SPOTLIGHT

Gemini For Education And Google NotebookLM Support Teaching, Learning, And Administration In Higher Education

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Google commissioned Forrester Consulting to interview five representatives at four higher education organizations and survey 202 respondents at higher education organizations to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) higher education organizations may realize by deploying Google Workspace for Education Plus.[1] Interviews were conducted with a CIO, CTO, deputy dean of computing, IT director, and senior project manager. This abstract focuses on Gemini for Education and Google NotebookLM, the no-cost AI offerings that are available in all editions of Google Workspace for Education, and their value to interviewees' and survey respondents' organizations.

Higher education institutions are increasingly looking to AI to support teaching, learning, and administration amid rising workloads, constrained budgets, and heightened expectations from students, faculty, and staff. Interviewees and survey respondents reported that Gemini for Education and NotebookLM supported daily work across roles by increasing productivity, accelerating comprehension of complex material, and improving the quality of academic and administrative output. Interviewees and survey respondents also noted that Gemini and NotebookLM enabled their organizations to adopt AI securely and at scale, with the security, data privacy protections, and control over organizational data required for institutionwide use.

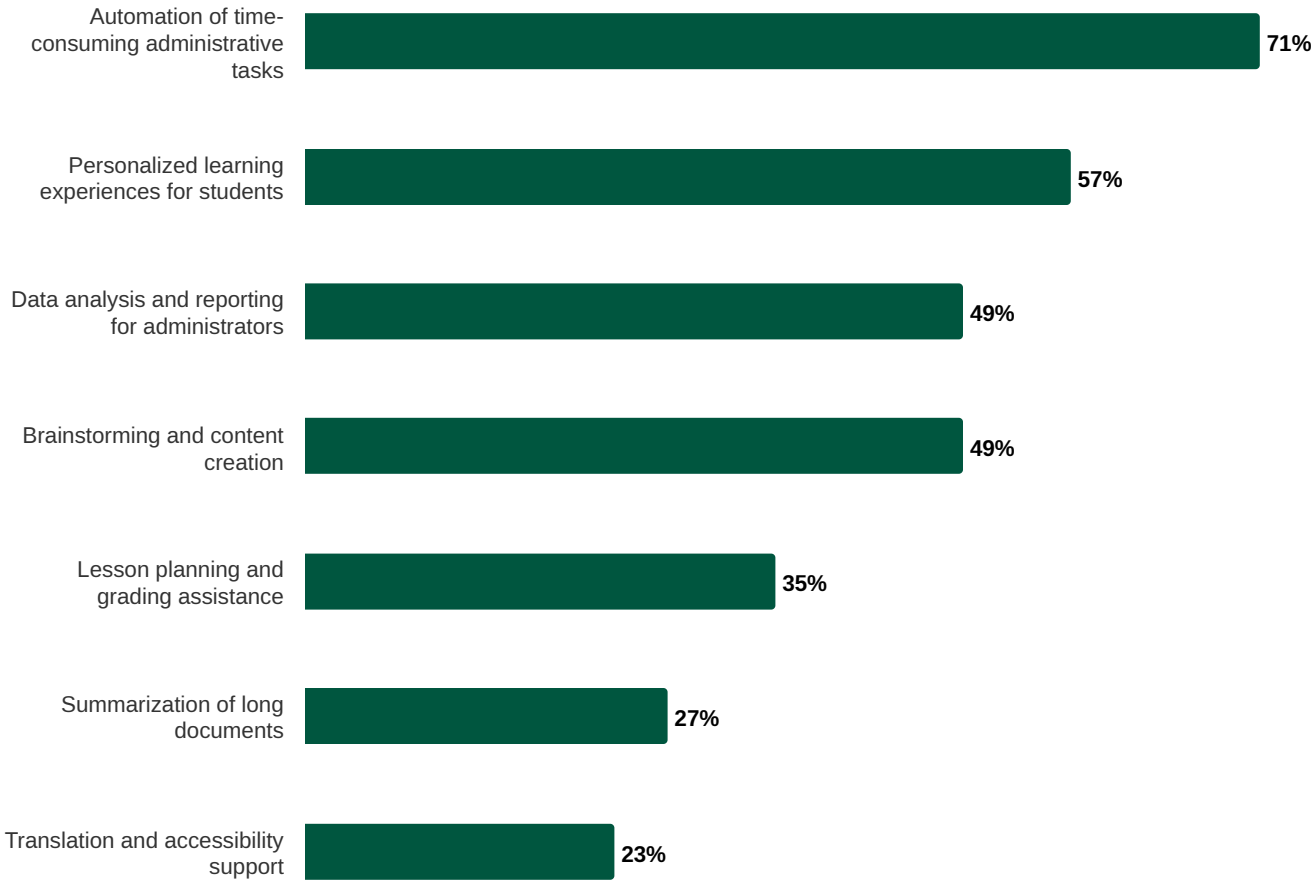
Eighty-five percent of survey respondents reported that Gemini and NotebookLM were "Important," "Very important," or "Essential" to their organization, as members across their academic communities used the tools to automate time-consuming administrative tasks, plan and create lessons, summarize documents and complex concepts, analyze large data sets, and personalize learning experiences.[2] Interviewees emphasized that Gemini and NotebookLM augmented rather than replaced academic expertise, while survey respondents reported that faculty saved more than 4 hours per week on average, nonteaching staff saved more than 3 hours per week, and 78% said the tools improved student outcomes.[3]

