Google for Education

2020 positioning and messaging

Partner version

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This document is a framework for partners to use when talking about Google for Education. It includes our core positioning, value proposition / pillars, and grab and go messaging you may include in your marketing materials.

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Audience context
There are many stakeholders involved throughout a student's education journey – from educators, to IT administrators, to families and guardians at home. While all have a common goal of helping students achieve their learning outcomes to the best of their ability, each faces a unique set of challenges: ● **Teachers and educators** are stretched thin. Many lack the time and resources to keep up with the basic demands of running and engaging a class, let alone finding more time to learn new tools and technology to make sure that every student has what they need to thrive. Despite long working days with low salaries, many teachers purchase class supplies out of their own pocket to make up for the limited provisions available to students. With the pressure of adapting to distance learning on top of

this, and the uncertainty around what the future looks like, teachers feel the pressure from many sides, every day.

- **IT administrators** are challenged by an ever-present balancing act. They often feel pressured to meet the demands of their school or district's teachers, students and parents, while at the same time ensuring that costs are reduced, security requirements are met, and deployment and ongoing management is fast and simple. Distance learning presents an added and unforeseen pressure for IT departments to rapidly adapt their technology strategies, ensuring that every teacher and student not only has the tools and technology they need to be engaged in learning from any location, but are well versed in how to use them effectively.

- **Parents, guardians and families** have influence on the technology decisions their school makes, and are an increasingly integral part of helping students learn at home. To better support their children while distance learning, they need information from their child's school, guidance on how to best support them, and reassurance around the technology being used.

- And at the core, **students** deserve every opportunity to succeed. And while this will look different for every individual, students should be empowered to reach their full potential, and learn the skills to thrive in tomorrow's world. They need access to tools that provide for their specific needs, whether that's accessibility, or other ways of learning.

Core positioning

Short-form positioning:
Google for Education believes schools should have access to tools that help them transform learning and teaching at scale. To enable this, their approach is to be helpful and assistive to every person in the education ecosystem by building solutions that are designed to meet the evolving needs of those who use them.

It's by being being easy to use, flexible and scalable, collaborative, and secure by design, that Google for Education devices, productivity tools and class content can:
- help teachers put more time back in their day,
- help IT deploy and manage with ease,
- help families have the visibility and communication they need,
- and help students do their best work, in a way that suits their individual learning styles.

Whether learning takes place in the classroom, at home, or in a hybrid model, Google for Education solutions spark learning anytime, anywhere.

Long-form positioning:
Google for Education believes schools should have access to the tools that help transform teaching and learning at scale. To enable this, their approach is to build solutions that are helpful and assistive to every person in the education system, whether they are students, teachers, IT administrators, or parents and guardians. Their ethos is built around active listening and gathering feedback directly from the education community. They leverage this vital first-hand industry knowledge to ensure their products and solutions are designed to meet the evolving needs of those who use them, and they're constantly exploring new ways of improving the teaching and learning experience.

It's by being being easy to use, flexible and scalable, collaborative, and secure by design, that Google for Education devices, productivity tools and class content can:
- Help IT Admins set up and manage education tools, with the ability to scale as the unique requirements of your school changes.
- Help educators put more time back in their day back, and connect more meaningfully with students.
- Help parents, guardians & families support their children while distance learning and foster the important connection between the school and the home.
- And help every student do their best work, by introducing flexible and personalized learning.

From the start, Google for Education tools have been designed to provide continuity and spark learning across time zones and different locations, creating meaningful connections both in-person and online. Whether learning takes place in the classroom, at home, or within a hybrid model, Google for Education solutions spark learning anywhere, and empower teachers to provide excellent educational experiences, nurture individual needs and enable students to learn better together.

Value proposition / pillars	
Easy to use	**Flexible and scalable**
Engage students and empower teachers and guardians with tools that are simple to deploy, manage and use	**Leverage tools that evolve with the unique needs of your school**
Google for Education's tools are simple to deploy and manage centrally. They are easy to use with intuitive UI, engaging students and empowering teachers straight from the box – without the need for extra courses or training.	When it comes to technology, Google for Education knows one size does not fit all. For the last 8 years they've evolved their products based on your feedback so the tools grow and change with the unique needs of schools and students, providing long-term value.

Built for collaboration

Enhance the teacher, student and family connection with tools built for collaboration

Google for Education builds tools to connect teachers and students in a meaningful way, with the ability to scale 1 on 1 learning to the whole classroom. Their goal is to allow students to access education in a way that works for them and use the magic of a teacher to bring learning to life.

