Adobe Student License Program

- The Need
- The Product
- The Use Cases

Adobe Sign

- The Need
- The Product
- The Use Cases

Adobe Resources

Adobe Student License Program

The Need

Our students and education system face a **rapidly changing world**

Most promising jobs of 2019 and the skills they require

Top 5 careers based on LinkedIn data

1. Data Scientist
2. Site Reliability Engineer
3. Enterprise Account Executive
4. Product Designer
5. Product Owner

Top 5 in-demand soft skills

1. Creativity
2. Persuasion
3. Collaboration
4. Adaptability
5. Time management

Based on LinkedIn data

A degree alone isn't enough
Employers are looking for dynamic skills

World Economic Forum: Future of Jobs Report, Skills Trending in 2022

1. Analytical thinking and innovation

2. Creativity, originality, and initiative

3. Technology design and programming

4. Critical thinking and analysis

5. Complex problem-solving

6. Leadership and social influence

Selected skills, source: Future of Jobs Survey 2018, World Economic Forum

Technology trends impacting higher education

Students and faculty need to be able to work from anywhere.

Distance learning has created new possibilities and challenges.

New approaches by Generation Z.

Digital natives take an innovative, entrepreneurial approach to learning, work and self-expression.

Shifts in attitudes about higher education.

Schools need to evolve and build skills students need to get ahead in the modern economy.

Evolving definition of creativity.

In a world of automation, it is becoming critical for education to prioritize higher-order skills.

Need to build skills that get students employed

36%
of students think they will graduate with the skills and knowledge to be successful in the workplace

43%
of college graduates are underemployed in their first job

Strada-Gallup 2017 College Student Survey study of 32,000 college students

Burning Glass 2018 Majors that Matter Survey

Prepare students for the modern economy

Digital tools & skills

Drive **engagement** with digital tools and build **in-demand skills**

Integral across all disciplines

Develop **higher order thinking skills** and **deeper cognition**

Hands-on learning

Link **real world experience** and provide opportunities to **do** and **create**

Adobe Student License Program
The Product

Adobe Creative Cloud
Drive engagement, build critical skills, foster creativity

Develop engaging PRESENTATIONS

Final projects, oral presentations, reports

Adobe Spark Page

Adobe InDesign

Adobe Acrobat Pro

Share your story through VIDEOS

Skits, explainer videos, teacher instructional videos

Adobe Premiere Rush

Adobe Premiere Pro

Adobe After Effects

Edit PHOTOS to tell a better story

Images, photography, posters, cards

Adobe Photoshop Lightroom

Adobe Photoshop

Adobe Illustrator

Explore STEAM with WEB & APP DESIGNS

Websites, mobile apps, newsletters, portfolios

Adobe Character Animator

Adobe Dreamweaver

Adobe XD

Create ILLUSTRATIONS from scratch

Infographics, research posters, paintings, drawings

Adobe Illustrator

Adobe Dimension

Adobe Fresco

Modify DOCUMENTS to save time

Essays, learning journals, how-to instructions, feedback circles

Adobe Acrobat Pro

Adobe Scan

Adobe

Adobe Creative Cloud for higher education

Labs, libraries, and classrooms on entitled school machines

Creative Cloud Shared Device License

Create images, graphics, videos, websites in classrooms and labs.

Windows & Mac OS

Small workgroups and departments

Creative Cloud Named User License

Enable faculty and staff to create and collaborate at school and at home on any device.

Windows & Mac OS

Student use at home, in class/labs, and on the go

Creative Cloud Student License Pack

Empower students to create anywhere, anytime with on any device.

