

Improving Student Outcomes



in Higher Education and on
Adobe Creative Campuses



Edelman

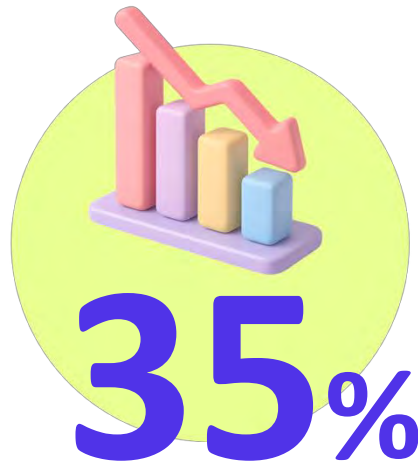


Adobe



Pressing challenges on campuses today

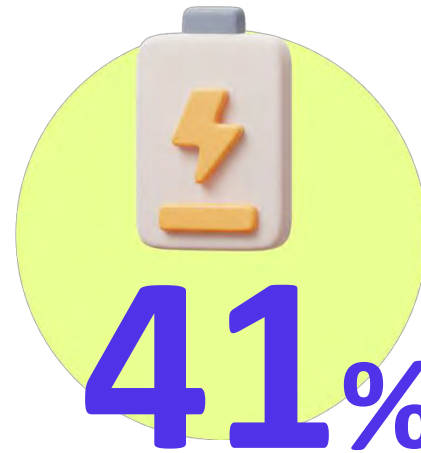
Low student campus engagement



of undergraduates are **totally uninvolved with campus** outside of classes.

(Generation Lab)

Academic struggles and dropping retention



of undergrads say they're **not engaged in classes**, with boredom as the biggest barrier.

(ABSI)

Transformed job market affecting career readiness



of recent college graduates are **underemployed** one year after graduation.

(Strada and Burning Glass)

Research Questions

How do creative and AI skills learned with Adobe tools impact students' . . .



