

All,

LACC is proud to announce a groundbreaking Enterprise Licensing Agreement (ELA) with Adobe Systems Inc. that grants the college universal access to their CS5.5 Master Collection Suite of products. The Information Technology (IT) department has already started the deployment at the college (see deployment plan for more details) and faculty and staff can order their copy for home use at their convenience online (see work-at-home program for more details). Should you have any questions/comments about this matter after reading this email, please direct them to me and I'll get back to you just as soon as I can.

This email provides information on the following topics:

- Background and justification
- Benefits of ELA with Adobe
- List of applications included in Adobe CS5.5 Master Collection
- Brief Descriptions of the applications
- Deployment Plan
- Work-at-Home program
- Training and other resources available to faculty and staff
- Adobe Education Exchange
- Criteria for study of software usage

**Background and justification:**

In March of 2011 Adobe requested a Software License Review (aka software audit) of LACCD. The audit was exercising the licensing rights by Adobe to review the college's usage of Adobe products. This basically meant that the college had to produce a report of all installed Adobe products like Acrobat Pro, Photoshop, Illustrator, Flash, Dreamweaver, etc. The campus had to provide "proof" of ownership for all adobe products. This meant calling all vendors that the campus has ever used to purchase an adobe product, running a small agent (computer applications) on all college computers and gather all Adobe purchase orders (POs) going back to 1994. Adobe wanted to confirm that each college was living up to its software licensing obligations.

All the colleges were found to be out of compliance and LACC was in the top four schools in the district. LACC was facing penalties of approximately \$25,000 in addition to the yearly renewal support cost for Adobe products used in the classroom of approximately \$10,000 bringing the total cost for the year to \$35,000.

Adobe made a very reasonable offer to all the colleges to enter into an Educational Enterprise Licensing Agreement (ELA) with Adobe which would grant the college unlimited access to their CS5.5 Master Collection Suite of Products at the cost of \$40,300 a year. This subscription would also include the work-at-home program which would allow faculty/staff to get their own copy of the Adobe CS5.5 Master Collection for the cost of the media (CD-ROMs). The cost is based on the college's FTE count (650) times \$62 each. After some discussion and hours of cost modeling, the college decided to sign up for this subscription along with all the other colleges within the district with the intent to have a usage study done at the end of the year to see if it made sense to renew the following year.

From a business standpoint, the Adobe ELA is a tremendous benefit. The college will reduce compliance risks and can ensure more predictable license costs. What's more, the ELA maximizes the college's investment in Adobe software by broadening the user base. Having everyone on the same versions of Adobe software also simplifies support and desktop management efforts.

**Benefits of this ELA with Adobe:**

The ELA contract between Adobe and LACC leverages the college's capabilities in software distribution, support and training. LACC will also minimize costs and complexity of IT administration and maximize the benefits with:

- Universal Access
- Streamlined purchasing and order management
- Improved budget planning
- Simplified compliance and version control
- Flexible deployment
- Work-at-Home program

**List of applications included in Adobe CS5.5 Master Collection:**

-  Adobe Photoshop Extended
-  Adobe Illustrator
-  Adobe InDesign
-  Adobe Acrobat X Pro
-  Adobe Flash Catalyst
-  Adobe Flash Professional
-  Adobe Flash Builder 4.5 Premium
-  Adobe Dreamweaver
-  Adobe Fireworks
-  Adobe Contribute
-  Adobe Premiere Pro
-  Adobe After Effects
-  Adobe Audition
-  Adobe OnLocation
-  Adobe Encore

