



**Northern Illinois
University**

Adobe Creative Campus

Computing Facilities Advisory Committee
November 17, 2023

Background



- In 2021, Presidents & Chancellors asked IPATHE (Illinois Partnership to Advance Technology in Higher Education) to explore both near-term and long-term steps needed to advance shared purchasing & shared services across higher education
- Natural to start with shared purchasing, but open to early opportunities for shared services
- Parallel recommendations to Presidents & Chancellors:
 - Opportunities for near-term shared projects
 - Sustainable framework for ongoing collaboration
- Comprehensive IT "Services" Survey in March-2021
- Prioritized List of "Opportunities"...

Adobe Creative Cloud / Sign at NIU



Collaboration with IPATHE

Adobe – led by NIU

- Opportunity Type: Shared Bulk Purchasing
- Combined Institutional Spend of ~\$2M/year
- Institutions Need Better Licensing Coverage – Creative Cloud/Sign
- Reduce Unit Pricing Based on Multi-Party Purchase
- Executed Three-Year ETLA in Aug-2023

| Institution | Faculty/Staff FTE ² | Student Licenses | Students Covered % | Adobe Sign Licenses |
|----------------------------------|--------------------------------|------------------|--------------------|---------------------|
| Chicago State | 548 | 1,153 | 50% | 9,152 |
| Eastern Illinois | 983 | 4,304 | 50% | 16,417 |
| Governor's State | 696 | 2,141 | 50% | - |
| Illinois State | 2,964 | 9,856 | 50% | 49,502 |
| Northeastern Illinois | 764 | 3,137 | 50% | - |
| Northern Illinois | 2,481 | 7,908 | 50% | 41,436 |
| Southern Illinois - Carbondale | 4,146 | 5,488 | 50% | 69,243 |
| Southern Illinois - Edwardsville | 1,984 | 6,338 | 50% | 33,135 |
| Western Illinois | 1,099 | 3,632 | 50% | 18,355 |
| Totals | 15,665 | 43,956 | 50% | 237,240 |



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Adobe Creative Campus Program



- Most strategic education partnership program with Adobe.
- Spotlights leading colleges and universities that recognize the value of teaching digital literacy skills in higher education.
- Schools that are preparing students for success in the classroom and the modern economy.
- Schools supporting equal access and equity initiatives.
- Schools making Adobe Creative Cloud available to their students, and transforming their curricula to teach creative and persuasive digital communication skills across disciplines.



The Adobe Creative Campus Program
and Adobe Digital Literacy Thought Leaders



Becoming an Adobe Creative Campus



- Commitment to digital literacy in strategic goals and student outcomes
- Integration of Creative Cloud across disciplines
- ETLA partnership that gives students access to Creative Cloud outside of labs and classrooms
- Collaboration with peer institutions to share content and best practices



Used and shaped by our peers

4M
students
around the
world benefit
from access to
Creative Cloud.



Support for your institution, staff, and students



Institutional Support

Deployment and technical guidance to drive successful implementation + marketing resources to help you build awareness and usage



Faculty Support

Programs like the Education Exchange, where faculty and staff can explore professional development materials and self-paced courses and earn completion credits and badges



Student Support

Programs that help students hone their digital literacy skills and become resources for their peers

Member benefits



Branding and marketing support



Support in driving awareness and adoption

Institution



Peer-to-peer collaboration



Adobe Education Institute and self-paced professional development



Thought leadership opportunities



Quarterly newsletter

Faculty

Student benefits



Increase engagement

as students create more immersive course projects, such as podcasts, web pages, and documentaries.



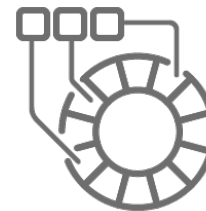
Gain the confidence

to become self-starters by innovating on projects related to social justice and their own personal passions.



Learn persuasive

communication, which empowers students to clearly express their ideas and amplify their voices.

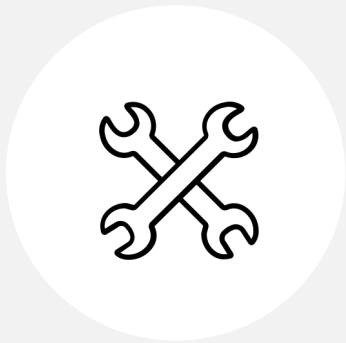


Graduate with soft skills and storytelling skills

that can accelerate their time to employment and put them ahead in the modern workplace.