**Campus
engagement**



**Academic
outcomes**



**Career
readiness**



**Adobe Creative
Campus advantage**

Research Methodology



Audience: 1,900 students + 900 early-career alumni



Regions: 9 countries



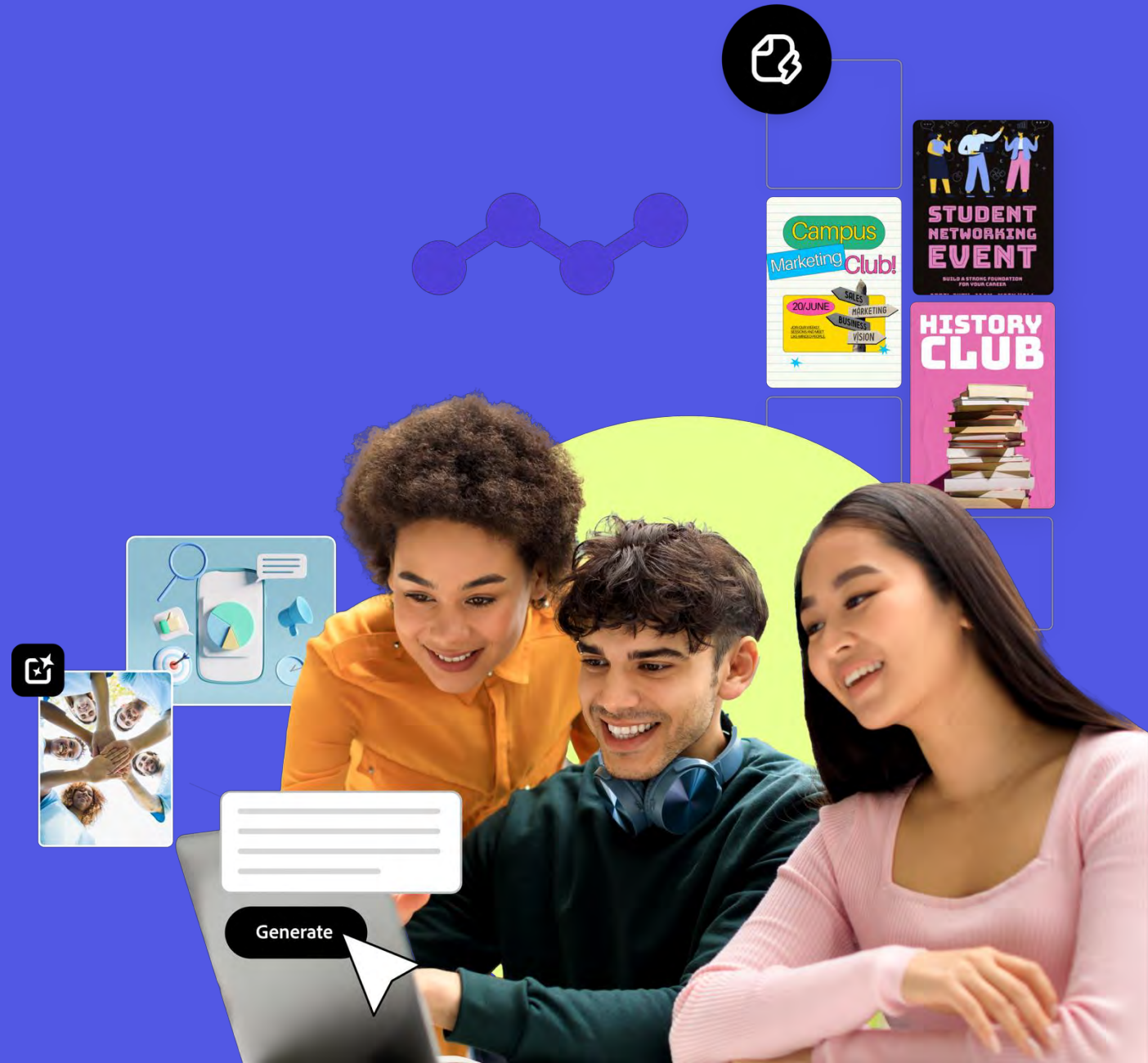
Demographics: All major disciplines represented, from varying institutional types, sizes and degree lengths



Implementation: Design, distribution, and analysis of quantitative surveys and qualitative focus groups conducted by Edelman in summer 2025



Campus Engagement



Boosting campus-wide engagement

of students who use Adobe on their campus say creating expressive work makes **them feel more engaged** in their campus experience.

of Adobe Creative Campus students say Adobe tools helped them take on creative or multimedia roles in student **clubs, organizations, or campus jobs.**

“ [In creative classes] groupwork seems to be a lot more collaborative than our more general business classes because it feels like you’re creating something real and putting effort into it. So there’s a **different level of connection** there.”

Adobe



Student Campus Engagement

Creativity Cultivates Connections

80% of students said creative projects helped them connect with peers from different backgrounds, highlighting the role of creativity in fostering empathy and shared understanding.

93% Of Adobe Creative Campus early career alums say using Adobe tools helped them connect their campus extracurriculars to future career goals.

“What really creates **connection** is on-campus workshops or creative workshops . . . creating things together really helps people to bond.”

