



# Qualifying Questions? Unity for Teaching & Learning Post-secondary

Question	What to Listen For
<p><b>ACCESS TO DECISION-MAKER:</b></p> <ul style="list-style-type: none"> <li>● Please share more specifically your role and details about your institution’s interactive design and development programs.</li> <li>● Who leads decision-making and approval of technology implementation in education programs at your institution?</li> </ul>	<ul style="list-style-type: none"> <li>● Are you speaking to a decision-maker, influencer or potential champ?</li> <li>● Determine role of customer contact in the engagement process and how to access Power in the organization.</li> </ul>
<p><b>CRITICAL ISSUES:</b></p> <ul style="list-style-type: none"> <li>● What is your familiarity with emerging tech like XR and the role of real-time 3D development in the market?</li> <li>● Is the integration of new tech part of a larger strategy at your institution or department?</li> <li>● How is your institution helping faculty and students keep pace with industry trends such as XR development?</li> <li>● Are you or your department currently teaching or want to teach gaming or other programs related to real-time 3D, AR, VR, and mixed reality?</li> <li>● Do you have enough qualified instructors to implement and grow your programs with RT3D technology?</li> <li>● Is certifying students on emerging tech skills important to your program/dept/institution?</li> </ul>	<ul style="list-style-type: none"> <li>● Is integrating emerging tech skills into the education programs strategically imperative to the institution?</li> <li>● Determine if the institution is investing in ways to innovate to attract students, differentiate, and create pathways to high-growth jobs.</li> <li>● Uncover if they lack qualified instructors and the confidence to integrate RT3D into their programs.</li> <li>● Determine if Unity Education Accelerator could be a fit.</li> </ul>



# Qualifying Questions Cont'd?

Question	What to Listen For
<p><b>TECHNOLOGY STACK:</b></p> <ul style="list-style-type: none"> <li>• How well do you know Unity?</li> <li>• Are there departments or pockets within departments using Unity products?</li> <li>• What is the skill level of your current Unity users (if any)?</li> <li>• How has new tech been adopted and integrated into courses/ curriculum in the past and is IT involved?</li> <li>• Have you recently upgraded hardware (or plan to), like workstations in labs, or graphic cards, or VR headsets like Meta Quest or in the future Apple Vision Pro?</li> <li>• Does your institution currently have Adobe and Autodesk as part of your tech stack?</li> <li>• Have you already identified any Unity product and learning solutions to help accomplish your goal?</li> </ul>	<ul style="list-style-type: none"> <li>• Understand if they have experience with Unity and any other new tech?</li> <li>• Are they investing in hardware to support new tech?</li> <li>• Have they experienced challenges implementing new tech in the past?</li> <li>• Determine if Unity is part of the tech stack, if there is a preference for Unity and if it is is/is not supported by IT.</li> </ul>
<p><b>FUNDING:</b></p> <ul style="list-style-type: none"> <li>• Do they have budget for implementing technology skills like real-time 3D?</li> <li>• Is budget for software purchases streamlined under IT or is software budget allocated per department?</li> </ul>	<ul style="list-style-type: none"> <li>• Uncover if funding exists today or do they need to build a business case internally first?</li> <li>• If multiple departments have pockets of Unity then there's an opportunity to approach IT with the advantages a consolidated enterprise license agreement.</li> </ul>