Key results from the study's analysis include enhanced faculty experience, improved student learning, AI-augmented assistance for nonteaching staff, and the secure use of AI at scale.

Voice Of Survey Respondents On Gemini And NotebookLM

- **85%** reported Gemini and NotebookLM were "Important", "Very important," or "Essential" to their organization
- **78%** said they moderately or significantly improved student outcomes
- **79%** reported they moderately or significantly empowered faculty
- **82%** of faculty used the tools daily or weekly
- **80%** of students used the tools daily or weekly
- **More than 4 hours** per week were saved by faculty on average
- **More than 3 hours** per week were saved by nonteaching employees on average

“Which of the following are benefits of Gemini and/or NotebookLM at your organization?”



Base: 93 global IT and administrative decision makers at higher education organizations that benefited from Google’s AI stack
Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026

$1.5M

Cost savings over three years for a composite organization whose nonteaching staff experience an average time savings of 3 hours per week per user due to Gemini and NotebookLM

Key Results

The results of using Gemini and NotebookLM for the interviewees’ and survey respondents’ organizations include:

Enhanced faculty experience. Interviewees and survey respondents reported that Gemini and NotebookLM enhanced faculty productivity and effectiveness, enabling them to reduce administrative work, accelerate preparation of lessons and course materials, deepen their understanding of complex subjects, and streamline research. Interviewees and survey respondents further highlighted the following benefits for faculty:

- **Faculty preference and widespread adoption.** Survey respondents reported widespread adoption of AI tools among faculty, with an average of 82% using Gemini or NotebookLM daily or weekly.[4]
- **Use of Gemini to streamline administrative, teaching, and research tasks.** Interviewees and survey respondents noted that faculty used Gemini to reduce manual administrative tasks, simplify lesson preparation and updates, and break down complex

topics into clearer explanations. These efficiencies enabled faculty to devote more time to high-impact work such as teaching, research, and student support.

- **Augmentation of academic expertise.** Interviewees emphasized that AI tools augmented, rather than replaced, academic expertise. Seventy-nine percent of survey respondents said Gemini and NotebookLM moderately or significantly empowered faculty.[5] A survey respondent who served as an IT decision-maker said, "[Gemini is] a brilliant assistant on speed dial."