— Lisa, U.S. Psychology major

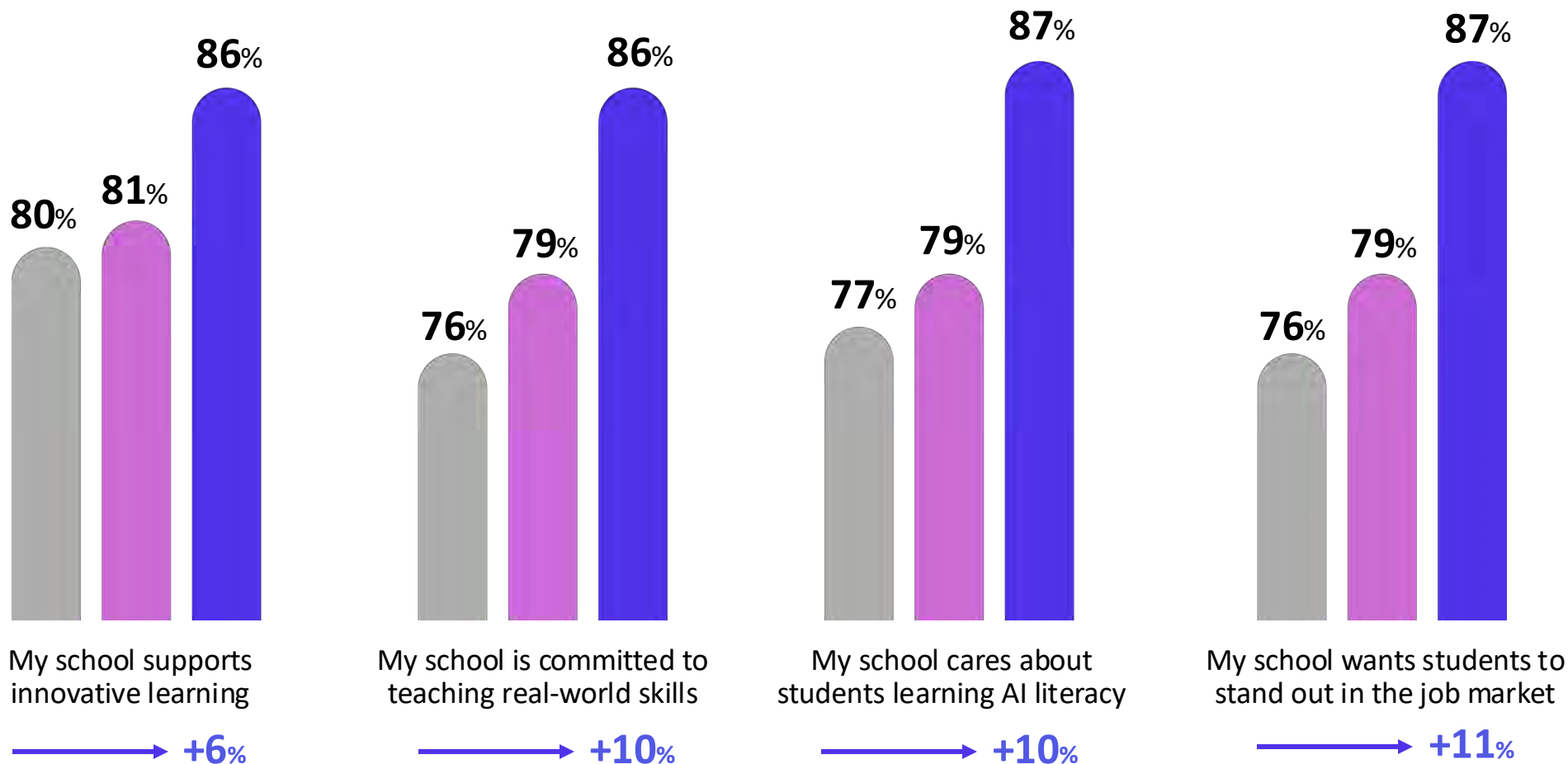
“Through my creative projects, I've become more **connected** with other students, and I appreciate the issues that my peers go through.”