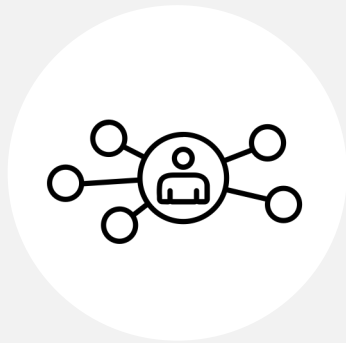
Creative & digital tools that foster creativity enable student success

“The power to use digital tools to solve problems, produce innovative projects, enhance communication and prepare for the challenges of an increasingly digital world. In doing the work of becoming digitally literate, students have to be creative, think critically, solve problems creatively, and collaborate effectively.”



Digital tools & skills

That drive engagement and build in-demand skills



Integral across all disciplines

To develop higher order thinking skills and deeper cognition



Hands-on learning

That links to real world experience and provides opportunities to do and create

Creativity is imperative to drive impact regardless of the discipline

Create a video about sustainability in the environment



Produce a graphic presenting a socio-political argument



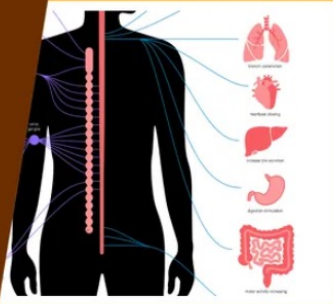
Create a portrait exploring identity and expression



Design a logo for an invented nonprofit



Create a map showing key components in a system



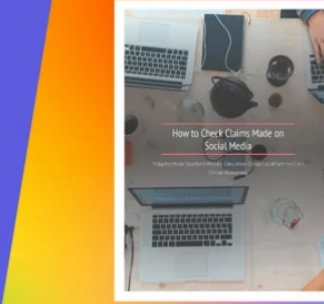
Design and prototype a mobile app about Juneteenth



Produce a video using sound to create a sense of place



Present a web page analyzing social media bias



Sciences

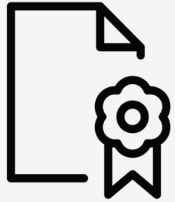
Social studies

Humanities

Business

Graphic Design

Creative & digital literacy skills improve student outcomes across key areas



Course mastery

4.5%

higher rates of
A and B grades



Course grades

8%

higher grades
overall



Term GPA

.2

increase in GPA on a
4-point scale



Persistence

8%

more likely to
return next term

Recent graduates and professionals with creative skills outperform those without



Recent graduates working in varied functions secured starting salaries of up to

16%

higher when they **listed creative skills**

In past three years, **professionals with creative skills** saw up to

2-3x

higher **salary increases** and greater **career trajectory** across varied industries than those who did not cite these skills.

Source: LinkedIn study 2021; internal data - recent graduates since Jan 2017; * data represents those promoted and seniority is Senior+ OR obtained an advanced degree in the last 18 months.

Foster creativity, drive engagement, and build career-relevant skills with Adobe Express and Creative Cloud