Windows & Mac OS

Adobe Creative Cloud is used across industries

RETAIL

MEDIA & ENTERTAINMENT

HIGH TECH
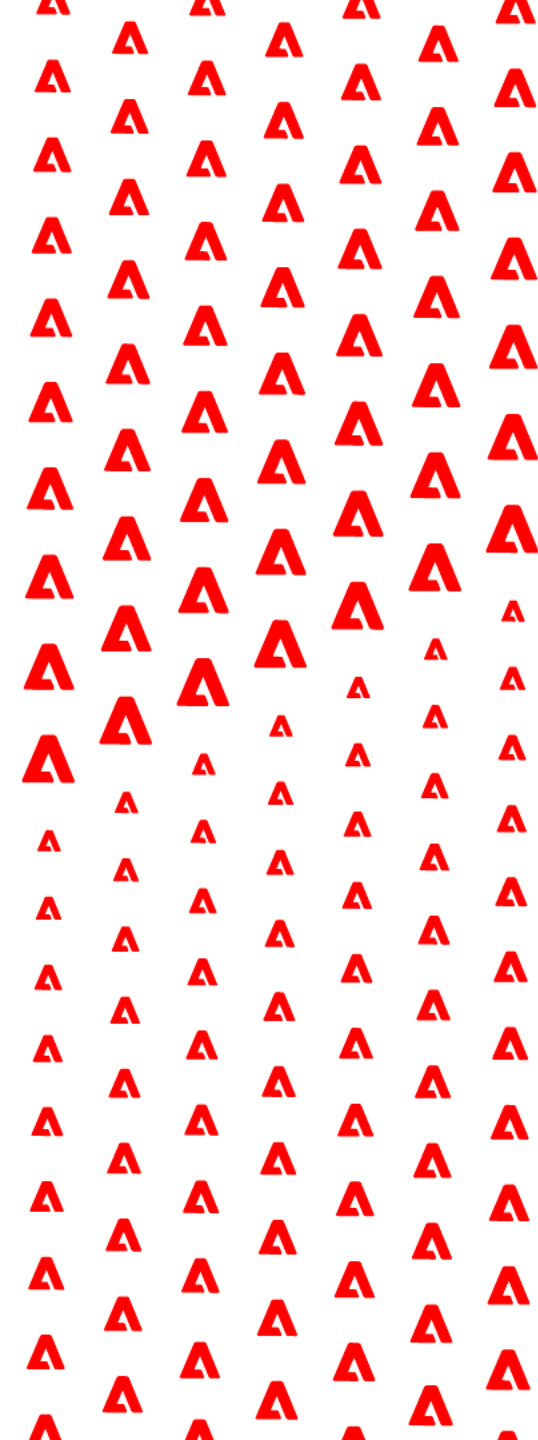
MANUFACTURING

TELECOM & SERVICES

AND MORE

Adobe Student License Program

The Use Cases

Multi-media Expression in the 21st Century
Boston University

"By using Adobe Creative Cloud apps to teach digital literacy and collaboration in the classroom, we are preparing students to become effective communicators in their professional, civic, and personal lives."

Brad Wheeler, Learning Experience Designer, Center for Teaching & Learning, Boston University

Photo by Cydney Scott for Boston University Photography

Adobe

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

THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

"Adobe is a standard across industries, and Adobe Creative Cloud complements our curriculum so we can promote digital literacy across disciplines at UNC-Chapel Hill."

Chris Kielt, Vice Chancellor for Information Technology and Chief Information Officer, University of North Carolina at Chapel Hill

Adobe

Digital storying telling in multi-modal outputs

Student in School of Media and Journalism, Digital Literacy Minor
University of North Carolina Chapel Hill

Mobile App
2017

Podcast
2017

Running Varsity: "Form meets function"

Website
2017

THE SHOW WILL GO ON
VARSITYONFRANKLIN.COM
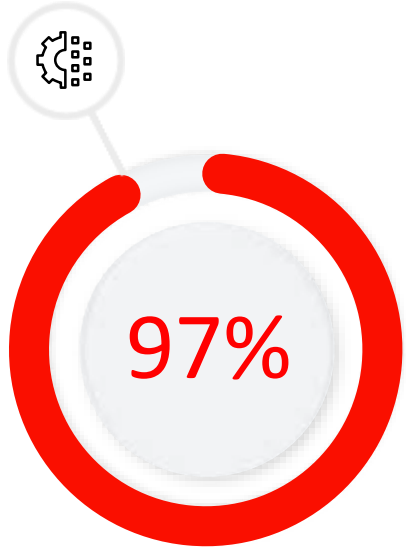
Film
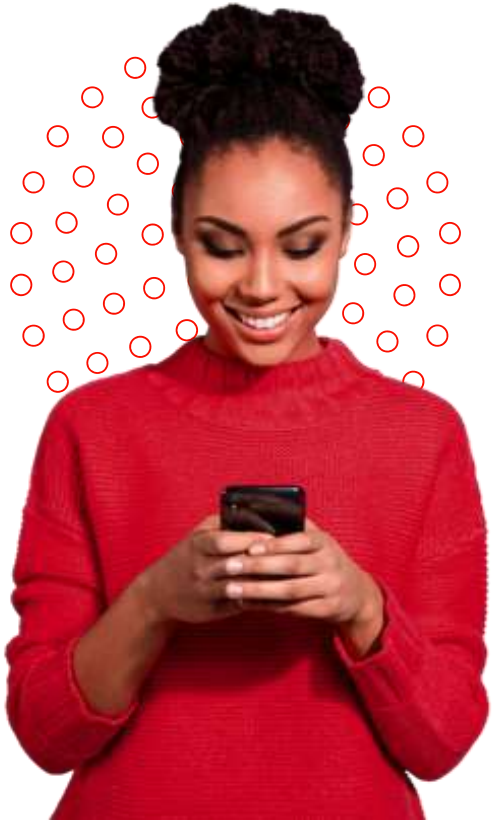2017

Magazine
2017

Adobe Sign
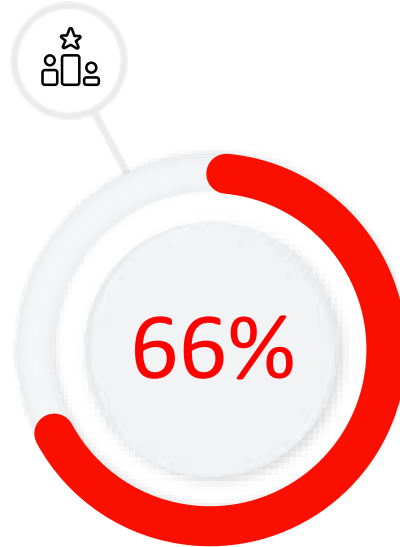
The Need

If you're drowning in paper—

80% of document processes still rely on paper
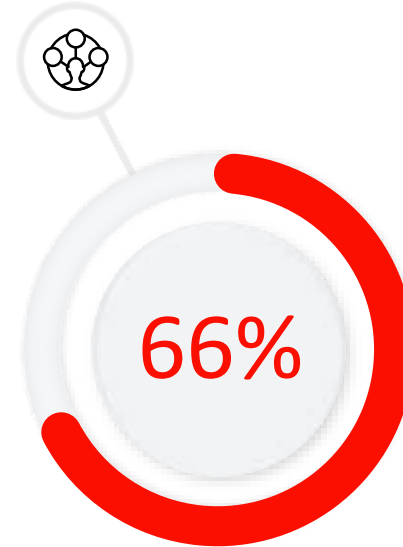
Predictions 2018, A year of reckoning, Forrester, 2018

