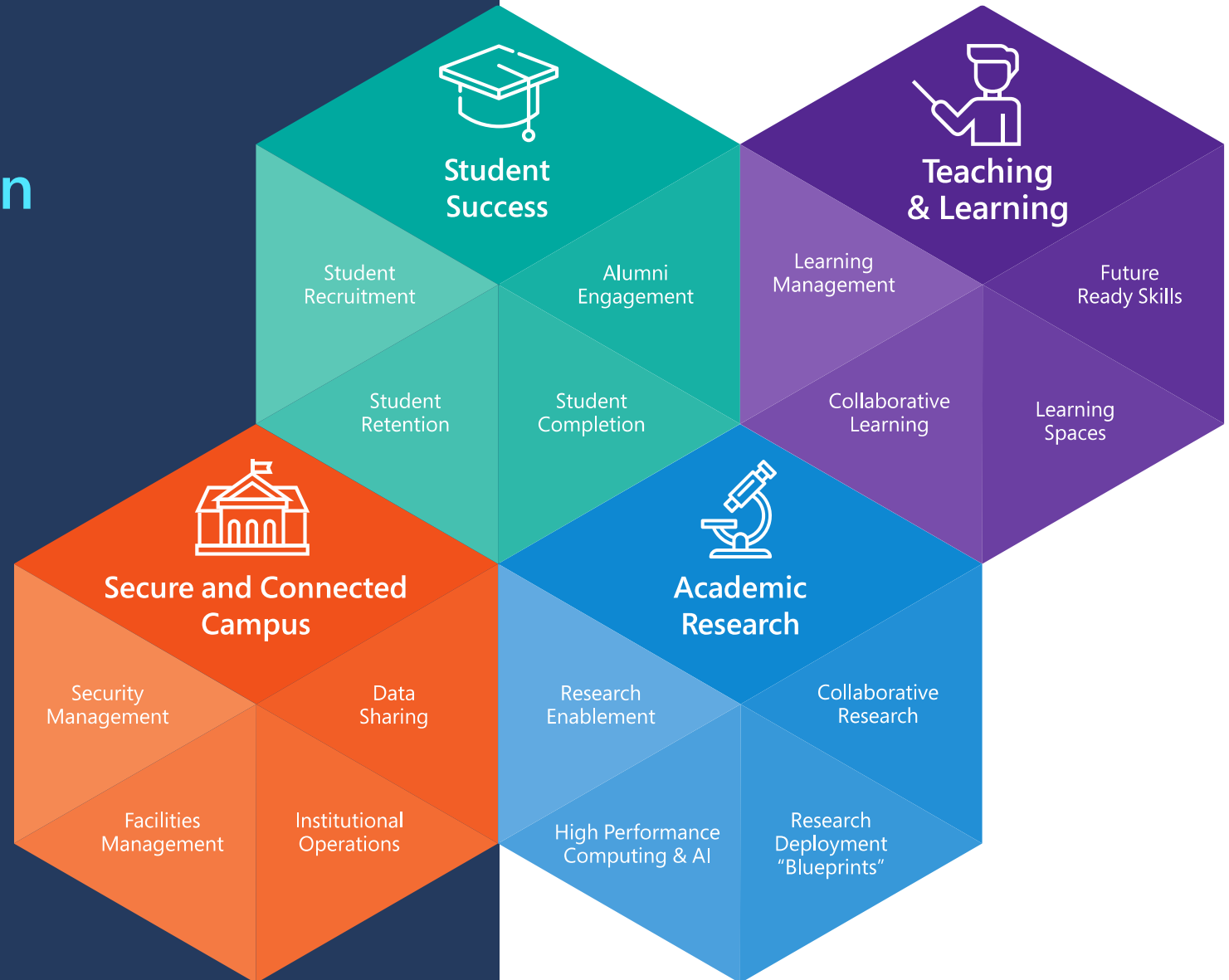


Integration with 3rd party cloud services,  
on-premises applications and data

Connected, scalable and  
secure cloud infrastructure.

# Guided by the Microsoft Education Transformation Framework

The framework provides a structured way to help you manage digital transition grounded in research from academics, experts, and policy makers.

