

Adobe University & Academic Initiative Program Guide

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1. Program Overview

The **Adobe University & Academic Program** empowers institutions, educators, and learners worldwide by expanding access to **industry-recognized digital experience (DX) skills** and globally recognized certifications. Through scalable learning pathways and strategic alliances, the program prepares the next generation of DX professionals to thrive in roles across marketing, analytics, operations, and consulting.

2. Mission & Vision

Our Mission

Empower institutions, educators, and learners with equitable access to Adobe's DX learning resources and credentials—building job-ready skills that accelerate student employability and strengthen the global digital experience ecosystem.

Our Vision

A globally connected academic community where students graduate with **recognized DX skills**, faculty teach with **industry-aligned curricula**, and institutions are **trusted talent partners** for Adobe customers and partners.

3. Program Goals



Empowering Learners and Educators

- Provide students, faculty, and administrators with access to Adobe's digital learning resources and skill-building opportunities.
- Expand institutional knowledge beyond Creative Cloud into Adobe's Digital Experience portfolio (analytics, marketing automation, workflow management).



Building Talent Pipelines & Strengthening the Ecosystem

- Develop a global pipeline of Adobe-skilled talent for roles in marketing, analytics, consulting, and digital operations.
- Support Adobe partners and enterprise customers by preparing job-ready graduates with foundational DX certifications.



Advancing Global Education Equity

- Increase access to credentialing and DX education through scalable, globally accessible learning infrastructure.

- Equip institutions to prepare students for high-growth digital careers.

Increasing Brand Awareness & Industry Recognition

- Introduce future professionals to Adobe's enterprise solutions and the importance of digital experience in modern business.
- Strengthen Adobe's presence in higher education via collaborative programming and certification pathways.

4. Value Proposition (by Audience)

Institutions / University Leadership

- Strategic alignment with industry needs and employability outcomes
- Co-developed programming and visibility opportunities (for eligible alliance levels)
- Access to scalable DX curriculum and certification pathways

Faculty & Program Directors

- Industry-aligned teaching assets, sandbox exposure (where available), and enablement
- Clear mapping from coursework to certifications and job roles
- Access to webinars, workshops, and expert sessions

Students

- In-demand DX skills and certifications that signal job readiness
- Exposure to real-world tools and use cases
- Pathways to internships and entry-level roles via Adobe's partner ecosystem (for eligible alliance levels)

Adobe Partners & Customers

- Access to a pipeline of graduates with foundational DX certifications
- Opportunities for campus engagement, projects, and hiring

5. Who This Program Is For

- **Career Services** teams supporting student employability and industry readiness
- **Academic faculty & program directors** integrating DX skills into curriculum

- **University administrators** seeking workforce development opportunities and strategic alliances
- **Students** pursuing DX skills, certifications, and early career opportunities

6. Alliance Levels & Engagement Model

Adobe offers three levels of engagement to meet institutions where they are and to support scalable collaboration.

Level: Strategic Alliance

Best for: Deep, long-term collaboration and institution-wide impact

- NDA or MOU required
- Co-branded programs and curriculum alignment
- Dedicated Adobe support and strategic planning
- Access to **promotional certification vouchers**
- Internship and job-placement pipelines with Adobe partners
- Access to **Tidwit** learning node
- In-person events, bootcamps, campus activations
- Access to **Advize** career coaching

Expected Commitments

- Faculty participation in enablement
- Joint planning and outcomes tracking
- Communications and co-marketing (where applicable)

Level: Collaborative Alliance

Best for: Moderate engagement with shared-value initiatives

- Joint marketing opportunities
- Free webinars, virtual workshops, and live events
- Opportunities to participate in Adobe student programming and community initiatives

Expected Commitments

- Faculty and student participation in events

- Promotion of learning and certification opportunities

Level: Participative Alliance / Self-Service

Best for: Institutions starting their Adobe DX journey

- Free on-demand courses
- Access to **discounted Adobe certifications**
- Broad global access to foundational learning

Expected Commitments

- Self-service adoption and communication to learners

7. Eligibility & Participation Requirements Strategic

Alliance (Tier 3)

- Signed NDA/MOU, named institutional sponsor, and faculty lead(s)
- Commitment to curriculum alignment and program measurement
- Willingness to host on-campus/virtual events and promote certifications

Collaborative Alliance (Tier 2)

- Identified faculty champion or program contact
- Promotional support for webinars/certifications
- Participation in select student/community initiatives

Participative Alliance / Self-Service (Tier 1)

- No formal requirements; publicly available learning resources

Regional eligibility and availability of benefits may vary.