Secure by design

Protect your school and student data from evolving online threats with built-in security

With advanced security at its core, Google for Education solutions are built to keep schools and students protected from evolving threats, both internally and online. With automatic updates and easy-to-manage policies, schools can stay in control.

Product & solution messaging (one sentence)

Google for Education is a portfolio of solutions designed to empower learning anytime, anywhere – whether in the classroom, at home, or within a hybrid model. It includes simple yet powerful devices like Chromebooks, productivity tools like G Suite for Education with Classroom, and rich educational content in the Chromebook App Hub.

Productivity tools

- **G Suite for Education:** A free suite of communication and collaboration tools -- including Gmail, Classroom, Docs and Drive -- to help enable learning anywhere, anytime, on any device. Work collectively on shared documents remotely and leverage Slides Audience Q&A to invite students to ask questions and share ideas during your lesson.
- **Classroom:** A tool within G Suite for Education that helps educators to easily create, review, and organize assignments, as well as communicate directly with students in the classroom or while distance learning.
  - Hero features: Grading tools, Classwork page, originality reports
- **Google Forms:** A simple question and response tool that allows educators to fill out or import questions to quickly create quizzes and tests.
  - Hero features: locked mode, ML features, question import
- **Assignments:** Quickly and securely create, analyze, and grade coursework in your 3P LMS to save time on grading and provide students with a more flexible way of learning.
  - Hero features: Originality reports, comment bank, LMS-integration

- **G Suite Enterprise for Education:** Leverage G Suite for Education tools with additional enterprise benefits like enhanced security, more admin control, and robust video meetings.
  - Hero features: Security features, originality reports
- **Google Meet:** Deliver face-to-face virtual lessons either 1:1, to whole classrooms, or to an entire assembly. Educators manage the classroom settings and can toggle audio on and off for class participation.
  - Hero features: Recording, livestream, 250+ meetings, Classroom integration, educator controls
- **Google Sites**: An easy-to-use web builder to create sites, host course curriculum, build development skills, and unleash students' creativity.
  - Hero features: New template gallery, announcement banners to share updates with parents and families, access for child accounts

Devices
- **Chromebooks:** A range of secure, simple yet powerful devices that update automatically, are easy for schools to set up and manage, with multiple form factors including a tablet, accessibility features and the best of Google built in. (++ Chrome Education Upgrade, which unlocks the full power of Chrome OS)
  - Hero features: Chrome Education Upgrade, virtual desks, accessibility features
- **Chrome Education Upgrade:** Chrome Education Upgrade unlocks the full capabilities of Chrome OS and free up IT resources, and gives educators the time to focus on learning outcomes.

Class Content
- **Chromebook App Hub:** A resource for teachers to find education applications from verified developers that offer new ways of learning with Chromebooks. And a place for IT administrators to find out about data and accessibility policies of developers as they make decisions about technology for their schools. Find and share content that meets student needs. Browse content by grade, subject, and educational goal, then read tips from other teachers to get new ideas for classroom activities.
- **Google Play Store:** A place for families to find useful and 'teacher-approved' apps and content for their children, to extending learning from home
- **App licensing program:** Purchase and deploy education applications centrally from Google Admin Console, starting with 6 creativity apps.

Product & solution messaging (paragraph)

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helpful and assistive to every person in the education system, whether they are students, teachers, IT administrators, or parents and guardians. Their ethos is built around active listening and gathering feedback directly from the education community. Google for Education leverages this vital first-hand industry knowledge to ensure their products and solutions are designed to meet the evolving needs of those who use them, and we're constantly exploring new ways of improving the teaching and learning experience.

It's by being being easy to use, flexible and scalable, collaborative, and secure by design, that Google for Education devices, productivity tools and class content can:
- Help IT Admins set up and manage education tools, with the ability to scale as the unique requirements of your school changes.
- Help educators put more time back in their day back, and connect more meaningfully with students.
- Help parents, guardians & families support their children while distance learning and foster the important connection between the school and the home.
- And help every student do their best work, by introducing flexible and personalized learning.

From the start, Google for Education tools have been designed to provide continuity and spark learning across time zones and different locations, creating meaningful connections both in-person and online. Whether learning takes place in the classroom, at home, or within a hybrid model, Google for Education solutions spark learning anywhere, and empower teachers to provide excellent educational experiences, nurture individual needs and enable students to learn better together.

