



Shaping Careers with Surface for General Studies

Help your General Studies students and faculty embrace higher learning wherever they may go. Students and professors alike need to be productive whether in class, at home, or on the go. Professors are very busy and need to be able to keep their lectures, assignments, and research organized. They also need to be able to create an engaging curriculum for their students.



Challenges the General Studies Students and Faculty Face:

- Need the ability to run different programs
- Devices need to run in the way the user thinks. That means being able to multitask with different programs throughout the day, and being able to pick up and go quickly.



Their Ideal Device:

- Has tablet portability and laptop power
- Is lightweight and portable making it easy to carry, yet powerful enough to handle demanding tasks
- Seamlessly transitions from classroom to home
- Has a long battery life
- Works with mobile devices
- Has optional accessories
- Has the ability to collaborate
- Keeps them connected with classmates and faculty



Important Questions to Ask the General Studies Students and Faculty:

- Do they have a computer lab?
- Would your students prefer to carry one device instead of two or more?
- How effectively are your students getting their work done on tablets and/or iPads?
- How often do you typically replace or upgrade your laptops?
- What are the challenges you faced with remote learning?
- Does your device need to be pen-enabled?
- How long does the battery last on your current device?
- Are you concerned about security threats?



Main Objections and How to Handle Them:

“We’re using another brand.”

Other brands are good for some things, but Surface offers students much more.

- **Direct access:** Your team can access their data and programs remotely without having to launch a separate VPN.
- **Compatibility:** All your favorite apps and programs will continue to work with Surface. No need for additional software purchases or development.
- **Run full applications:** Your students no longer need to be hampered by incomplete versions of software. Surface allows them to run full-featured versions of the programs they rely on.

“We need a device that has good battery life.”

Surface devices have outstanding battery life. Across the Surface family, battery life ranges from 10-19 hours depending on the device. Now it’s a matter of finding the best device to meet their needs.

“Our students don’t want to carry a ton of devices around.”

Surface products are designed with portability in mind. With Surface, your students and faculty will no longer need to juggle tablets, laptops, and other devices. They can use Surface in tablet mode or laptop mode.

“We need an easy way to meet virtually while learning remotely.”

All Microsoft Surface devices support using Microsoft Teams, a leading collaboration tool used by schools and employers. With Microsoft Teams, students and faculty can chat from anywhere, meet from anywhere, and collaborate from anywhere.



Recommended Products:



Surface Go 3

The Surface Go 3 is the most compact of the Surface products. The Surface Go 3 is perfect for completing daily tasks for students who require all-day battery life and portability. Students can stay connected anywhere they go with the optional LTE connectivity. And the Go 3 can easily transition from laptop mode to tablet mode and only weighs 1.2lbs.



Surface Pro 9

With a virtually edge-to-edge 13” PixelSense™ touchscreen and a dynamic refresh rate up to 120Hz, the Pro 9 is a popular choice amongst students.



Surface Laptop Go 2

The Surface Laptop Go 2 is perfect for completing daily tasks for students that require all-day battery life and portability. It has an 11th Gen Intel® Core™ i5 processor, which is powerful enough to handle all the projects that most students would need to do. In addition to being able to run programs in the Microsoft Suite, students can play games and stream movies on this device.