Presentations and reports

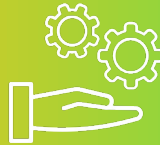
Documents and collaboration

Services

Video production and effects

Photography and graphics

Experience design



To teach and enhance student visual communication

Tools to facilitate teaching and learning

To help students sharpen and share their work

Tools that are industry standard for social media and the big screen

For 2D and 3D design projects

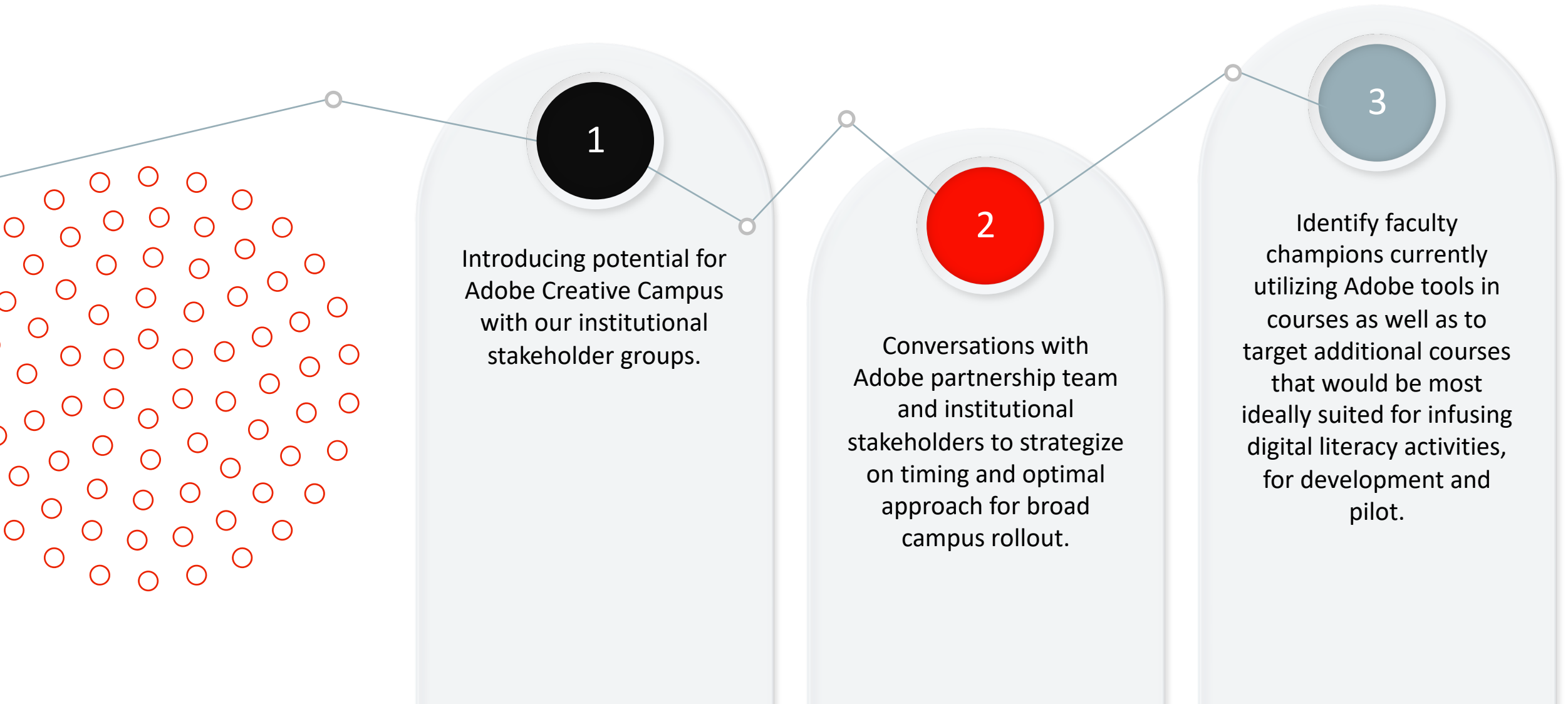
To bring web and app prototypes to life



Use-cases further enhanced with Creative Cloud for limitless creativity



Next Steps



Learn more about Adobe Creative Campus

- [Adobe Creative Campus](#) – general overview of the Creative Campus program and some resources/testimonials from other CC institutions
- [Adobe Education Exchange](#) – teaching resources for integrating digital literacy and communication in coursework
- [Adobe Professional Learning for Educators](#) – self-paced courses and webinars on using Adobe tools for teaching
- [Adobe Education Institute](#) – Information about the 2023 institute, a week-long virtual event to learn more about integrating Adobe and complete a teaching-related project
- [Adobe Creative Cloud](#) – login for Adobe Creative Cloud

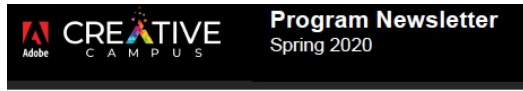


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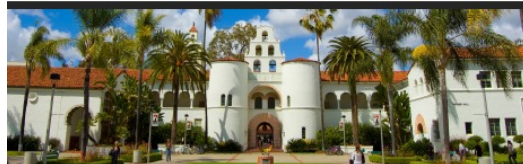
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Program communications and events



Welcome to the first edition of the Adobe Creative Campus Program newsletter. You're receiving this quarterly publication because you attended an Adobe Creative Campus Collaboration event or you're part of an Adobe Creative Campus school. During this challenging time of working, teaching, and learning remotely, we want to keep you informed about digital literacy trends and offer helpful distance-learning resources. We'll also provide details soon about opportunities for you to collaborate with other Creative Campus members in virtual events.



