

Now or Never:

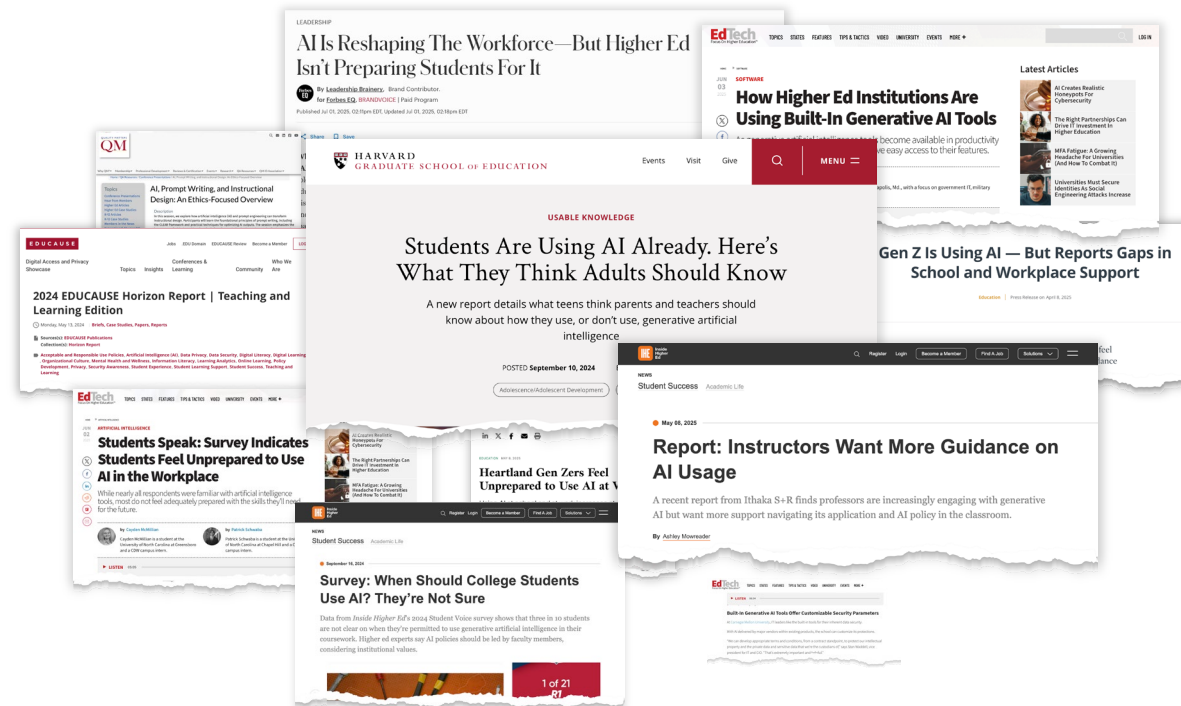
Higher education at the AI crossroads—
adopt, innovate, and lead with Adobe.

Adobe



The AI crossroads

There are big disparities in adoption, usage, and institutional preparedness in higher education.



90%

of students already use generative AI, with 54% using it weekly at scale ... regardless of guidance or policy.

Acrobat AI and the Future of Learning and Studying in Higher Ed report and Harvard Graduate School of Education

Lack of central planning

Only 11% of CTOs have AI strategies;
80% of faculty say AI rollout lacks clarity.

IHE April 2025

Lagging faculty preparedness

61% of faculty are hesitant about adopting AI tools; 86% need rubrics or guidelines to assist in grading AI-assisted creative work.

Creativity with AI in US Higher Ed report

Varied student acceptance

80% of students worry that AI-generated content may be misleading or incorrect, reflecting a lack of training.

Acrobat AI and the Future of Learning and Studying in Higher Ed report

71% of business leaders globally prefer hiring a less experienced candidate with AI skills over a more experienced one lacking them.

Forbes, November 2024



Challenges affect everyone on campus

... but there are clear advantages to taking action.

Students

64%

of Gen Zers say AI fluency will be **critical for their career success**

Adobe Education research, 2024

77%

want **AI skills training**, and those using AI weekly are 17% less likely to experience academic stress

Adobe Acrobat AI report, 2024

85%

of faculty believe generative AI boosts students' **creativity and creative thinking skills**

Creativity with AI in US Higher Ed report, 2025

Faculty

30-50%

of professors' time is spent on non-teaching tasks; AI tools can **reduce that by up to 40%**

EDUCAUSE review, 2023

50+

number of hours students spend on reading and study prep each month; AI helps **reduce burnout and refocus attention** on learning

Adobe Acrobat AI report, 2024



AI will transform higher education. ... Enrollment managers will use it to increase yields; counselors will rely on it to address student mental health; student advisers will use it to boost retention; and financial analysts will use it to model and mitigate risk."