— George, U.K. Media & Journalism major



Students see higher overall institutional value

● Non- Adobe ● Non- Creative Campus ● Creative Campus



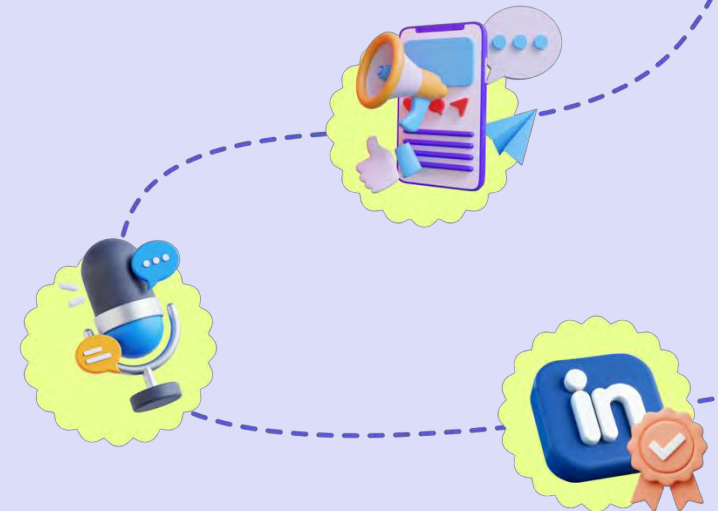
The University of Utah

- **Social impact challenge** in business school transformed with Express to help students better address challenges faced by real-world nonprofits.
- **Hands-on learning** across curricula with Adobe Express – from creating social media campaigns to podcasts.
- **Over 1,000 micro-credentials** awarded in the initial pilot program, with career skills badges students can showcase on LinkedIn and resumes.



“ Adobe micro-credentials are a very curated, low-stakes introduction to skills that our students need. It gives students a framework to understand the language of design and apply skills towards more effective communications in their internships or jobs.”

– Holly Johnson, Associate Director of Learning Experience Innovation & Outreach



Academic Outcomes



Student Academic Outcomes

Adobe drives engagement and essential skills

87% of students and recent grads who used Adobe Express on campus say it made them feel more engaged in their classes and degree program.

88% of students and recent grads who used Adobe Express for coursework say it enhanced their creativity and creative thinking skills.

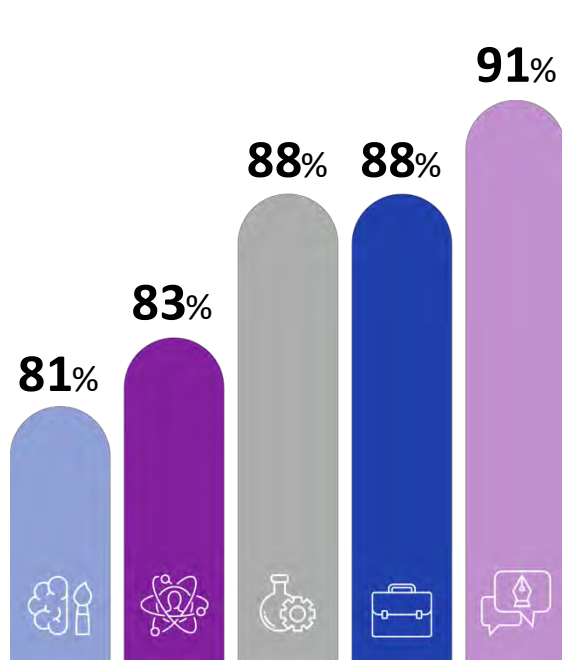
“I definitely feel a difference in motivation and how deep into projects I get when it’s really creative. It’s a lot more exciting and easy to lose yourself in.”

– Katharyn, U.S. Communications and Journalism student

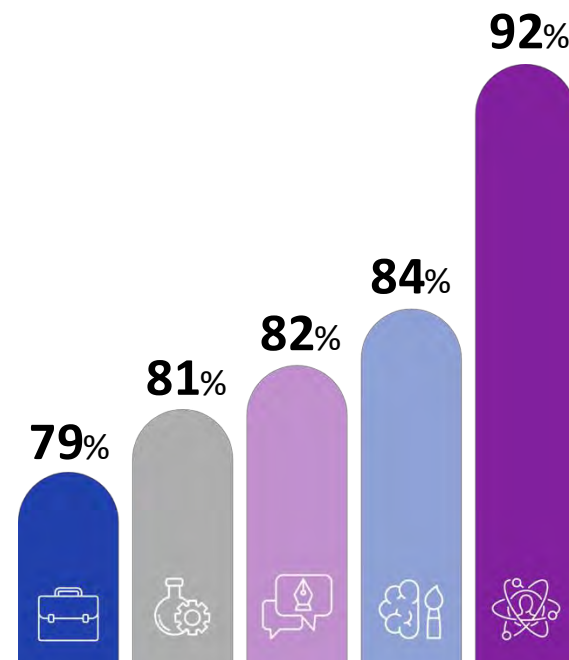


Adobe tools improve communication skills in assignments and presentations across majors