—and pressured to digitize

97%
COVID has accelerated digital transformation

66%
End users want improved digital alternatives and interactions
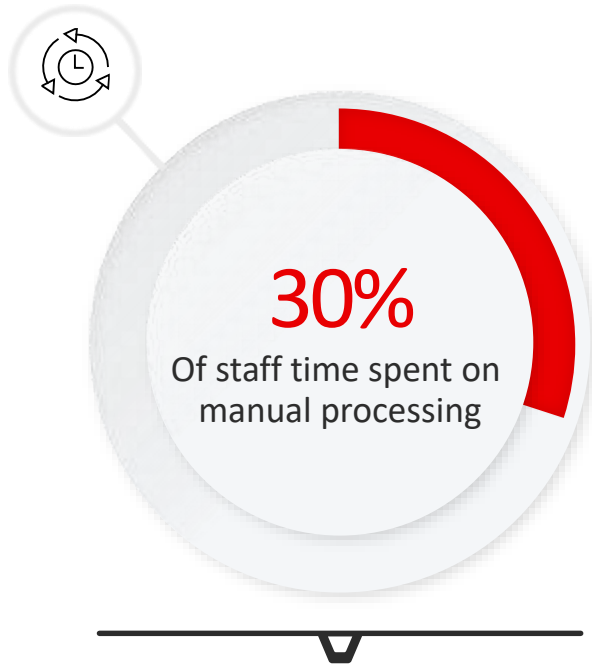
66%
Staff wants more digital options for day to day work

5 years
Digital adoption vaulted 5 years in just 8 weeks Video calls grew by over 1,000% in 1 month
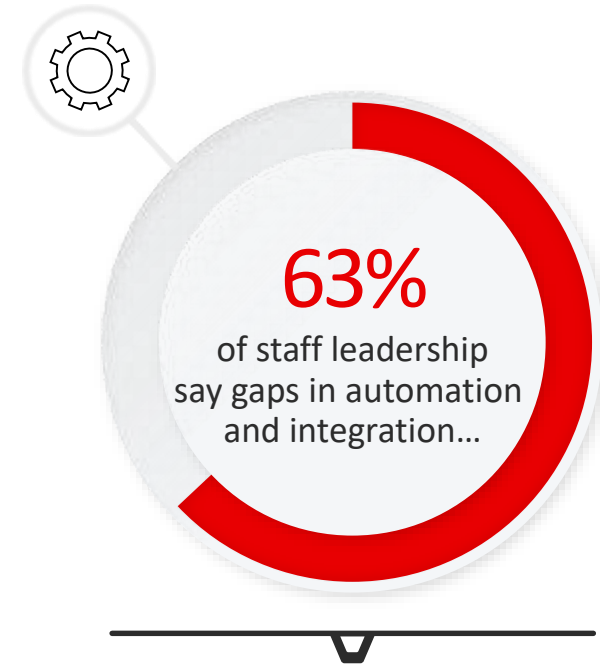
Eliminating paper addresses key staff pain points

30%
Of staff time spent on manual processing

1/3
of staff leadership claim problems with...

63%
of staff leadership say gaps in automation and integration...

- Document routing
- Signing and approvals
- Status tracking
- Archiving

- Missing signatures, initials, or dates
- Signed by the wrong person
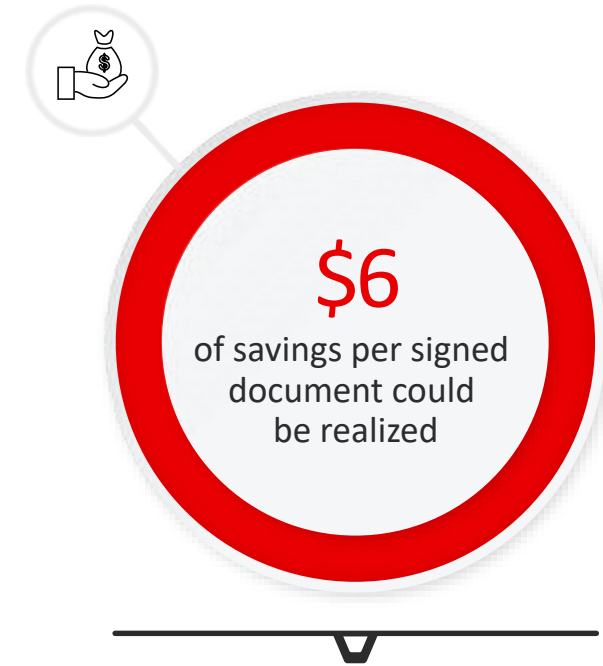
- Adversely impact user experience

