When AV Tech Fails, Students & Faculty Leave

Why Smarter Investments Matter

New data from AVIXA and Logitech reveals how technology investments shape institutional ROI — and why the stakes are high to get technology right, today.

Photo: Logitech

Technology Shapes Institutional Survival

AV tech in higher education is facing major challenges. After a post-pandemic investment surge, **budgets are now under pressure**, stopping the momentum to modernize. Without AV tech investments, **universities risk losing students and faculty, amidst shrinking enrollments.**

1 in **4**
STUDENTS

&

1 in **3**
FACULTY

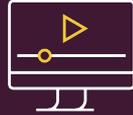have considered **changing institutions** due to **poor technology**

Photo: Logitech

What the Data Reveals

Three major trends define higher education's AV technology landscape and its future.

AV tech impacts retention: Faculty and students **leave** when AV technology fails.

Innovation isn't optional: Institutions must invest in **interoperable** technology that meets learning needs.

Faculty experience leads the way: **Faculty satisfaction** remains the most important measure of IT success.

Voices from Across Higher Ed

We surveyed more than **1,800 AV/IT professionals, faculty, and students** across **North America and Europe**. The findings reflect diverse roles, institution types, and geographies.

523
AV/IT PROS

636
FACULTY

671
STUDENTS

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Smart Investments Start in the Classroom

Nearly every institution has technology projects planned and are aligned with institutional goals.

Of the institutions that have capital projects planned in the year ahead, **their focus is on investing** in:

82% CLASSROOMS

80% MEETING ROOMS

Photos: Logitech

Higher Ed is Innovating but Strained Capacity Limits Progress

The top three challenges institutions are facing include:

1 **Limited staff resources**

2 **Insufficient funding for maintenance and replacement**

3 **Interoperability problems across systems**

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Hybrid Support and Connectivity Are Falling Short

Hybrid learning remains the weakest technology link despite its importance to students.

51%
OF STUDENTS
consider hybrid courses important while choosing an institution to attend

50%
FACULTY
have daily to weekly challenges with:

- **Hardware that's overly complicated**
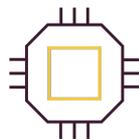- **Poor picture/video quality**

38%
FACULTY
cite connectivity as their top challenge

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Addressing Barriers Could Unlock Long-Term Potential

Faculty say **unreliable systems** make it harder to deliver engaging lessons. Students lose learning time when tools fail.

FACULTY BARRIERS

77%
HARDWARE MALFUNCTIONS

66%
VIDEO CONFERENCING FAILURES

66%
SOFTWARE ACCESS ISSUES

STUDENT BARRIERS

66%
LOG-IN CHALLENGES

61%
CONNECTIVITY DISRUPTIONS

52%
SOFTWARE ACCESS ISSUES

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AV Technology Failures Cost People and Revenue

Each lost faculty member or student adds real financial strain to institutions already under pressure.

**1** in **3**
FACULTY
have considered **leaving**

1 in **4**
STUDENTS
have considered **transferring**

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When AV Technology Fails, Trust And Reputation Suffer

Technology is a defining factor of an institution's brand. Breakdowns signal unreliability, frustrate users, and raise concerns among parents and trustees. Over time, this erodes confidence, enrollment, and financial stability.