● STEM ● Art & Humanities ● Business ● Communication & Design ● Social Sciences



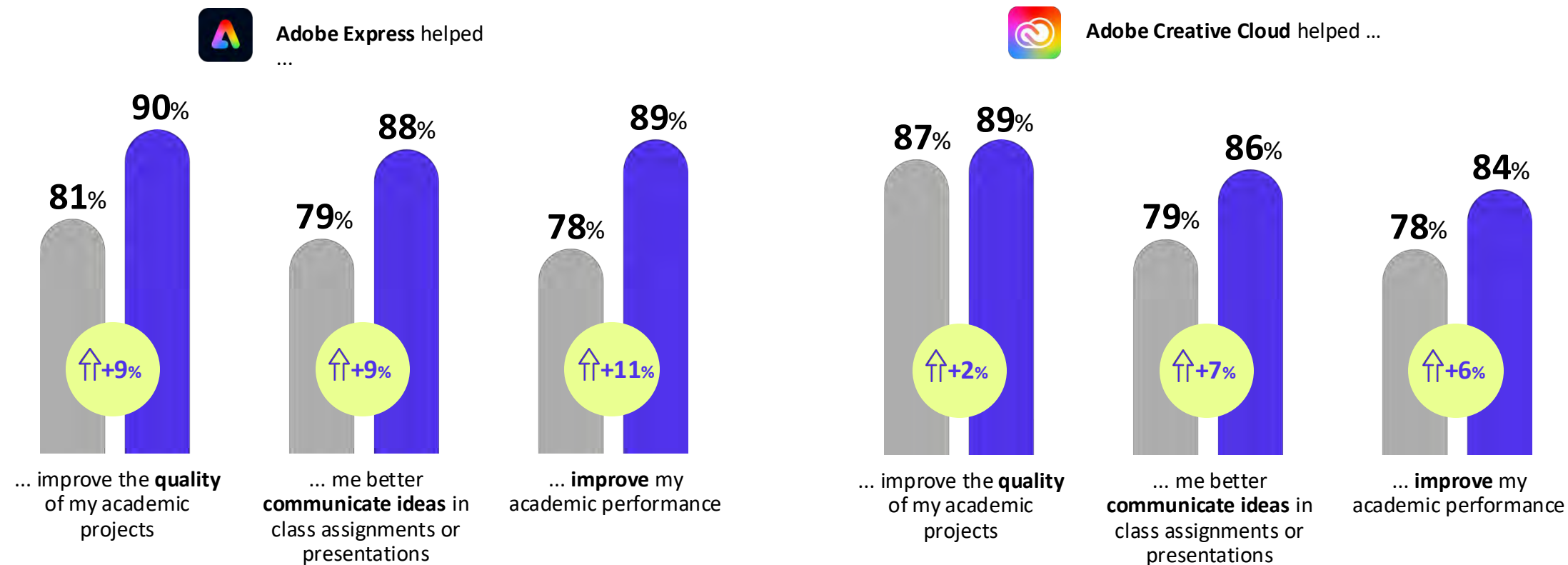
Adobe Express helped me better communicate ideas in class assignments or presentations



Adobe Creative Cloud helped me better communicate ideas in class assignments or presentations

Even greater academic gains for Creative Campus students

● Non- Creative Campus ● Creative Campus



University of Texas at San Antonio

- **Curriculum integration** of Adobe tools and creative assignments across subjects and in intro seminars.
- **Overall gains** in courses as varied as astronomy, where students reported greater enjoyment, interest, and comprehension using Adobe generative AI to represent abstract ideas.
- **Peer-reviewed research** conducted by staff and faculty showed improved learning outcomes with Adobe Express.