Creativity and Collaboration Take Center Stage at our San Diego State Event

At Adobe's recent Creative Campus Collaboration event in February on the San Diego State University campus, fourteen inspiring speakers from six higher education institutions talked about their efforts to drive school-wide digital literacy initiatives. They shared their challenges and successes, demonstrating that it takes many departments, faculty, and teams working together to drive digital transformation and improve student outcomes.

Check out their amazing presentations to see how they're doing it.

[View now](#)



Digital Literacy, Redefined
By refining the meaning of digital literacy, Sid Dobrin, English Professor at the University of Florida and Adobe Digital Literacy Thought Leader, contends that students at all skill levels in any discipline will reap the benefits of digital skills.

[Check out the blog](#)



Are Your Students Ready for the Digital Economy?
When students are encouraged to dream big, they can change the world. That idea is the driving force at the University of Utah, an Adobe Creative Campus, where all students have access to Adobe Creative Cloud to help them develop the in-demand skills they need to succeed in the modern economy.

[See the video](#)



Lessons Learned: Engaging Students Through Distance Learning

The Adobe Creative Campus Digital Literacy Café webinar series is designed to provide academic leaders with various perspectives on preparing students for success in the modern economy.

Join Dr. Melissa Vito, Interim Vice Provost for Academic Innovation at University of Texas San Antonio, and your Adobe host, Sebastian Distefano, in a conversation about the recent rush to distance and online learning.

Dr. Vito will share how University of Texas San Antonio was able to make the pivot to online teaching within one week and how digital literacy skills can be taught through online forums. She will also share recent research findings from a study UT San Antonio conducted regarding online student engagement and outcomes.

Featuring:



Dr. Melissa Vito
Interim Vice Provost for Academic Innovation,
University of Texas San Antonio



Sebastian Distefano
Sr. Manager Strategic Business Development,
Adobe

[Register now](#)

Lessons Learned: Engaging Students Through Distance Learning

Wednesday, August 26
10am PT | 12pm CT | 1pm ET

For more information:
[Katherine Neil](#)



Higher Education Executive Roundtable About Digital Literacy and the Changing Workforce

Join your peers for an exclusive event where you'll hear innovative ideas and collaborate on new approaches. Thought leaders from higher education institutions will discuss how they're teaching digital literacy and building their students' essential soft skills in a time of increasing automation and economic turmoil.

Tuesday, July 14, 2020
8:45am-12:00pm AEST (15-minute break in between sessions)

Hosted online via Zoom.

We're keeping this event small to inspire meaningful discussion and collaboration. Please come prepared to share your video and audio to fully participate. The invitation is not transferable — please do not forward or share.

Please add your physical shipping address so we can send you a roundtable kit before the event. Adobe will not use your address for marketing purposes.

For more information:
[Marlou Rodil](#)

Thank you for your interest in Adobe Solutions. Registration for this event has been closed. We apologize for any inconvenience and look forward to seeing you at a future event.

Thank you,
Adobe



Engaged Education for All: Digital Agility across Learning Spaces, Modalities, and Disciplines

Mon June 15
11:30-2:00pm Eastern Time

Keynote

The opening and welcoming keynote talks will feature a wide collection of Creative Campus thought leaders from across the globe.



CAREER BRANDING WITH ADOBE PORTFOLIO AND BEHANCE

Mon June 15
1:00PM - 3:00PM EASTERN TIME

with **Jan Holmevik**
Associate Professor,
Clemson University

This workshop will show you and your students how to use Illustrator to create "datastories" in the form of infographics and research posters to accompany oral presentations.



Visualizing Complex Ideas with Adobe Illustrator

Tue June 16
11:30-2:00pm Eastern Time

with **Eric Cornish**
Faculty in Graphic & Motion Design,
Miami Dade College

This workshop will show you and your students how to use Illustrator to create "datastories" in the form of infographics and research posters to accompany oral presentations.



