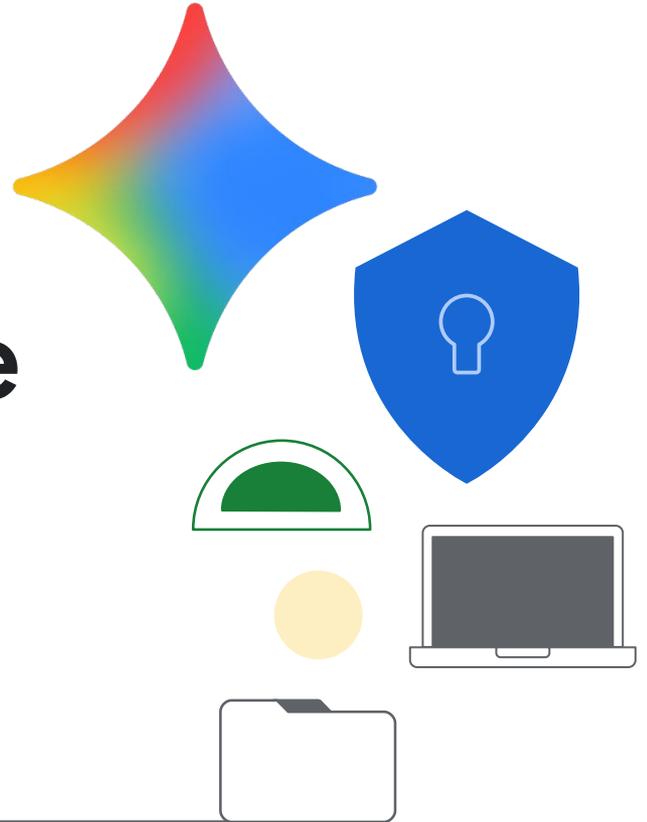


Google for Education

# The Gemini Advantage for Higher Education

A secure, no-cost, and ready-to-integrate AI solution  
for **higher education institutions.**

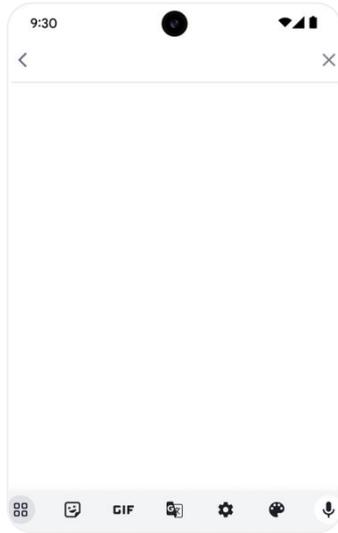




## Tyler Allan

Higher Education Sales  
Google for Education

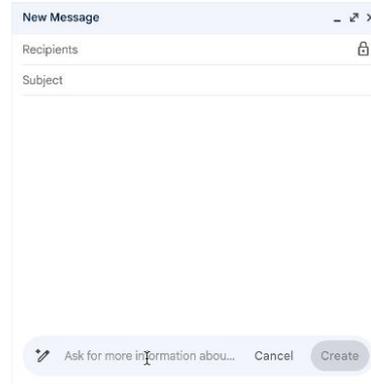
# AI is changing how we interact with the world



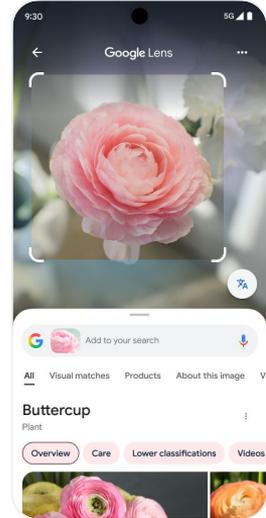
How we search



How we create



How we write



How we learn

# And it's redefining the very limits of the modern institution

Gemini makes you limitless in:



## Discovery acceleration

Enabling rapid advancement in research output and grant competitiveness.



## Instructional scope

Providing personalized support to every student, simultaneously.



## Administrative insight

Translating institutional data into quick, smart policy decisions.



## Career readiness

Ensuring every graduate is AI-fluent for the future workforce.

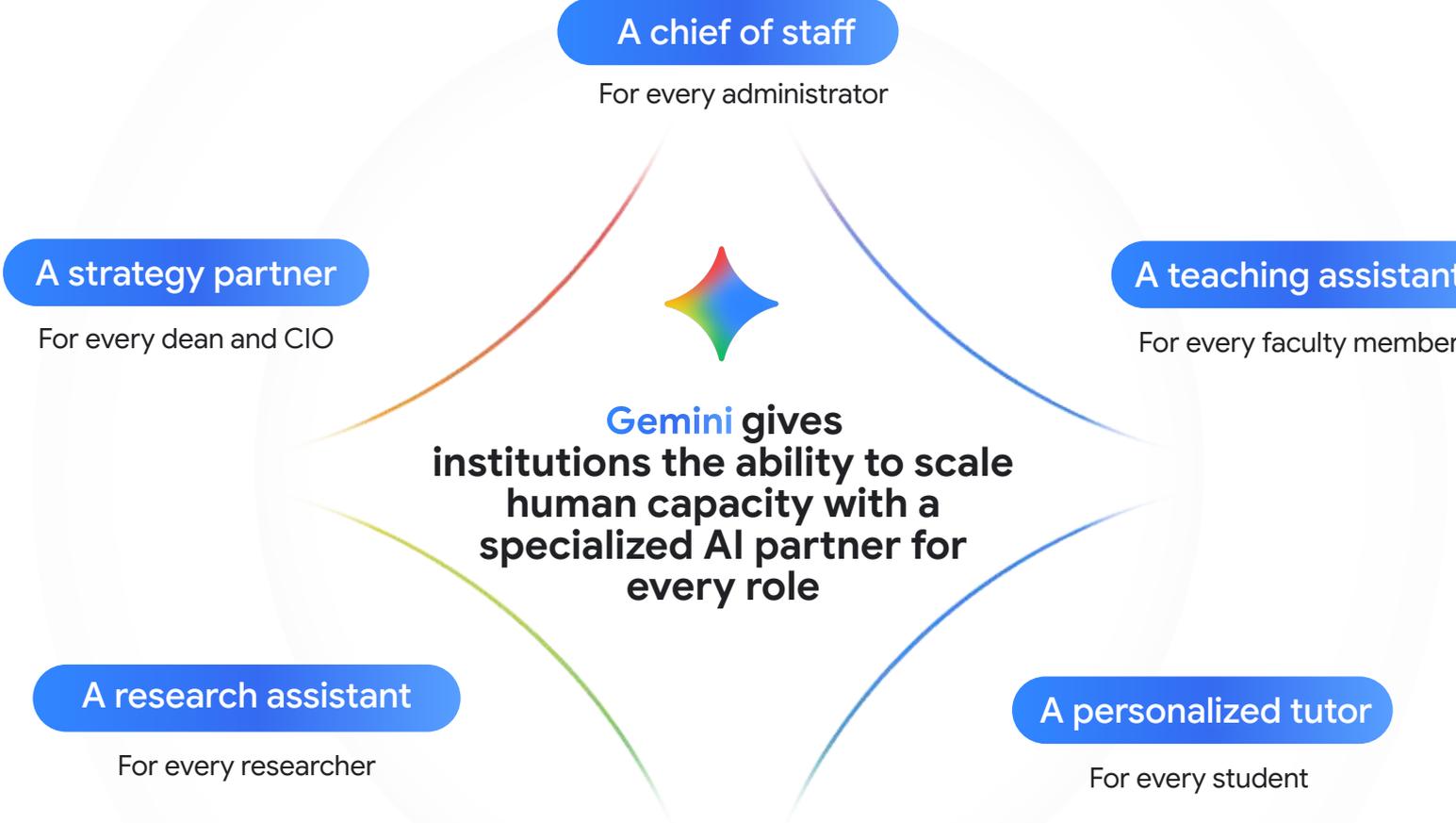
# AI is not a replacement. It is a partner that enables better use of human expertise.

