



INDIANA UNIVERSITY

## Integrating technology, university-wide

Indiana University improves teaching, learning, and administration with first-ever agreement to provide entire university community with easy access to broad array of Adobe® software at no charge



Indiana University—Bloomington  
Courtesy of Indiana University

Indiana University (IU) is at the forefront of integrating technology into teaching, learning, research, and administration. For nearly ten years, Indiana University has been praised as a leader in information technology, with kudos ranging from “most wired”, “most wireless”, and “hottest big state school” from *PC Magazine*, *Newsweek*, Intel, and Yahoo! Internet Life. In addition to providing faculty, students, and staff with one of the best networks available at any academic institution, IU also offers extensive computing and supercomputing facilities.

Delivering the latest software to the IU community, which includes more than 100,000 undergraduate and graduate students, is a key priority for the university’s innovative IT team. Through the online system IUware Online, IU delivers a broad array of downloadable software including business software; statistical, mathematical, and chemistry software; databases; wireless access software for mobile devices; and more.

The Adobe Education Enterprise License Agreement with Indiana University provides the entire university community with access to a wide array of Adobe software to help foster universally accepted digital communication skills and enhance learning. For faculty, the availability of Adobe software has spurred new and refreshed curricula, and integration of technology into classrooms. It has also fueled more excitement and enthusiasm from students as they have the opportunity to learn using industry-standard solutions, so they have the skills required for success in the workplace.



Courtesy of IUPUI

*“As part of our new strategic plan for information technology, we are supporting a philosophy of IT in abundance, with Adobe software as a first accomplishment.”*

**Sue Workman, associate vice president of communication and support, Indiana University**

Until recently, however, Adobe software solutions were not offered on IUware Online.

“Adobe software is critical to supporting our teaching, learning, and administration,” says Sue Workman, associate vice president, communication and support at IU. “Adobe software is integrated into curricula across all of the university’s eight campuses and is used by administrators to streamline preparation and delivery of documents for a wide variety of uses.”

#### **Standardizing on Adobe software**

Departments previously purchased licenses for Adobe software on an as-needed basis. With limited budgets, departments did not always have the funds to purchase the software or stay up to date on the latest versions. They used shared keys to download and use the software, increasing the potential risk of non-compliance with license agreements. Faculty and students often had different versions of Adobe software, which meant that academic work accomplished at home might not be compatible with work completed within a university computer lab.

Students purchased Adobe software through the university bookstore. “Even taking into account Adobe’s educational discounts, the cost of purchasing Adobe software could be out of reach for students with limited financial resources,” says Workman. “As part of our new strategic plan for information technology, we are supporting a philosophy of IT in abundance, with Adobe software as a first accomplishment.”

To provide the entire university community, including faculty, students, and staff, with access to a wide array of Adobe software at no cost, IU entered into an Education Enterprise License Agreement (ELA) with Adobe in November 2008. Consistent with IU’s track record of innovation and operational leadership in higher education, this groundbreaking agreement between Adobe and IU is the first of its kind. As part of a three-year pilot, the ELA makes a wide range of Adobe software available to the IU community at no cost on IUware Online. Adobe software is also available for purchase on physical media for \$20.

“For about the same expense previously incurred on Adobe software licenses throughout the university, including student purchases, 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,” says Brad Wheeler, vice president of IT and CIO for IU.

#### **Technology for the entire community**

Adobe software has long been strategic to IU’s mission of fostering universally accepted digital communication skills and enhancing learning by integrating technology into coursework. Digital communication is highly relevant for curricula such as fine arts, graphic design, and business programs—but it is equally vital for other research and teaching, as well as for streamlining administrative efforts and collaborating more efficiently.

The ELA between Adobe and IU leverages the university’s capabilities in software distribution, support and training, and advances the teaching, learning, and research outlined in IU’s new strategic plan for information technology, “*Empowering People: Indiana University’s Strategic Plan for Information Technology*” (<http://ep.iu.edu>). Adobe solutions available to the IU community as part of the ELA include Adobe Acrobat® Pro; Adobe Creative Suite® 4 Design, Web, and Production Premium; Adobe Contribute®, Adobe Captivate®, Adobe Presenter; Adobe Flex®, Adobe ColdFusion®, and Adobe Flash® Media Server; Adobe Premiere® Elements; Adobe Photoshop® Elements; and Adobe Photoshop Lightroom®.

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Since the Adobe software was made available on IUware Online, faculty, students, and staff have downloaded 96,150 copies of Adobe software products. In the first three weeks after the agreement was announced, 28,000 Adobe products were downloaded. Demand was so swift that the IT team had to transition to a more powerful server and network connection.

“We took a calculated risk in establishing an overarching agreement that would offer the entire university community access to Adobe software at no charge,” says Wheeler. “Taking this risk has paid off. We discovered that demand for Adobe software was so high that we could provide it to everyone in the community cost-effectively.”

#### **Sound business sense**

From a business standpoint, the Adobe ELA is a tremendous benefit. The university has reduced compliance risks and can ensure more predictable license costs. What’s more, the ELA maximizes the university’s investment in Adobe software by broadening the user base. Having everyone on the same versions of Adobe software also simplifies support and desktop management efforts.