Eliminating paper saves time and money

1.5
labor hours could be saved by digitizing campus forms

Improve document routing and status tracking

96%
reduction in processing time could be achieved reducing days to hours

Eliminate missing signatures, initials, or dates

$6
of savings per signed document could be realized

Improve end users experience

"The Total Economic Impact of Adobe Sign," a commissioned study by Forrester Consulting on behalf of Adobe, August 2019
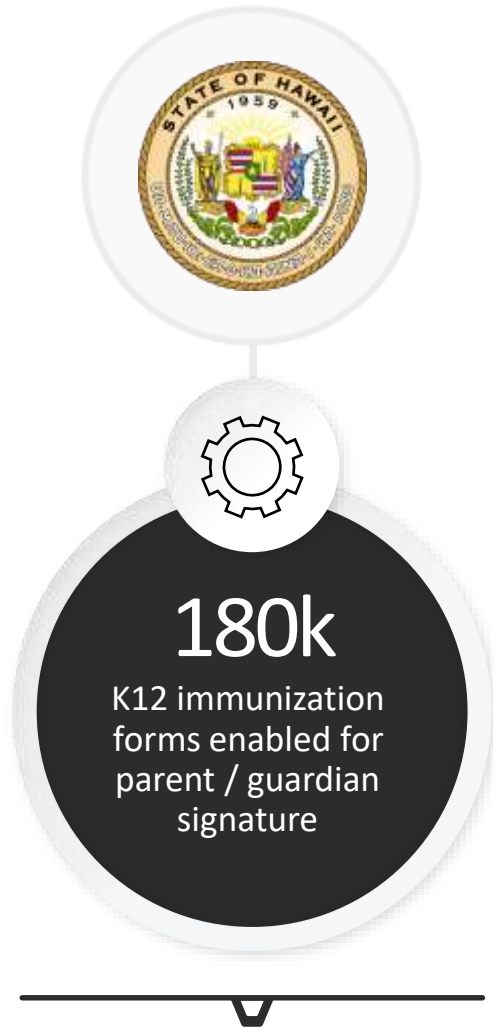
Adobe

At a significant scale

For every thousand students, institutions process over 20,000 forms. At $6 in cost per form and 1.5 hours in labor per form, this adds up to over $120,000 in cost and over 30,000 hours of labor.*

The number of student, teacher, and administrative forms processed annually per 1,000 students

	Students	Teachers (1:16)	Administrators (1:32)
Population	1,000	62.5	31.3
Annual forms/person	10	90 (10 forms/mo)	144 (16 forms/mo)
Total forms	10,000	5,625	4,500

*Estimates are based on data from The National Center for Education Statistics (NCES) and "The Total Economic Impact of Adobe Sign," a commissioned study by Forrester Consulting on behalf of Adobe, August 2019.
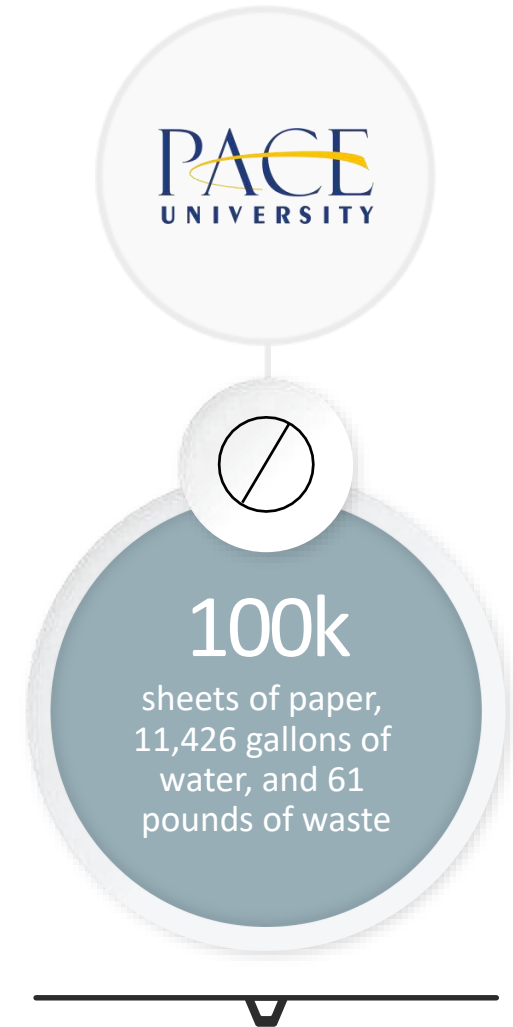
Proven returns in education

180k
K12 immunization forms enabled for parent / guardian signature

Efficiency

4k
hours / yearly
saved with 12,000 new hire transactions falling from 30 minutes each to 10

Time Savings

100k
sheets of paper, 11,426 gallons of water, and 61 pounds of waste

Eliminated

Environmental impact

Every 1,000 students transitioned to digital forms and signatures saves:

Water 1,530 gal

Waste 84 lbs

Wood 533 lbs

CO_2 1,287 lbs

Energy 534 kWh

Impact estimates were made using the Environmental Paper Network Paper Calculator 3.2.1
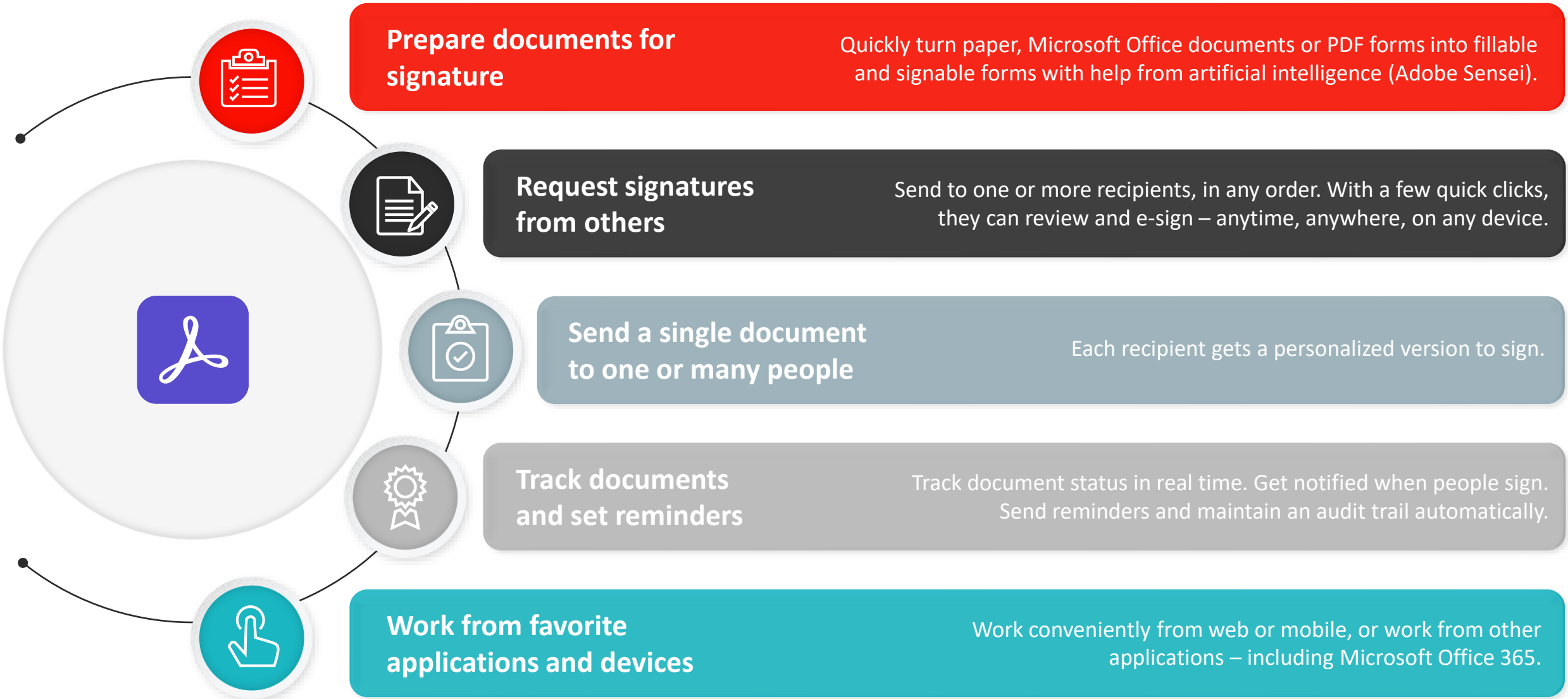
Adobe

Adobe Sign

The Product
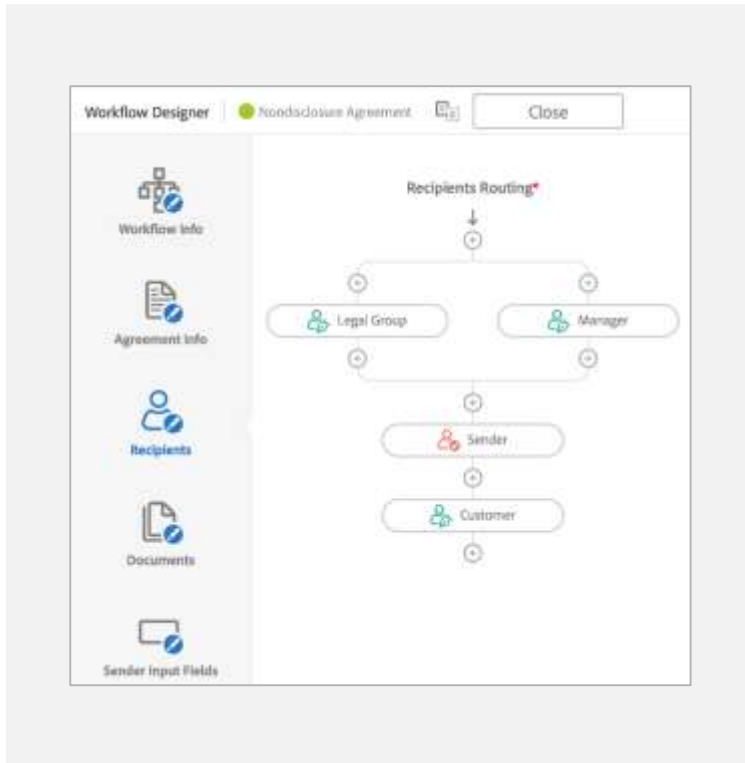
Meet Adobe Sign

Adobe Sign. Trusted. Legal. Secure.

Adobe Sign is a cloud based electronic signature service that simplifies, streamlines and secures the process of gathering information and signatures. Users can send, view, manage and legally sign documents from anywhere, anytime, including phones and tablets.

Adobe

What you can do with Adobe Sign

Prepare documents for signature

Quickly turn paper, Microsoft Office documents or PDF forms into fillable and signable forms with help from artificial intelligence (Adobe Sensei).

Request signatures from others

Send to one or more recipients, in any order. With a few quick clicks, they can review and e-sign – anytime, anywhere, on any device.

Send a single document to one or many people

Each recipient gets a personalized version to sign.

Track documents and set reminders

Track document status in real time. Get notified when people sign. Send reminders and maintain an audit trail automatically.

Work from favorite applications and devices

Work conveniently from web or mobile, or work from other applications – including Microsoft Office 365.