CLASSROOM DISRUPTIONS

FACULTY + STUDENT DISSATISFACTION

REPUTATION + ENROLLMENT FINANCIAL VIABILITY
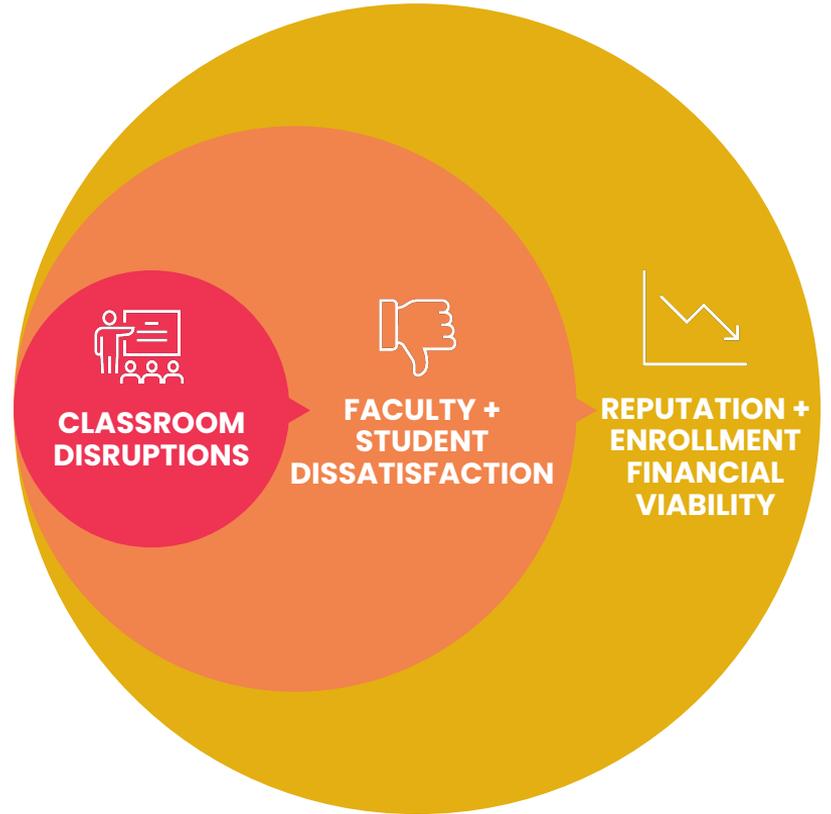
The Fastest Way Forward is Streamlining What Exists

When deciding where to spend technology budget to address challenges, institutions are refining what they have to better serve their goals before funding what's new.

<20%
INSTITUTIONS
funding new initiatives

HOW INSTITUTIONS DECIDE ON TECHNOLOGY SPENDING

65%
SAY DATED EQUIPMENT

64%
SAY INSTITUTIONAL GOALS

AVIXA | logitech
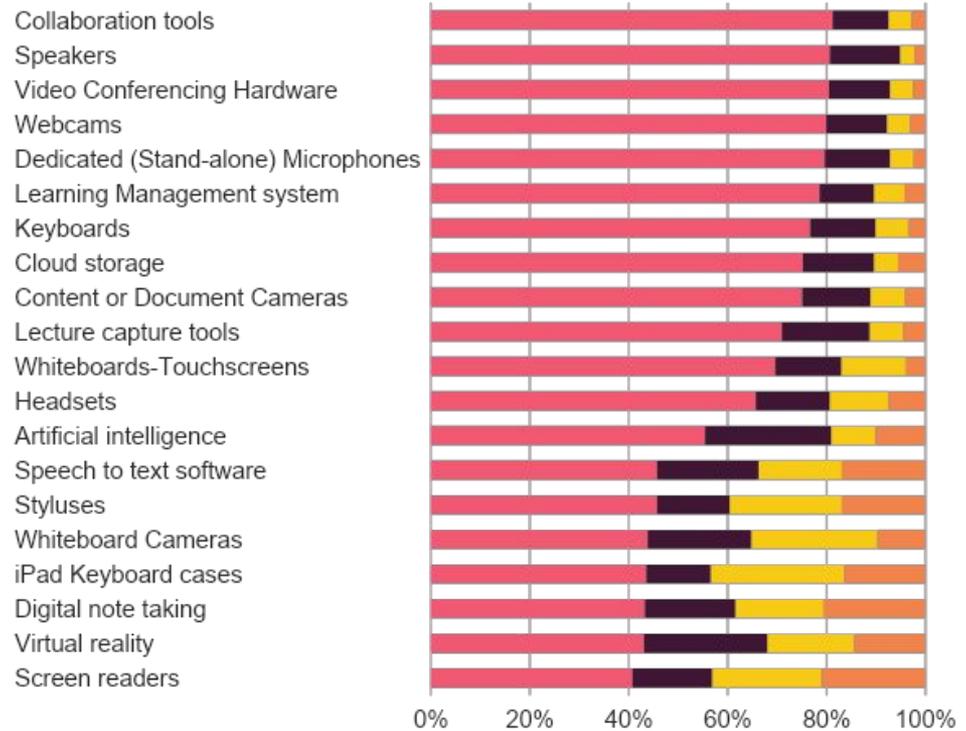
Enabling Collaboration is Key

Higher education institutions are currently investing the most in collaboration tools and the hardware that supports it.

