COMMUNICATIONS PLAN

 Adobe Discounts

**PURPOSE**

To promote awareness of the new Adobe discounts available to Stanford University faculty, staff and paid student workers as a result of the newly negotiated UIT enterprise agreement.

**BACKGROUND/OVERVIEW**

It has been a pain point for schools and units to deal with Adobe licenses on their own, and the individual agreements are cost-prohibitive. Today, Stanford employees are paying upwards of $180 to $300 for these annual licenses.

Significant subscription discounts for Adobe Creative Cloud and Acrobat Pro are now available, thanks to a new enterprise agreement negotiated by University IT. One-year licenses for the popular applications – including Photoshop, Illustrator and InDesign – are just $35 for Acrobat Pro and $150 for Creative Cloud.

Prior to the newly negotiated UIT agreement, there were about 4,000 licenses university-wide for Acrobat Pro and Creative Cloud, of which 40% were from School of Medicine. The success metric for UIT is to ensure it fully recovers the cost of the Enterprise Term License Agreement (ETLA) of $333,000 annually by having individuals and teams across the university subscribe to Acrobat Pro and Creative Cloud through this agreement.

[Read this article](https://uit.stanford.edu/news/uit-cuts-your-cost-adobe-creative-cloud-and-acrobat-pro) and browse [these FAQs](https://uit.stanford.edu/service/softwarelic/adobe/faq) for more information.

**COMMUNICATIONS OBJECTIVE** (explain)

The communications objective is to raise broad awareness across the university of the newly available Adobe discounts, and get faculty, staff and student workers to save big by purchasing Adobe licenses through the UIT negotiated agreement. The UIT objective is to ensure the negotiated Adobe deal is successful, and the KPI for that is recovering the annual investment of $333,000 that it costs UIT for the Enterprise Term License Agreement (ETLA).

**COMMUNICATIONS PLAN** (explain)

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| **AUDIENCE** | **OBJECTIVE(S) & KEY MESSAGE(S)** | **COMM CHANNEL(S)** | **DELIVERY TIMING** | **ROLES & RESPONSIBILITIES** | **COMPLETED DELIVERABLES** |
| University staff and faculty | Discounts now available; how to buy discounted licenses |  [UIT news article](https://uit.stanford.edu/news/uit-cuts-your-cost-adobe-creative-cloud-and-acrobat-pro) + FAQs |  Feb. 20, 2019 | Julie Nelson, authorKate Junco, editor +faqsBryan Moncur, SME | Published article and FAQs 2/20/19 |
| University staff and faculty | Discounts now available; how to buy discounted licenses | Feature article in UIT Newsletter |  Feb. 21, 2019 | Rachel Manongdo, newsletter editor | Emailed 15,000 staff UIT newsletter on 2/21/19 |
| University staff and faculty | Discounts now available; how to buy discounted licenses |  UIT homepage banner | Feb. 22 to March 11 | Rachel Manongdo, newsletter editor | UIT banner created and published |
| Stanford community | Discounts now available; how to buy discounted licenses |  Stanford Report announcement |  March 5 |  Kate Junco, SR liaison | Announcement published |
| University staff and faculty | Discounts now available; how to buy discounted licenses |  UIT Newsletter “Did you know?” promo |  March 20 | Rachel Manongdo, newsletter editor | Promotion had 183 clicks |
| SU Communicators | Abbreviated version: We wanted to let you know about significant subscription discounts for Adobe Creative Cloud and Acrobat Pro now available, thanks to a new enterprise agreement negotiated by University IT. Our goal is to get the word out as broadly as possible to university staff and faculty about the newly negotiated rates so you and your teams – and the university overall – can start saving big. We would appreciate you spreading the word in your own schools, units, groups and teams as well. | Email to listserv | April 7 | Kate Junco | Sent and received numerous emails back |
| Stanford IT professionals  | Discounts now available; how to buy discounted licenses | IT at Stanford #general Slack channel | April 9 | Kate Junco | Posted; Received 5 comments and 3 emojis from IT community members |
| University staff | Discounts now available; how to buy discounted licenses | UIT Newsletter Ad |  April 24 |  Jessica Brooks | DistributedReceived 154 clicks |
| Stanford Community  | [**Adobe Acrobat Pro and Creative Cloud discounts**](https://stanford.us5.list-manage.com/track/click?u=a8e6569da943904e9ac369cde&id=93754b239a&e=06ef681b7d): If you are a faculty or staff member currently using — or seeking to use — Photoshop, Illustrator or InDesign, take advantage of significant savings now available from UIT for annual licenses of these popular applications. [**Learn more**](https://stanford.us5.list-manage.com/track/click?u=a8e6569da943904e9ac369cde&id=e60b6fb923&e=06ef681b7d). | Stanford Report announcement (second time) | April 26 | Kate Junco | Distributed |
| SU Communicators | Abbreviated version: We heard great feedback from many of you last month who have already taken advantage of steep Adobe discounts now available to all Stanford employees. This is a reminder for those whose current Adobe licenses are nearing expiration, and for others who may like to subscribe for new one-year licenses. **Start saving ...****Spread the word ...** | Email to listerv | May 2 | Kate Junco | Sent |
| Stanford Community | Discounts now available; how to buy discounted licenses | UIT homepage banner | May 16 to 30 | Kate Junco | Posted May 16 to May 30 |
| University staff | Discounts now available; how to buy discounted licenses | UIT Newsletter Did you know?  |  May 22 | Kate Junco | Distributed May 22 |
| School of Medicine  | Discounts now available; how to buy discounted licenses  | Stanford Medicine Connected “Tips and Tricks” <http://med.stanford.edu/connected.html>  | Published 5/29 through 6/7 | Kate Junco/Jan Morrill | Published |
| School of Medicine | Discounts now available; how to buy licenses  | Stanford Medicine Community Announcements email - it reaches about 10,000 recipients in the SoM.  | Email ran 2x: July 8 and June 18 | Kate Junco/Jan Morrill | Sent June 18 and July 8 |
| Stanford community | Adobe products more affordable than ever; hear from those who have already taken advantage. | UIT Newsroom/homepage | July 1 | Kate Junco | Published here: <https://uit.stanford.edu/news/adobe-products-more-affordable-ever>  |
| University staff | Adobe products more affordable than ever; hear from those who have already taken advantage. | UIT Newsletter Feature article  |  July 24 |  Kate Junco | Will publish July 24 |
| Stanford employees | Discounts now available; how to buy discounted licenses | Cardinal at Work Insider, UHR publication | August issue | Kate to ask for cross promotion |  |
| Stanford Community  | Discounts now available; how to buy discounted licenses | Stanford Report Paid Advertisement or announcement | TBD |  |  |
| Stanford community | Adobe products more affordable than ever; | UIT homepage banner  | July 15 | Kate Junco | To change out in July |

**CONTACT**

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