Council for Instructional Technology

October 15st, 2014

1:00 – 2:00 PM, ST 501

Minutes

Present: Justin Ehrlich, Fuyuan Liang, Charles Malone, George Mangalaraj, Bree McEwan, Sharon Stephens, Anna Valeva, Bruce Walters, and special guests

- ➢ Roger Runquist, Director CITR;
- ➢ College Technology Representatives:
    - ✓ Charles Derry, COFAC;
    - ✓ Chad Hankins, CBT;
    - ✓ Andrea Jenkins, CAS;
    - ✓ Khaing Saw, Library;
    - ✓ Dawn Sweet, COEHS.

Minutes from October 1st approved by consensus. The rest of the meeting was dedicated to discussing pre-proposal #58, Adobe Enterprise Licensing.

Dr. Roger Runquist presentation (for details, see the attached handout provided by Roger)

Roger presented info about the Adobe Creative Cloud Site License. How costs are budgeted remains to be seen and needs to be determined by administration about how to fairly spread this across the University. All college representatives elaborated on departmental use of Adobe Creative Cloud, supported the idea of moving towards a site license with one reservation – how such a license would be paid for. A major concern is that departments and colleges that don't heavily use Adobe may be disproportionately charged for it. Roger emphasized on the multi-faceted use and potential benefits of having access to Creative Cloud (see the attached handout) to all departments.

There was a general consensus that Adobe Creative Cloud is of crucial importance to the instructional process not only in the disciplines which currently heavily use Adobe Creative Cloud, but in general as we look forward at the development of instructional technology trends. It is anticipated that if Creative Cloud becomes available across campus, there will be much heavier use not only for discipline specific applications, but also for creation of professional quality interactive instructional materials, project execution/poster presentations, providing competitive edge to WIU students on the job market (Adobe is the industry standard and peer institutions have already acquired Creative Cloud or are in the process), recruitment, etc. Bruce noted that Adobe provides high quality tutorials at all skill levels on the usage of their products.

Anna noted that there is no need for creating an ad-hoc alliance/committee on this matter, as well as no need to conduct a faculty survey on anticipated usage.

Bruce Walters moved to fully back the proposal, Justin Ehrlich seconded and the motion was approved unanimously.

Anna concluded the meeting with a reminder for next meeting set for October 22nd from 1:00 – 2:00pm, with pre-proposal #66, University-Wide Laptop Program, on the agenda.

Minutes prepared by Justin Ehrlich

Adobe Creative Cloud Site License

What benefits would there be for an enterprise solution with Adobe Creative Cloud (CC)? Software would be able to be installed on every faculty and staff members' desktop. Affordable solutions for home installation. Labs and classrooms can have CC installed as well.

	A	B
1	Acrobat Professional	InCopy
2	After Effects	InDesign
3	Audition	Lightroom
4	Bridge	Muse
5	Dreamweaver	Photoshop
6	Edge Animate	Prelude
7	Fireworks	Premiere Pro
8	Flash Professional	Speed Grade
9	Illustrator	

What does this mean to students and faculty and the University? To be competitive in the job market, our students need to have a new ways to make their skills stand out. The Adobe CC allows them to have the tools to be creative that can give them an advantage in the job market. WIU would also gain:

- Compatibility across campus - Everyone would be able to share files without issues of compatibility.

- Creativity of students - Students would have the tools they need to be successful and be able to produce unique products for their classes.

- Industry standard - This software is what the industry uses and students should expect to be able to use this software when they enter the job market.

- Bragging rights for recruitment

- Sister Institutions - Other peer institutions have already moved to this software, giving their students (our students' job competition) a "leg-up".

Additionally, faculty can install the Creative Cloud at home for $9.75 per year. Currently some are paying $30 a month.

An addendum can be added to the enterprise purchase allowing students to purchase CC for their own machines at a significant discount.

What is the cost of moving to CC or just installing in some places? Currently, Adobe is working on an agreement with the Illinois Consortium of Higher Education, which WIU is already a member of. If other schools are on-board and the combined

FTE's of faculty and staff reach 10,000, this brings the price of the software to $53.00 per year per FTE. FTE's are calculated using the same method as our Microsoft license, which equates to 1847 FTE's for WIU. This would be an annual cost to the University of $97,891.

Using the traditional method of deployment, the University would be paying $200 per copy per year. In Engineering Technology, for example, this is 54 copies amounting to $10,800 per year. IDT is maintaining 33 copies for $6,600. In this scenario, it is a PER MACHINE license. If a staff member needs the software installed on their office machine and a laptop, it would require two licenses.

How can I, as a faculty member, use Creative Cloud? CITR's recent summer academy purchased CS6 for participants. From a broad number of disciplines, Adobe software has been used by faculty to create:

- Recruitment posters
- Presentation posters
- Edit maps
- Create a discipline specific website

Other uses could include:

- Elaborate handouts of virtually any size or number of pages which can then be exported to student devices and annotated as they see fit
- Brochures
- Videos
- Virtual books!
- More elaborate student submissions...

Specifically, examples of the use of Adobe software in disciplines could include:

- Photoshop is being used for marking and annotating photos taken in a variety of sciences, most notably with medical imaging, where Photoshop can read DICOM files. And the best part is it is all non-destructive.
- Muse is being used by many disciplines, including nursing and engineering, for students without any code experience to build and design beautiful websites for their portfolios, making them immediately more marketable to employers. The resume is no longer a sheet of paper printed from Microsoft Word. A resume is now an interactive display of your work and what makes you stand out.

- InDesign is also being used to create more powerful resumes, with its interactive features and ability to link out to work done by the student. Applies to anyone who wants to work, period.
- Students in engineering fields, as well as others, are using Premiere Pro to shoot videos of their final projects and show the professor what the process was like from start to finish. No longer does the professor just know what the finished prototype looks like, but he/she can understand how the student got there.
- Students are using Premiere Pro in psychology to edit their recordings of sessions/interviews and make them digestible with annotations and titles.
- Bridge lets students and faculty organize their files, no matter what type of file it is, by adding keywords and metadata.
- Students who are learning to code now will have a better knowledge of how designers think and want their work to look because you can use Extract to pull out CSS from a Photoshop file.

What other schools are using Creative Cloud?

- EIU
- U of I (considering adding student licenses)
- Greenville College
- Knox College
- Illinois College
- Wisconsin System (considering adding student licenses)
- Nebraska System (considering adding student licenses)
- Iowa System (considering adding student licenses)

Question for CIT:

Would you be supportive of this initiative if it meant pulling money from your departments to cover the purchase as opposed to a centrally funded model?