**Brief Descriptions of the Applications:**

Application Name	Description
Photoshop Extended	Adobe Photoshop Extended software delivers all the state-of-the-art editing, compositing, and graphic design capabilities plus breakthrough tools for 3D design and motion editing.
Illustrator	Adobe Illustrator software helps you create distinctive vector artwork for any project. Take advantage of the precision and power of sophisticated drawing tools, expressive natural brushes, and a host of time-savers.
InDesign	Adobe InDesign software lets you design and preflight engaging page layouts for print or digital distribution with built-in creative tools and precise control over typography. Integrate interactivity, video, and audio for playback on tablets, smartphones, and computers.
Acrobat X Pro	Adobe Acrobat X Pro software lets you deliver highly professional PDF communications. Create and edit PDF files with rich media included, share information more securely, and gather team feedback more efficiently.
Flash Catalyst	Adobe Flash Catalyst is approachable interaction design software that enables you to easily transform Adobe Photoshop, Illustrator, and Fireworks artwork into expressive, fully interactive projects without writing code, and leverage the reach and consistency of the Adobe Flash Platform.
Flash Professional	Adobe Flash Professional software is the industry-leading authoring environment for producing expressive interactive content. Create immersive experiences that present consistently to audiences across desktops, smartphones, tablets, and televisions.
Flash Builder 4.5 Premium	Adobe Flash Builder Premium software is an Eclipse based development tool for rapidly building expressive mobile, web, and desktop applications using ActionScript and the open source Flex framework. Use professional testing tools to build higher performing applications.
Dreamweaver	Adobe Dreamweaver is the industry-leading web authoring and editing software that provides both visual and code-level capabilities for creating standards-based websites and designs for the desktop, smartphones, tablets, and other devices.
Fireworks	Adobe Fireworks software provides the tools you need to create expressive, highly optimized graphics for the web or virtually any device — from smartphones to kiosks to embedded displays.
Contribute	Adobe Contribute software is a powerful web publishing and website management tool that integrates authoring, reviewing, and publishing in an easy-to-use WYSIWYG HTML editor. Increase web publishing productivity while simplifying oversight and approval tasks.
Premiere Pro	Adobe Premiere Pro software lets you edit faster with true native format support. Get breakthrough performance on workstations and laptops; streamline collaboration; and boost productivity with an efficient, robust, cross-platform editing workflow. Ready to switch to the ultimate toolset for video pros?
After Effects	Adobe After Effects software is the industry-leading solution for creating sophisticated motion graphics and cinematic visual effects. Transform moving images for delivery to theaters, living rooms, personal computers, and mobile devices.
OnLocation	Adobe Encore is part of Adobe Premiere Pro.
Encore	Adobe Encore is part of Adobe Premiere Pro.

**Deployment plan:**

The deployment plan will give a higher priority to the academic computer labs belonging to departments that are currently using any Adobe applications for instruction. This would also include the faculty computers teaching these courses. The next order of priority would be the rest of the academic labs in no particular order unless otherwise requested by the department head.

After all the computer labs are done, the faculty and staff computers will be the next priority

Priority Level	Description
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1	Computer labs and faculty using Adobe products for instruction
2	Rest of computer labs
3	Faculty and staff  <i>(If you need access to these applications right away for a special project, please submit your request through the IT Helpdesk online and we'll take care of it as soon as we can.)</i>

The IT Department will contact all departments individually to make the arrangements for the installation at their convenience to minimize interruptions.

**Work-at-Home program:**

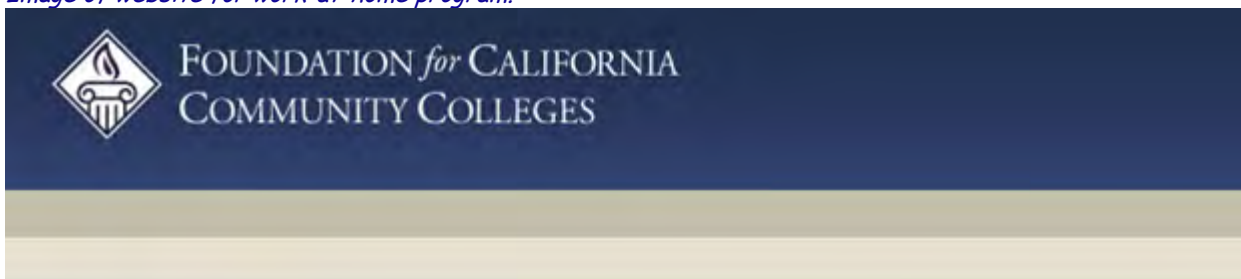
The work-at-home program is one of the benefits included with the college's annual paid subscription to Adobe Enterprise Licensing Agreement (ELA) allowing faculty/staff to order media (CD-ROMs) for work-at-home use. The media is fully licensed as long as the college's subscription is in place and you remain an eligible employee.

To take advantage of this benefit, please click on the link below and follow the instructions at the website.

<https://collegebuys.foundationccc.org/Default.aspx>

*Please note that this website can also be used to take advantage of the work-at-home program offered by Microsoft included with the college's Microsoft Campus Agreement.*

*Image of website for work-at-home program.*



**Welcome to the Work at Home Software program.**

We offer Microsoft software at a significant discount for eligible students and faculty/staff.