The ELA is complemented by online training provided on Adobe software. It also augments IU’s existing use of Adobe software such as Adobe Acrobat Connect™ Pro for eLearning and web conferencing and Adobe Flex, Adobe ColdFusion, and Adobe AIR® for system development. “All of the Adobe products, plus our online training, provide an extremely powerful environment for faculty, students, and staff,” says Workman.

#### **Innovation in teaching, learning, and administration**

For faculty, the availability of Adobe software at no charge has spurred a renaissance in terms of class enrollment, new and refreshed curricula, and integration of technology into classrooms. It has also fueled more excitement and enthusiasm from students.

In art and design departments, Adobe software is used in many classes. Since IU established the ELA with Adobe, the Department of Fine Arts at IU Northwest (Gary, Indiana) has seen an increase in class enrollments, directly correlated with improved access to Adobe software. “Before the Adobe ELA, many students did not purchase the software, primarily due to budgetary constraints, so they had to complete their work in class or in the computer lab. This could discourage students from enrolling in the class at all,” explains Kel Knaga, lecturer in the Department of Fine Arts. “Once the Adobe software became available at no charge for students, I saw increased enrollment. Most importantly, I saw an increase in the quality of work because students had more time to engage with the software.”

Marcia Stone, undergraduate program director, Department of Visual Communication Design at Herron School of Art and Design, Indiana University-Purdue University Indianapolis (IUPUI), sees many of the same trends as the Department of Fine Arts. She says the Adobe ELA delivers several advantages. “Having software readily available to students, faculty, and staff assures us that everyone can work together on projects with current versions of

#### **Indiana University**

Bloomington, Indiana  
[www.iu.edu](http://www.iu.edu)

#### **Challenge**

- Advance technology leadership
- Support philosophy of abundance in IT
- Provide Adobe software at no charge to faculty, students, and staff
- Refresh and modernize courses
- Promote student engagement
- Streamline administration

#### **Solution**

- Adobe Enterprise License Agreement (ELA) that provides faculty, students, and staff with access to a wide array of Adobe software at no cost
- IU’s capabilities in software distribution, support, and training

#### **Benefits**

- Became first university to establish this type of agreement with Adobe
- Enabled faculty, students, and staff to download full array of Adobe software at no charge
- Spurred refreshed and enhanced curricula across disciplines
- Empowered traditional and non-traditional students
- Spurred greater administrative efficiency

#### **Toolkit**

Available through the Adobe ELA:

- Adobe Acrobat 9 Pro
- Adobe Captivate
- Adobe Contribute
- Adobe Creative Suite 4 Design Premium
- Adobe Creative Suite 4 Web Premium
- Adobe Creative Suite 4 Production Premium
- Adobe Flash Media Server
- Adobe Photoshop Elements
- Adobe Photoshop Lightroom
- Adobe Premiere Elements
- Adobe Presenter

Also in use at IU:

- Adobe Acrobat Connect Pro
- Adobe ColdFusion
- Adobe Flex
- Adobe AIR



IU Northwest in Gary, Indiana  
Courtesy of Indiana University

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**Brad Wheeler, vice president of IT and CIO, Indiana University**

software," says Stone. "The Adobe ELA also gives our students the opportunity to learn on industry-standard solutions, so they have the skills required for success in the workplace after graduation."

#### **Transforming teaching and learning**

Adobe software is enabling faculty to redesign curricula and create new content to enhance learning. In the IU Multimedia Storytelling class, students gain hands-on experience in reporting by producing and presenting stories for the 21st century media environment. They create slide shows with sound for the web, video stories, and animations using tools such as Adobe Flash CS4 Professional.

New courses in the Kelley School of Business such as Perfecting Images in Business: Using Photography & Video to Your Company's Advantage and Creativity in Marketing are also helping students advance their digital communication skills and learn key aspects of modern branding and communication. Using elements of Adobe Creative Suite 4 Design

Premium and Production Premium software, students learn how to create visually compelling business campaigns and documents.

Adobe software is even being used in breakthrough ways for teaching and patient care. "As geneticists, we make our diagnoses for many conditions based on physical features alone," explains Janice Zunich, M.D., director of the Genetics Center at the Indiana University School of Medicine. "Without the ability to work with the photos that I download using Adobe Photoshop CS4, I would be unable to track my patients as well as I do or to discuss them with other physicians by e-mail. These are the same photos that I use to teach genetics to other physicians and medical students. I cannot imagine being without Adobe Photoshop CS4—and now, I can keep up with the latest versions without cost to me or to my department."

In addition, PDF Portfolios created using Acrobat 9 Pro software are replacing hard-copy faculty orientation materials in the School of Medicine. The faculty orientation materials in PDF include a welcome video from the dean, an animation with voiceover that shows the

new faculty how to use administrative features on the website, sample curricula vitae, and faculty policies and procedures.

#### **A win-win all around**

For students, the Adobe agreement is invaluable. Non-traditional students, such as older students with families, often benefit the most. They can finish assignments at home after work, while balancing family responsibilities. And, because they can practice their skills at home, they can stay competitive with the broader student population.

The widespread availability of Adobe software is also helping administrators and staff do their jobs more efficiently—from producing course catalogs and marketing materials to completing contracts and other forms. "Our ELA with Adobe represents a successful, first-ever model for how to provide Adobe software to an entire university community," says Wheeler. "We are proud to be the first in forging this new model for educational environments."



**Adobe**

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