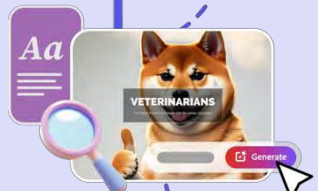
“Microcredentials empower students to explore a variety of career paths, deepen their learning beyond their major, and gain valuable skills that enrich their college experience and future opportunities.”

– Claudia Arcolin, executive director of teaching and learning experiences

96% mean grade
on Adobe Express image generation
assignment, outperforming
traditional essay assignments.

A/B grades increased:

- ↑ **+11.7%** overall
- ↑ **+13.7%** for Black/African American undergraduates
- ↑ **+4.5%** overall among undergraduates

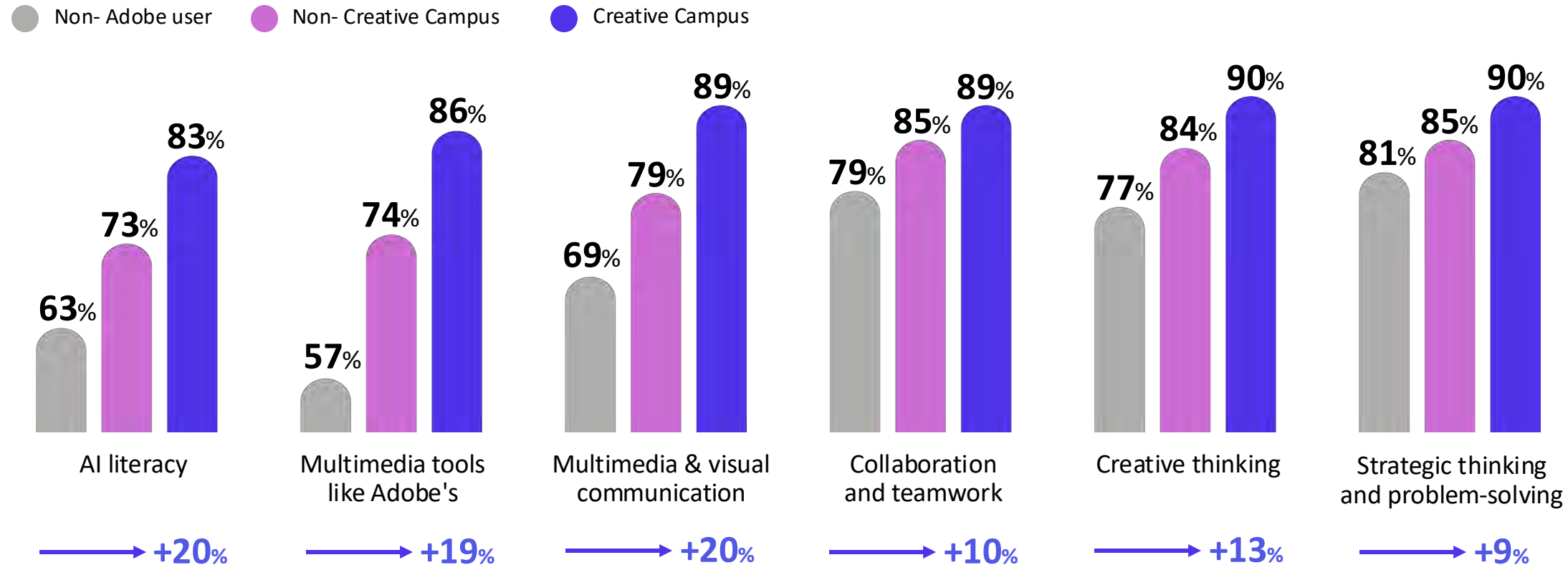


Career Outcomes



Creative Campuses help students build future-ready skills

“How well, if at all, does your college or university help you develop the following skills?”



Student and Alums Career Outcomes

Connecting clubs to careers and standing out

80%

of students and **93%** of early-career alums agree creative tools like Adobe's helped them connect their extracurricular to future career goals or passions.

85%

of students and **92%** of early-career alums agree that creative tools like Adobe's helped them build skills and experience for their resumes or portfolios.

