Adobe Enterprise License Agreement -- MEEC

Paul Faust | Adobe Education | pfaust@adobe.com
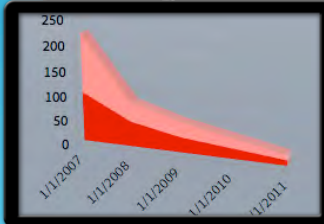
Bell Techlogix Contacts

- Bryan Zatkulak - bzatkulak@belltechlogix.com - 888-989-8560

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Today's Trends in Education

INCREASING DEMAND
for access to more education

DECREASING BUDGETS
worldwide

CHANGING EXPECTATIONS
for delivery of education

Today's Challenges

Strengthen recruitment / enrollment

Ensure student retention and success

Drive the Digital experience

Maximize administrative efficiency and instructional quality

RESEARCH

Trends: 21st Century Skills: Conference Board Study

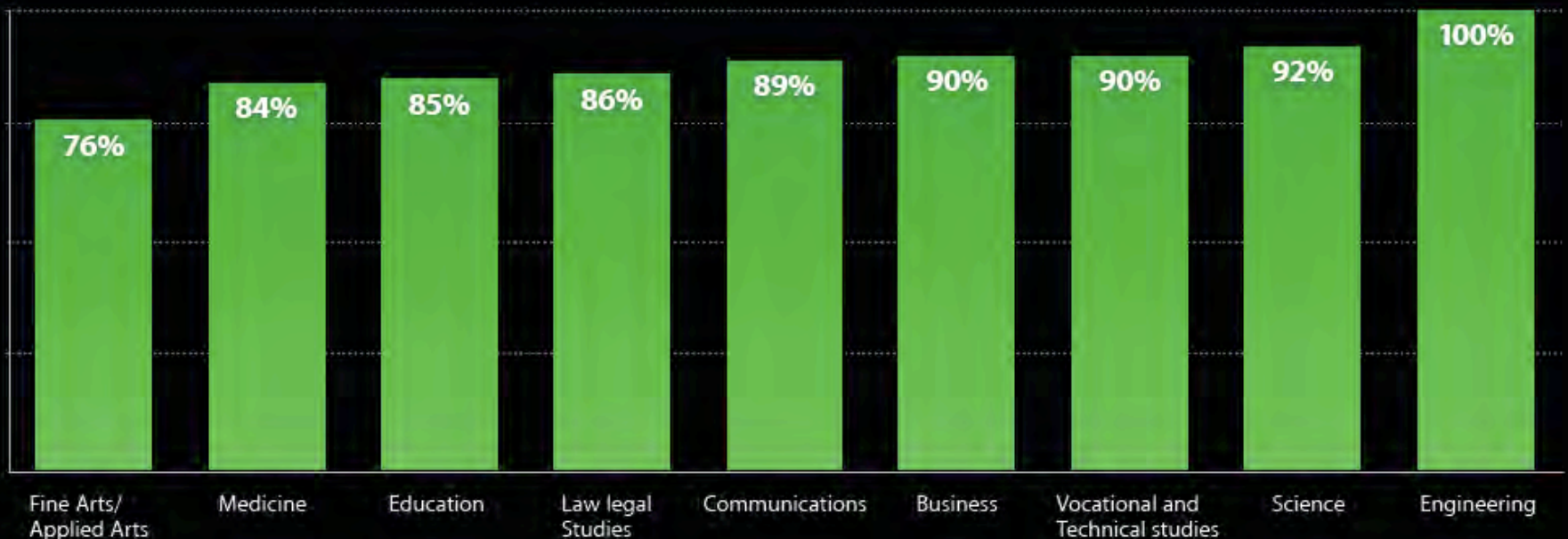**What are the most import skills today when hiring College graduates?**

Skill	%
Oral Communication	95%
Team Work Collaboration	94%
Written Communication	93%
Critical Thinking	92%
Writing	90%
Language	88%
Reading Comprehension	87%
Leadership	82%
IT Application	81%
Creativity	81%
Mathematics	64%
Science	33%

What skills and content areas will be growing in importance in the next five years?

