Adobe Creative Campus

Computing Facilities Advisory Committee
November 17, 2023
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”…
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

<table>
<thead>
<tr>
<th>Institution</th>
<th>Faculty/Staff FTE²</th>
<th>Student Licenses</th>
<th>Students Covered %</th>
<th>Adobe Sign Licenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago State</td>
<td>548</td>
<td>1,153</td>
<td>50%</td>
<td>9,152</td>
</tr>
<tr>
<td>Eastern Illinois</td>
<td>983</td>
<td>4,304</td>
<td>50%</td>
<td>16,417</td>
</tr>
<tr>
<td>Governor's State</td>
<td>696</td>
<td>2,141</td>
<td>50%</td>
<td>-</td>
</tr>
<tr>
<td>Illinois State</td>
<td>2,964</td>
<td>9,856</td>
<td>50%</td>
<td>49,502</td>
</tr>
<tr>
<td>Northeastern Illinois</td>
<td>764</td>
<td>3,137</td>
<td>50%</td>
<td>-</td>
</tr>
<tr>
<td>Northern Illinois</td>
<td>2,481</td>
<td>7,908</td>
<td>50%</td>
<td>41,436</td>
</tr>
<tr>
<td>Southern Illinois - Carbondale</td>
<td>4,146</td>
<td>5,488</td>
<td>50%</td>
<td>69,243</td>
</tr>
<tr>
<td>Southern Illinois - Edwardsville</td>
<td>1,984</td>
<td>6,338</td>
<td>50%</td>
<td>33,135</td>
</tr>
<tr>
<td>Western Illinois</td>
<td>1,099</td>
<td>3,632</td>
<td>50%</td>
<td>18,355</td>
</tr>
<tr>
<td>Totals</td>
<td>15,665</td>
<td>43,956</td>
<td>50%</td>
<td>237,240</td>
</tr>
</tbody>
</table>
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.
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
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

Institution

- Branding and marketing support
- Support in driving awareness and adoption

Faculty

- Peer-to-peer collaboration
- Thought leadership opportunities
- Adobe Education Institute and self-paced professional development
- Quarterly newsletter
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.
Creative & digital literacy skills improve student outcomes across key areas

<table>
<thead>
<tr>
<th>Course mastery</th>
<th>Course grades</th>
<th>Term GPA</th>
<th>Persistence</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.5%</td>
<td>8%</td>
<td>.2</td>
<td>8%</td>
</tr>
<tr>
<td>higher rates of A and B grades</td>
<td>higher grades overall</td>
<td>increase in GPA on a 4-point scale</td>
<td>more likely to return next term</td>
</tr>
</tbody>
</table>

Source: Civitas
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

<table>
<thead>
<tr>
<th>Presentations and reports</th>
<th>Documents and collaboration</th>
<th>Services</th>
<th>Video production and effects</th>
<th>Photography and graphics</th>
<th>Experience design</th>
</tr>
</thead>
<tbody>
<tr>
<td>To teach and enhance student visual communication</td>
<td>Tools to facilitate teaching and learning</td>
<td>To help students sharpen and share their work</td>
<td>Tools that are industry standard for social media and the big screen</td>
<td>For 2D and 3D design projects</td>
<td>To bring web and app prototypes to life</td>
</tr>
</tbody>
</table>

Use-cases further enhanced with Creative Cloud for limitless creativity
Introducing potential for Adobe Creative Campus with our institutional stakeholder groups.

Conversations with Adobe partnership team and institutional stakeholders to strategize on timing and optimal approach for broad campus rollout.

Identify faculty champions currently utilizing Adobe tools in courses as well as to target additional courses that would be most ideally suited for infusing digital literacy activities, for development and pilot.
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
Program communications and events

- 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.

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
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

Increase in student engagement

Provide students with better post-graduate opportunities

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

Duke University

“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

Butler Community College

“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