



HIGHER EDUCATION

Smart campus technologies to attract and retain students

usa.siemens.com/SmartCampus

Colleges and universities continue to contend with declining enrollment, a trend that has accelerated in large part due to the pandemic. In fact, more than 1 million high school graduates skipped college in 2020, and just 2% of them decided to enroll in a post-secondary program in 2021². On community colleges campuses, the 2021 freshman class is 20.8% smaller than the 2019 freshman class³.

And when combined with other post-pandemic realities, it has never been more important to find new and compelling ways to engage, attract, and retain more students to your campus. Similarly, there needs to be a strong draw for talented and experienced faculty, researchers, and staff.

Transforming educational spaces

A long-time technology partner to colleges and universities across the country, we at Siemens are committed to helping transform educational spaces well beyond the pandemic, combining Smart Campus technologies and strategies in ways that can ultimately:

- Attract and retain students, faculty, and researchers
- Create a safe and healthy environment for learning and living
- Have a positive impact on student performance
- Enhance safety and security
- Deliver a smart, connected campus experience
- Achieve operational and energy efficiency
- Create greater reliability and sustainability for long-term resilience



Enrollment remains a “pressing issue” for college and university presidents, according to a 2021 survey from the American Council on Education.

3.2% ▼
Undergraduate enrollment down from fall 2020¹

¹ National Student Clearinghouse Research Center

² the74million.org

³ NPR.org

SIEMENS

What will the future look like for a smart, connected, sustainable campus?

You want to provide a safe, secure, and comfortable environment for in-person learning – an environment that’s ideally suited for teaching, learning, and researching. It’s time to create a seamless, smart campus experience where students can thrive and prepare for the future of work. Siemens can help:



Campus experience

Enhanced by digitalization, Siemens provides unparalleled technological

expertise in Electrification and Automation, reliable and integrated systems across campus, and the physical and IT infrastructure to enhance the campus experience for students and faculty alike. By creating a comfortable, inclusive environment, students can do their best learning and research in ways that prepare them for the jobs of the future.



Operational efficiency

Siemens delivers a powerful combination of the latest technologies, system

integration, project implementation, local and digital services to drive operational efficiency and productivity for your smart campus. Holistic, digital service programs, combined with smart campus planning enhance lifecycle management and efficiency, as well as help ensure the reliability of systems across campus.

Siemens has a comprehensive Smart Campus portfolio to help achieve your institutions goals while helping to attract and retain more students on campus. Let’s get started on your Smart Campus journey.



Resilience

Siemens can help create resilience for your campus through joint commitment to

your institution’s vision and core mission and programs that help to minimize your campus’ environmental impact. Distributed clean energy supply, storage, eMobility and microgrid systems can ensure reliability; while operations, energy, risk management and alternative financing programs can bolster financial resilience.



Partnerships

Together, we can co-develop impactful educational opportunities and infrastructure

management strategies that keep pace with student needs and emerging technologies – while pushing the boundaries of what’s possible. As campuses look to attract students with curricula designed for the next generation of work, partnerships with an industry leader create unique avenues for building relevant academic programs, internships, living laboratories, and more.



Like our students, every building and campus has its own needs. Our deep knowledge and experience of working with higher education institutions guides us along this journey.

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