- Creative Campus Collaboration events
- Faculty Development Institute
- Digital Literacy Executive Roundtables
- Webinars
- Creative Jams
- Newsletters

Perspectives and insights from other schools and faculty

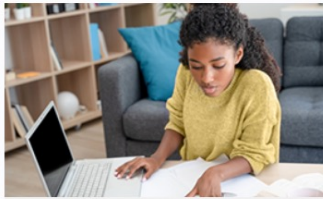
Perspectives from Adobe Creative Campus schools.

See how digital literacy is transforming teaching and learning at these dynamic institutions.



University of Utah is preparing students for the digital economy.

[Watch video](#)



Digital literacy gives student an advantage at Winston-Salem State University, the first Historically Black College and University (HBCU) to become an Adobe Creative Campus.

[Watch video](#)



From dinosaurs to social justice — how University of Arizona teaches digital fluency.

[Read blog](#)



Digital literacy for a modern age at University of North Carolina at Chapel Hill.

[Watch video](#)



California State University Fullerton extends creativity and digital literacy to humanities and business classes.

[Read blog](#)



Learning and adapting in a changing world at Swinburne University of Technology.

[Read blog](#)

Insight from academic innovators.

These educators, administrators, and students are innovators who regularly share best practices, research, teaching content, and work with their peers in the Adobe Creative Campus program community. Hear them share their thoughts on the importance of fostering digital literacy in higher education.



Vincent J. Del Casino Jr., Ph.D.
Former Sr. Vice Provost and
Vice President Academic Initiatives and Student Success,
The University of Arizona

Demand for transferable skills

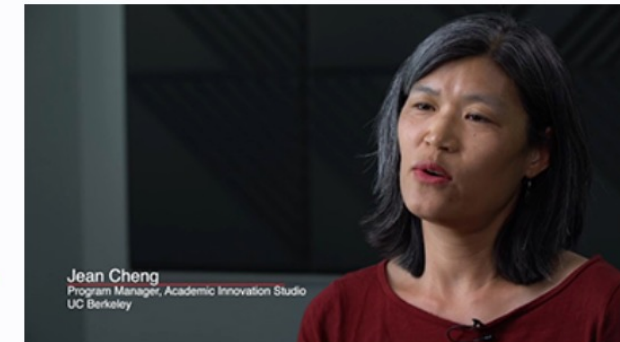
Vincent J. Del Casino Jr., Ph.D.
Provost and Senior Vice President of Academic Affairs
San Jose State University
(Former Vice President Academic Initiatives and Student Success, University of Arizona)

[Watch now](#)

Working with faculty to develop digital literacy skills

Jean Cheng
Program Manager,
Academic Innovation Studio
UC Berkeley

[Watch now](#)



Jean Cheng
Program Manager, Academic Innovation Studio
UC Berkeley



Adobe Creative Campus

Fostering digital literacy, access, and equity for students — and driving recognition for innovative institutions.

The Adobe Creative Campus program spotlights leading colleges and universities that recognize the value of teaching digital literacy in higher education.

Engaged, empowered, and enabled students

Ensure access to the best tools for students & faculty



INDIANA UNIVERSITY

“We want to transform teaching and learning for faculty and students through innovative uses of technology. By offering unlimited access to industry-leading creative tools from Adobe, we do exactly that. And as higher education shifts even more toward digital learning, our new Adobe agreement helps ensure access to the best tools for students and faculty alike — not to mention it reinforces our commitment to digital fluency.”

Julie Johnston, Associate VP, Learning Technologies

Increase in student engagement



“What’s amazing is that companies like Adobe are really invested in student success and want to see them learn and grow,” Vizas says. “Engagement actually increased this year because we were all in the same boat with COVID-19. In particular, Adobe really brought its sponsorship to a new level and set a high bar for next year’s sponsors.”

Jen Vizas, Director of Projects, Service Adoption & Engagement

Provide students with better post-graduate opportunities



“We’re demonstrating our commitment to giving our students the best opportunities. Whether they move on to a four-year university or start their careers right away, Butler graduates can develop digital skillsets that help them succeed.”

Dr. Kimberly Krull, president of Butler Community College