



Adobe & higher education

Enrich learning and boost campuswide efficiency with standout digital experiences

To learn more about what Adobe solutions can do for your institution, visit www.adobe.com/education/hed





Excellence in instruction, efficiency in operations

Transform your institution to meet the challenges and reap the benefits of the digital age. With Adobe's industry-leading portfolio of technologies and services, you can help faculty, students, and staff create and deliver digital experiences that promote excellence throughout your campus.

Provide engaging instruction across disciplines and teach digital communication skills critical to professional success. Boost productivity by enabling anytime, anywhere collaboration and information access. And run your operations more cost effectively and sustainably.

Creativity and content authoring

Enhance learning with powerful tools that let faculty and students solve problems and explore information in innovative ways.



- Enable a range of creative communications on campus, from data visualization in the sciences, engineering, and business to digital storytelling in the arts and humanities.
- Prepare future professionals for career success by giving them exceptional digital and visual communication skills.
- Rapidly create impactful and engaging eLearning content and courses.



Adobe & Case Western University

A leading research university supports a 21st century learning model with an Enterprise License Agreement (ELA) for Adobe® Creative Suite® 5 Master Collection software.

Challenges

- Provide 21st century digital literacy skills
- Equip faculty, students, and staff with cost-effective, leading-edge digital media tools
- Improve recruitment efforts
- Enhance research and empower insights
- Provide new ways for students to learn through technology

Solution

- Establishing an ELA with Adobe that provides faculty, students, and staff with access to Master Collection at no charge

Results

- Equipped students with competitive skills for today's workplace
- Enabled faculty, students, and staff to download the full array of Adobe creative software at no cost to them
- Provided more than one-third of the university's population with Master Collection in just three months
- Spurred refreshed and enhanced curriculums across disciplines
- Discovered insights through new data visualization tools
- Adopted virtual yet hands-on learning practices to make teaching more effective

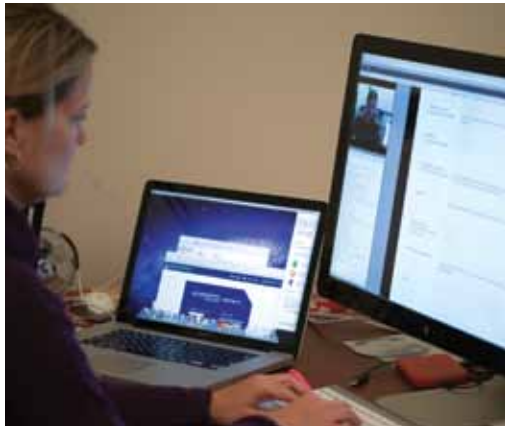
"The skills people learn using Adobe Creative Suite 5 software let them tap into the new world of social connectivity, interactive collaboration, and new ways of reflection through the use of creative, interactive technologies."

Wendy Shapiro

Senior academic technology officer
Case Western Reserve University

Collaboration and productivity

Help your campus community share knowledge and work together more effectively with enterprise-grade solutions.



- Create and deliver interactive online courses—and efficiently manage learner progress—for both student education and staff development.
- Implement technology solutions that automate administrative processes so you can make better use of resources, reduce costs, and achieve sustainability goals.
- Provide scalable systems for IT support and help desk resolution.



Adobe & Academy of Art University

With the cost of higher education on the rise and student recruitment efforts becoming increasingly competitive, colleges and universities are seeking to build 21st century learning models that reach beyond the boundaries of traditional campuses. Toward that end, the Academy of Art University is using Adobe solutions to extend the physical boundaries of its San Francisco campus and enroll record numbers of students into virtual, accredited degree and certificate programs.

Challenges

- Improve the quality of online courses and give students easier access to them
- Reduce the costs of recruitment efforts while enhancing their effectiveness

Solution

- Adobe Connect™ for eLearning
- Adobe Connect for Web Meetings

Results

- Mirrored on-campus university offerings in a virtual environment
- Achieved a significantly higher conversion rate, up to 30% for online recruitment events, compared with an average prospect conversion rate
- Expanded online courses from 2 to more than 700 classes, generating new revenue
- Saved tens of thousands of dollars yearly by reducing recruiting costs

"Adobe Connect enables us to take web-based higher education to the level we always envisioned—by leveraging Adobe technology to easily reach students and prospective students worldwide."

Jason Shaeffer

Director of online studies
Academy of Art University

Knowledge and web experience management

Gain insight into learning and communications strategy using robust content management and digital analytics tools.



- Recruit new students and serve current students more effectively by delivering relevant content through targeted web experiences.
- Optimize and personalize your web and social media communications to proactively address students' needs and engage in more meaningful, productive dialogue with them.
- Measure how students engage with learning content, using your findings as a basis for refining and managing learning strategies.
- Provide your campus community with a flexible content management system framework so it can easily create and manage a consistent web presence.



Adobe & University of Oklahoma

A leading public university uses the Adobe Customer Experience Solution: Web Experience Management (WEM) to efficiently distribute content authoring campuswide while delivering a brand-consistent online experience.

Challenges

- Maintain a consistent online experience across diverse colleges and departments
- Empower dispersed content owners with self-service web authoring and publishing
- Integrate social media to reach new audiences in new ways

Solution

- Adopting WEM throughout the university
- Providing the global community with information and tools for every part of the student lifecycle, from prospect to enrollee to alum

"We're passionate about having one tool that lets people do everything, and we're trying to utilize WEM from Adobe for this purpose since it makes it simple to author content for our calendar, map, and portal—as well as individual websites—all without having to change interfaces."

Erin Yarbrough
Director of web communications
The University of Oklahoma

Results

- Combined consistent branding and user experience with flexible authoring and functionality across dozens of department and college websites
- Provided high-value features—including interactive maps, calendars, and slide shows—within a seamless online experience
- Enhanced communications with prospects, alumni, and friends with award-winning use of social media



Get an amazing value

Whether you want to procure individual software products or deploy a variety of Adobe technologies across campus, Adobe licensing programs make purchasing affordable and simple. And Adobe's higher education solutions go beyond software. With free curriculum resources, professional development offerings, and certification programs, as well as a wealth of user groups, forums, and community sites, you can truly reap the benefits of Adobe technologies.

A partner for the future

By providing members of your campus community the tools to create, deliver, and optimize compelling content across media and devices, Adobe helps you prepare students for success and run operations more efficiently in the digital age.

"With the Enterprise License Agreement, we are providing a full complement of Adobe software—an important part of our teaching, learning, and administrative efforts—for all of our faculty, students, and staff at no charge to users and saving time and effort in procurement. This allows students to use the latest, greatest tools and create their own skill sets to take with them into the workforce."

Brad Wheeler
Vice president of IT and CIO
Indiana University