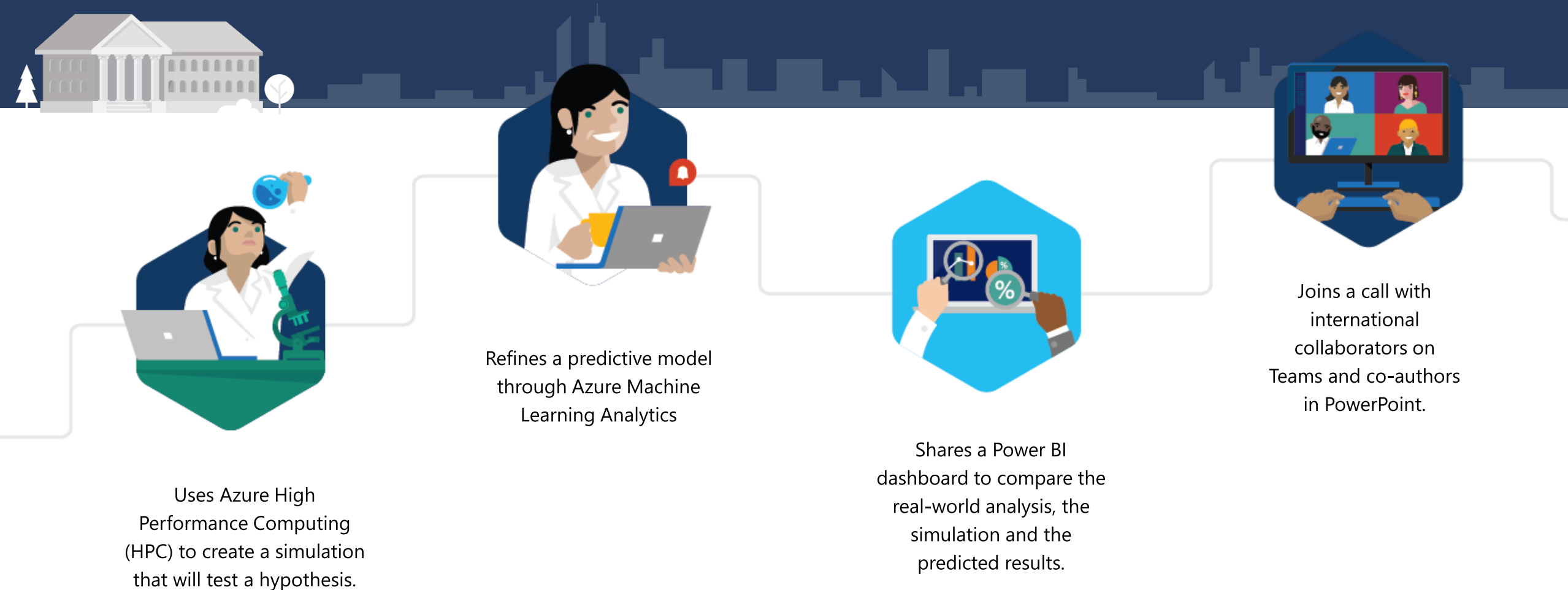


**The Microsoft Empowered Campus in action**



# Enabling connected, collaborative researchers

Researchers use real-time data from field sensors and process large volumes of data using high-performance computing for visualisation and predictive modelling.



# Delivering modern learning spaces for students

Technology is a big part of study and social life, so continual connection is essential. Courses require collaboration with fellow students using university facilities and personalised digital learning spaces.



Signs in to watch a lecture on a course Teams channel and make notes on OneNote.



Buys food at the campus supermarket using vouchers on the uni app.



