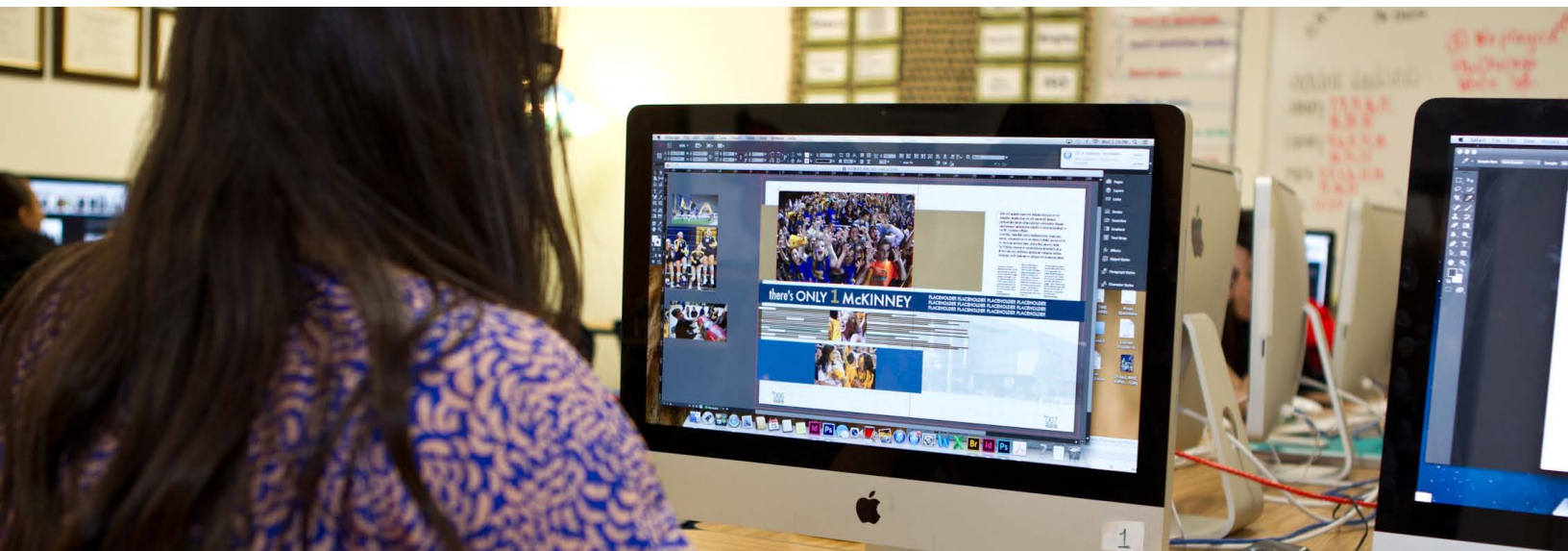


McKinney Independent School District

Pride, passion, and professionalism



McKinney Independent School District

McKinney, Texas
www.mckinneyisd.net

Results

- Provided teachers and students with industry's top creative software through enterprise agreement
- Began enriching learning environment through integration of learning and creative technology
- Assisted students in preparing for college or careers
- Began to tap depth and breadth of Adobe Creative Cloud capabilities
- Expanded access to Adobe creative software

Top school district prepares students for college and careers by standardizing on Adobe creative solutions

When McKinney Independent School District (ISD) prepares students for the future, it has a vision: help ensure that student skills are aligned with what the workforce needs today and into the future. The district believes that providing a rigorous education means not only mastering basics, but also challenging students to do more than they ever thought they could. A major factor in realizing this vision includes equipping schools with Adobe Creative Cloud software and empowering students with creative skills that are in high demand.

In 2013, McKinney ISD signed an Adobe Enterprise-Term Licensing Agreement (ETLA) for education to provide access to all Adobe creative software for the district's middle and high schools with a Career and Technical Education (CTE) program. The agreement with Adobe helps ensure that students have access to industry-standard software that not only instills confidence and pride in their accomplishments, but also prepares them well for a future in which technology and creative skills are vital.

Prep for the future

McKinney has always made its CTE program a priority. However, some challenges existed. For instance, because there was no standardization in terms of software, middle schools often downloaded free software from the Internet for various purposes. Some high schools used Adobe software, but the variety and mix of software did not help ensure that students were graduating with the skills needed to use the industry's leading creative software.

"We knew it was important to streamline, standardize, and get every school in the district with a CTE program onto industry-standard, state-of-the-art technology—Adobe Creative Cloud software."