Adobe

Intuitive workflow control

Drag and drop to create custom workflow templates

Build self-serve web apps with Advanced Workflows

Easily configure workflow templates in apps like Workday

Adobe

Designed to integrate

👍 Microsoft's *only* preferred e-signature solution

⚙ Enterprise grade APIs optimized for scalability and customization – *included*

🔗 Pre-built connectors integrating leading enterprise applications – *included*
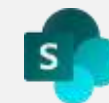
Adobe Sign & Microsoft

| HR	WORKFLOW	PRODUCTIVITY	CLM/CPQ	SALES AUTOMATION	DOC GENERATION
workday. SAP SuccessFactors servicenow	Microsoft Flow NINTEX Adobe Experience Manager	Office 365 SharePoint Microsoft Teams Dropbox	JAGGAER icertis salesforce CPQ PROS. APTTUS ORACLE	Microsoft Dynamics salesforce ORACLE NETSUITE	NINTEX DRAWLOOP conga Adobe Experience Manager
Microsoft	Google		box		salesforce

Adobe

Rigorous compliance

Secure

Complaint

AES encryption at Rest

AES encryption In Motion

Adobe

Easy to use
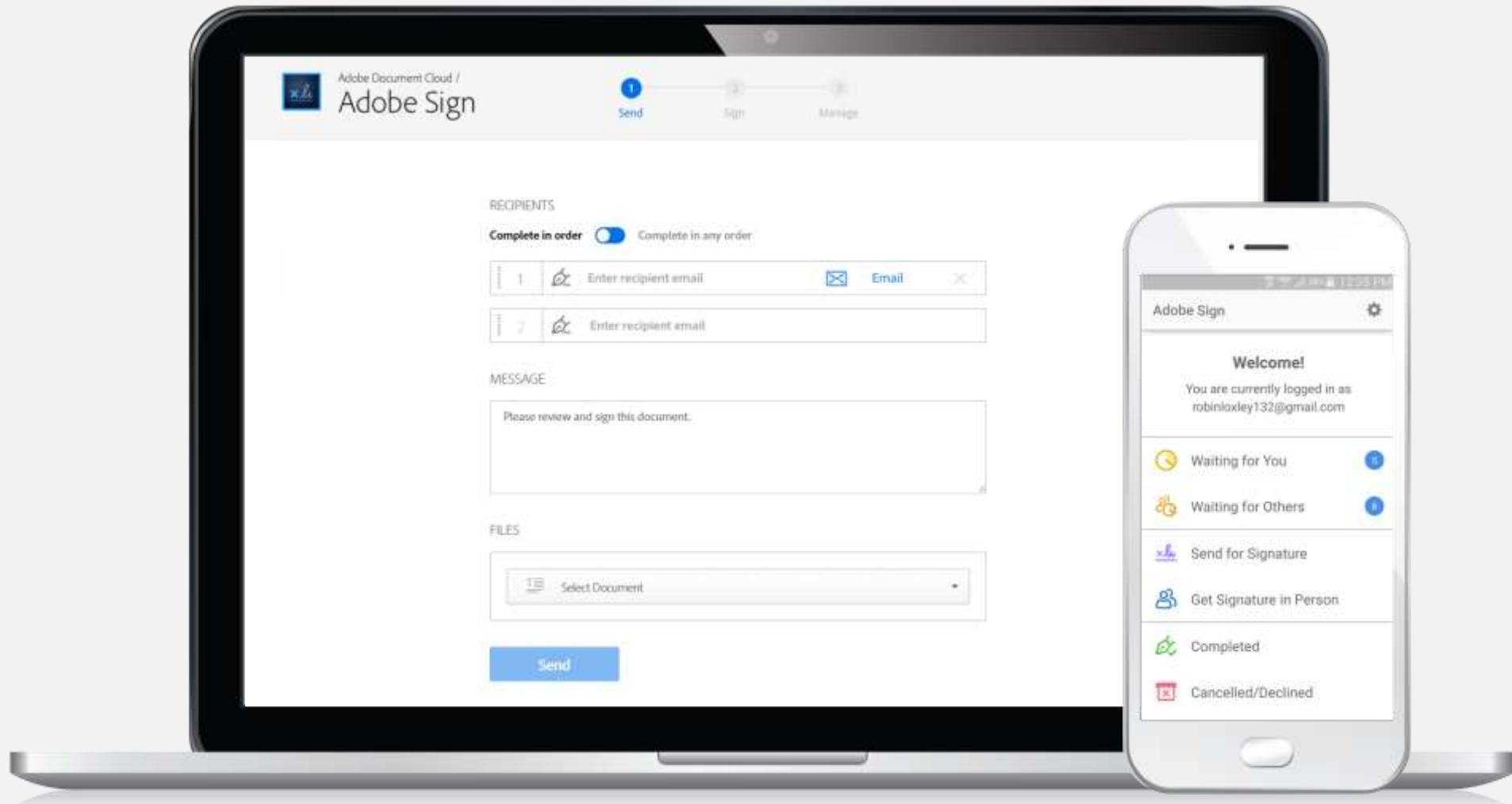
Adobe Sign

The Use Cases

Digital signatures are applicable everywhere

Administration
- Code of conduct guides
- Immunization and health records
- Release and permission forms

Student Services
- Athletics forms
- Student petition forms
- Transfer request forms
- Financial aid
- Degree audits

Academics
- Class enrollment
- Transcript requests
- Course drop/add forms
- Course syllabi

Human Resources
- Benefits enrollment
- Faculty/staff offer letters
- Leave forms, PTO management
- New hire packages
- Performance reviews

IT & Procurement
- Access and asset management
- Change authorizations
- Internal approvals
- Purchase orders
- RFP sign offs
- Supplier compliance
- Vendor agreements

Legal & Compliance
- Contracts
- Inspections and audits
- Internal compliance
- IP licensing
- Legal case management and evidence archiving
- Non-disclosures

Finance
- Audit sign-off
- Budget approvals
- Expense reporting
- Invoice tracking
- Payroll processes
- Travel reimbursement

Facilities
- Architecture approvals
- Facility inspections
- Lease agreements
- Parking permits
- Visitor sign-in
- Work orders

San Diego State University

> "Using Adobe Sign, we're creating a paperless campus, so we can work much more efficiently and make everyday interactions smoother and easier.

