



Create Effective Working Environments for Administrators

Day-to-day life for college administrators can take them anywhere. They need to be able to plan, organize, and recall conversations and notes. They host and attend meetings regularly and need to be able to collaborate. They are predominantly responsible for managing admissions, students, alumni affairs, financial aid, housing, and their general business areas at the university. The target buyers in this department include department chairs and program directors.



Challenges Administrators Face:

- Keeping staff up to date with multiple projects
- Staying connected from building to building
- Managing work without having to add other devices to the mix
- Keeping up with technology



Their Ideal Device:

- Make video calls to conduct face-to-face meetings
- View multiple apps simultaneously for more informed decision-making
- Sign documents on screen
- Be productive with familiar workplace tools like Office and Microsoft Teams
- Keep them connected with other members of their team throughout the day



Important Questions to Ask Administrators:

- What is your budget?
- How many students do you have at the school?
- How many computer labs do you have?
- What are your key departments on campus?
- Who do you collaborate with most?
- Which software programs do you plan to use?
- What are the challenges you faced with remote learning?
- Do you need an evaluation unit to make a determination on a recommendation?
- What are the criteria for making a recommendation? Do you have minimum specifications or warranties?
- When do you need to have your product ready to go? What is your ideal date?
- When does your budget get approved?
- Who makes the final decision?
- Does your device need to be pen-enabled?



Main Objections and How to Handle Them:

“We have a budget that we need to stay within.”

This will be a main concern for many departments. Purchasing from the bookstore offers buyers educational pricing.

“We need a way to stay connected with other employees throughout the day without overwhelming their inboxes.”

All Microsoft Surface devices support Microsoft Teams, a leading collaboration tool used by students and employers. With Microsoft Teams, they can virtually meet from anywhere, collaborate from anywhere, and more.

“Our Administrators want a more traditional laptop or computer.”

Microsoft Surface products are known for their portability. If they’re not looking for a 2-in-1, like with the Pro 9, consider looking at the Laptop 5 or the Laptop Studio. The Laptop 4 and Laptop Studio both pack a ton of features.

“Our devices need to be protected from data and security breaches.”

Surface devices come with Windows 11 Pro which is a game changer for protecting user identity, devices, and information. Select devices are also available with Windows 10 Pro.



Recommended Surface Products



Surface Pro 9

For administrators that want a compact 2-in-1 device and are constantly on the go, the Surface Pro 9 will be their ideal solution. The Pro 9 has the flexibility of a tablet with the performance of a laptop, thanks to the powerful 12th Gen Intel® Core™ i5 or i7 processors and all-day battery life.



Surface Laptop 5

If your administrators prefer a traditional-style laptop, the Surface Laptop 5 is the perfect fit. This ultra-lightweight laptop features a remarkable keyboard for typing comfort and updated processors for lightning performance. The touchscreen allows for fast and easy navigation for work. With long-lasting battery life, administrators can go all day without having to recharge their device.



Surface Laptop Studio

For the best of both worlds, Administrators need to look at the Laptop Studio. This device can discretely transition from laptop to tablet mode. This device packs powerhouse performance and is able to handle intensive desktop software.