



Call guide:

Selling Surface as part of a complete solution for K-12

Top points to land:

- The digital classroom is here to stay: Schools have a responsibility to their teachers and students to provide them with the technology that can help them meet their learning objectives when remote learning is the new normal. They also need to provide a secure online environment for teachers and students without hindering their ability to collaborate or create.
- This need for digital transformation on the classroom is an opportunity for schools to invest in technology that not only delivers measurable ROI, but provides learners with a very real advantage when they need to use similar tools in college and the workplace.
- Surface devices enable educators to take more innovative approaches to how they teach students of all needs and backgrounds. They can also ensure that the students develop the skills they need for long-term success.

The education opportunity

Microsoft has a vision to empower every student and every educator on the planet to achieve more. Educators are more engaged and excited to use technology in their classrooms than ever before, parents are seeing the benefit of remote learning, and IT admins are looking for more secure ways to provide their schools with the tools that will set them apart. There is a huge potential for Surface to provide the platform to educational organizations to successfully transform for the future.

The digital classroom is here to stay. According to a 2019 Gallup poll, about 65 percent of teachers surveyed say that they use digital learning tools to teach every day, and 53 percent report that they'd like to use digital learning tools to teach more often.¹

Surface devices are lightweight, high-performance and simple enough to operate that they make an ideal choice for both learners and educators. There is a perfect Surface device for every classroom. When using Surface and Microsoft 365 together, students and educators can consolidate the number of devices they use, while IT can save on the time it takes to provision, deploy, and manage devices.

How does Surface meet the needs of K-12 education?

1. Provide better learning outcomes

Emerging evidence indicates that when digital learning tools are offered to all learners, the classroom as a whole performs better. In a recent study, when collaborative technology tools were given only to students who needed them, there was a 20 percent improvement in reading and writing. However, when they were provided to the entire class, there was a 30 to 40 percent improvement.²

2. Transform the classroom

Surface enables new ways to engage students and to bring the curriculum to life. Whether that's in a classroom or in a virtual environment. Teachers can get more done during the day by using their Surface devices to quickly tick off both instructional and professional tasks.

- [Take remote learning to the next level.](#) Omnisonic speakers and HD cameras work together seamlessly with education apps, such as Flipgrid and Microsoft Teams, for distance learning.
- [Enhance teacher productivity.](#) Using Surface devices, teachers can save time both in the classroom and back at their desks. They can use Surface Pen to give more immediate feedback, to mark assignments and tests more efficiently, or to ideate new lesson plans and materials with the Whiteboard app. With OneDrive, OneNote, and Microsoft 365, repetitive administrative tasks can be made more efficient and easier to do right the first time.
- [Reinvent the lesson plan.](#) Transform tech-enabled learning with tools that are intuitive and enjoyable to use. Prepare students for the working world by using the same technology they will use when they start their careers. Set your school apart by helping to drive digital transformation and encouraging digital school research.

3. Meet every student where they are

Accessibility is usability, and Surface is designed and built to be used by everyone.

- [Write and draw naturally with Surface Pen or Microsoft Classroom Pen.](#) Younger students can practice handwriting or drawing with responsive digital inking, while teachers use Surface Pen to quickly mark homework assignments. The pen options for Surface are large and heavy enough to help students strengthen their fine motor skills, which can be more challenging with a smaller stylus.
- [Stay connected even when you're apart.](#) Surface offers devices with LTE and eSIM so that you can provide all students with equal access to remote learning, even when they don't have a solid Wi-Fi connection.
- [Help learners use their device in the way that works best for them.](#) Multiple form factors give students greater flexibility over how they use the device to complete assignments. In tablet mode, Surface devices can be held, perched on a desk or counter, attached to a wheelchair or mobile workstation, or laid flat on a lap or table. Multiple inputs from pen, ink, touch, and camera enable greater accessibility and provide options for different kinds of learning styles. Using Windows Hello, students with limited motor skills can sign in more securely just by looking at the camera.

4. Keep students highly secure

School districts across the United States and the rest of the world are among the top targets for cyberattacks. The security features included with Surface devices, such as Windows Hello, mitigate these threats by allowing students to authenticate with more secure methods than text-based passwords. Cloud enrollment gives IT staff the power to manage devices and roll out updates remotely so that schools can operate with confidence and peace of mind.

Surface security measures are built from chip to cloud, allowing educators to create digitally engaging lessons while helping ensure that learners stay in a safer digital environment. When Microsoft 365, Windows 10, and Surface devices were used in conjunction, IT administrators reported:

- A reduction in device deployment time by an average of 25 minutes per device.³
- 80% reduction in security breach costs.³
- 15% reduction in device and application performance tickets with Surface.³
- Intune for Education and Windows Autopilot for Surface enables students to simply sign in to their new Surface device with little or no IT involvement. However, IT departments know that they're in control of every device—right down to the firmware and device peripherals.
- Windows Autopilot for Surface allows IT staff to centrally manage devices via the cloud firmware settings, which can't be bypassed by a password. This helps ensure that students can only access the device for its intended use.