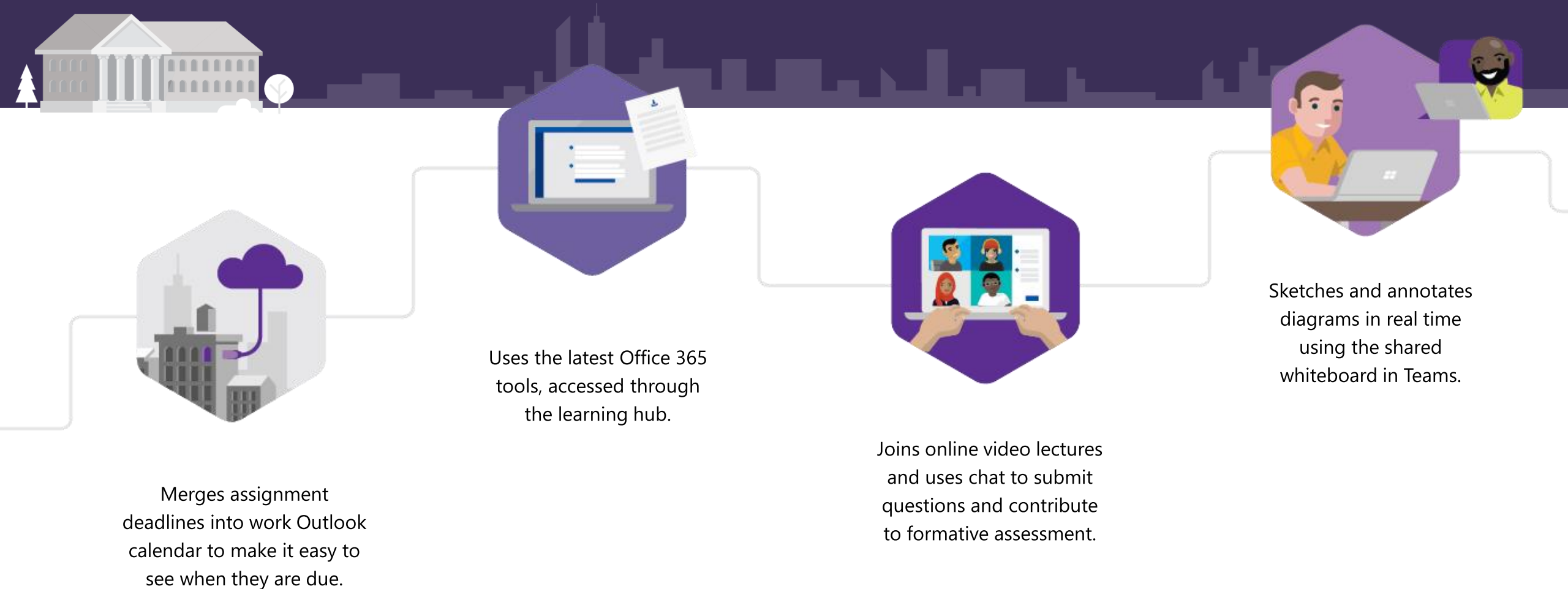
Checks the Student Portal to review course marks, voucher balance and fees.



Brainstorms with a study group on the group's OneNote file in Teams.