New Customer? [Register Now](#)

Returning Customer? [Sign In](#)

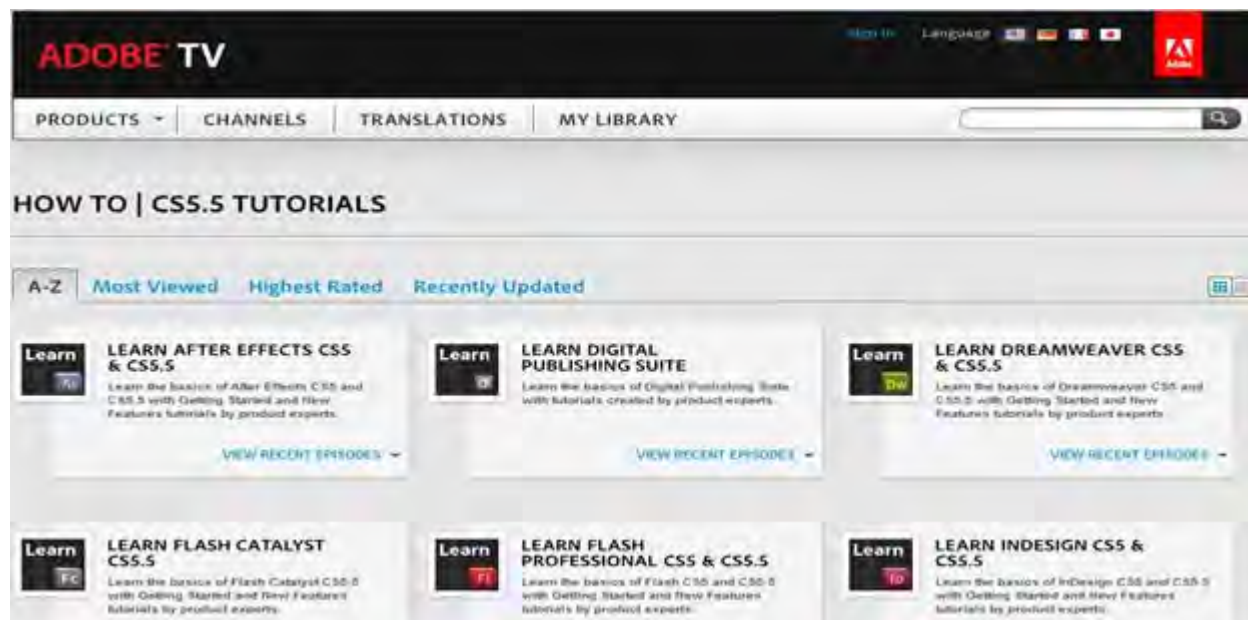
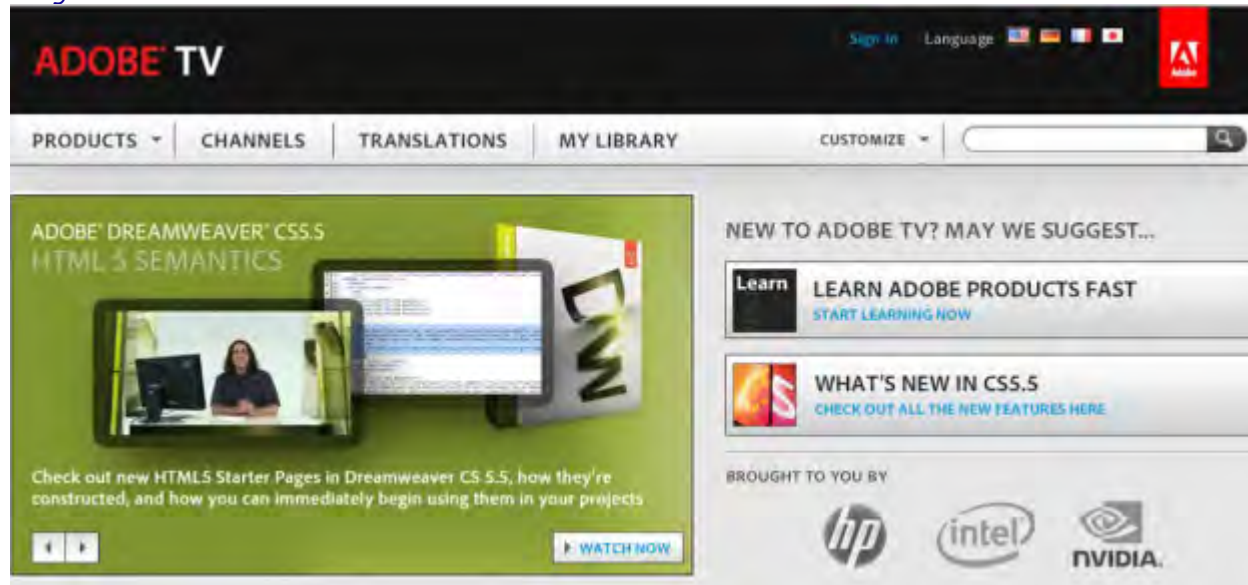
## Training and other resources available to faculty and staff:

Adobe TV online training

- <http://tv.adobe.com>
- Free training!
- Learn at your own pace
- Learn by “Product” or by “Channels”

The Teaching Learning Center (TLC) will also be available to assist with ongoing training and one-on-one support. They are located in the Administration building room 300 and can be contacted at x2480.

*Images of tv.adobe.com website.*



## Adobe Education Exchange:

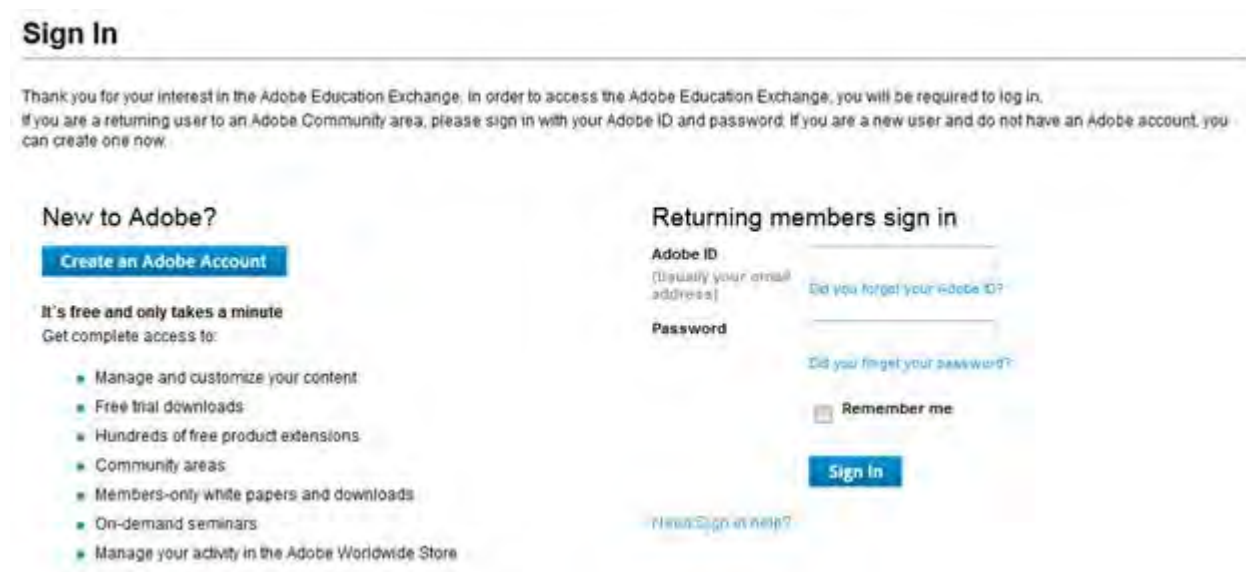
Where educators can:

- Share and receive recognition for teaching resources
- Find free educator-created, peer-reviewed teaching resources and curriculum
- Connect and collaborate with innovative educators
- Learn best practices and new methods
- Get inspired by new ways to teach using Adobe software
- <http://edexchange.adobe.com>

*Images of edexchange.adobe.com website.*



*This website is available to faculty at no additional cost but it does require users to log in.*



**Criteria for study of software usage:**

The decision to go into this contract with Adobe’s ELA was made with the understanding that the IT department would find a way to track and measure the level of usage of all the Adobe applications available to the college and how these applications may have improved the courses/services offered by each department. The results of this study will help the college administration to determine if the benefits of this agreement are being used enough to justify the yearly cost of \$40,300.

The first portion is pretty straight forward in that we will be installing a small application on all computers to track the usage of these applications. That information will be compiled and a report will be generated showing the results.

The second portion will involve a survey of how individual departments benefited as a whole by having unlimited access to all the applications in Adobe’s CS5.5 Master Collection.

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