jugo

A new chapter
for EdTech
collaboration
technology

Help schools, colleges and universities get ahead of the game with virtual experience tech

To stay competitive, your customers are looking for ways to enhance the student experience. They know that hybrid models are here to stay, but may not be aware that online collaboration has moved beyond the online one-way meeting. You know they're looking for something more – but what does that look like?

The knock-on effects of the pandemic have added to the challenges faced by schools, colleges and universities around the world. The impact of digitalisation was already a major focus for many, but with teacher shortages and changing expectations from students around post-COVID modes of study, virtual experiences are coming to the fore as a key area for improvement.

Hybrid delivery models are one way in which many institutions are responding to these challenges. Now accepted as a 'new normal', it's become commonplace for remote or hybrid learning to form a central part of the agenda even for primarily campus-based courses.

With collaboration technology coming on in leaps and bounds, you're in the perfect position to sell a vastly improved student experience to schools, colleges and universities, rolling out a digital strategy that supports a quality education while navigating the continuing challenges of the post-pandemic world.

Gartner's 2023 CIO and Technology Executive Survey highlights that improving student experience is the number one priority when it comes to organisations' digital investment.
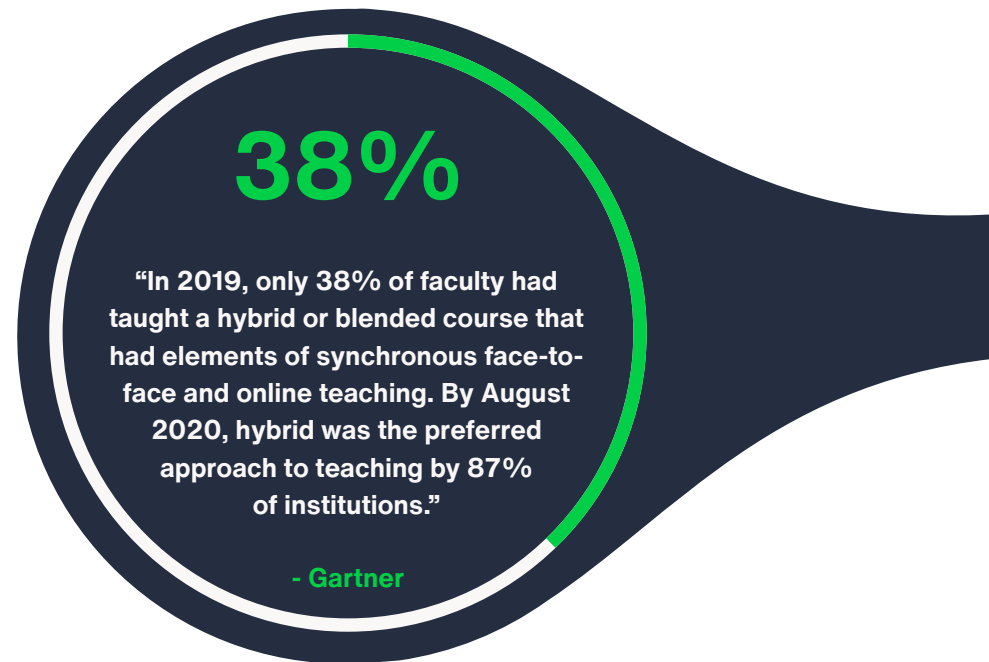
Collaboration is changing

The world has moved on since 2020. Online collaboration is here to stay, but doing everything on a one-way video call just doesn't cut it anymore.

Your customers already have collaboration tools, but they probably don't realise how much technology has moved forward. New platforms are already providing a 3D environment that enriches the learning experience and takes collaboration to a new level. With the advent of the hybrid classroom, that's not just a 'nice to have' – it's essential. In higher education, where universities are under pressure to deliver value for money as tuition fees rise, it's also about keeping pace with student expectations.

