

Foundation for California Community Colleges

Volume purchasing agreement gives California college students affordable access to Adobe® technology, extending classroom learning to home

Foundation for California Community Colleges

www.foundationccc.org



Industry

Higher education

Challenges

- Leverage volume purchasing power
- Boost awareness of purchasing plan
- Create simple distribution channel

Solution

- Offered student discounts through the Adobe Student Licensing Option on latest software
- Launched comprehensive web and print marketing campaign
- Appointed online reseller

The Foundation refreshed its Adobe Contractual License with a Student Licensing Option addendum giving community college students substantial discounts on industry-leading Adobe software.

Results

- Shipped more than 2,600 units to students before end of first year
- Helped smaller colleges obtain favorable pricing by purchasing as part of larger entity
- Enabled students to use latest classroom software at home
- Raised awareness of program through faculty, staff, and student-level marketing efforts

Systems At A Glance

- Adobe Creative Suite 3 Master Collection
- Adobe Creative Suite 3 Web Standard, Design Standard, and Design Premium
- Adobe Photoshop CS3 Extended
- Adobe Acrobat 8 Professional

Creative solutions made affordable for 2.5 million students

As the largest system of higher education institutions in the world, the California Community College System (CCC) plays an indispensable role in the lives of 2.5 million students. The Foundation for California Community Colleges (FCCC), a non-profit corporation based in Sacramento, supports 109 campuses set up in 72 districts that educate students and provide them with in-demand skills to enter the workforce. To help streamline operations, the Foundation designs and implements programs and services to maximize resources and the overall effectiveness of the CCC system.

The Foundation is always exploring new ways to increase educational opportunities for students and to improve efficiency, campus-wide. “We pull the community colleges together and encourage them to make purchasing decisions as one unit instead of as 72 individual districts,” says Joseph Quintana, director, purchasing programs for the Foundation.

Leveraging purchasing power

The Foundation had an agreement through the Adobe Contractual License Program (CLP) for several years, but recently, with Adobe, started to look at the agreement in more detail. The Foundation’s goal in reviewing the agreement was to take better advantage of the program, to more effectively market the opportunity to students, and to closely examine student purchasing trends. The Adobe CLP is a volume licensing solution that allows organizations to simplify software license administration by forecasting their two-year requirements for Adobe software and then licensing software as needed during the term of the membership agreement.

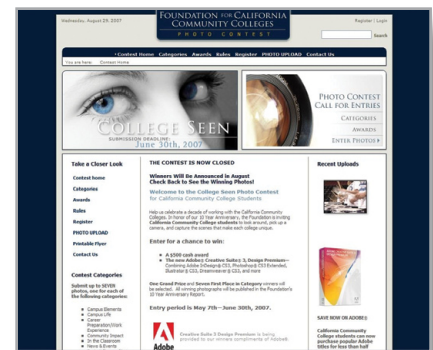
Adobe tools are already used extensively in art, design, illustration, and photography classes. Now, through the Student Licensing Option available through the CLP program with Adobe, California community college students can continue to master their favorite programs at home with discounts on Adobe Creative Suite® 3 Master Collection, Creative Suite 3 Web Standard, Creative Suite 3 Design Standard, Creative Suite 3 Design Premium, Photoshop® CS3 Extended, and Acrobat® 8 Professional software. Students simply go to www.collegesoftware.org, click the Adobe student software link, and land on ComputerLand’s storefront.

Based on reports from ComputerLand, students are clearly engaged with their homework. In the nine months since the program became available, pupils have snapped up 2,600 units of Adobe software online. “The Adobe CLP is a tremendous benefit to the entire educational community,” says Steve Rodriguez, assistant director of purchasing programs for the Foundation.

Industry-standard software on a student budget

The Foundation’s partnership with Adobe began several years ago with the CLP agreement that let California’s community colleges purchase Adobe software based on volume. “In the past, our smaller schools wouldn’t have been able to obtain the best pricing because of their lower sales volume,” says Quintana.

With the Student Licensing Option available through the Adobe CLP program with Adobe, California community college students can purchase their favorite Adobe Creative Suite 3 software programs for use at home. Students simply go to www.collegesoftware.org, click the Adobe student software link, and land on ComputerLand's storefront.



“Now, with the student licensing addendum in the Adobe CLP, all CCC students have access to the same version of the software on their home computers that they use in the classroom—and at a lowest possible price for fully licensed software”

Joseph Quintana,
Director,
Foundation for California
Community Colleges

Foundation officials wanted to extend the benefits of the Adobe CLP to the student population. “Adobe is the industry leader for dynamic, engaging software,” says Quintana. “Campus-wide, our instructors are using Adobe technology, and our teachers rely on Adobe software to present an extensive range of educational materials.”

The new CLP agreement with Student Licensing Option allows for software to be purchased from a reseller—ComputerLand of Silicon Valley—and then shipped directly to CCC students via an exclusive distributor. Without the drop-ship agreement, campus bookstores would have had to pre-order a certain number of units from the distributor, and hope the supply would match demand. “Now, with the student licensing addendum in the Adobe CLP, all CCC students have access to the same version of the software on their home computers that they use in the classroom—and at a lowest possible price for fully licensed software,” says Quintana.

A three-pronged outreach

Expanded marketing programs were key to making the Student Licensing Option a success for both the Foundation and for students. To boost awareness for the purchasing plan, Adobe, ComputerLand, and the Foundation collaborated on a number of strategic marketing activities.

The Foundation gave flyers to faculty to distribute in class, and distributed posters to be displayed on campuses. ComputerLand contacted key faculty and campus multimedia consortiums in creative departments, and asked them to help spread the word. The Foundation also participated in webinars to introduce key instructors to the Adobe program and the ordering process.

The most exciting aspect of the promotional campaign was the photo contest sponsored by Adobe and organized by the Foundation. Students were encouraged to submit their creative photos in one of seven categories. When contributors arrived at the photo-contest site, they could click on a link that would direct them back to the software ordering page for cross-promotion. “The contest was a unique way for our students to showcase their work using Adobe tools,” notes Rodriguez. “The Foundation received phenomenal submissions, which we’re going to showcase in our tenth anniversary report, on the Foundation website, and in other printed materials.”

According to Quintana, the feedback has been so overwhelming that the Foundation is looking to expand the Adobe CLP student option to include faculty and staff. “The educational community relies on Adobe products,” he notes. “Adobe software is designed to save teaching time and student production time. We knew students would take advantage of the great savings provided by the CLP student option and that it would be a success.”

As the CLP agreement with Adobe matures, the Foundation will continue to work closely with Adobe and ComputerLand on new and innovative ways to market the program to teachers and students alike. Current plans include a press release announcing photo contest winners while highlighting information on future product availability and campuses that have successfully adopted the CLP student program.



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