 More focus

 More capacity

 More insight





A chief of staff

For every administrator

A strategy partner

For every dean and CIO

A teaching assistant

For every faculty member

**Gemini** gives  
institutions the ability to scale  
human capacity with a  
specialized AI partner for  
every role

A research assistant

For every researcher

A personalized tutor

For every student

# A teaching assistant for every faculty member



## Rapidly design high-quality courses

Draft new syllabus structures, generate detailed reading schedules, and align assignments with learning objectives.



## Build engaging lessons faster

Rapidly create detailed outlines, design immersive case studies, and generate complex data visualizations for lectures.



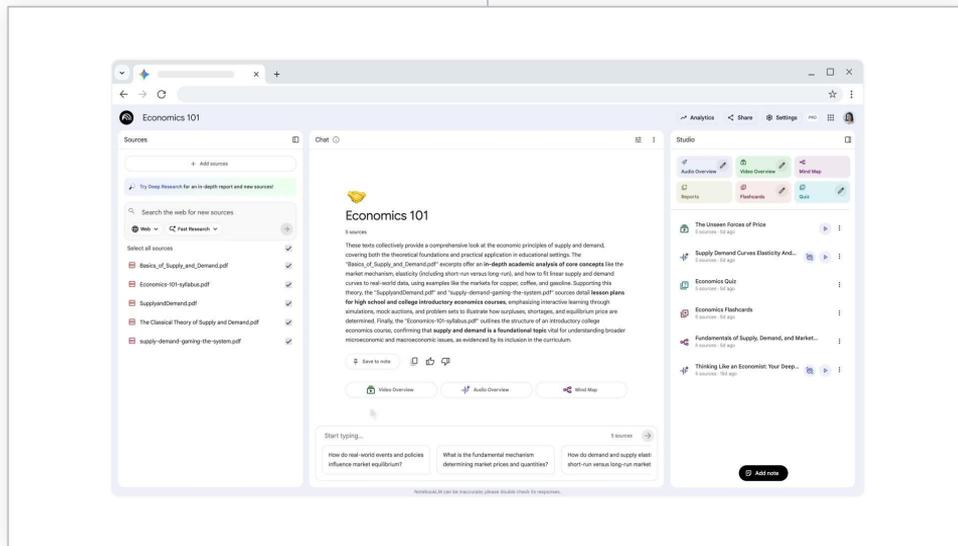
## Save hours on course prep

Create standardized, discipline-specific rubrics and learning objectives to reduce manual preparation time across multiple courses.



## Elevate academic writing for publication

Structure research papers, brainstorm novel thesis angles, and refine abstract summaries for submissions.



# A strategy partner for every dean and CIO



## Surface critical risks immediately

Synthesize and extract critical financial and regulatory insights from dense policy, compliance, and budget reports.



## Navigate project complexity with ease

Instantly map intricate timelines and create actionable risk checklists for smooth departmental adoption.



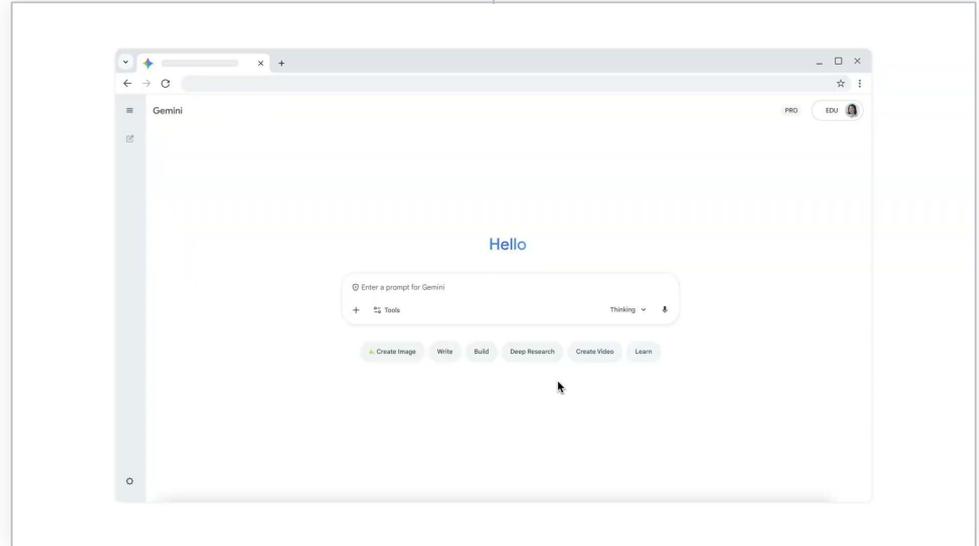
## Make data-driven investment decisions

Quickly synthesize national trends on salary models, best practices, or donor strategies to guide immediate resource allocation.