Ed Legaspi
IT Consultant, San Diego State University

OBJECTIVE

Take workflows digital across the campus, reduce time students spend on processes like add/drop forms, and improve HR processes including onboarding faculty.

RESULTS

Speed

Enables users to sign documents in seconds from any device.

From a month to days

Forms are completed in 93% less time

From days to hours

Faculty can get university-sponsored travel plans approved in 96% less time

Adobe

Pace University

> "Not only are Adobe Acrobat Pro DC and Adobe Sign very user friendly, they also help us work smarter and move toward a green and efficient paperless environment."

Richard Miller
Associate director of instructional technology, Dyson College of Arts and Sciences, Pace University

OBJECTIVE

Streamline a wide variety of internal and student-facing document workflows, from grade changes, schedules, and student advising to faculty travel approval. Rework the arduous course approval process, which historically involved 10 wet signatures, to save time, printing and postage costs, and paper.

RESULTS

From weeks to days

67% improvement in course approval process

100K pieces of paper saved

Along with 11,426 gallons of water and 961 pounds of waste

Increased visibility

Through real-time tracking of form status and an audit trail

Iowa State University

IOWA STATE UNIVERSITY
FOUNDATION

> "Adobe Sign is the linchpin of our new digital workflow. With its strong integrations with existing Microsoft tools and processes, we're maximizing investments and seeing returns very quickly

Dave Thacker, Ph.D.
Senior Director of IT Operations and Network Security
Iowa State University Foundation

OBJECTIVE

Modernize the donor experience and increase administrative efficiency with an integrated digital workflow and e-signature solution. With a better experience, encourage more generous giving and ensure that these donations can be approved, processed and distributed faster.

RESULTS

13 days faster	**30% lower**	**Fully integrated**
Getting donor funds to recipients faster by shortening donor approval cycles	Decrease costs and waste associated with printing	Adobe solutions integrated with Microsoft solutions

Leading Adobe Sign customers

Benefits of converting paper-based processes to 100% digital workflows

Integrated workflows, streamlined operations

Time savings on permissions and any other paperwork.

Cost savings: Printing, overnight deliveries, couriers, copying, filing and storing paperwork.

Focus on students: Free up educator time for teaching, learning and research (instead of paperwork).

Minimized error

Security, audit trail & GDPR compliant

Send documents to parents and students in secure and private manner. Verify signer's identity and the time of signature.

No lost paper documents. No tampering.

Signed document archiving: complete audit-trail

Compliant. Supports the GDPR for all users and complies with the broadest range of security standards around the world.

Better student / academic experience

Parents and students expect same level of digital customer experience from education providers than from other service providers.

Students are expecting fully digital experience when they join; from admissions to class enrollment and from permissions from parents to housing applications.

Adobe Resources

Connect. Learn. Explore.

https://edex.adobe.com/

The **Adobe Education Exchange** helps ignite creativity in classrooms worldwide by connecting educators.

PROFESSIONAL
DEVELOPMENT

+

TEACHING
MATERIALS

+

PEER-TO-PEER
COLLABORATION

=

CREATIVE CLASSROOMS
WORLDWIDE

Easy-to-integrate Creative Cloud projects

- InDesign and Scientific Communication
- Audition and Poetry Podcast
- Acrobat, Audition, Muse for Digital Archives
- Audition for Humanities Podcast
- Spark Page for video log in the Sciences
- Premiere Pro for Social Science Documentary
- Premier Pro for Homage Film project
- InDesign and Magazine production
- InDesign and Lab Report

