

From nice-to-have to mission critical: Why AV technology now shapes institutional success

The latest research from AVIXA and Logitech reveals how technology performance shapes faculty retention, student satisfaction, and institutional success.

logitech®



Technology shapes institutional survival

Higher education institutions are under growing pressure to deliver seamless digital learning environments while managing tighter budgets, aging infrastructure, and rising expectations from students and faculty.

To better understand how technology performance affects teaching, learning, and institutional stability, AVIXA and Logitech conducted a large-scale study of higher education stakeholders across North America and Europe.

The research reveals that AV technology is no longer a “nice to have.” It has become a critical component of institutional success. When AV systems fail, the impact extends far beyond a single lecture. Technology disruptions interrupt instruction, frustrate faculty, and reduce student engagement. Over time, these experiences shape how students and faculty evaluate their institution.



1 IN 3
FACULTY



1 IN 4
STUDENTS

.....
have considered leaving their institution because of poor technology.

Institutions that future-proof their AV ecosystems create classrooms that support hybrid learning, simplify IT management, and improve the overall teaching experience.

About the research

AVIXA + Logitech higher education technology study survey of 1,830 higher education stakeholders.

Participants included:



523
AV/IT PROS



636
FACULTY



671
STUDENTS

Respondents represented institutions across North America and Europe, providing perspectives from those who manage AV technology, teach with it, and rely on it to learn.

Higher education has entered the era of learning everywhere

Students no longer experience learning in a single location. Instruction now moves fluidly between classrooms, collaboration spaces, dorm rooms, and remote environments. Faculty combine live instruction, recorded content, and digital collaboration tools to support evolving teaching models.

At its best, this shift is experienced as Learning Everywhere — enabling seamless teaching and learning experiences across multiple environments through video-enabled collaboration and integrated AV technology.



Modern teaching happens across multiple learning modalities

The Logitech + AVIXA research reveals that institutions increasingly support multiple teaching formats simultaneously.



ALL TOGETHER

The instructor and students gather in the same classroom.



ALL APART

Classes take place entirely online.



IN AND OUT

Hybrid instruction connects in-person and remote participants.



OVERFLOW

Large classes extend across multiple connected rooms.



PREP AHEAD

Faculty prepare digital content before class.



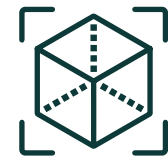
CATCH UP

Students revisit recorded lessons.



TAKE IT IN

Independent review and study.



IMMERSE

Simulation-based or XR learning environments.

Supporting these modalities requires AV technology that captures instruction clearly, supports collaboration, and integrates seamlessly across learning environments.

Classrooms and meeting spaces remain the top investment priority

Among institutions planning capital projects in the coming year:



investing in
classrooms

82%



investing in
meeting rooms

80%

These spaces sit at the center of teaching and collaboration. They must support clear communication, flexible participation, and consistent access to digital tools.

Solutions such as the **Logitech Rally Family** and **Rally Camera Streamline Kit** help institutions equip classrooms of different sizes with reliable content capture and video collaboration capabilities.

SOLUTION SPOTLIGHT



LOGITECH RALLY FAMILY

- Flexible video collaboration systems designed for classrooms of varying sizes.



LOGITECH RALLY CAMERA STREAMLINE KIT

- A simplified deployment solution for reliable video capture for engaging hyflex learning.

Collaboration drives technology investment

Institutions are investing most heavily in collaboration tools and the hardware that supports them.

Top investment areas include:



COLLABORATION TOOLS



SPEAKERS



**VIDEO CONFERENCING
HARDWARE**



WEBCAMS



**STANDALONE
MICROPHONES**

These technologies help instructors engage students, support hybrid learning, and enable flexible collaboration across environments.

Solutions such as **Logitech Mevo Wireless Camera** and **Logitech Brio 4K Webcam** support collaboration at both classroom and individual levels, helping instructors capture content and communicate clearly.

SOLUTION SPOTLIGHT



LOGITECH MEVO WIRELESS CAMERA

- Flexible video capture designed for dynamic classroom and hybrid learning environments.



LOGITECH BRIO WEBCAM

- High-quality webcams designed for clear video collaboration and instruction.

Students expect hybrid learning to work seamlessly

Hybrid learning continues to shape student expectations.



51% OF STUDENTS consider hybrid courses when choosing institutions

Faculty report challenges with hardware and video quality. Students report connectivity and access issues. These challenges make seamless hybrid learning difficult to deliver.

Reliable hybrid classrooms require clear audio, intelligent camera framing, and seamless integration.

Solutions such as **Rally Board 65**, **Reach Content Camera**, and **Scribe Whiteboard Camera** help institutions support hybrid participation and visibility.

SOLUTION SPOTLIGHT

LOGITECH RALLY BOARD 65

- All-in-one collaboration display combining video, whiteboarding, and touch.



LOGITECH REACH ADJUSTABLE CONTENT CAMERA

- Flexible content camera for dynamic instruction.

LOGITECH SCRIBE WHITEBOARD CAMERA

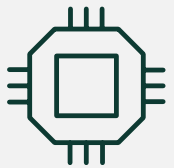
- AI-powered whiteboard camera for sharing analog content.



Technology complexity strains IT teams

Faculty and students encounter frequent technology challenges that disrupt teaching and learning.

FACULTY BARRIERS



77%

HARDWARE MALFUNCTIONS



66%

VIDEO FAILURES



66%

SOFTWARE ACCESS ISSUES

STUDENT BARRIERS



66%

LOG-IN CHALLENGES



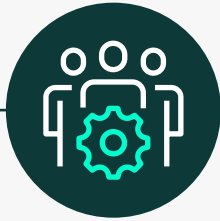
61%

CONNECTIVITY DISRUPTIONS



52%

SOFTWARE ACCESS ISSUES



IT teams face additional challenges:



LIMITED STAFF RESOURCES



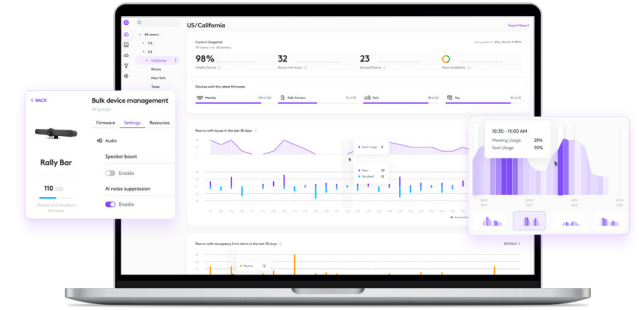
FUNDING CONSTRAINTS



INTEROPERABILITY ISSUES

Centralized management tools help reduce complexity and support more efficient operations.

SOLUTION SPOTLIGHT



LOGITECH SYNC

- Device and space management software to support hybrid classrooms.



LOGITECH SPOT

- Sensing device designed to simplify IT oversight and device performance.

Smarter investments drive long-term value

Institutions are refining what they already have before funding new technology.



65%

say outdated equipment influences technology spending



64%

say institutional goals shape technology decisions

Replacing equipment alone does not solve long-term challenges. Integrated AV ecosystems help institutions deliver ease of use, meet current demands, and support long-term growth.

Build a seamless technology ecosystem across campus

Integrated systems support hybrid learning, lecture capture, and collaboration across campus environments.



Reliable technology contributes to institutional sustainability and long-term success.



Institutions that invest strategically today create flexible learning environments that support evolving teaching models.

“

The best AV technology is an invisible partner in education, amplifying connection without becoming the focus.”

DR. LANCE FORD

SALES STRATEGY LEAD | EDUCATION

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Read the entire report [here](#).

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