For many schools, colleges and higher education institutions, virtual experiences only began in 2020, and often in a rushed, last-minute fashion. Now recognised as a means of meeting a number of challenges, as well as changing expectations, they're becoming key to organisations' longer-term strategies. Rather than remaining reliant on platforms that were never designed for this purpose, developing virtual experiences in-line with the vast improvements in collaboration tech has the potential to be a key differentiator for organisations in student recruitment.

In the context of the hybrid classroom, 'collaboration' no longer means a teacher telling students 'turn to page 5 in your textbooks'. It's now done on the platform itself, with teaching able to be delivered simultaneously to students both in the classroom and tuning in remotely. Tech now has the capacity to offer remote learners an equal experience with those on campus, keeping them connected with their learning and with their classmates.

What's more, emerging technology is helping to compensate for the extra effort hybrid requires on the part of both students and staff. New immersive virtual environments reduce the stress associated with the intense concentration and high level of active engagement needed to follow a class on a traditional collaboration platform.

38%

"In 2019, only 38% of faculty had taught a hybrid or blended course that had elements of synchronous face-to-face and online teaching. By August 2020, hybrid was the preferred approach to teaching by 87% of institutions."

- Gartner

JUGO

Enhancing the student experience

Schools, colleges and universities are questioning how they can use technology to improve student experience and success. As an EdTech provider, you're in a position to help them deliver a better hybrid learning experience that benefits students and staff alike. But what might that look like?

Gartner's 2023 CIO and Technology Executive Survey highlights that improving student experience is the number one priority when it comes to organisations' digital investment. As virtual interaction becomes a normal part of everyday life amidst the rise in hybrid education, it's clear that organisations now need to transition from the disjointed experiences offered by basic online collaboration tools and invest in the innovative new platforms that will allow hybrid to become an integral part of their longer-term strategy.

Technology now has the ability to enhance student experience, both directly and as a result of teachers being better able to respond to students in an online setting. As an EdTech provider you can sell these platforms to schools as a core part of their educational offering that can set them apart from rival institutions.

The student perspective

The days of lessons muddled through in a video call are over, and so too are the days when students could simply switch the camera off and zone out. New technology now has the potential to immerse students in online learning like never before, allowing schools, colleges and universities to deliver classes, lectures and seminars in a 3D environment with a level of interactivity that makes them feel as though they're in the room. Which, indeed, some might be, while others watch from home.

So what might that 'better student experience' look like in an online context? Well, imagine you're a student and you're being taken through a biology experiment. You see and interact with your classmates as though they were sitting next to you, making it easy to collaborate. But you can also watch your teacher walking around a 3D version of the heart muscles you're studying. You can react using emojis, and there's even a landing page with the lesson plan for the day, handouts and homework.

Overall, students gain deeper comprehension through the greater engagement such platforms can offer.

The teacher perspective

Keeping students engaged and retaining their attention has always been challenging for teachers, particularly in an online setting, so if there's a tool that can help with that, they'll want to know about it. The TV-like experience offered by innovative emerging platforms leaves no room for students to hide, with the ability for teachers to bring individual students up on screen to contribute, as well as asking live questions and conducting polls to keep the class engaged.

Offering students an immersive experience is a game-changer, but so too are the real-time insights new platforms can give teachers into how their students are reacting. Being able to see students' expressions and gauge their engagement in real time means teachers can dynamically adjust their teaching style or content to keep them interested, and provide immediate feedback, just as they would in a real classroom.

New online collaboration platforms also give teachers a better handle on how students are responding to the lesson, and thus how they can better meet the needs of individual students – essential for adaptive learning, a key trend for 2023 according to Gartner.

The school perspective

At the management level, your customers are concerned with how they can be using technology to provide better digital learning environments for their students, at the same time as addressing the other challenges they face, such as staff shortages and wellbeing.