AREAS OF INVESTMENT

■ Currently ■ In 5 Years □ Do Not Invest ■ Don't Know

- Collaboration tools
- Speakers
- Video Conferencing Hardware
- Webcams
- Dedicated (Stand-alone) Microphones
- Learning Management system
- Keyboards
- Cloud storage
- Content or Document Cameras
- Lecture capture tools
- Whiteboards-Touchscreens
- Headsets
- Artificial intelligence
- Speech to text software
- Styluses
- Whiteboard Cameras
- iPad Keyboard cases
- Digital note taking
- Virtual reality
- Screen readers

0%   20%   40%   60%   80%   100%

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The Solution: Invest Smarter, Build to Last

The answer isn't more replacements — it's smarter investments.

Institutions must prioritize technology that delivers ease of use, meets current demands and endures over time.

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The Classroom Experience Defines ROI

Faculty satisfaction is the clearest indicator of IT success.

73%
IT LEADERS
say faculty satisfaction is their primary success measure

Photo:

AVIXA | logitech

Reliability for Today and Hybrid-Ready Classrooms for The Long-term

Institutions need to invest in reliable, interoperable systems that are easy to implement and use for hybrid classrooms and meeting rooms.

High-Quality Video

Crystal-Clear Audio

Intuitive Setup

Photos: Logitech

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REMOTE MANAGEMENT WINS

Proactive IT Saves Time And Resources

Smarter management tools are saving time and resources across campuses. For instance, integrated management platforms that monitor system performance, track room utilization, and provide real-time environmental insights help IT and facilities teams reduce downtime, optimize learning spaces, and operate more efficiently.

IT LEADERS REPORT:

59%
say **enhanced UIs** reduce troubleshooting

50%
say remote management reduces support needs

Photo: Logitech

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Photo: Logitech

Build for Today While Protecting Tomorrow.

AV technology is the cornerstone of institutional success.
The colleges and universities that invest strategically, building reliability, flexibility, and insight into every classroom, will define the next era of higher education.

"The best A/V technology is an invisible partner in education, amplifying connection without becoming the focus."