## Communicate with strategic precision

Test hypothetical statements, role-play policy debates, and align sensitive communications with legal and strategic goals.



# A chief of staff for every administrator



## Respond consistently at scale

Draft clear and nuanced email replies for common administrative, event, and policy queries.



## Make complex policies easy to understand

Instantly summarize HR manuals and compliance drafts to clarify specific regulations for staff and students.



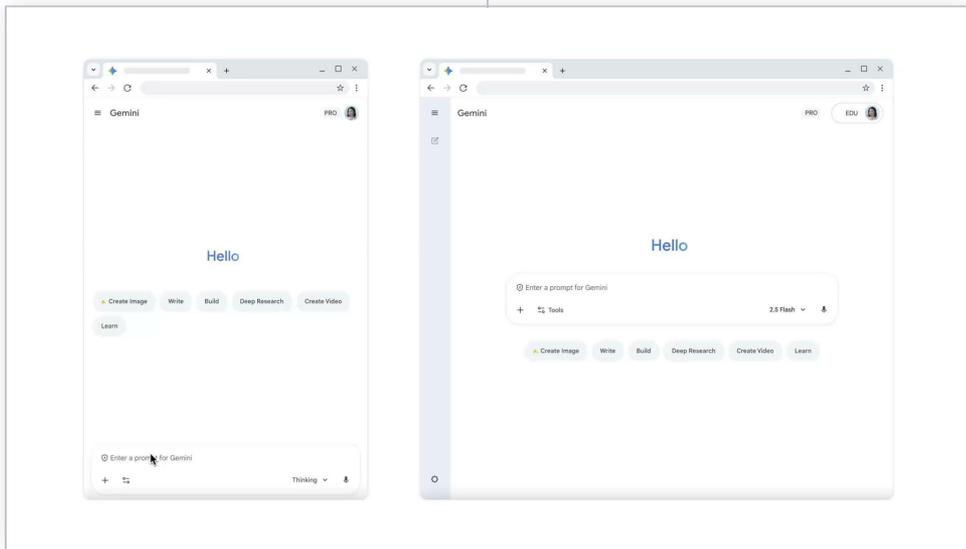
## Clarify complex administrative processes

Visualize and standardize workflows like procurement or registration into easily shareable diagrams.



## Streamline content creation

Generate unique images for training presentations and quickly draft meeting agendas or event scripts.



# A research assistant for every researcher



## Build stronger grant proposals faster

Instantly analyze and synthesize hundreds of external papers into a cited report for the background section of a major grant proposal.



## Accelerate research analysis

Instantly summarize a paper's key findings, methodology, and limitations from an uploaded manuscript or a dense PDF.



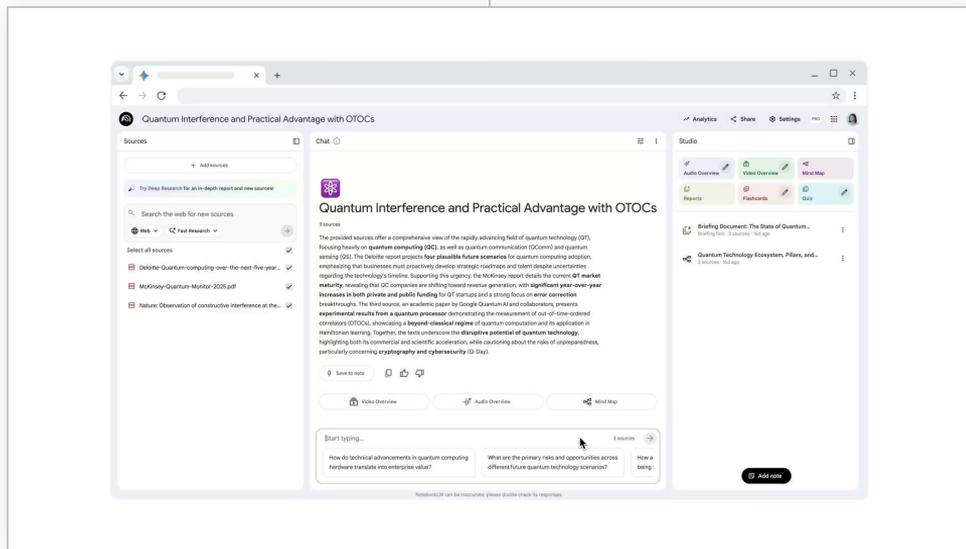
## Ensure computationally sound research

Write, optimize, and debug complex data analysis code (Python, R, MATLAB), saving days of manual troubleshooting.



## Clearly illustrate complex research

Structure methodology flowcharts and generate unique, high-quality conceptual images for journal figures and grant narratives.



# A personalized tutor for every student



## Master course content for tests

Instantly generate customized practice quizzes, study guides, and flashcards from specific topics or course materials.



## Achieve true subject mastery

Receive Socratic, step-by-step instruction on challenging topics like complex math or theory, focusing on understanding, not just answers.



