Robert Morris University Illinois, connecting with today’s tech-savvy students.

University attracts, engages, and educates students using apps built with Adobe Digital Publishing Suite.

"Adobe Digital Publishing Suite is an amazing asset to Robert Morris University. We rely on it to create apps that attract new students, and as the foundation for instruction that helps our graduates get meaningful jobs in their chosen fields."

Deanna Ho, director of creative services, RM

RESULTS

88% ANNUAL SAVINGS

50% LESS TIME

CUTTING COSTS
Digital apps significantly reduced RM printing costs specifically for viewbooks

GREATER EFFICIENCY
Design, review, and approval cycle for viewbooks cut from eight months to four months

SELF-SUFFICIENT
RM can publish apps in-house, without special coding or development

PRACTICAL EXPERIENCES
Students gained real-world skills, landed jobs and internships
Creating value through a sense of belonging

As part of its mission to provide career-focused education, Robert Morris University Illinois (RM) prepares students by engaging them in relevant coursework as soon as they arrive. Students secure ownership of their futures through experiential learning that encourages them to take initiative, make decisions, and be accountable for results. At its main campus in Chicago and nine satellite campuses in Illinois, RM's academic programs help prepare students for lifelong careers in fields such as business, accounting, culinary arts, technology, nursing, and graphic design.

Robert Morris is also dedicated to continually improving program offerings and service delivery with the latest technology. University leaders view mobile technology's increasing popularity and influence as a tremendous opportunity to connect with students during every stage of their educational journeys. To harness the power of mobile technology and create interactive digital apps that engage and inform students, RM selected Adobe Digital Publishing Suite, Enterprise Edition.

"Our viewbooks need to meet the information gathering expectations of today’s students," says Deanna Ho, director of creative services at RM and a 2005 RM graduate. "Adobe Digital Publishing Suite provides tremendous value by letting us easily create digital apps that engage potential students and help them see themselves as a part of this university—that they belong here."
Effectively transforming content into experiences

University leadership has supported the move to digital publishing to cut printing costs, simplify marketing and recruiting operations, and begin delivering interactive content for modern audiences. But just a few years ago, hiring developers to support both web and app development was cost-prohibitive. Today, however, Adobe Digital Publishing Suite provides a powerful, cost-effective solution for the university’s creative team to transform its printed materials into engaging digital apps.

"Adobe Digital Publishing Suite lets me create apps using the same Adobe creative tools I use every day," says Ho. "Many of the workflows were already built in, which made it very easy for us to realize our vision of creating digital apps in-house. No coding was necessary and we didn’t need to hire specialists."


The customizable HTML storefront will help Robert Morris ensure brand consistency while making it easier for users to find the latest materials. In the future, RM can also use it to promote non-publishing products and services, such as campus athletic and cultural events, from directly within the app.

Robert Morris admissions counselors use the app during in-person meetings to engage prospective students in conversations about the university. Interactive features such as slideshows, video, and 360-degree photographs introduce students to RM’s academic life, campus activities, athletics, performing arts, clubs, and study abroad programs. Additionally, Social Sharing features in Adobe Digital Publishing Suite, Enterprise Edition, allow counselors to share articles directly from the app through a variety of social networks including Facebook, Twitter, and Pinterest.

"Social Sharing in Adobe Digital Publishing Suite, Enterprise Edition is a great feature," says Ho. "If a student is interested in a particular topic, an admissions counselor can send them a link they can view later. And they don’t need a tablet; they can view it in a web browser using Adobe Content Viewer for Web."

Gaining cost and process efficiencies

In addition to improving RM’s ability to share information across new channels, Adobe Digital Publishing Suite is helping the university cut costs and improve efficiencies. Until now, Robert Morris printed about 75,000 viewbooks each year. By converting viewbooks to digital apps using Digital Publishing Suite, RM cut printing costs by 88% annually. Additionally, Robert Morris can embed PDF documents of other material, such as the university’s history brochure, into its apps and further reduce printing costs.

“We based our new curriculum on Adobe Digital Publishing Suite because future graphic design graduates need to know how to integrate print, web, and video elements into compelling, immersive, interactive experiences.”

Carolyn Pavelkis, professor and curriculum chair for the Institute of Art & Design, RM
Editorially, Robert Morris is improving workflows with Adobe Digital Publishing Suite. Printed viewbooks used to take up to eight months to complete. But now it only takes Robert Morris four months to create and publish a viewbook app, including layout, design, review, and approval.

“Adobe Digital Publishing Suite enables us to create and update content quickly, eliminating time-consuming review cycles,” says Ho. “That gives us time to focus on other projects and priorities.”

**Increased academic and career benefits**

One of the university’s main priorities was to update the RM Institute of Art & Design curriculum. Following the implementation of Adobe Digital Publishing Suite, the curriculum was reconfigured to provide students all the tools and instruction they need to create, edit, and enhance content for a variety of outlets, including print, web, video, and digital publishing.

“We based our new curriculum on Adobe Digital Publishing Suite because future graphic design graduates need to know how to integrate print, web, and video elements into compelling, immersive, interactive experiences,” says Carolyn Pavelkis, professor and curriculum chair for the Institute of Art & Design at RM. “Adobe Digital Publishing Suite is key to helping students attain the skills that will launch careers in this emerging field.”

Students can cultivate their skills working for *Epic Magazine*, an interactive student publication that features news, lifestyle, travel, and entertainment content. *Epic Magazine* is written, produced, and designed by students for students. The tablet magazine combines video, graphics, images, maps, and text to tell stories ranging from wage inequality to nuclear energy to homemade flavored vodka.

So far, students have published three editions of *Epic Magazine*, and numerous staffers have gone on to professional success in digital publishing. Recent graduates have landed internships or full-time positions at organizations such as Sony Records, Loomis Company, Carus Publishing, Jameson Sotheby’s International Realty, and Studio Kudos.

“Adobe Digital Publishing Suite is an amazing asset to Robert Morris University,” says Ho. "We rely on it to create apps that attract new students, and as the foundation for instruction that helps our graduates get meaningful jobs in their chosen fields."