



Giving students an edge.

California State University, Fullerton extends learning to academic programs with Adobe Creative Cloud.



CALIFORNIA STATE UNIVERSITY
FULLERTON

"By encouraging students to work with industry-standard solutions including Adobe Creative Cloud, we're helping students develop both marketable skills and creative thinking that will help them become leaders of the future."

Amir Dabirian, Vice President for Information Technology & CIO, California State University, Fullerton

SOLUTION

Adobe Creative Cloud for enterprise
Adobe Document Cloud

RESULTS



Helps prepare students to become **LEADERS**



ENHANCES business and humanities learning using creative tools



Promotes student **ENGAGEMENT** through creativity

6x

FASTER processing of employee onboarding documents with electronic signatures



California State University, Fullerton

Established in 1957

Students: More than 40,000

Fullerton, California

www.fullerton.edu

CHALLENGES

- Train students to be better leaders through creative thinking
- Establish university as a forerunner of technology solutions
- Improve administrative efficiency through the document workflow

USE CASES

- Cross-Channel Experiences
- HR Efficiency



Developing creative thinking

Success in college isn't just about academic achievement. It's also about developing leadership skills, learning how to approach problems, and working toward opportunities beyond the classroom. Founded in 1957, California State University, Fullerton (CSUF) is not only recognized for its top business college, but also as a top-tier University with high diversity, great innovation, and exemplary leadership education.

Vice President for Information Technology and CIO Amir Dabirian is helping lead the charge of preparing students for the workforce of the future through digital literacy. "We want to close the achievement gap and enhance the learning process to help all of our students graduate faster and with high academic success," says Dabirian. "We've noticed many studies indicating that creative people make better leaders. They know how to interpret information and use data to make more innovative decisions. We want our students to be in the top echelon of employment, which makes supporting their creative development just as important as their academic specialty."

Under Dabirian's leadership, CSUF was the first campus in the California State University (CSU) system to invest in an enterprise license for Adobe Creative Cloud. According to an Adobe Experience Post Survey given to all CSUF students who participated in classes that used Adobe Creative Cloud in assignments, feedback from this investment was high. Nearly 60% of students agreed that Adobe tools enriched their educational experience, with this number growing to 83.3% for students 25 and older. When looking for a job, 52.5% of all students and 75% of students 25 and older felt that learning about Adobe tools made them more competitive. This year, the CSU partnered with Adobe for an enterprise-term license agreement (ETLA) covering 22 of 23 campuses in the system.



“Professors and students really gravitated toward Adobe Spark. Students can make a visually rich website, including slide shows and animated elements, without a lot of technical and design background.”

*Matthew Badal, Project Manager,
Information Technology, California State
University, Fullerton*

CSUF is the flagship campus for this partnership, which puts Adobe Creative Cloud into the hands of faculty, staff, and students. Not only is the software available on all lab and library computers, but faculty, staff, and students can download Adobe Creative Cloud apps to their personal computers for free, encouraging greater experimentation. By working with Adobe Creative Cloud for day-to-day learning, students can make it a part of their DNA with a far deeper understanding of creative solutions.

“Technology should improve the learning process,” says Dabirian. “Adobe Creative Cloud has a long history of design and creativity. By encouraging students to work with industry-standard solutions like Adobe Creative Cloud, we’re helping students develop both marketable skills and creative thinking that will help them become leaders of the future.”

Using creative apps in all classrooms

Many schools use Adobe Creative Cloud in programs that focus on art, design, or communications. But CSUF takes its commitment to creativity a step further and encourages use of Adobe Creative Cloud in non-traditional classes as well, such as humanities and business. Dabirian is particularly interested in working with professors to incorporate Adobe Creative Cloud into lower-division classes and encourage adoption early on.

“Our high-impact practice courses promote experiential learning to actively engage students in their coursework,” says Dabirian. “By embedding resources such as Adobe Creative Cloud in three of these courses—English 101, UNIV 100, and Business Administration 300—we’re encouraging digital literacy.”

The popular Business Administration 300 class focuses on professional and career development. In this class, professors introduce several Adobe Creative Cloud apps to students. Students may use Adobe InDesign CC to create a resume or use Adobe Illustrator CC to develop a career roadmap. Using Adobe Spark, students then learn to build a simple website about themselves.