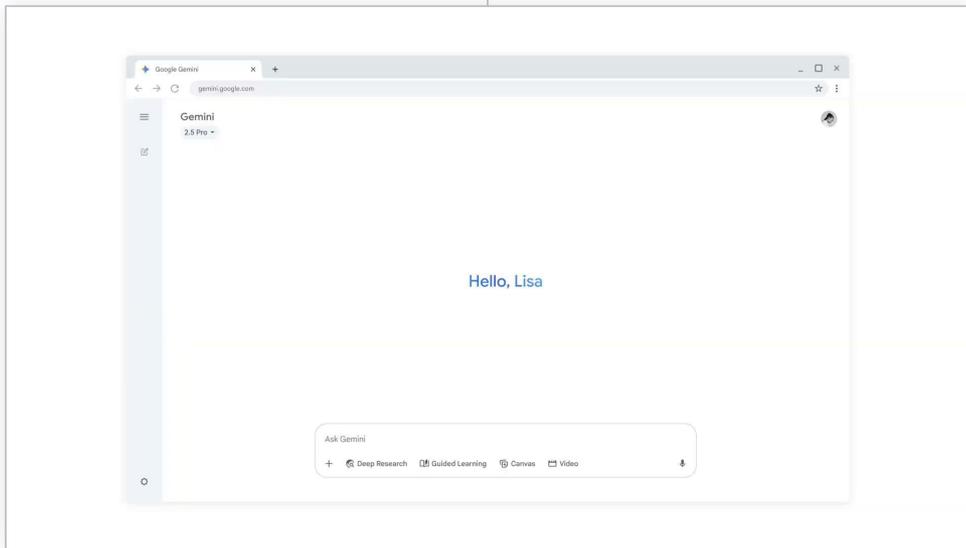
## Clarify concepts instantly

Get quick, nonjudgmental explanations for confusing concepts, definitions, and formulas as a first resource for learning.

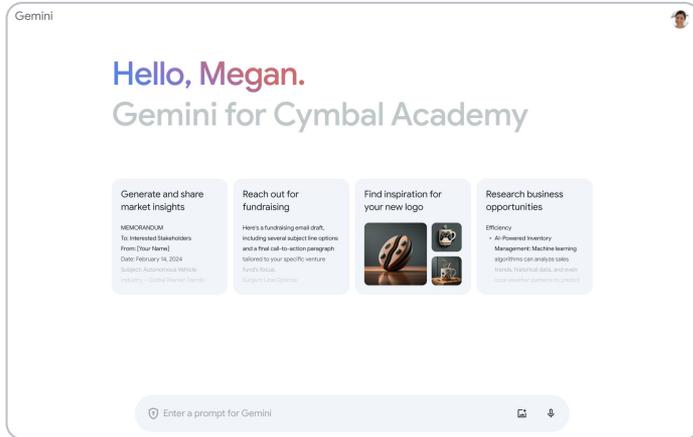


## Land the job

Practice mock interviews and generate polished, personalized cover letters tailored to specific job descriptions.

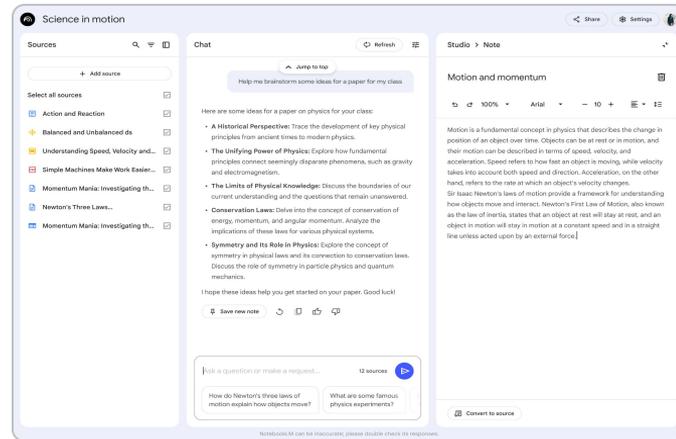


# UH is empowered with secure, free-of-charge generative AI tools



## Gemini for Education

Plan lessons, streamline administrative tasks, and enhance research at [gemini.google.com](https://gemini.google.com)



## NotebookLM

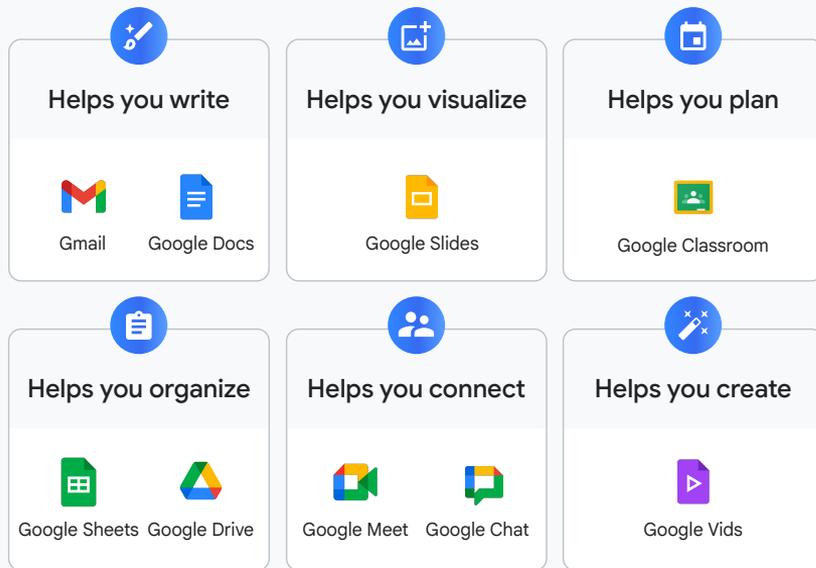
Understand anything with AI that's grounded in your sources at [notebooklm.google.com](https://notebooklm.google.com)

# Upgrade to Google AI Pro for Education to integrate Gemini into Google Workspace

## Google AI Pro for Education (paid add-on)

### What's included:

- Gemini in Gmail, Docs, Vids, Classroom, Slides, Sheets, Drive, Meet, and Chat
- Expanded access to premium models and features in Gemini for Education
- Expanded access to premium models and features in NotebookLM
- More proactive security with AI-enhanced data loss prevention
- Enterprise-grade data protection



# Your data, your control. Enterprise-grade protection at no cost.

## Enterprise security, no charge

You receive our **enterprise-grade data protections** at cost when you use Gemini with a school-issued Google Account.

- Your data is **not reviewed by humans**
- Your data is **not used to train our models**
- Your data is **not sold to third parties** or used for ads targeting

## Premium value, without the price

Unlike other providers, we don't reserve our core protections for paid tiers.