8. How to Join (Onboarding)

1. **Express Interest** (via program email or form)
2. **Discovery Call:** Institutional goals, audience, timelines
3. **Alignment & Levelling:** Determine alliance level and benefits
4. **Agreement (if applicable):** NDA/MOU for Strategic Alliance
5. **Enablement Kickoff:** Access to assets, scheduling for faculty onboarding

6. **Launch:** Learning pathways, events, and certification activities
7. **Review & Iterate:** Quarterly check-ins and outcome tracking

9. Targeted Learning Solutions

Primary Focus: Adobe Customer Journey Analytics (CJA)

What students learn

- Unify cross-channel data, visualize end-to-end journeys, and use AI-assisted insights
- Translate insights into actions that improve experiences and marketing performance
- Govern data responsibly while scaling personalization

Role pathways (examples)

- Marketing Specialist
- Business Analyst
- Data Analyst

Relevant majors

- Marketing
- Business Administration
- Data Science

Secondary Focus Solutions

Adobe Workfront (Modern Work Management)

- Project planning, workflow automation, cross-team collaboration, real-time visibility

Role pathways (examples)

- Project Manager
- Consultant
- Product Owner
- Campaign Manager

Relevant majors

- Business Administration
- Marketing
- Information Systems

Adobe Journey Optimizer (AJO) (Journey Orchestration & Personalization)

- Design, automate, and personalize omnichannel journeys with real-time insights

Role pathways (examples)

- Marketing Campaign Specialist
- Digital Marketer
- Marketing Technologist

Relevant majors

- Marketing
- Marketing Technology
- Data-related fields

10. Curriculum & Teaching Assets

- **Mapped learning paths** aligned to CJA, Workfront, and AJO
- **Faculty teaching kits** (slides/templates, lab guides, assessments)
- **Course outlines & module recommendations** (semester/quarter pacing)
- **Use cases & datasets** for projects and capstones
- **Certification alignment** with practice resources and exam readiness tips

11. Faculty Enablement

- **Faculty training:** Webinars, workshops, and office hours
- **Sandbox exposure** (where available) and guided demos
- **Teaching community:** Peer sharing, best practices
- **Certification support:** Faculty voucher access (where applicable)

12. Student Opportunities

- **Certification pathways** and practice resources
- **Events:** Bootcamps, webinars, hackathons/challenges
- **Career enablement:** Resume/portfolio tips, mock interviews, and (for Strategic Alliance)
- **Internship & job-placement signals** via Adobe partners
- **Badging** for participation and skills milestones (where available)

13. Measurement & Reporting (Optional but recommended for Strategic Alliance)

- **Adoption:** # of participating faculty, courses, and students
- **Learning:** Pathway completions, event attendance
- **Certification:** Exam registrations and pass rates
- **Career:** Internships/placements, employer engagement
- **Engagement:** Co-marketing reach and campus activations

14. Support & Contact Information General Program Questions:

- Reach out to us at: Askdxcert@adobe.com
- **Shawn Loutensock**, University Outreach Program Manager — shawnl@adobe.com
- **Emma Lopez**, University Outreach Project Manager — emmal@adobe.com

15. Resource Library

- **Certification Portal:** <https://certification.adobe.com>
- **Adobe DX Partner Directory:** <https://partners.adobe.com/s/directory/solution>
- **Product & Solution Information (Personalization at Scale):** <https://business.adobe.com/solutions/personalization-at-scale.html>
- **Experience League Certification Hub:** <https://experienceleague.adobe.com/en/certification-home>
- **Adobe University Careers:** <https://careers.adobe.com/us/en/university>

16. FAQs

Q1 What does it cost to participate?

Open Access resources are free; certification exams may be discounted. Collaborative Alliance and Strategic Alliance benefits vary by engagement.

Q2 Can students participate without a formal university agreement?

Yes. Students can access public resources and pursue certifications independently. Institutions gain more benefits through Alliance engagement.

Q3 How are certifications aligned to courses?

Learning paths map to foundational DX certifications. Faculty teaching kits provide suggested pacing and assessment guidance.

Q4 Do we need specific technical infrastructure?

Open Access typically requires only standard internet access. Certain benefits (e.g., sandboxes, events) may require additional readiness and approvals.

Q5 Is data privacy addressed?

Yes. Data handling follows Adobe's policies and applicable regulations. Additional terms may apply for Strategic Alliance activities and platform access.

Q6 Can we co-brand materials?

Co-branding is available for Strategic Alliance engagements per brand guidelines and agreed activities.

17. Glossary

- **Alliance (vs. Partnership):** Preferred external term for engagement levels with Adobe.
- **CJA (Customer Journey Analytics):** Adobe solution for cross-channel journey analysis and insights.
- **AJO (Adobe Journey Optimizer):** Orchestration platform for real-time, personalized customer journeys.
- **Workfront:** Adobe's modern work management platform.
- **Tidwit:** Learning node access provided to Strategic Alliance institutions.
- **Advize:** Adobe's career coaching benefit, available to Strategic Alliance institutions.
- **Foundational DX Certifications:** Entry-level credentials aligned to Adobe Digital Experience solutions.

Glimpses of the program in action:



Adobe