Administrators

83%

of institutions report that budget constraints are forcing **reevaluation of software value and consolidation**

CHLOE report, 2024

61%

of students cite reading as a top burnout driver; AI helps institutions **scale support and reduce attrition risk**

Adobe Acrobat AI report, 2024



We help to solve these challenges

Streamline learning, raise the bar on productivity and creativity, and help everyone stand out.

For students

For faculty

For administrators

Productivity

Study and exam prep

- Summarize dense materials
- Organize study guides
- Clarify complex concepts

Efficient grading

- Simplify evaluation of creative projects with AI-assisted rubrics
- Saving time and ensure consistency

Administrative efficiency

- Automate repetitive tasks like document processing and data extraction
- Enable staff to focus on strategic work

Accessibility and inclusive learning

- Make PDFs mobile-friendly and accessible
- Engage with course materials more efficiently

Document management

- Streamline editing, signing, and sharing documents
- Reduce administrative workload

Cross device functionality

- Work seamlessly across devices
- Ensure productivity in diverse work environments

Creativity

Multimedia creation

- Create professional images, videos, and graphics
- No design experience needed

Curriculum enrichment

- Integrate AI into creative projects
- Foster deeper engagement and interdisciplinary learning

Visual communication

- Create professional presentations and infographics with Adobe Express Premium
- Improve communication and collaboration

Creative thinking

- Brainstorm, visualize and explore alternative ideas
- Communicate concepts effectively

Professional development

- Explore innovative teaching methods
- Collaborate with peers in professional learning communities

Collaboration

- Share creative outputs and insights across departments to enhance teamwork



HED H2 Offerings Lineup

Adobe SEA Team | September, 2025

Esther Ong KL

Education Account Manager



Adobe Creative Cloud plans with AI for higher education (VIP)



	Creative Cloud All Apps - EDU	Creative Cloud Pro Plus for EDU*
All Creative Cloud apps and services *See what's included in All Apps	✓	✓
Standard Firefly generative AI features	500 credits per user/month	✓
Premium Firefly generative AI features	✗	1,000 credits per user/month
Acrobat AI Assistant and PDF Spaces	5 lifetime credits	✓
Adobe Stock assets	Adobe Stock collection in Adobe Express Premium	Access to Adobe Stock standard assets
		  

*Plans require version-specific SKUs for faculty/staff or student.



Adobe Acrobat plans with AI for higher education (VIP)

	Adobe Acrobat Pro	Adobe Acrobat Studio for EDU
Create, edit, sign, collaborate on PDFs and more with Acrobat	✓	✓
Standard Firefly generative AI features	25 credits per user/month	Combined with premium credits
Premium Firefly generative AI features	✗	250 credits per user/month
Acrobat AI Assistant and PDF Spaces	5 lifetime	✓
Adobe Express Premium	✗	✓

NEW!! HED offerings overview for students and faculty/staff

Lead Offerings	Offering Name	Target Persona	Core/ Non-Core	Key Entitlements	RTM
	Adobe Creative Cloud Pro Plus for Education	Faculty/Staff Students	All & Core	CCE All Apps, Stock, Premium generative credits, Acrobat AI Assistant and PDF Spaces	Channel VIP Already available!
	Adobe Firefly Pro for Education	Students	Non-core	Adobe Express Premium, Firefly Std/Prem generative credits, Acrobat AI Assistant and PDF Spaces, full access to Photoshop web and mobile	Channel VIP VIP: Dec 1 st
	Adobe Acrobat Studio for Education	Faculty/Staff Students	Non-core	Acrobat Pro, Adobe Express Premium, Acrobat AI Assistant and PDF Spaces	Channel VIP Already available!
	<(2,000, 7,000 or 50,000 credit amount> Credits for Education <i>Firefly generative credits</i>	Faculty/Staff Students	Core	Adobe Firefly (Image, vector, video, and audio)	Channel VIP VIP: Oct 1 st

Thank you!

Let's shape the AI-enabled university—together with Adobe.