



Identifying Adobe Student Champions on your campus.



Students are a powerful channel to create change on campus and to unlock creativity among their peer groups and across disciplines.

Exceptionally creative and driven students can help their peers unlock new levels of digital literacy and creativity in their coursework and extracurriculars. Identifying students who align with your campus vision for Adobe access is a critical step that our higher education customers take to grow awareness and improve student experiences and outcomes.

What is an Adobe Student Champion?

Student Champions are highly motivated, deeply engaged, and socially active students from all disciplines.

Champions use their marketing and leadership skills along with social savviness to raise relevant awareness of Adobe tools and their uses among their campus community. They provide their peers with low-barrier training and mentorship, and they help fellow students unlock creative possibilities for success in the classroom, in their extracurricular pursuits, and in their career aspirations.

Why should I build a Student Champion cohort?

Students are a powerful channel to create change on campus and to unlock creativity among their peer groups and across disciplines. Those who never considered creativity to be an important part of their focus area have shown improvement academically and have discovered new extracurricular passions when exposed to new tools through relevant use cases.* Building a cohort of Student Champions is one of the fastest and most effective ways to raise relevant awareness of Adobe tools provided by your institution.

How do I find and recruit Student Champions?

Student Champions exist in every corner of your university. They do not necessarily need to be art and design students, nor do they need to be experts with Adobe tools; they just need to enjoy using them, be actively learning, and willing to share their experience with their peers. Look for students who are:

- **Connected on campus**, and involved in at least one campus organization (but ideally more), to maximize reach and awareness across various departments and majors.
- **Active on social media**, with a strong social presence on either their personal, professional, or student organization accounts, with a developed understanding of social practices and etiquette.
- **Demonstrated leaders**, with a passion for organizing and hosting events, who are eager to teach and mentor their peers in using Adobe tools.

Overall, your Student Champions should be a diverse cohort, representing majors from STEM to business to fine arts, and they should convey the breadth and depth of creative pursuits on campus.

*<https://www.adobeeducation.com/higher-ed/creative-literacy/civitas-research>



How many Student Champions should I have?

There is no magic number. We suggest recruiting a small group to start (at least five), but keep in mind, it's most important that these students be effective leaders, with the right level of involvement on campus. Your first Champions will be key in helping you recruit more, and more after that.

What do Student Champions do on campus?

- **Partner with faculty** to help implement Adobe tool use in the classroom: presentations, research projects, data visualization, portfolio creation, and more.
- **Host events**—either virtually or on campus, in partnership with your digital media center or office of student life—demonstrating easy, everyday uses of Adobe tools that apply to classwork, extracurricular activities, and career planning.
- **Use their social media presence** to effectively communicate the availability of Adobe tools at your school and their relevance to campus life, both inside and outside the classroom.

How can I support these Student Champions?

Student Champions need a few things to be effective:

1. **Access to each other:** Ensure your Champions know each other, know how to get organized, meet regularly to share their passions and ideas for planning Adobe-related activities, or even become an official student organization!
2. **Access to resources:** This could include a media center on campus or other space where they can hold events, university calendars, social media channels where they can post about activities and opportunities, etc.
3. **Access to faculty:** Engaged faculty can help guide student efforts by meeting with them regularly, connecting them to opportunities on campus where they can effectively offer support and amplify, etc.

How does Adobe support these Champions once I recruit them?

Please keep us posted as you launch your Adobe Champion cohort. E-mail jadad@adobe.com with the names and .edu e-mail addresses of all Champions and program stakeholders on your campus. We'll keep you connected to future events and professional development opportunities.

Are these the same as Adobe Student Ambassadors?

Adobe Student Ambassadors are paid brand ambassadors, representing Adobe on our Adobe Creative Campuses. Once your school has built an effective Student Champion cohort with a faculty point of contact on campus, Adobe will work with your school to graduate any interested Student Champions in your program to our official ambassadorship, which offers:

- Membership in our Adobe Student Ambassador Hub, where ambassador activities are delivered on a weekly basis with tailored incentives attached.
- Monthly meetings and professional development sessions with the Adobe team and the global ambassador cohort.
- Connections to Adobe's University Talent team and official letters of recommendation as perks for participating.

