

## Board of Trustees

Washtenaw Community College

### DISCUSSION

4800 E. Huron River Drive  
Ann Arbor, Michigan 48105-4800

---

Subject  
Adobe Software Enterprise License Contract Renewal

Date  
December 15, 2020

---

### BACKGROUND

Adobe products, which include Acrobat, Photoshop, Illustrator, Premier Pro, and InDesign, to name a few, have been used since the early 90's at Washtenaw Community College. As the college moved into the digital age by adding computers to their instructional tools, Adobe was chosen as the software standard.

Adobe product offerings have expanded, taking over the title as the de facto industry standard in all areas of the digital media arts. WCC was an early adopter of this product, which enabled WCC students to be taught using the latest industry standard software, thereby making their skills more valuable to employers. Today Adobe products are of paramount importance to courses taught in the following instructional areas:

- Graphics Design
- Digital Video Production
- Technical Writing
- Web Design
- Business Office Systems

Additionally, Adobe products have played a crucial role in remote operations for the college. Adobe products are extensively utilized in the designing of the College's website, by the marketing department, the development and implementation of online courses, and for video projects done through Media Services.

As Adobe expanded, their licensing models changed to be more inclusive of all their offerings and therefore it limited the ability for WCC to purchase specific quantities of each product line required by the college. After reviewing all the options of this sole source provider, it was determined that their Enterprise Term License Agreement (ETLA) would be best for WCC. The ETLA offers WCC a three-year price guarantee, the ability to purchase and deploy Adobe software in an efficient, targeted, and cost-effective manner, along with predictable budgeting for 3 years.

The three-year ETLA agreement will ensure ongoing support for this critical software solution and provide level pricing during this period. The proposed contract renewal provides software licenses for all of the student computer lab machines. It will also allow faculty and staff to continue to do their jobs efficiently and effectively.

**RECOMMENDATION**

That the Board of Trustees approve a contract with CDW for the purchase of a three-year Adobe Enterprise Term License Agreement in an amount not to exceed \$219,658.80.

**A ROLL CALL VOTE WILL BE TAKEN**

---

Prepared by: Todd Kreuger

Title: CIO

Recommended by: Rose B. Bellanca, Esq.

Rose B. Bellanca, President

---