- Gemini for Education's **no-charge offering is competitive with other paid offerings**, giving your entire institution a secure, powerful, and scalable AI platform from day one

## Gemini for Education supports compliance with:

- GDPR
- CCPA
- HIPAA
- CSA STAR
- FERPA
- FedRAMP (medium)
- ISO 27001/17/18
- ISO 27701
- ISO 9001
- SOC 1/2/3
- COPPA



# When you sign on with Google AI, you get:

## Enterprise-grade data protections



- You own your own data – it's not reviewed or used for training
- Full admin controls and visibility
- GDPR, FERPA, COPPA, FedRAMP, SOC 1/2/3 compliant

## The best of Google AI and innovation, at no cost



- Default access to our premium models, like Gemini 3
- Continuous, cutting-edge AI advancements at no charge

## Designed to complement, not complicate, your existing tech



- Enable access without changing your core productivity suite
- Seamlessly integrates with SSO and your LMS
- Full organizational unit level access control

## Training and enablement resources



- No-charge resources to drive AI literacy for all users
- Career and training support for students, faculty, and staff

# Building AI from the ground up offers a full-stack advantage



Software



Gemini in Workspace

The Gemini app

NotebookLM



Models



Gemini

LearnLM

Imagen



Devices



Chromebook Plus (powered by Gemini)

Android

xPlatform Endpoint Management



Cloud infrastructure



Tensor Processing Units (TPUs)

Google Cloud

(Vertex AI, Storage, and so on)



# Google owns the entire AI tech stack, in contrast to other providers

As of October 2024  
Sources: [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#)

	Google	Microsoft	Open AI	Edu point solutions
 Software	Gemini in Workspace, the Gemini app, NotebookLM	Copilot, Copilot for M365	ChatGPT	For example, MagicSchool, SchoolAI, Brisk
 Models	Gemini, LearnLM, Imagen	Relies on 3P providers <sup>1</sup>	GPT, DALL-E	Relies on 3P providers <sup>2,3,4</sup>
 Devices	Chromebook Plus, Android, xPlatform Endpoint Management	Copilot PC, Intune	Relies on 3P providers <sup>3</sup>	Relies on 3P providers <sup>3,5,6</sup>
 Cloud infrastructure	TPUs, Google Cloud (Storage, Vertex AI, and so on)	Azure	Relies on 3P providers <sup>3</sup>	Relies on 3P providers <sup>3,4,7</sup>

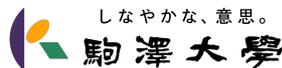


Higher education is a Google-wide priority. We are ready to partner with you to lead this era of transformation, delivering superior capability and security, **backed by a full ecosystem of training, community, and technical support designed specifically for the rigor of academia.**”

**Chris Phillips**

GM of Education, Google

# Leading higher education institutions use Gemini



As do leading businesses, setting up students using Gemini for future success

Etsy



**EQUIFAX**

Uber



Deloitte.



Trellix

**vimeo**

# Bring the best of **no-cost Gemini** to every member of your institution

## The daily accelerator

Get the first draft, fast. Start every task, every day, here.

## The agnostic tool

Zero-friction adoption. Gemini works with your existing productivity suite.

## The personalized coach

Scale Socratic support to drive deeper student mastery.

## The expert multiplier

Automate routine workflows to reclaim faculty focus.

## The research accelerator

Condense weeks of cited literature review into minutes.

## The knowledge architect

Build a private knowledge base from your internal and external documents.

## The secure foundation

- Your data is not reviewed by humans or otherwise used to improve our AI models
- Supports compliance with a number of industry regulations, including COPPA and FERPA

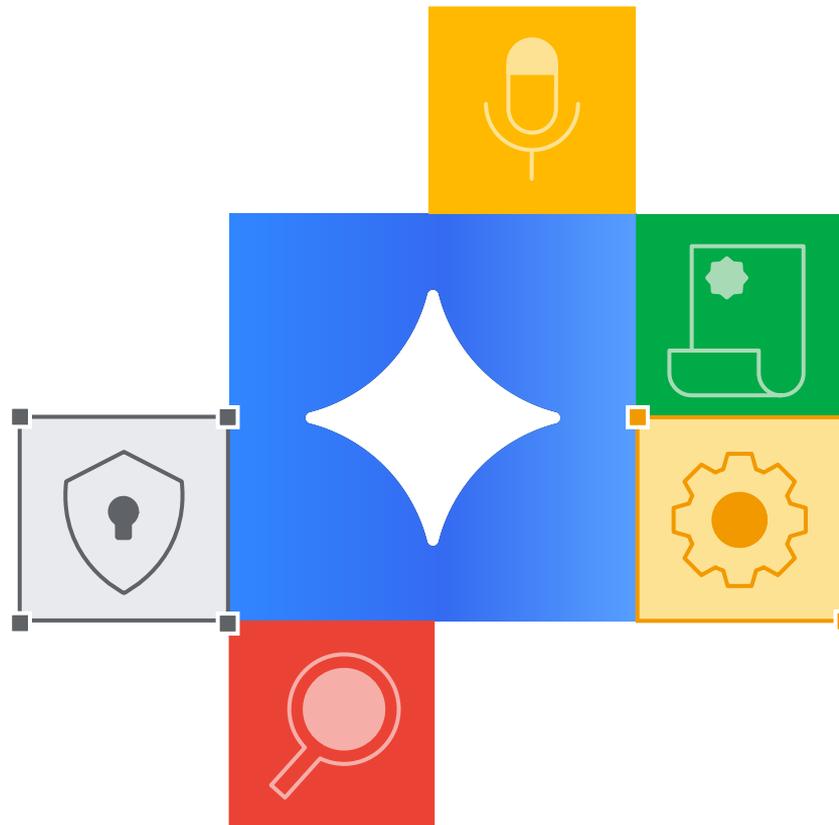
# Thank you

Try Gemini at

[gemini.google.com](https://gemini.google.com)

Try NotebookLM at

[notebooklm.google.com](https://notebooklm.google.com)



# Appendix

# Steps to set up Gemini for Education and NotebookLM without changing your primary productivity suite

1

Gemini for Education and NotebookLM are available at no cost, with [enterprise-grade data protections](#) to all qualifying educational institutions.



