

CASE STUDY:

Why WSSU chose Boldyn for reliable, like-home residential connectivity



WINSTON-SALEM
STATE UNIVERSITY





BLAIR HALL

■ Introduction

At Winston-Salem State University (WSSU), a top-ranked historically black college and university within the University of North Carolina system, the demands for residential connectivity are extremely high. About 69% of the student population lives in campus housing, more than double the average number of student residents at other universities. With that in mind, leaders at WSSU understand robust residential connectivity plays a crucial role in ensuring the academic and social wellbeing of their campus community.

And yet the institution's residential network was not living up to those expectations. Not satisfied with a simple network upgrade, IT leadership determined a new approach to residence hall connectivity was essential. One that prioritized the student experience, helped overcome the challenges of precious IT staff time and resources, and fit within available technology budgets. WSSU partnered with Boldyn Networks, whose proven residential Wi-Fi service, ResNet, was responsible for delivering superior connectivity and streamlined student support across its more than 25 years in higher education.

ABOUT WINSTON-SALEM STATE UNIVERSITY

130+
YEAR OLD SCHOOL

117
ACRE CAMPUS

~5,000
STUDENTS

77%
FIRST YEAR RETENTION RATE

12
RESIDENCE HALLS

14:1
STUDENT-TO-FACULTY RATIO

■ THE CHALLENGE

AGING NETWORK INFRASTRUCTURE AMID GROWING STUDENT EXPECTATIONS

While WSSU is widely recognized for its vibrant and welcoming community, the challenges the school faced in delivering residential connectivity are familiar. Aging equipment struggled to keep up with student demands, especially during peak usage periods, often forcing students to leave the comfort of their residence halls to study in the library. Meanwhile, overburdened IT staff found it difficult to provide adequate student support, as their time and resources stayed dedicated to keeping academic infrastructure up and running smoothly.

WSSU began exploring managed network services as a way to modernize its residential connectivity experience. The new network would enable students to use their many devices, ensure reliable Wi-Fi study times and other peak usage periods, and make it seamless for students to get support when they needed it. All while alleviating in-house staff constraints and keeping costs predictable. They needed a partner who not only understood the technology challenge but aligned to their institutional mission.

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We're looking at the greater good. We're looking at our students' success and their experience. A lot of them are here for most of their academic careers, so we need to make sure they have services on par with what they have at home and exceed that depending on where they come from.”

Raisha Cobb, Associate Provost & Chief Information Officer, Winston-Salem State University



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While Boldyn was rolling out ResNet, my team was working on phase one of our academic network refresh. We wouldn't have been able to do both. Boldyn has been taking care of the residential network, and that has allowed our team to focus on higher priority infrastructure work.”

Raisha Cobb, Associate Provost & Chief Information Officer, Winston-Salem State University

■ THE SOLUTION

A PARTNER WITH A PASSION FOR STUDENT SUCCESS

WSSU and Boldyn began their partnership by adding IPTV services to the university's existing student TV environment. The service gave students more flexibility to stream programming from anywhere on campus, while helping WSSU identify a large cost savings over the life of the initial contract. Just as important, the success gave the university confidence that Boldyn could improve the student experience without adding burden to campus IT.

When aging residence hall infrastructure began affecting students' ability to study and live on campus, WSSU turned to Boldyn for a full-scale ResNet deployment. Boldyn added more than 1,000 access points across the residence halls, giving students personal area networks (PAN), guest access, and 24-hour support for more connected devices. With day-to-day residential support shifted to Boldyn, WSSU's network team regained time to focus on broader campus infrastructure priorities.

RESULTS THAT GO BEYOND TECHNOLOGY

■ KEY BENEFITS



Simplified move-in days with expert support

- Students can connect in minutes via WSSU's ResNet portal, which has one-click access to 24/7/365 technical support
- Personal area network (PAN) enables home-like device discovery
- Dedicated field technician provides move-in assistance (onsite and remote)



Fast, reliable connectivity for any device

- Support for up to 10 devices per student, including phones, computers, smart home assistants, gaming consoles, and more
- High-density network design improves experiences, even at peak times
- Proactive monitoring ensures uptime and quick resolutions



Strategic collaboration that ripples across campus

- Trusted call center and in-person support enable WSSU staff to focus on other initiatives
- IT capacity can be redirected to other areas of student need, such as campus safety and security
- Monthly reporting from Boldyn's client services manager helps drive student success and ongoing ROI



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It just makes sense from a cost perspective and a resource perspective to engage with a partner like Boldyn. My job is not to run an IT shop. My job is to educate students, and we need to look at the services we provide through what's best for our students.

And the downstream impact is that we have more capacity to focus on strategic things that the university needs to have done, versus break-fix tasks, connecting PlayStations or making sure an Apple TV works. It's off our plate.”

Raisha Cobb, Associate Provost & Chief Information Officer, Winston-Salem State University

LOOKING AHEAD▶▶

With Boldyn managing the residential network, WSSU has a model built not only for today's student expectations, but for what comes next. As connected devices, streaming, gaming, and learning tools continue to shape campus life, the university can rely on 24/7 support, onsite field service, and regular service reviews to keep the residential experience consistent, responsive, and ready to evolve with students' needs.

Create the smart, student-centered campus of the future. Today.

Boldyn Networks for higher education is the leader in delivering managed technology services to colleges and universities nationwide. Our comprehensive portfolio of managed residential and campus network, cloud, IT, and security services helps schools reclaim time for IT innovation while transforming the student, faculty, staff, and administrative experience. Following more than 25 years of exclusive service to higher education, Boldyn is committed to ensuring every partner institution is empowered to succeed and thrive.

Learn more at: www.boldyn.com



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