



Product Application Guide Market: Higher Education

People, Trends and Technology Support Furniture

According to *American School & University*, there are two contradictory perspectives on college enrollment in 2009. The economic downturn has made it difficult for some students to afford high tuition costs. Conversely, many are pursuing higher education as opposed to jumping into a bleak job market. In fact, many schools and universities reported record sizes for their 2008-2009 freshman classes.

Despite the never-ending stream of bad news about the nation's finances, school construction continues. Based on the same *AS&U* report, Congress already has taken steps to become more involved in improving education facilities. In 2008, the U.S. House passed legislation that called for spending \$6.4 billion in fiscal 2009 on school renovation and modernization.

Technology plays a large role in these growing statistics. The reality is that technology has significantly expanded the method in which teachers teach and students learn. It's changed the layout of a college classroom and the places on campus where students go to study and socialize. So, it's no surprise that the furniture being used to support the technology and the people using it plays a critical role in the overall educational experience.

Bretford designs and manufactures dependable furniture products that are built to last for decades and are created to improve how teachers teach and students learn. In fact, Bretford furniture is designed to last longer than it takes a student to earn multiple degrees!

Several years ago, Bretford formed an exclusive alliance with Herman Miller's North American dealerships to give colleges and universities streamlined and cost-effective access to its higher education furniture products. Bretford's products complement the Herman Miller line to fully equip classrooms, libraries and other community locations throughout a college campus.

Read on to learn more about the **people** who choose and use technology furniture in a higher education facility, the most prevalent **trends** being experienced in this market, and specifically how Bretford's technology furniture **products** available through Herman Miller address the needs of colleges and universities.

PEOPLE

There are **three main groups** involved with choosing and using technology furniture in a



higher education facility:

The Administrators

Administrators typically carry the title of Technology Director, Dean, Department Head or Facilities Manager. Their main responsibilities are to research the products, create a budget, obtain funding and make purchases. Sometimes administrators may install or reconfigure the furniture, depending on the size of the facility.

Administrators must take economic, social and environmental issues into consideration when selecting furniture. Their biggest concerns are product cost, durability, performance and visual appearance. As such, the furniture they purchase must be long-lasting and able to withstand the rigors of constant use while reflecting the image and reputation of the school.

The Educators

Educators include teachers, professors and even the Dean of Students at the university level. They are concerned with

finding the best ways for their students to learn and retain the content



taught in the classroom. Some educators may be digital immigrants, meaning they are not from the technology era. They are challenged to use technology products to connect with their students, most of whom are technology-savvy.

With laptops and projectors being used in classroom environments to teach and learn, educators rely on furniture like carts, tables and lecterns to support them. This furniture must be mobile and configurable so educators can easily

change the room or move the technology to a different location.

The Students

The average college student must apply and be accepted to attend a college or university. But



these students aren't always right out of high school. A 2005 *US News & World Report*, in fact, claims that 66 percent of college students are 21 years of age or older. And based on the Almanac 2008-2009, published by The Chronicle of Higher Education, August 29, 2008, 37 percent are over age 25. The goal of today's more mature college student is to learn, grow and earn a college degree – or multiple degrees in today's world. A majority of students are digital natives, meaning they were raised immersed in technology.

In 2005, 60 percent of college-bound students told the Carnegie Foundation that visual environment was the most important factor in choosing a college. Students like to be comfortable in their “home away from home” and work best in a modern, automated environment.

FURNITURE TRENDS/BRETFORD PRODUCTS

Now that the primary higher education choosers and users have been identified, here are some of the most significant trends in higher education facilities...and the Bretford products designed to address them:

Trend #1: Flexible Classroom “Change the Front of the Room”

The increased use of technology in the college environment has also spurred a change in how the classroom is arranged. In addition to standard lecture halls and traditional classroom seating, many higher education facilities support virtual and collaborative learning.



Because the dynamics of the room may change several times within a single day, the technology furniture must be easy to move and reconfigure to support the room size, teaching style and available technology.

Additionally, because administrators must be very cost-conscious, they are always looking for ways to do more with less. Technology furniture that can be quickly integrated and changed for multiple purposes can significantly contribute to the bottom line.