Dr. Lance Ford
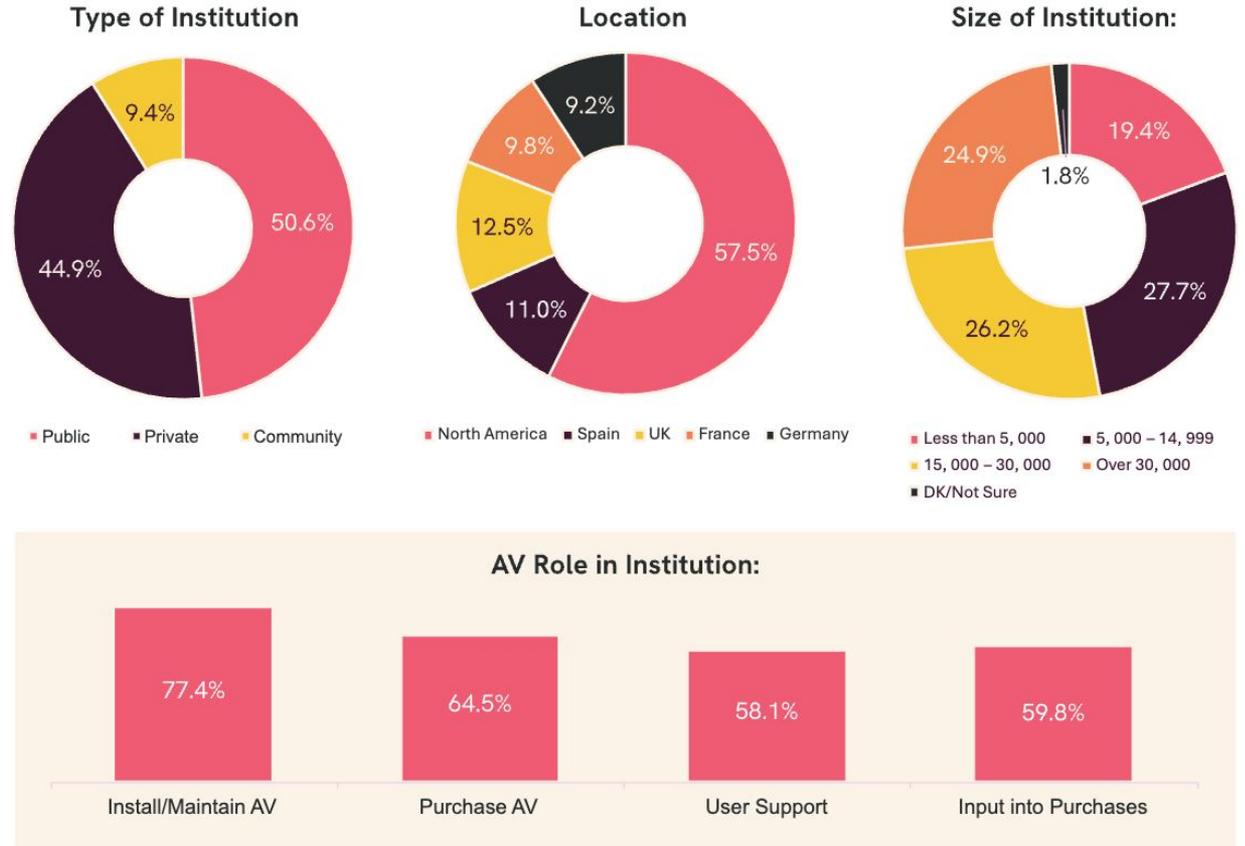Sales Strategy Lead, Education

ZOOM

Appendix

Terminology Definitions

- **Availability of technology** – a rating aspect referring to having the technology where you need it, when you need it.

- **Hyflex Learning** – Spaces and solutions that allow for flexibility in teaching mode across both in-person and remote, as well as from collaborative to presentation style.

- **Hybrid Learning** – Similar to the above though mostly referring to support for both students in person and those who are remote.

- **Net Promoter Score** – A common rating of loyalty built off a question asking for likelihood to recommend on a 0-10 scale. It is derived from subtracting the percentage detractor (those scoring 0-6) from promoters (9 or 10).

- **AV over IP** – the use of internet protocol networks and standards to distribute a control AV content and systems.

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Profile of the AV/IT Respondent

The AV/IT Survey received a total of **682 responses**, profiled as shown on the following charts. Overall, the results represent a good cross-section of AV pros in higher education.
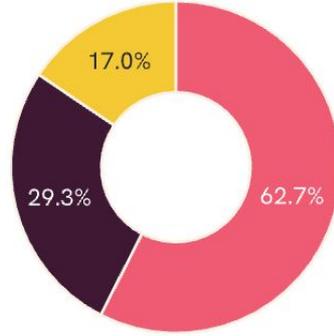
Type of Institution

- Public 50.6%
- Private 44.9%
- Community 9.4%

Location

- North America 57.5%
- Spain 11.0%
- UK 12.5%
- France 9.8%
- Germany 9.2%

Size of Institution:

- Less than 5,000 19.4%
- 5,000 – 14,999 27.7%
- 15,000 – 30,000 26.2%
- Over 30,000 24.9%
- DK/Not Sure 1.8%

AV Role in Institution:

Install/Maintain AV	Purchase AV	User Support	Input into Purchases
77.4%	64.5%	58.1%	59.8%