Skill	%
Critical Thinking	78%
IT Application	77%
Team Work/Collaboration	74%
Creativity/innovation	74%
Diversity	67%
Leadership	67%
Oral Communication	65%
Mathematics	49%
Writing	45%
Reading Comprehension	41%
Science	39%
Language	33%

Technology is Important for Academic Success

They also considered technology important or very important for their academic success.

Fine Arts/Applied Arts	Medicine	Education	Law legal Studies	Communications	Business	Vocational and Technical studies	Science	Engineering
76%	84%	85%	86%	89%	90%	90%	92%	100%

Source: http://www.campustechnology.com/articles/68495/

U.S. News and World Report: March 20, 2012

1. Excel
2. Web Development
3. Adobe Creative Suite
4. Foreign Language
5. Google Analytics

http://money.usnews.com/money/blogs/outside-voices-careers/2012/03/20/5-skills-everyone-needs-to-have-on-a-resume
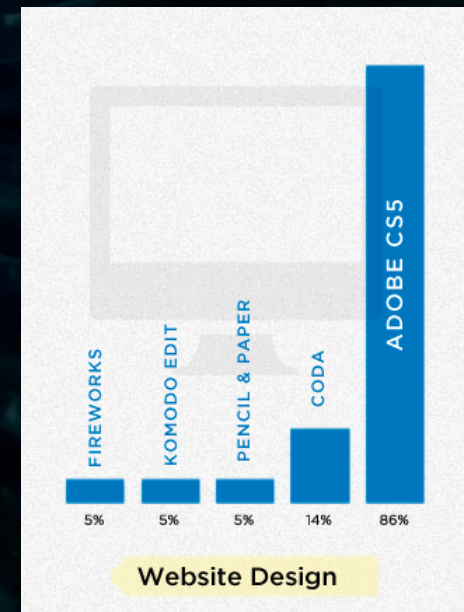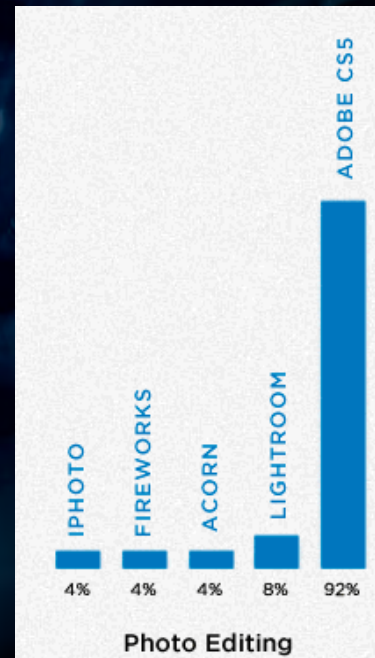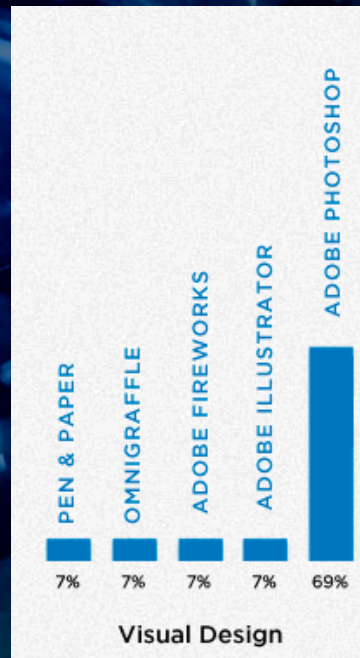
The Startup toolkit

Mashable.com – July 26, 2011

Some of your choices are easy. Others are really painful.

Obvious:

Painful:

Visual Design

PEN & PAPER	OMNIGRAFFLE	ADOBE FIREWORKS	ADOBE ILLUSTRATOR	ADOBE PHOTOSHOP
7%	7%	7%	7%	69%

Photo Editing

IPHOTO	FIREWORKS	ACORN	LIGHTROOM	ADOBE CS5
4%	4%	4%	8%	92%

Website Design

FIREWORKS	KOMODO EDIT	PENCIL & PAPER	CODA	ADOBE CS5
5%	5%	5%	14%	86%

http://mashable.com/2011/07/26/startup-tools/

Three Primary Categories of Digital Skills in Education

Digital Communication Skills

- Sharing
- Showing
- Storytelling
- Contributing
- Presenting
- Posting

Professional Digital Skills

- Designing
- Visualizing
- Analyzing
- Authoring / Scripting / Coding
- Producing
- Publishing