Gemini for Education



NotebookLM

2

To enable access for your users, administrators must establish a domain with Google.

Use this [IT quickstart guide](#) for more detailed information.

1. Begin by [registering your domain](#).  
*We recommend using the same domain as your primary productivity suite.*
2. Then you need to [verify your domain](#).
3. Once completed, you can sign in to your Admin console at [admin.google.com](https://admin.google.com).
4. Now that you have a Google environment, **it's time to start [adding users](#)**.

3

Set up your Admin console and start creating school-issued Google Accounts ([guide](#)).

1. Set up **organizational units (OUs)** to easily apply different settings to specific groups (for example, staff or students).
2. **Add your users.** You can do this manually, in bulk using a CSV file, or with an automated sync tool.

*We recommend using the same accounts as your primary productivity suite for ease of user access.*

4

(Optional) Set up single sign-on to streamline user access.

Set up single sign-on with your primary productivity suite. This can be configured in several ways to meet your needs.

5

Enable the AI tools you want and keep other Workspace apps turned off

1. **Enable access to Gemini for Education and NotebookLM** for users (or specific OUs) in your Admin console.
2. **Turn on/off other Workspace apps** – like Docs, Slides, Gmail – in the Admin console to meet your needs.

Your users now have access to Gemini for Education and NotebookLM

Resources to support your rollout

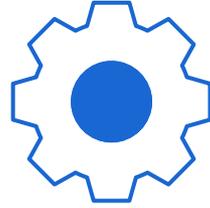


Build AI literacy and knowledge using our [AI Literacy Hub](#)

Encourage your educators to access [free Gemini training](#)

Students receive training upon first login, and can go deeper on [Grow with Google](#)

Create high-quality prompts using our [Prompt 101 guide](#)

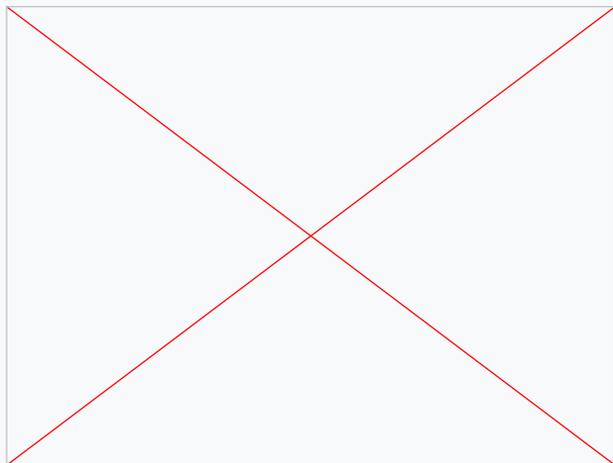


# What can Gemini tools do for you?



# Personalize Gemini with Gems, custom AI experts for any institutional role

Gems are customized versions of Gemini that you can personalize to be experts on any topic. Get started with a Gem that is premade by Google or create your own custom Gem – no coding required.



## Deans and CIOs: Strategic governance Gems

Prototype a “Policy Risk Assessment” Gem to streamline executive decision-making and compliance analysis.



## Administrators: Workflow automation Gems

Create an “SOP Writer” Gem or “Front Office Communication” Gem to standardize and automate department processes.



## Faculty: Course design and grading Gems

Create an “Assessment Generator” Gem that takes lecture notes and reading lists to output as quiz or essay questions.



## Researchers: Grant and publication Gems

Develop a “Grant Proposal Outline” Gem or “Methodology Draft” Gem to streamline the most time-consuming aspects of winning funding.



## Students: Mastery and career Gems

Build a “Course Concept Review” Gem or “Career Coach” Gem for personalized study and job application refinement.

# Turn your expertise into a shared asset

Scale custom AI across your domain.



## For administration and IT leadership

An IT director creates a “Help Desk Triage” Gem and shares it with the entire front office to ensure consistent, accurate first-response service.



## For academic departments (faculty to faculty)

The chair of the Chemistry Department creates a “Stoichiometry Problem” Gem and shares it with all adjunct instructors to standardize quiz creation across introductory courses.



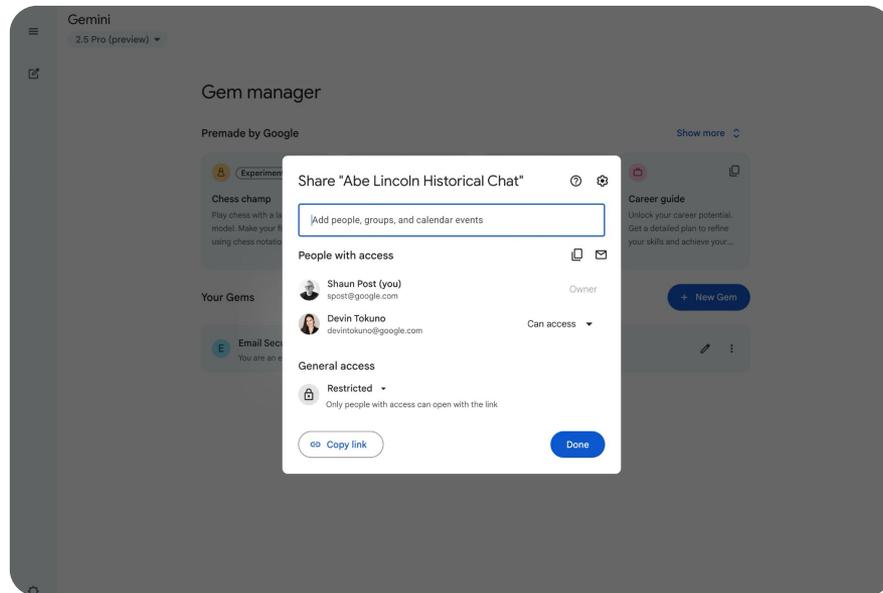
## For research and compliance

A grant administrator creates a “Federal Budget Justification” Gem and shares it with all principal investigators (PIs) to ensure every proposal adheres to the latest agency reporting standards.