Tamy Smalskas, director of college & career readiness, McKinney ISD



Challenge

- Standardizing on industry-standard creative software
- Tapping full capabilities of broad range of Adobe software
- Better preparing students for college and careers

Solution

- Standardize on all the newest versions of Adobe Creative Cloud software through enterprise agreement
- Begin using solutions such as Adobe Captivate to enrich curriculum

Systems at a glance

Adobe Captivate

Adobe Creative Cloud. Components used include:

- Adobe Acrobat XI Pro
- Adobe After Effects CC
- Adobe Bridge CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Premiere Pro CC

"We knew it was important to streamline, standardize, and get every school in the district with a CTE program onto industry-standard, state-of-the-art technology—Adobe Creative Cloud software," says Tamy Smalskas, director of college & career readiness at McKinney ISD. "We are now looking far into the future, providing tools to our students to empower them to become great creative thinkers."

McKinney ISD in Texas operates multiple schools: 24 elementary, 5 middle, 5 large high schools, and 2 alternative high schools. The thriving CTE program is available in middle and high schools and teaches students practical, hands-on skills. For instance, through the CTE program, the district has created a Twitter account with hundreds of followers and a district website that is constantly evolving. Individual departments and programs are working on their own websites. A popular, online Academic Planning Guide assists students in planning for their future careers.

Eager to learn

Once the district signed the Adobe ETLA, people across the district became enthusiastic about learning Adobe Creative Cloud software. Smalskas has hosted several training sessions on the capabilities of Adobe Creative Cloud for teachers, and each one has been filled to capacity.

From a financial standpoint, the ETLA with Adobe has delivered excellent returns. Smalskas says it is more cost effective than buying one-off copies of software, and it can be made available to everyone in the district. Adobe Creative Cloud also meets everybody's expectations for having the best there is when it comes to technology. "Adobe Creative Cloud is endless in its innovation and amazing with the depth of what it can do," says Smalskas.

Shaping the learning landscape

Already, departments are learning and beginning to adopt Adobe creative software. Adobe has provided training on software such as Adobe InDesign CC, Adobe Illustrator CC, Adobe Photoshop CC, and Adobe Acrobat XI Pro for in-class project creation.

Every high school computer lab is equipped with Adobe Creative Cloud running on either Mac or PC machines. Many academic programs are beginning to use the software, including audio/video broadcasting, graphic design, animation, engineering, robotics, and architecture and design. Business and education classes are also adopting the software and learning to use programs such as Adobe Acrobat XI Pro for creating dynamic documents and streamlining collaboration.

The ETLA includes access to eLearning tools including Adobe Captivate that campus administrators and counselors are eager to begin using to create HTML5-based eLearning content to help meet accessibility standards. Adobe Captivate will help educators add more interactivity to courses with drag-and-drop modules, YouTube video streaming, and in-course web browsing.

"In using Adobe software in our classrooms, we put professional tools in the hands of students that they use to develop real-world, high-quality content that goes beyond the parameters of traditional classroom assignments."

Alyssa Boehringer, lead trainer and advisor on Adobe solutions for all McKinney ISD CTE teachers and lead Audio/Video technology teacher

In the audio/video and graphic design and illustration programs, students will soon be learning Adobe Illustrator CC, Photoshop CC, and other programs. Pamela McBride, who teaches Engineering Math, Principles of Engineering and Robotics, and Automation at McKinney High School, plans to harness Adobe software for her students as well. The primary aim will be to help students use creative software to present their work and technical insights, including creating multimedia presentations and websites, as well as videos of robotics projects.

Pride and professionalism

Alyssa Boehringer, lead trainer and adviser on Adobe solutions for all McKinney ISD CTE teachers and lead Audio/Video technology teacher for the district sees the value of standardizing on Adobe creative software to shape student careers. Her students even produce a bi-weekly TV show, making heavy use of Adobe Premiere Pro CC and After Effects CC to create titles, credits, and lower thirds. Students generate a news website, Manestreamnews.com, using Adobe Illustrator CC, and Adobe Photoshop CC, as well as Adobe Bridge CC to organize assets.

"Allowing students to be creative in the classroom enables them to produce quality work they can take pride in because they create it," says Boehringer. "In using Adobe software in our classrooms, we put professional tools in the hands of students that they use to develop real-world, high-quality content that goes beyond the parameters of traditional classroom assignments."

Boehringer sees this sense of pride strengthening students' self images and helping shape them into dynamic and productive members of society when they leave McKinney ISD. CTE programs, she says, have been instrumental in student success whether they are bound for college or careers. Students can do something they love in school, and they have something to look forward to after high school. In many instances, CTE programs have assisted students in finding their life passions.

"It is crucial students can access current, industry-standard software, so they can gain real-world experience before graduating," says Boehringer. "When my students start college, they are already trained storytellers, who eventually can impact their communities with the stories they tell."

For more information

www.adobe.com/products/creativecloud.html

www.adobe.com/products/captivate.html

www.adobe.com/education.edu.html



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