Case Study: Hillcrest students learn to read 12 months faster with digital education tools



Hillcrest Christian College needed new devices to deliver consistent experiences for each of their students at the day school for students ages 3–18. After being equipped with Surface devices and the I Love Reading app, their students learned to read 12 months faster than what was previously expected. The students have also used Surface Pen to develop writing skills as they learn to read. Hillcrest was named one of the 100 most innovative schools worldwide by Cambridge University in 2018.

Read the whole story: <https://customers.microsoft.com/en-US/story/hillcrest-christian-college-primary-secondary-education-surface>

Common objections and barriers to adoption

Objections	Surface Benefits
We use a different OEM and it's been fine.	<p>Surface creates an opportunity to provide easy, exciting digital experiences for students, teachers, and IT staff. By consolidating devices under one family, schools can deliver more consistent experiences and prepare students for the technology they will be using when they enter the working world.</p> <p>Surface devices are lightweight enough to be carried around, are high-performance enough to run full-spec applications, and have an all-day battery life⁴. From next-level video learning to safe surfing on the internet, Surface can help learners get a step up in their digital competence and comfort.</p> <p>Your learners and educators deserve a more secure, more premium technology experience to prepare them for the future.</p>
Educators are sometimes slow to adopt new technology or devices.	<p>Surface devices are built to encourage maximum ease of use, while still providing uncompromising performance. The ability to switch from a laptop to a tablet to a display screen and a digital clipboard, along with the multiple input options (including keyboard, touch, and voice), make this an adaptable solution in any education scenario.</p> <p>Surface and Microsoft 365 also bring familiar Microsoft Office applications to life, and provide familiar footing for educators to experiment with and excel with every day.</p>
Students and educators need both a tablet and laptop.	<p>With Surface, students and educators can have the best of both worlds without having to toggle between a laptop and tablet. Enhancements such as Surface Pen allow students to take written notes without having to use pen and paper.</p>
We already have laptops.	<p>Surface with Microsoft 365 unlocks an experience that goes beyond a typical laptop. In a survey conducted by Microsoft, nearly 70 percent of teachers said that their biggest hurdle to providing more personalized content to their students was not having enough time.⁵ The research also revealed that technology can help to free up as much as 30 percent of teachers' time.⁵</p> <p>Surface provides educators with an advanced, highly versatile tool to optimize time. In one study, 67% educators said their stylus-based device (in this case, a Surface Pen) helped save them time when preparing materials and curricula for instruction.⁶ With that reclaimed time, educators can more fully respond to the needs of individual learners and groups.</p>

Common objections and barriers to adoption

Objections	Surface Benefits
<p>We use Apple devices.</p>	<p>In 2016, Microsoft measured 1.2 billion users.⁷ In March 2020, 44 million daily users were measured on Microsoft Teams alone.⁸ In order to properly prepare learners for the future, schools should be looking to equip classrooms with the technology that will help them adapt to the same tools they will use in college, and in the workplace.</p> <p>Surface is designed to help learners acclimate to higher education and the workplace with future-ready devices designed to continually bring out the best of Microsoft's evolving software.</p> <p>For less than the price of an iPad, customers get a fully featured 2-in-1 device with a replaceable keyboard and trackpad—no need for additional Bluetooth keyboard or mice. Plus, Surface devices are backward and forward compatible with your existing management infrastructure and hardware.</p>
<p>We use Chrome Books.</p>	<p>Accessibility and personalized learning experiences are key for schools looking to help learners and educators achieve better learning outcomes.</p> <p>Surface devices offer not just versatility of input, but a seamless inking experience that has been proved to engage learners, and save teachers time.</p> <ul style="list-style-type: none"> • 50% of teachers say digital inking saves them time when grading assignments, papers, or exercises.⁶ • 67% say it saves them time when preparing materials and curriculum.⁶ • 88% say it allows them to increase the quality of instruction to the entire class.⁶
<p>We don't currently have the resources to deploy new devices.</p>	<p>Deploying Surface devices is quite simple. Features such as Intune, Windows Autopilot, and zero-touch deployment allow devices to be provisioned and managed remotely without face-to-face interaction.</p>

¹ *Education Technology Use in Schools: Student and Educator Perspectives*, Gallup 2019

² *Microsoft Accessibility and Assistive Technologies For Education A Total Economic Impact™ Analysis*, a commissioned study conducted by Forrester Consulting, 2019

³ *Maximizing Your ROI from Microsoft 365 Enterprise with Microsoft Surface*, a commissioned Total Economic Impact™ study conducted by Forrester Consulting, 2018

⁴ Battery life varies significantly with settings, usage and other factors.

⁵ *The Class of 2030 and Life-Ready Learning*, McKinsey, 2018

⁶ *Digital Ink in the Classroom*, IDC, 2017

⁷ *There are now 1.2 billion Office users and 60 million Office 365 commercial customers*, windowscentral.com, 2016

⁸ *Microsoft says Teams communication app has reached 44 million daily users*, CNBC, March 2020