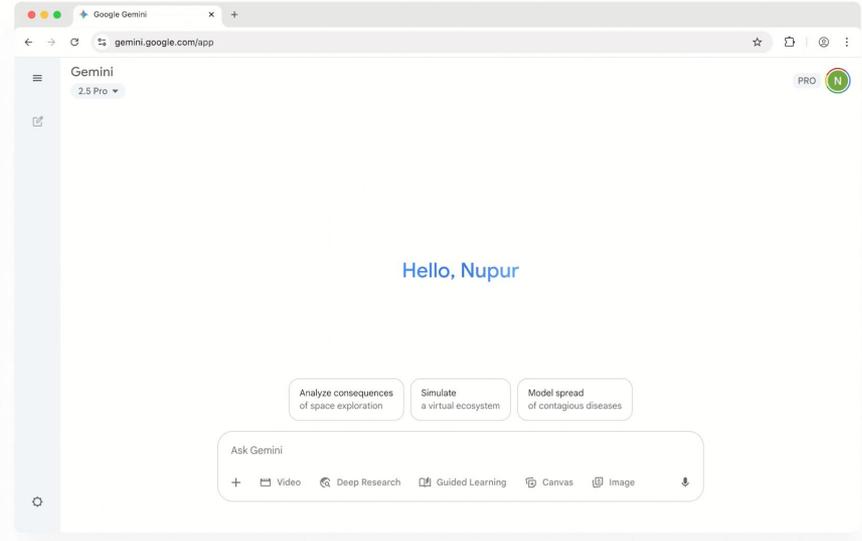
## For student success (faculty to student)

A professor creates a “Thesis Structure” Gem customized to the department’s style guide and shares it with all graduate students as a mandatory writing resource.



# Write, code, and create with Gemini Canvas

Write and create in an interactive space. Create quizzes, study guides, visual timelines, interactive experiences, code snippets and scripts, and more – all without knowing how to code. Go from a blank slate to dynamic previews in minutes.



# Save hours of time with Deep Research

Deep Research performs multistep, autonomous research across the web. It analyzes sources, synthesizes complex findings, and generates comprehensive reports with traceable citations, enabling you to focus on expert-level analysis and decision-making.



## Faculty: Curriculum and course design

Get up to speed on the latest breakthroughs or find alternative, contemporary readings to ensure your curriculum is current and relevant.



## Students: Foundational research

Quickly generate a foundational, cited report on a complex topic to structure your paper and guide your primary analysis.



## Researchers: Grant strategy

Synthesize vast amounts of scholarly information from numerous sources to identify key theoretical gaps for a new grant proposal.



## Administrators: Policy development

Research and compare AI governance frameworks, salary models, or student success interventions implemented by peer institutions globally.



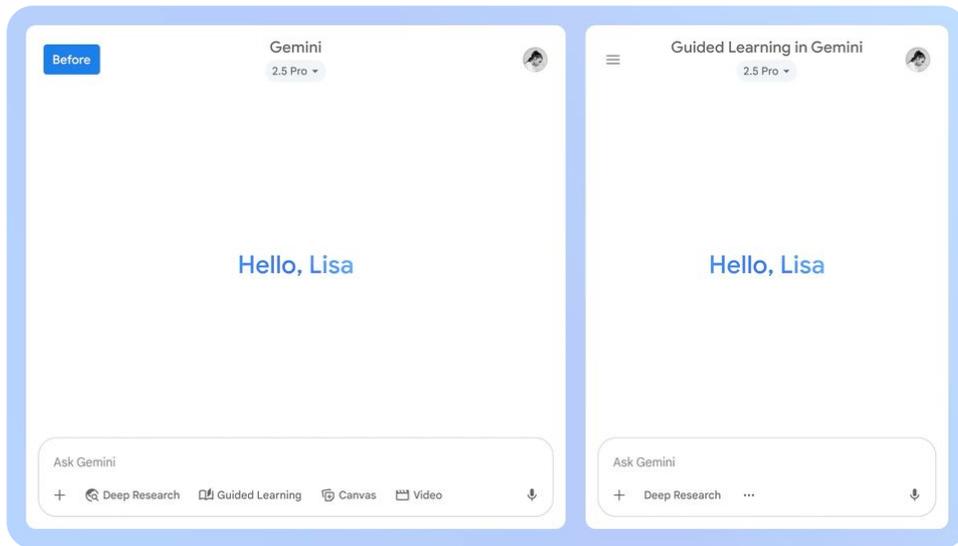
Deep Research is available to try in the Gemini app for all Workspace for Education users 18+ (10 uses per 30 day period)

# Guided Learning: Scale Socratic instruction to drive deeper mastery

Guided Learning is a specialized mode in Gemini, built on learning science, that transforms passive learning into active mastery. It provides every student with an ethical, 24/7 tutor, ensuring they grasp the underlying concepts, not just the final answer.

It provides the tools to foster critical thinking:

- Socratic dialogue
- Methodology breakdown
- Targeted assessment
- Multimodal visualization

