



INFORMATION TECHNOLOGY SERVICES

EAST TENNESSEE STATE UNIVERSITY




Adobe Partnership

ETSU Vision

- ETSU Faculty envisioned embedding the Adobe Digital Marketing Cloud platform into curricula.
- Adobe was very interested in this concept and invited ETSU leadership to Adobe corporate offices in late January



Adobe executives visited the ETSU campus in February and presented a formal offer for consideration.



ETSU would be the FIRST higher education institution to embed the Digital Marketing Cloud into curricula as an Adobe partner.

Adobe Offer

1. Funding and corporate support for an on-site kickoff event
2. Providing a Customer Success Manager
3. Adobe MAX and Summit passes
4. An annual Adobe campus showcase
5. Guaranteed place for ETSU to participate in Adobe's higher education Analytics Challenge
6. Internship pipeline with Adobe and Adobe-affiliated partners
7. Adobe Certified Training
8. Student access to Adobe Marketing Cloud Core Services
9. Ramp model for pricing of software
10. Adobe funded and co-branded webinars/roadshows
11. Guest lectures from current Adobe employees for ETSU Faculty and Students
12. Access to a community of support
13. Faculty and students represent ETSU at Adobe WWSC 2017
14. Create professional development for faculty
15. Establish criteria and create certification for Adobe solutions
16. Create a video for our WWSC once ETSU digital marketing program is up and running
17. Appropriate use of Adobe logo in marketing and recruitment
18. General gift of \$25,000.00



Pilot Programs

Mass Communications (Undergraduate)

Digital Marketing (Master's)


Global Sport Leadership (Doctoral)

Advancement in Year 2

Stephen Marshall is the faculty leading this initiative and teaches in all the above programs. His students will also have valuable experience with Advancement

Estimated 135 new students within 5 years






The Adobe partnership positions ETSU as a leader in digital innovation through enhanced student experiences, connections to industry, and the creation of signature academic programs.

Few investment opportunities are both affordable and have the possibility to set a University apart through positive national visibility. This opportunity to be the first University in the country both to launch the vision of merging the Adobe Marketing Cloud software in curricula and to become the model for extending the reach of Adobe Certification Training Courses is projected to generate significant net revenue.





Partnerships with business—and education that leads to quality jobs—is a statewide goal being visibly pursued. Access to Adobe training resources for faculty and staff, an internship pipeline with Adobe and Adobe-affiliated customers, a natural connection with industry partners, creation of a recruiting hub for workforce ready professionals: all these outcomes will emerge from the Adobe partnership.

Digital marketing software is in its diffusion infancy and is on a growth trajectory for which ETSU students could be on the cutting edge. Adobe is the top web platform in the industry and 80% of all global digital content is either designed or distributed with Adobe solutions.



In Summary

The value pricing and scope of features that comprise the Adobe “offer” to ETSU represents an affordable path to a range of outcomes that—if not pursued—are unlikely to occur in other opportunities.

If we miss this opportunity, Adobe will likely make this offer to another institution.

Status

- Partnership requires an approval by the State of Tennessee Fiscal Review Committee
- Documents submitted on February 29, 2016
- Supplemental materials requested and submitted on March 4, 2016
- FRC approved us for the March 16, 2016 at 4:30 pm agenda
- Dr. Bach, Lisa Williams, and I traveled to Nashville for the review
- Fiscal Review Committee was canceled at 5:45 pm
- Rescheduled for March 24, 2016 at 1:00 pm
- Chancellor Gregory and Vice Chancellor Sims will present to FRC on behalf of ETSU



QUESTIONS/FEEDBACK?