> *"In working with historical material, starting research, or understanding a new concept, Gemini is exponentially enhancing [faculty and researcher] skill sets. It's not making experts, but it's making experts better."*
>
> **CIO, higher education**

- **Use of NotebookLM for working with trusted sources in a secure environment.** Interviewees and survey respondents said that faculty used NotebookLM to prepare classes using trusted content, align curriculum across courses and semesters, and organize materials for teaching and research.
- **Substantial time savings.** Survey respondents reported average time savings of over 4 hours per week for faculty due to Gemini and NotebookLM.[6] The CTO noted the value of both tools to faculty, and added: "Gemini is very, very useful. NotebookLM is fantastic."
- **Reduced workload pressure and mitigation of burnout.** Interviewees also noted that Gemini and NotebookLM helped mitigate faculty burnout. The deputy dean of computing said: "The AI tools [Gemini and NotebookLM] help with lectures and in completing tasks faster. They reduce our workload pressures."
- **Improved visibility into institutional research and easier collaboration across faculty.** The CTO explained that they used NotebookLM to put all their university's research in one place, which allowed faculty to identify collaborators across the university. The interviewee elaborated: "It's very easy to discover colleagues that are more or less working on the same areas and get in contact with them, to propose new ideas and collaborate. It's really very impactful."

> *"NotebookLM is very useful. [We used it to create] a database of all the research and dissertation papers of our university and an agent can answer questions about it. It's a very, very powerful [tool] to get specific information regarding our research. You can also make presentations, graphs, and podcasts. [Before this] nobody understood everything the university produced."*
>
> **CTO, higher education**

Improved student learning. Interviewees and survey respondents reported that Gemini and NotebookLM improved the student learning experience by making learning materials easier to access and understand, supporting faster comprehension of course concepts, and enabling more consistent and organized resources across classes and semesters. Interviewees and survey respondents further highlighted the following benefits for students:

- **Widespread use.** Survey respondents reported broad usage of Gemini and NotebookLM, with an average of 80% using the tools daily or weekly.[7]

- **Improved student outcomes.** Seventy-eight percent of survey respondents said Gemini and NotebookLM moderately or significantly improved student outcomes.[8]
- **Use of Gemini to simplify complex concepts and improve comprehension.** Survey respondents explained that Gemini simplified difficult concepts, summarized dense material, provided clearer explanations, and supported faster understanding and comprehension.
- **More exploratory and interactive learning with NotebookLM.** The deputy dean of computing highlighted how NotebookLM benefited students: "Using NotebookLM for the lectures is helping students. The lectures and course materials are there, and students use it to explore the material. And there are sharing features, so it's collaborative actually. It's a new way of learning. We can also customize it to have control."

> *"Students and faculty derive a lot of value [from Gemini and NotebookLM]. People are adopting them more and more."*
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> **IT director, higher education**

- **Clearer and more consistent learning materials with NotebookLM.** Survey respondents said NotebookLM provided clearer and better-organized learning resources, enabled easier access to translated or personalized study materials, and improved consistency across courses and semesters.
- **Student familiarity and preference.** Several interviewees remarked that a benefit of using Google's AI and collaboration tools was their familiarity to incoming students. The CIO said: "[Using Google tools is] almost an expectation and second nature for incoming students."

AI-augmented assistance for nonteaching staff. Interviewees and survey respondents reported that Gemini and NotebookLM improved the efficiency and work quality of nonteaching staff by enabling employees to automate administrative tasks, streamline data analysis and reporting, create content, and summarize documents. Interviewees and survey respondents further highlighted the following benefits for nonteaching staff:

- **Substantial time savings.** Survey respondents reported that nonteaching employees leveraging Gemini and NotebookLM saved more than 3 hours per week on average.[9]
- **Improved work quality.** Interviewees described Gemini as an assistant that helped them improve the quality of their work and operate with greater confidence. The CIO elaborated: "Gemini is incredibly good at synthesizing back your own information, surfacing and summarizing Gmail and Drive content, and building on your existing work. It's fantastic."
- **Better decision-making.** Interviewees said Gemini improved decision-making for administrators and staff by highlighting key information and extracting trends from logs, records, and unstructured sources. A survey respondent who served as an IT and information security decision-maker added, "Gemini's real value shows up in how quickly decisions are now made."