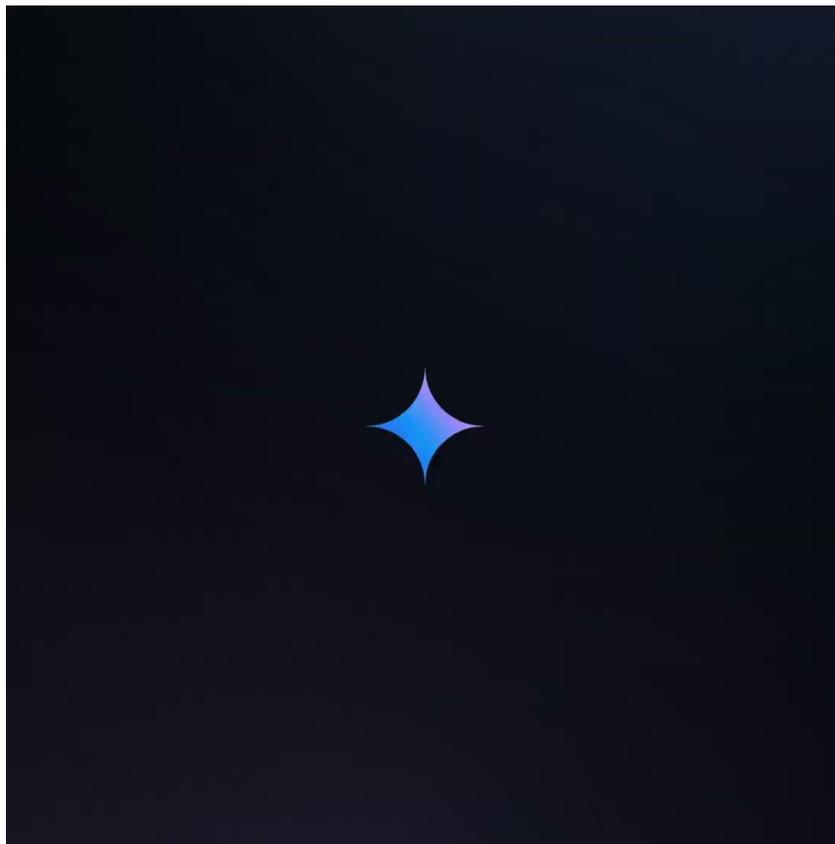


# Audio Overviews: Take learning on the go

Audio Overviews transform dense, complex documents and research reports into personalized podcast-style audio summaries. This feature maximizes passive learning time, turning commutes, exercise, or routine chores into productive study sessions.

Audio Overviews help:

- Boost retention and review
- Maximize time efficiency
- Enhance accessibility

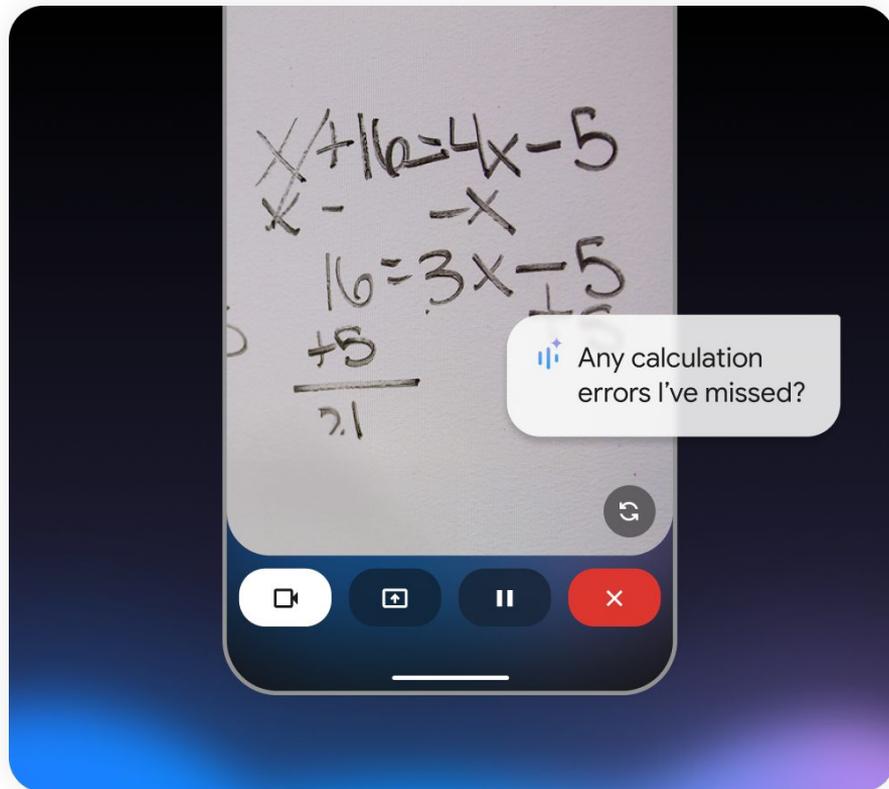


# Talk it out with Gemini Live: Real-time, multimodal coaching

Gemini Live turns the AI into a dynamic verbal partner, facilitating real-time dialogue and critique. This is essential for elevating core academic skills, from refining a complex argument to delivering a flawless presentation.

Gemini Live can assist with:

- Rehearsing high-stakes presentations
- Socratic dialogue and critical thought
- Multimodal problem-solving
- Accelerating language fluency





# Customer quotes



# An AI thought and debate partner

Using NotebookLM, students at UC Riverside upload their interpretations of readings and materials along with a short position paper, and then debate with it to find weaknesses in their arguments or test their understanding of the material.



We need to prepare [students] for a future where they'll need to know how to leverage AI tools effectively in their work environments. ... With the Gemini app, we've empowered the entire institution with private and secure generative AI at scale and, importantly, with appropriate safety protections.”

**Matthew Gunkel**

Chief Information Officer,  
University of California, Riverside

# Automating note taking and speeding up data analysis

Administrative staff are using Gemini in Meet to take notes for them so they can be more present during meetings. Plus, the provost's office is using NotebookLM to summarize documents and conduct analysis that helps craft university policies, and using Gemini in Sheets to conduct large-scale data analysis more efficiently.



Colleagues in finance were telling us about analysis that they were doing with Gemini that saved them hours ... a task that took eight hours was down to 30 minutes.”

**Mur Muchane**

Chief Information Officer,  
Wake Forest University

# AI support for students and faculty

Students are using Gemini and NotebookLM for real-time study assistance, writing support, streamlined research, and interactive learning. And faculty are using Gemini and NotebookLM to optimize lectures, increase student engagement in class, and accelerate research.

**SDSU** | San Diego State University



Enabling Gemini made perfect sense because it integrates with our existing Google Workspace environment, which is already deeply embedded in how our students, faculty, and staff collaborate and learn. This allows us to responsibly introduce AI in ways that align with our commitment to equitable and innovative education.”

**Dr. James P. Frazee**

CIO and VP for Information Technology,  
San Diego State University

# Inspiring creativity

Marketing and communication professionals across campus are using Gemini to help generate ideas and get inspiration for various forms of content.



Since we already use Google for our email, document management, presentations and other aspects of our work, it was a no-brainer to utilize Gemini because it most easily integrates with these existing environments and workflows.”

## Leif Nelson

Executive Director of Learning Technology Solutions and Research Computing, Boise State University