New technology can drastically enhance the quality of education your customers can provide their students, with immersive online environments that can be personalised to the setting (such as to different subjects) and customised landing pages on which teachers can put lesson plans, handouts and homework.

Achieving buy-in from teaching staff is essential to successfully adopting new technology, so schools will also need to think about effective change management to bring about a shift in culture.

Real-time engagement analytics

Analytics have stepped up a gear. No longer are the metrics merely to do with usage – it's already easy to find out how many minutes they've spent in an online session, and how many people attended.

Every teacher knows the difficulty of maintaining students' concentration during lessons, and in the traditional online learning setting, that challenge is intensified. How can a teacher tell whether a student is engaged with their learning when they switch the camera off and the whole experience becomes a broadcast?

In the context of an immersive collaboration platform, as we've seen, monitoring engagement becomes easier – but it's the supporting analytics where things get really clever.

Audience sentiment analytics allow teachers to alter their teaching style on the fly in response to lapses in concentration from their students, bringing about immediate productivity gains. It also aids adaptive learning, allowing teachers to meet the needs of individual students.

Not only that, but the multimedia playback possible with new platforms adds further value. Gartner advises institutions that "Recording of sessions and complementary tools such as asynchronous chat will help to align learning design with preferred styles of engagement." Students can be given the option to watch lessons back when revising or doing homework, while schools can also use recordings for quality monitoring and teacher assessments.

80%

"By 2025, 80% of all K-12/primary and secondary education organizations will be leveraging some type of analytics applications designed specifically for K-12 to speed insight."

- Gartner

jugo

Conclusion

Immersive virtual experiences are reshaping how schools and universities can use hybrid methods to deliver a first-class education to their students. To sell this new tech to your customers, remember:

1. Collaboration platforms have come on a long way.

They are transforming the virtual experience from broadcast to immersive. The time has come to sell more advanced collaboration tech to schools who are serious about their digital strategy.

2. The student experience is being transformed by this new tech.

This presents an ideal opportunity to show schools how new platforms can facilitate deeper comprehension and aid learning outcomes from the hybrid modes of delivery now commonplace in education.

3. New analytics technology helps teachers adapt their teaching methods on the fly.

They will respond to real-time insights into students' engagement. This is your chance to show your customers just how much tech can impact productivity in a learning environment, and how it can help meet the needs of individual students.

Jugo – tech you can roll out in the classroom tomorrow

You know that the product you're selling could be better. You also know that the demand is there for more sophisticated tech to support hybrid learning. Collaboration tools that elevate the virtual learning experience can be rolled out quickly and easily.

Jugo is just such a platform. Exceptionally straightforward to implement, and working smoothly alongside your customers' existing tech stack, it's the perfect partner to the other EdTech you're selling to your customers to help them offer the best possible educational experience to their students.

Jugo transforms online lessons from a one-way broadcast into an immersive, collaborative and meaningful virtual experience, offering three different interfaces for students, teachers and school management. Providing students with an enhanced learning experience in a rich, photorealistic 3D environment, it allows students to see each other's reactions and teachers to monitor engagement in real time, improving classroom productivity.

Built for a seamless hybrid environment that delivers the same experience to students whether they're at home or on campus, Jugo represents a new chapter in collaboration technology for the EdTech sector.

This is your chance to help your customers stay ahead of the game and remain competitive. Demo Jugo today and find out more about the 3D environment, build options and analytics your customers could have at their fingertips.

References

Top Trends in K-12 Education for 2023 – Gartner

Top Technology Trends Impacting Higher Education in 2021 – Gartner

Education Digital Transformation and Innovation Primer for 2023 – Gartner

Want to see what tomorrow looks like? Visit jugo.io

Book a demo

JUGO

Contact Us

Visit jugo.io
Email hello@jugo.io

Address

UK
Queen Square House
16-21 Queen Square
Bristol, BS1 4NH

USA
55 Water Street
32nd Floor, Suite 32001
New York
NY 10041

JUGO