“Professors and students really gravitated toward Adobe Spark,” says Matthew Badal, Project Manager, Information Technology at California State University, Fullerton. “Students can make a visually rich website, including slide shows and animated elements, without a lot of technical and design background.” The UNIV 100 course “Foundations for College Success, Lifelong Learning and Self-Development” teaches freshman to use Adobe Spark for presentations. Students enjoy how they can make their thoughts flow visually.

In one English 101 class, students were challenged to remix one of their essays into a different type of media. While some chose to interpret their essay as a painting or digital image, half of the students chose to create a video using software like Adobe Premiere Pro CC.



“Students who’ve used products such as Creative Cloud in our high-impact practice courses say they feel more confident and competitive in finding a job. They also say that these products have enriched their educational experience.”

Amir Dabirian, Vice President for Information Technology & CIO, California State University, Fullerton

“We help students get started by giving a quick lesson about Adobe Premiere Pro CC,” says Badal. “Many students are intimidated at first, because it sounds complicated to edit a video by themselves. But while Adobe Premiere Pro CC has all of the advanced features that people may want from a professional video editing program, it’s actually quite easy for beginners to jump in and make a simple edit. Combining assignments and short lessons helps build students’ confidence early on and convinces them to start working with Adobe Creative Cloud on their own.”

It’s not just students who are excited about Adobe Creative Cloud. The IT team works closely with professors to get them started with Adobe Creative Cloud apps and help them decide how to integrate them into their lessons. Once professors learn how easy it is to use Adobe Creative Cloud, they are typically excited to start using the apps to help students engage with their lessons.

“As part of our high impact practice courses we do a pre and post assessment of the students,” says Dabirian. “Students who’ve used products such as Creative Cloud in our high-impact practice courses say they feel more confident and competitive in finding a job. They also say that these products have enriched their educational experience. Given that we want to help them enhance their learning process at school and then find a job and successfully contribute to society once they graduate, we’re seeing good effects from this particular digital tool in the whole process.”

Improving experiences for staff and new hires

CSUF also uses Adobe Sign, the electronic signature solution within Adobe Document Cloud, to improve internal administrative efficiencies on campus. Using Adobe Sign, staff in Human Resources, Diversity and Inclusion (HRDI), Financial Services, University Police, and Environmental Health & Safety departments can quickly create and send documents electronically for signature. The departments process more than 370 documents a month on average, but numbers can increase to five times as much during the beginning of a semester.

For documents, such as Appointment Change Requests or Temporary Food Facility Forms, departments make the forms available on a website. Users can access, sign, and submit a form as needed. For other types of documents, such as New Hire or Emergency Hire Packets, staff send an email directly to the signer. The signer can view the documents from any Internet browser and sign them with just a few clicks.

“One of the biggest advantages of Adobe Sign is that we can obtain a signature in an efficient manner while maintaining a proper workflow,” says Melissa Dominguez, Lead, Specialized Software and Systems at California State University, Fullerton. “Adobe Sign maintains an audit trail that reassures departments of the quality and accuracy of the signature.”



SOLUTION AT A GLANCE

Adobe Creative Cloud for enterprise,
including:

Apps: Adobe InDesign CC, Adobe
Illustrator CC, Adobe Premiere Pro CC,
Adobe Spark

Adobe Document Cloud

Adobe Sign

For more information

www.adobe.com/education.html

<http://acrobat.adobe.com/us/en/sign.html>



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Not only is Adobe Sign easy for both administrators and signers to use, but it dramatically reduces the time and labor involved in paperwork and related follow up. For example, new hires generally had to fill out more than 10 pages of onboarding paperwork. Onboarding staff would print out the pre-filled forms, and then store them in a locked drawer until the new hire could come to campus and sign the documents in-person. Upon signing, onboarding staff would then scan and print copies to give to the employee and to save in the employee's records.

With Adobe Sign, employees and non-employees can fill out and sign forms in one simple digital workflow from anywhere. Adobe Sign automatically notifies staff when a document is submitted, resulting in much faster processing times. New hire onboarding documents are generally returned six times faster using Adobe Sign. Staff gain greater productivity, while providing a better experience for new hires.

"Adobe is a great partner for us, working hand in hand to help us remove barriers and deliver tools that help our students and staff succeed," says Dabirian.