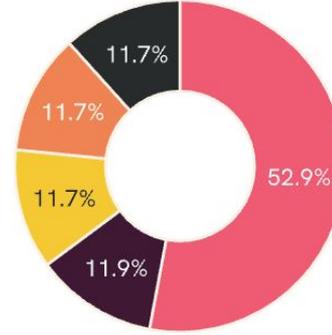# METHODOLOGY

Profile of the Faculty/ Instructors

The Faculty survey received a total of **512 responses**, profiled as shown. On average they are currently teaching 5.6 classes, primarily in-person. Most have been teaching for more than 5 years, and plan to stay 5 more.
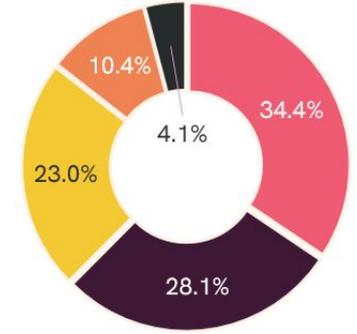
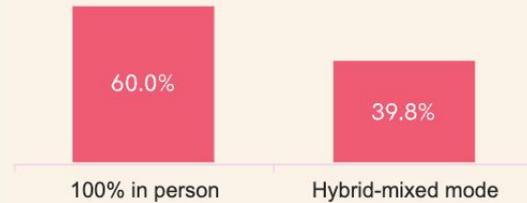### Type of Institution

- 62.7% Public
- 29.3% Private
- 17.0% Community

Location

- 52.9% North America
- 11.9% Spain
- 11.7% UK
- 11.7% France
- 11.7% Germany

Size of Institution:

- 34.4% Less than 5,000
- 28.1% 5,000 – 14,999
- 23.0% 15,000 – 30,000
- 10.4% Over 30,000
- 4.1% DK/Not Sure

Teaching Mode

- 60.0% 100% in person
- 39.8% Hybrid-mixed mode

Top Areas of Study:

1. Education (**31.3%**)
2. Arts and Humanities (**17.0%**)
3. Business and Management (**14.8%**)
4. Social Sciences (**14.3%**)
5. Engineering and Tech (**13.5%**)
6. Math/Comp Science (**13.5%**)

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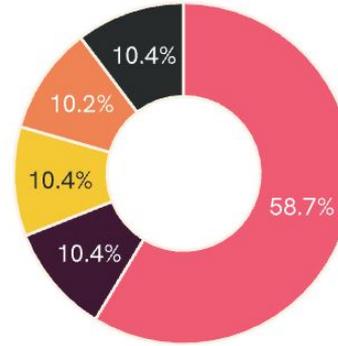
Profile of the Student

The Student Survey received a total of **685 responses**. 100% virtual students were excluded from this research. Health science, business, and engineering/tech are the top areas of study.
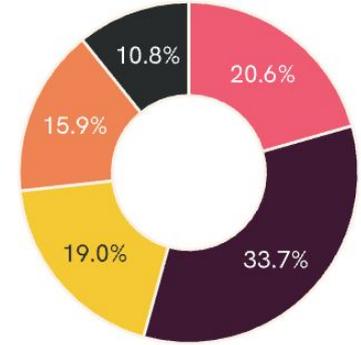
Type of Institution

- 65.3% Public
- 18.4% Private
- 16.4% Community
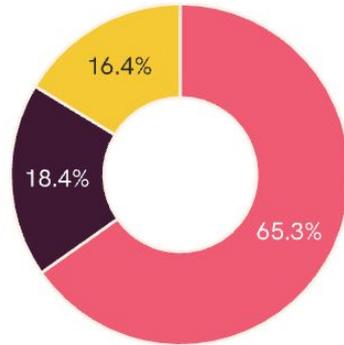
■ Public ■ Private ■ Community

Location

- 58.7% North America
- 10.4% Spain
- 10.4% UK
- 10.2% France
- 10.4% Germany

■ North America ■ Spain ■ UK ■ France ■ Germany

Size of Institution:

- 20.6% Less than 5,000
- 33.7% 5,000 – 14,999
- 19.0% 15,000 – 30,000
- 15.9% Over 30,000
- 10.8% DK/Not Sure

■ Less than 5, 000 ■ 5, 000 – 14, 999
■ 15, 000 – 30, 000 ■ Over 30, 000
■ DK/Not Sure

Attendance

- 56.5% 100% in person
- 43.2% Hybrid-mixed mode
- 85.1% Full time
- 13.7% Part time
- 1.2% Other

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