Programming

- Scripting
- Coding
- DB Analysis
- Programming
- Application development

Adobe & MEEC ELA Offering

Foundational

- Design & Web Premium
- Master Collection

Add-ons

- Adobe Photoshop Elements
- Adobe Premiere Elements
- Adobe Captivate

- Total Training Online training license

Resources

- ISTE-aligned Digital Careers Curriculum

- Adobe Education Exchange and Adobe Education Leader community

- Adobe Certifications

- Adobe Solutions Implementation Guide

'The Joy of Stats'
created with Adobe After Effects

http://www.nickpetten.com/2010/12/the-joy-of-stats-hans-rosling-on-world-population-health-and-income

'The Scale of the Universe'
created with Adobe Flash Pro
http://htwins.net/scale2/?bordercolor=white

How will the MEEC ELA work ?

- Campus wide agreement; includes all institution owned machines including lab machines - Higher Ed student option now available.

- Includes Upgrade Plan

- Includes 'Work at Home' Rights for Higher Ed and K-12 faculty/staff

- Term agreement with price established for three years with annual payments
  - ~~First term: March 1, 2012 (enrollment deadline February 15)~~
  - **Second term: August 1, 2012 (enrollment deadline Sunday, July 15)**
  - Third term: August 1, 2013 (no enrollment in third term)

- MEEC Master Agreement with a customer agreement (Schedule A) is required

FTE calculation

Licensing based on the number of faculty/staff (FTE) employees in the organization

| Full-time faculty | **+** | Part-time faculty ÷ 3 | **+** | Full-time staff | **+** | Part-time staff ÷ 2 | **=** | Total faculty/staff FTE |

EXAMPLE: *1,000 full-time faculty, 1,500 part-time faculty, 500 full-time staff, and 500 part-time staff.*

FTE calculation: **1,000 + (1500 ÷ 3) + 500 + (500 ÷ 2) = 2,250 FTE employees**

- FTE count includes knowledge workers only

- FTE count may exclude employees such as drivers, food- , and maintenance staff

- **Higher Ed (Public and Private) required to enroll the entire campus**

  - Higher Ed student enrollment requires the entire student FTE

  - Private K-12 required to enroll the entire institution

  - Public High Schools may enroll at 30% of the total district FTE

  - Public Middle and High Schools may enroll at 50% of the total district FTE

- **Student ELA FTE Calculation (Higher Ed Only)**

  - Full time students + (part-time students ÷ 2) = total student FTE

- Total Training Online license for faculty/staff is optional

- Bell Techlogix is Adobe's ELA fulfillment partner

- **Maintenance**

  - If maintenance is dropped (February enrollees) or not included (July enrollees), it cannot be added in subsequent terms.

  - Dropping maintenance precludes institution from receiving annual updates to Creative Suite and other licensed titles

- **Non-Renewal of ELA (July 2014)**

  - All software must be removed and a 'Letter of Destruction' must be provided.

  - Institutions will be eligible to purchase perpetual licenses at approximately 75% of the estimated CLP street price. All license purchases must be made within 60 days of the ELA expiration and must include an accompanying maintenance purchase of identical quantity.

  - Any institutions that were previously maintaining perpetual licenses via CLP - but are now licensing the same software titles via this term agreement - will be entitled to the current version and original quantity of their previously maintained perpetual licenses.

Why should my institution consider an ELA?

An Adobe Education ELA minimizes the costs and complexity of IT administration and maximizes your institution's benefits with:

Universal access to Adobe products	>	Streamlined purchasing and order management	>	Improved budget planning	>	Simplified compliance and version control	>	Flexible deployment

1

2

3

Complete ELA enrollment form –

http://adobe.ly/meec2012

(Enrollment form provides important information for quoting)

1

2

3

Adobe to send 'Schedule A' to each member

- Schedule A articulates what products member wishes to license
- Provides list of installment payments and optional renewals

Next steps...

1

2

3

Signed 'Schedule A' to Bell Techlogix:

- Deadline ensures enough time for processing all members' orders by beginning of second term (August 1, 2012)
  - Adobe to host series of software deployment webinars for institution IT leadership

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Changing the world through digital experiences