**Adobe**

**Badging Best Practices**

# *The following email templates enable your campus leadership/exec sponsor to announce the value of Adobe Digital Academy courses and how students, faculty, and staff can earn verified micro-credentials for successful course completion.*

**Subject Line**

New Adobe x [CAMPUS NAME] partnership

## **Email Body**

Hello, {group}!

I wanted to share information about an exciting opportunity available to our students, faculty, and staff through [CAMPUS]’s partnership with Adobe. As you know, our institution strives to be a model for learning success and encourages students to develop digital skills to succeed in the job market after graduation. Adobe has partnered with [MAIN CAMPUS STAKEHOLDER TEAM] to deliver free, self-paced courses to students across all disciplines as they pursue their educational and professional goals.

These courses introduce skills such as effective presentation creation, small business social media marketing, short-form video storytelling, and more. Through scaffolded assignments with feedback from Adobe experts, students can complete these courses and earn micro-credentials or badges verified through Credly. These badges can be added to their resumes, LinkedIn profiles, or Behance portfolios. Since these courses teach transferable skills, they are relevant for students in all areas of study at [CAMPUS].

Adobe courses align with our institutional goals as well. They strategically bridge educational and professional skills that our students need, while collectively moving us closer to our shared vision. To learn more about these courses, visit the [Adobe Digital Academy](https://www.adobe.com/learn/students) and perhaps register to take a few yourself!

**Will you help us by sharing this initiative with your faculty and staff?** I have included an email draft below that you can use to share with your student-facing faculty and staff. To add this information via social media channels, please see [these helpful resources](https://www.requestadobe.com/digital/portal/).

# ***Message from Leaders to Faculty and Campus Groups***

**Subject Line**

Student career development: Adobe x [CAMPUS NAME]

**Email Body**

Hello, {group}!

I am writing to share information about an exciting opportunity available to our students, faculty, and staff through [YOUR INSTITUTION]’s partnership with Adobe. [MAIN CAMPUS STAKEHOLDER TEAM] has partnered with Adobe to deliver skills-focused, self-paced courses that are free to our community and to students across all disciplines as they pursue their educational and professional goals.

Adobe courses introduce skills such as effective presentation creation, small business social media marketing, short-form video storytelling, and more. They are also quality resources for faculty to include in their course curricula, enabling our students to develop digital skills to succeed in the classroom and in the job market after graduation. Since these courses teach transferable skills, they are relevant for students in all areas of study at [YOUR INSTITUTION], including [YOUR DISCIPLINE/INSTITUTION]. To preview all available courses and determine which ones would most benefit your students, visit the [Adobe Digital Academy](https://www.adobe.com/learn/students).

**Will you share this opportunity with your students?** You could introduce these courses and include them as extra credit or as part of an assignment before the end of the semester. If you are interested in incorporating Adobe courses in your teaching or student-facing work, please [review this resource](https://indd.adobe.com/view/477ea087-b169-4997-99c3-7c135ed2069e) developed by [MAIN CAMPUS STAKEHOLDER TEAM]. Adobe courses are also available to any faculty and staff looking to learn something new and improve their skills.