“ I feel like employers care a lot about experience. I think in the job market now, a degree is not enough. They want to know you're confident in what you're doing.”

— Hamzah, UK Design major



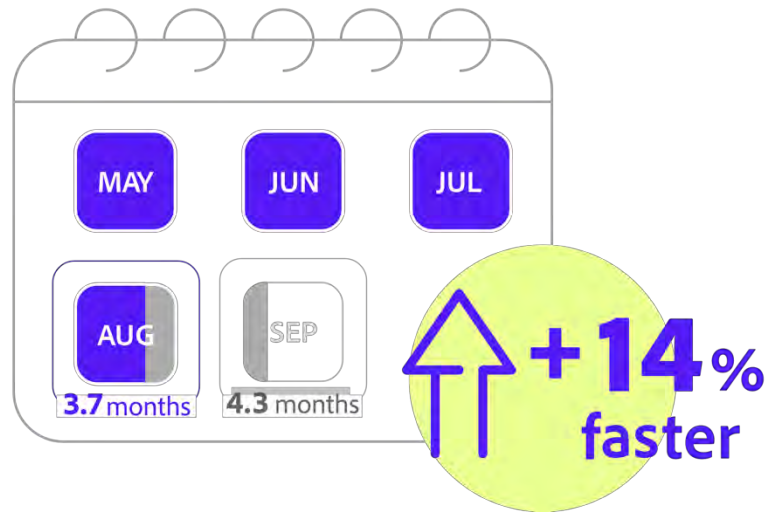
Student and Alums Career Outcomes

Creative Campus grads land jobs faster

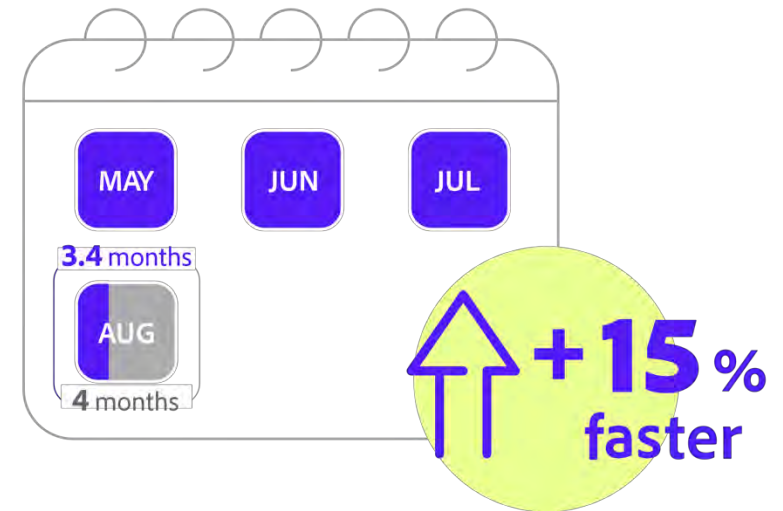
Number of months after graduation students start full-time employment

● Non- Creative Campus ● Creative Campus

Communication
and design majors



Business
majors



“ My university has really been pushing for students to be proficient in Adobe if you're in any type of communications-related majors, so I feel very prepared in being able to navigate industry-standard technology.”

– Katharyn, US Communications & Journalism major

Auburn University

- **Infographic assignments** replaced traditional essays, fostering creative expression and digital storytelling.
- **Multimodal skills** enabled by Adobe Express enabled students to demonstrate understanding across formats: social media, presentations, and digital signage.
- **Career-focused programming** connects coursework like sociology to real-world skills and employer expectations.

“ When students ask for a recommendation letter, it is much better if I can talk about **specific skills** they’ve demonstrated in class, not just their grade. Now, when I assign projects, I always start by defining their purpose. Those skills can **map to any student’s career goals**, no matter their primary field of study.”

— Dr. Makeela J. Wells, Auburn Assistant Professor of Sociology



Opportunities for Campuses to Lead with Innovation



Deepen belonging and engagement on campus



Integrate creativity + AI across curricula



Differentiate with equitable, future-ready careers programs