> *"The integration of Gemini into the application layers is very, very cool. … People are seeing the productivity benefits of that as opposed to [alternatives] that don't integrate."*
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> **IT director, higher education**

- **Clearer, higher-quality communications.** Interviewees explained that Gemini was also used to improve the clarity and effectiveness of employee communications. The deputy dean of computing added: "Gemini helps in writing proposals, and it

improves the quality. We have been relying on [Gemini] to help us do that."

- **NotebookLM for working with complex information in a single, trusted environment.** Interviewees said staff leveraged NotebookLM to quickly and accurately understand and act on complex information in a single, trusted environment. NotebookLM was used to centralize records, operational details, and institutional documents, which helped keep information consistent across departments and easier to find and understand. Staff at interviewees' organizations also used NotebookLM to streamline reporting, policy reviews, accreditation preparation, and the organization of large document sets.

> *"NotebookLM is a very powerful solution. You can add the material that you truly trust, so the answers are more reliable. We also use it to create infographics, which are very useful."*
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> **CTO, higher education**

Secure use of AI. Interviewees and survey respondents emphasized that secure AI was critical for their organizations and that Gemini and NotebookLM provided the security, data privacy protections, and control over organizational data they required. Interviewees and survey respondents further highlighted the following benefits related to the secure use of AI:

- **Confidence to deploy Gemini and NotebookLM broadly across the institution.** Interviewees said that security and enterprise-grade data protections were prerequisites for adopting AI tools at scale and that Gemini and NotebookLM provided confidence that organizational data was never reviewed by humans or used to train models when used by faculty, staff, and students.
- **Google's fully integrated AI stack.** Interviewees also said that Google's approach of creating, owning, and delivering AI as part of a fully integrated stack gave them greater confidence in data privacy and governance and enabled faster deployment of AI capabilities than approaches relying on third parties.

> *"[That Google owns its own AI] is their single greatest value proposition. It's their ability to be vertically integrated and enforce their own least privileged access and key controls from a data protection perspective."*
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> **CIO, higher education**

TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: "The Total Economic Impact™ Of Google Workspace For Education Plus In Higher Education," a commissioned study conducted by Forrester Consulting on behalf of Google, April 2026.

Study Findings

Forrester interviewed five decision-makers at four higher education organizations and surveyed 202 respondents with experience using Education Plus in higher education and combined the results into a three-year financial analysis for a composite organization.

Appendixes

APPENDIX A

Endnotes

[1] Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists solution providers in communicating their value proposition to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of business and technology initiatives to both senior management and other key stakeholders.

[2] Base: 202 global IT and administrative decision-makers at higher education organizations using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

[3] Base: 90 global IT and administrative decision-makers at higher education organizations whose faculty use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

[4] Base: 93 global IT and administrative decision-makers at higher education organizations where Gemini and/or NotebookLM are identified as important using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

[5] Base: 90 global IT and administrative decision-makers at higher education organizations whose faculty use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

[6] Ibid.

[7] Base: 93 global IT and administrative decision-makers at higher education organizations where Gemini and/or NotebookLM are identified as important using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

[8] Base: 90 global IT and administrative decision makers at higher education organizations whose faculty use Gemini and/or NotebookLM using Education Plus; Source: A commissioned study conducted by Forrester Consulting on behalf of Google, January 2026.

Disclosures

Readers should be aware of the following:

This study is commissioned by Google and delivered by Forrester Consulting. It is not meant to be used as a competitive analysis.

Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the study to determine the appropriateness of an investment in Google Workspace for Education Plus.

Google reviewed and provided feedback to Forrester, but Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning of the study.

Google provided the customer names for the interviews but did not participate in the interviews.