# Providing independent learning for non-traditional students

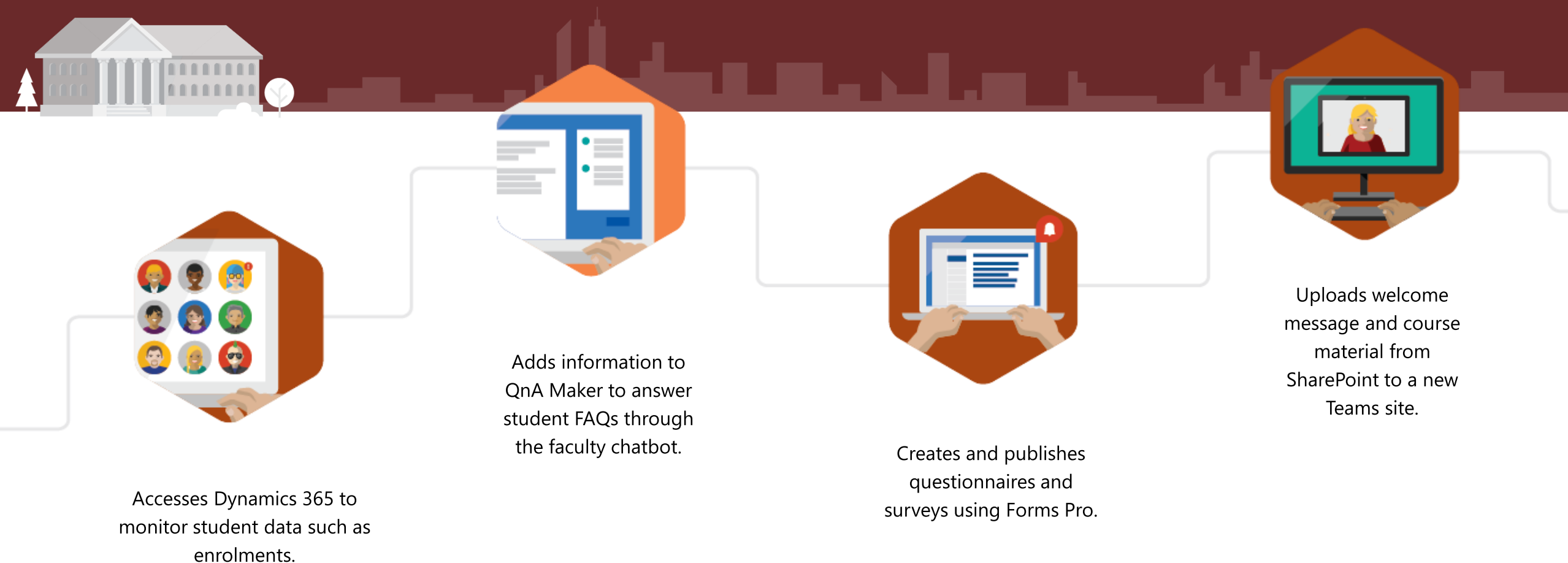
They need online access to learning materials at any time, while stilling feeling part of the university and being able collaborate with other students and teachers.





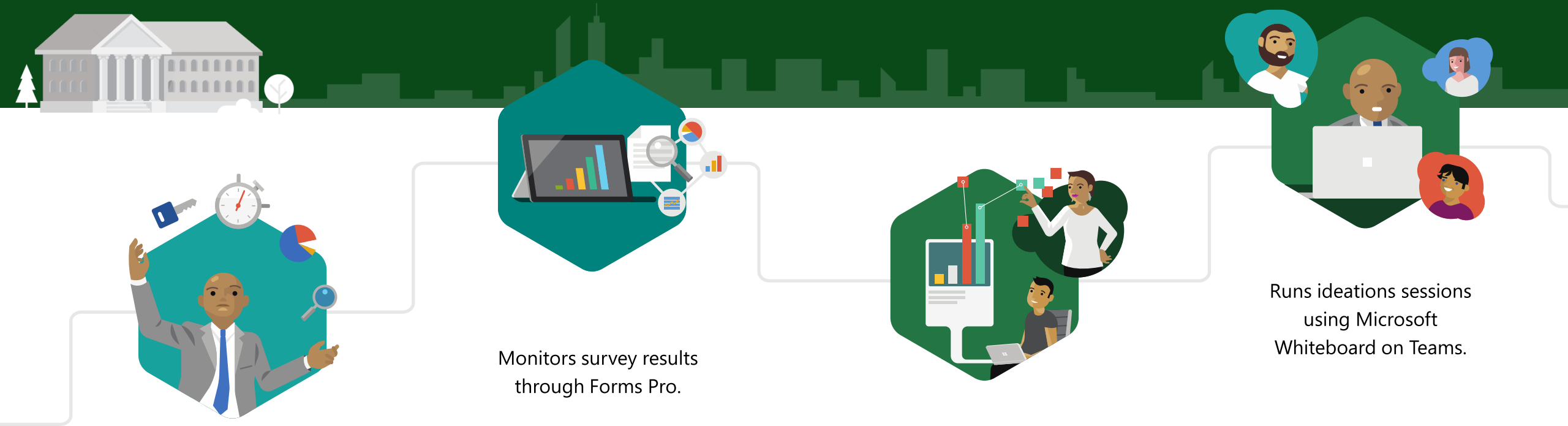
# Empowering informed, efficient and connected administrators

As trusted faculty members, administrators are closely involved in managing student information and liaising with teaching staff.