Bretford's Flexible/Mobile Classroom Products:

HERE™ Mobile Tables



- Multiple shapes and sizes
- Nests and gangs
- Various power options
- Unlimited room configuration

HERE Mobile Boards



divider or mobile presentation space

- Three sizes
- Nests and gangs
- Porcelain whiteboard and tackboard surfaces
- Used as space

HERE Rail System



- Three planes of writing space
- Double-sided inboard surfaces
- Boards can be moved, flipped or recessed

Flat Screen Carts



- Universal mount holds up to 61" flat screen display

- Modular, attach shelves and accessories
- Allow educators to share expensive technology equipment room to room

Intelligent Laptop Computer Carts

- 20 or 30 unit carts
- Incorporate a "brain" to reduce heat, which extends battery life and saves energy
- Clutter Cable Closet organizes wires and cables
- Swivel wheels easily move and lock
- Security features to prevent theft



Trend #2: The Changing Role of the Library

The last decade has brought significant changes to a higher education library. Group collaboration is transforming the library into a community meeting place. While there are still traditional areas for individual study, more of the available space is used for lounges, computing labs, and meeting rooms with technology equipment and comfortable seating.

Why is this trend occurring? Today's college students – the millennial generation – realize the power of working as a group. Because most are digital natives, they use technology as a primary form of interaction and socialization. Therefore, the furniture used in these areas must be able to foster a spirit of community.

Bretford's Library Products:



Library Technology Tables/Carrels

- Multiple styles
- Power and data capabilities
- Carrels for individual study, tables provide collaborative work areas

Plus™ Soft Seating

- Highly comfortable, elegant chairs, sofas, couches and tables
- Chairs include laptop and coffee cup holders



Trend #3: The Cost-Effective Classroom

Funding plays a major role in the overall budget for technology and furniture. While it is improving at all higher education levels (i.e., vocational, technical, Ivy League, community), it is

still limited. The selected furniture must look smart and modern to attract and retain new students and keep alumni active.

Presentation Environments™ Products

- Conference and meeting tables
- Peripherals (lecterns, easels, carts)
- Encourages collaboration in small or large groups



Basics™ Products

- Carts, mounts, screens, easels, stands, tables and lecterns
- Designed to support presentation products like flat panels, projectors and laptops



Due to these budget restraints, cost-effective classroom solutions with diverse applications are a necessity at the higher education level. It is critical to stay within a tight budget while still creating an environment that fosters growth and communication, and at the same time, adapts to the teaching style of the faculty and the learning style of the students.

Bretford's Cost-Effective Products:

Retrofit Cart Kits

- Converts existing carts to accommodate new technology
- Saves the cost of replacing entire cart
- Incorporates latest safety features

Fixed Height Presentation Environments Tables

- Multiple colors, styles and designs



- Flip-up doors for power and Connections™ Tables
- Strong and durable for frequent, long-term use
- Adjustable for individual

desks or group-style learning



data access



Peripherals

- Projection screens, mounts, workstations and lecterns can be used together or separately

More students, more construction and more technology equal the need for more furniture in a higher education facility. Bretford understands this challenge and, in partnership with Herman Miller, brings this market an ideal line of furniture products that are cost-effective and easily accessible for administrators, functional and mobile for educators and comfortable and inviting for students.

WHY BRETTFORD?

- **Warranty.**
 - Products backed by a 12-year standard warranty on all furniture and the industry's best 20-year standard warranty for library furniture to ensure they survive the rigors of heavy use in a campus environment
- **Sustainability.**
 - More than 88 carts, tables and accessories have achieved the GREENGUARD standard for low emitting products. These products keep the air in higher education buildings healthier, which helps improve productivity
 - Products can be applied toward LEED points to meet national green building standards
- **Style/Aesthetics.**
 - Bretford products can be coupled with thousands of color, finish and style combinations to create beautiful and professional learning and collaborative spaces
 - Design and style consistency that is appealing and intended to help attract and retain students
- **Maximize Technology.**
 - Products complement, not hinder how technology is used in the learning space. Teachers and students are not limited to what they can do based upon the flexibility and mobility built into the products.
 - By offering intelligent furniture designs that support evolving technology, Bretford enables faculty and students to increase productivity and efficiency.
- **Custom Designs.**
 - 20 percent of Bretford's annual business is custom – an in-house design and engineering team is available to help create and build customized educational furniture specifically for the higher education environment
 - Bretford's Grade-In Custom Upholstery program offers no material testing delays and hundreds of customized upholstery options that can be delivered at the same time as the rest of the installation.
- **Durable.**
 - Finished with UV and powder paints that withstand the long-term effects of wear and tear by teachers and students



-Designed to meet and deal with all BIFMA weight and strength tests for durability and safety to withstand generations of higher education students

- **Accessible.**

-Nationwide distribution network for easy access to Bretford products from anywhere in the country

