# **Badging Best Practice:** Asking your Campus leadership/Exec Sponsor to send an e-mail to Academic/Departmental leadership, as well as Career Services, Athletics, etc. We've included a template Message from Campus Leadership to Academic Leaders below:

Subject Line: New Career & Classroom Learning Partnership: Adobe x [CAMPUS NAME]

## Email Body

Hello {group},

I’m writing to share information about an exciting opportunity available to our students, faculty, and staff via [CAMPUS]’s partnership with Adobe. As you know, our institution strives to be a model for student success, which includes encouraging students to develop the skills necessary to exceed in the job market after graduation. Adobe has partnered with [MAIN CAMPUS STAKEHOLDER TEAM] to deliver asynchronous, free courses to our community to encourage and support students across disciplines as they pursue educational and professional experiences.

These courses are short introductions to skills such as creating stunning presentations, sports marketing, social media strategy, and more. Through scaffolded assignments with feedback from Adobe experts, students can complete these courses and earn a micro-credential or badge verified through Credly. Badges earned can be readily added to a student’s LinkedIn profile or resume. Since these courses teach transferable skills, they are fitting for students in all areas of study at [CAMPUS].

While this is an excellent opportunity for our students, the courses offered by Adobe align with our institutional goals as well. These courses strategically bridge educational and professional skills that our students need, while collectively moving us closer to our shared vision. Please consider [reading more](https://requestadobe.com/digital/portal/dl/badge/flyer3.zip) about this program or [INSERT CUSTOM BADGING URL] registering for a course yourself to see them in action.

**Will you help us by sharing this initiative with your faculty and staff?** I have included an email draft that you can use to share with your student-facing faculty and staff. For those who would also like to share this information via social media channels, please [find those resources here.](https://requestadobe.com/digital/portal)

# Message from Leaders to Faculty and other Campus Groups like Athletics and Career Services:

Subject Line: Classroom-to-Career student development: Adobe x [CAMPUS]

Email Body

Hello {group},

I’m writing to share information about an exciting opportunity available to our students, faculty, and staff via [YOUR SCHOOL]’s partnership with Adobe. [MAIN CAMPUS STAKEHOLDER TEAM] has partnered with Adobe to deliver skills-focused, asynchronous, free courses to our community to encourage and support students across disciplines as they pursue educational and professional experiences.

These courses are short introductions to skills such as creating stunning presentations, crafting compelling job application materials, sports marketing, and more. They’re also quality resources and instructional opportunities for our faculty to include in their course curricula. These courses offered by Adobe strategically bridge educational and professional skills that our students need to improve their course performance and succeed in the job market. Since these courses teach transferable skills, they are fitting for students in all areas of study at [YOUR SCHOOL], including [INSERT YOUR DISCIPLINE/COLLEGE]. Preview all available courses to select the best offering for your students via the [INSERT CUSTOM BADGING URL] registration page.

**Will you help us by sharing this opportunity with your students?** I ask that you introduce these courses to your students and consider including them as extra credit or as part of an assignment before the end of the semester. To get started, please [review the resources](https://indd.adobe.com/view/6f52ad2b-6df1-4a67-b5e5-cec7bb89a335) developed by [MAIN CAMPUS STAKEHOLDER TEAM] for faculty and staff interested in including these courses in their teaching and student-facing work. [Here are some more ideas and inspiration](https://requestadobe.com/digital/portal/dl/badge/flyer4.zip) or including one popular course, "Create Stunning Presentations" into your teaching. These courses are also available to any faculty and staff looking to uplevel their skills and learn something new.