# Improving decision-making by delivering actionable insights for leaders

Staff like heads of marketing and IT need to use data, insights and an integrated digital engine to understand trends, build student intake and service the higher education ecosystem.



Uses Power BI dashboards to monitor student data, marketing and other sentiment.

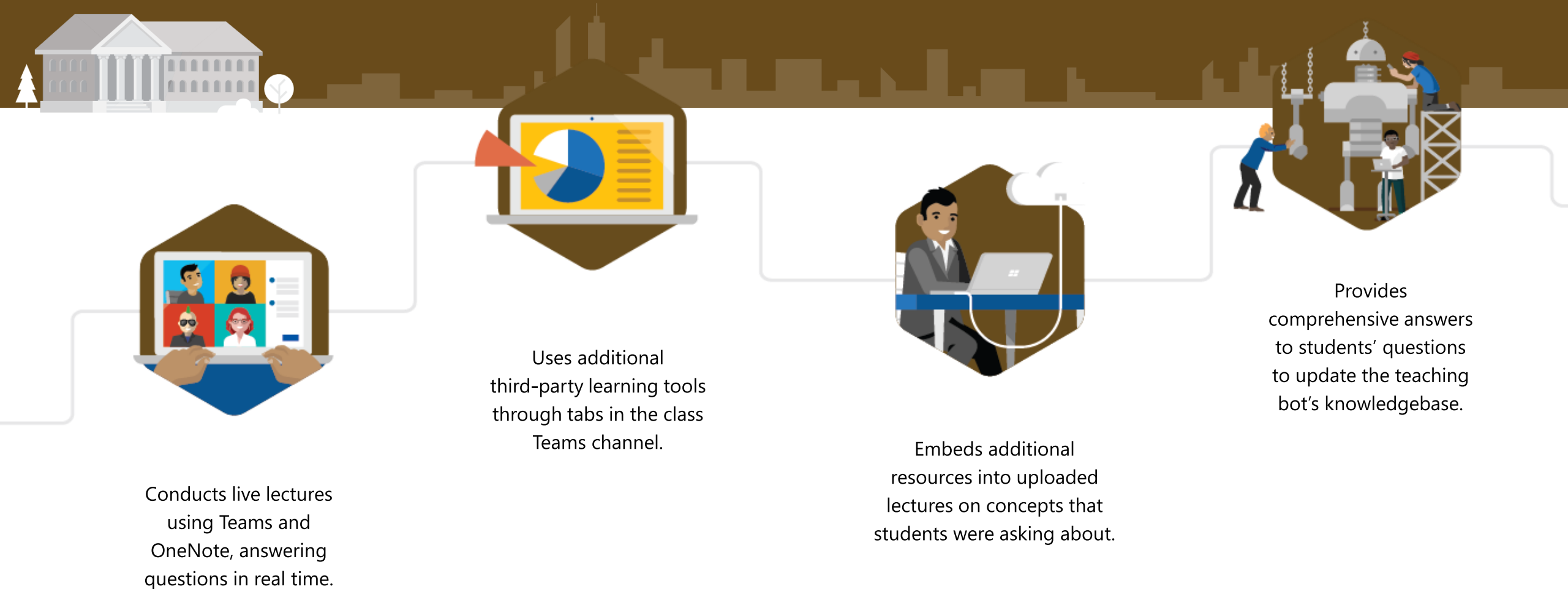
Monitors survey results through Forms Pro.

Uses customer insights from the university's data to analyse engagement.

Runs ideations sessions using Microsoft Whiteboard on Teams.

# Strengthening digital delivery and engagement for modern academics

Lecturers need tools to engage with both on-campus and remote learners and help them to connect and collaborate.





## **Additional reference materials**

[Microsoft 365 Education Journey](#)

[Microsoft Education Transformation Framework for Higher Education](#)

[Quick start guide to the Education Transformation Framework](#)

[Microsoft Higher Education](#)



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# *Thank you*