Productivity Tools

- **G Suite for Education:** A free suite of communication and collaboration tools including Gmail, Classroom, Docs and Drive, designed to spark learning anywhere, anytime, on any device. These tools transform education, allowing for more flexible ways of teaching and learning so all students are equipped with the future skills that prepare them for the jobs of tomorrow. And most importantly, all Google for Education tools meet high security standards to keep schools, students and their data safe.
- **Classroom:** A workflow management tool within G Suite for Education that helps educators easily create, grade and collect assignments, while sharing rich feedback with students instantly. Users can sign in from any computer or mobile device to access class assignments, course materials, and feedback. Classroom saves teachers time and helps students organize assignments, boost collaboration, and foster better communication. It does this by streamlining repetitive tasks and making it easy for teachers to focus on what they do best: teaching.
- **Google Forms:** A simple question and response tool that allows educators to fill out

or import questions to quickly create quizzes and tests. The tool saves teachers' time by using machine learning to autocomplete answers and suggest wrong answers for multiple choice questions. To further save time, automatic grading eliminates the repetitive marking process and collects answer data in a sheet so teachers can focus on providing personalized feedback.

- **Assignments:** Quickly and securely create, analyze, and grade coursework in the one place to save time on grading and provide students with a more flexible way of learning. You can organize coursework easily by class, date, and student, as well as adapt existing work for new courses. Assignments also scans student submissions for matching text on the web to verify authenticity and allows students to run their own reports before submitting to help cite and strengthen their work.
- **G Suite Enterprise for Education:** Leverage G Suite for Education tools with additional enterprise-grade features. These include enhanced support and security features, more admin control, and robust video features including larger meetings up to 250 participants and call recording functionality.
- **Google Meet:** A video conferencing tool that enables virtual classrooms and remote staff meetings. Equip educators with the tools to facilitate distance learning, either 1 on 1 or entire classrooms up to 100 students or participants (250 until September). Meet is integrated with Classroom so educators can start a virtual lesson without leaving the Classroom interface. Teachers can also manage class participation by turning students' audio on or off.

Devices

- **Chromebooks:** Enable students to learn at school or on-the-go with Chromebooks. Devices boot up in less than 10 seconds and have over 8 hours of battery life, so students can get started fast and stay productive longer. Chromebooks can be set up and managed with Chrome Education Upgrade and Google Admin Console, and you never have to worry about installing new software because automatic background updates install the latest and greatest security patches and features every 6 weeks without any downtime. Chromebooks' affordability enables schools on any budget to provide more students with devices and digital learning tools. Schools have the option of rolling out devices in a 1:1 model where all students have a designated device, a Grab and Go model where devices are shared amongst students, or even a BYO model where students can work from personal devices.
- **Chrome Education Upgrade:** Chrome Education Upgrade unlocks the full built-in capabilities of Chrome OS to free up IT resources in schools, and give educators the time to focus on learning outcomes. Managed access puts you in complete control of what resources are accessed, simplified deployment sets IT free, and advanced security keeps your school's data safe.

Content

- **Chromebook App Hub:** A resource for teachers to find education applications from verified developers that offer new ways of learning with Chromebooks. The Chromebook App Hub connects educators, administrators and developers, encouraging them to work together to share knowledge and create the most effective education apps.
- **App licensing:** Purchase apps through your Chromebook provider, install with ease, manage and license through Google Admin Console

One liners for websites

General

- Designed for distance learning, anytime, anywhere
- Supporting distance learning when it matters most
- Built with educators, for educators
- Solving problems that matter the most
- The tools to transform teaching
- Foster the future of learning
- Enhancing teacher magic
- Set every student up for success
- Helping teachers teach
- Helping students learn
- Learning for all
- Support all learners
- Learn better together, wherever you are
- Bring learning to life
- Make a difference in and out of the classroom
- Built for the classroom
- Students access education in a way that works for them
- Built to last and continually improving

Easy to use

- Simple to manage, easy to use
- Powerful simplicity
- Simple is powerful
- Everything you need – none of what you don't

- Upgrade to easier
- Simplify your day, so you can teach your best

Flexible & scalable

- Scale 1 on 1 learning to the classroom
- Tailored learning backed by teacher magic
- Flexible design delivers value
- Scaling teacher magic
- Tools that evolve with the needs of your school

Built for collaboration

- Connecting teachers and students more meaningfully
- Deepen classroom connections and foster more meaningful learning experiences
- Connect, create, collaborate
- Where teachers thrive in a collaborative workspace

Secure by design

- Teaching digital citizenship and online safety
- Protect your school from evolving threats
- Built with advanced security at the core
- Continuous detection and prevention