https://edex.adobe.com/adobeforacademics
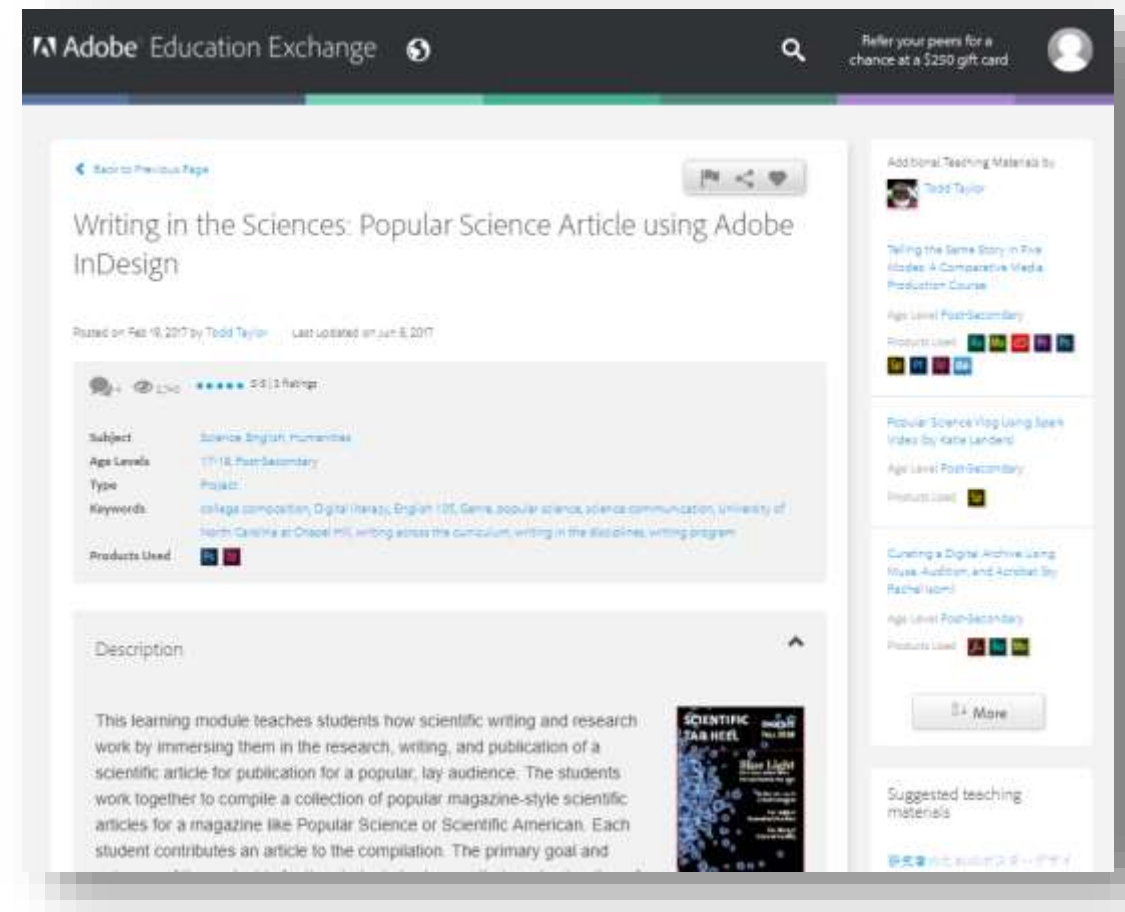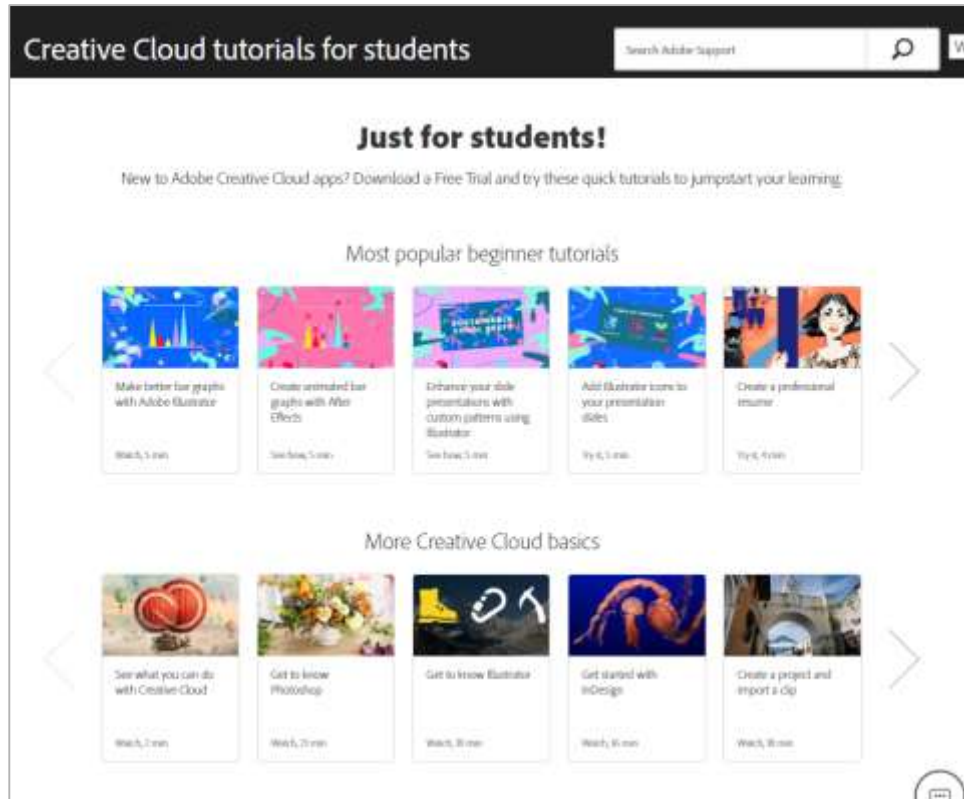
Distance learning resources

The Adobe Education Exchange Distance Learning Hub helps faculty **integrate technology into curricula** and **keep students better engaged** with digital tools.

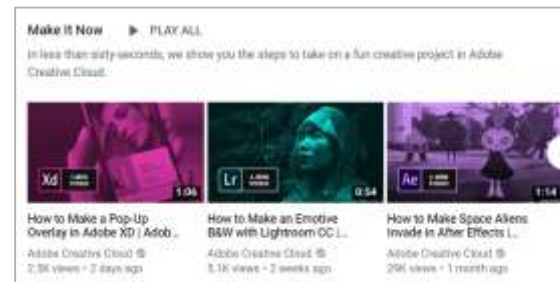Distance Learning Resources for faculty and students:

https://edex.adobe.com/distance-learning

Resources for students

Tutorials for Students
https://helpx.adobe.com/creative-cloud/student-tutorials.html

The Make It Center
https://makeitcenter.adobe.com/

Make It Now (Video)
Playlist on Creative Cloud YouTube Channel

@adobestudents

Adobe is committed to educational excellence and igniting creativity for your institution.

Q&A