



DRIVING EXCEPTIONAL DIGITAL EXPERIENCES.

The next chapter in education



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CHANGING TIMES

In education, times are changing faster than ever before. Engaging experiences are critical to help students and employees differentiate, grow, and thrive in an environment where distance learning and remote education are driving decisions. Institutions that are not prioritizing transformation of their paper-based processes will want to consider course correcting as quickly as possible.

Education has traditionally relied on paper-based processes. Many administrative processes and tasks are mostly paper based—like transcript requests, admissions forms, or donor forms in higher education, and educational plans, permission slips, and device usage approval forms in K-12. These processes take days if not weeks to manually complete, track, and manage.

Institutions that apply digital technology throughout their journey, from start to finish, will accelerate the way they process forms and applications to quickly achieve return on investment and deliver exceptional experiences.

We'll examine the role of [digital document workflows](#) and [e-signature capabilities](#) in customer experience transformation. These digital technologies play a leading role in streamlining processes and, ultimately, improving experiences for students, faculty, and staff. At the same time, they save costs, reduce delays, and enhance campus productivity.



Manual processes vs. modern digital experiences.

Educational institutions struggle to provide students and staff with [enrollment and onboarding processes](#) that are not interrupted by paper and inefficient manual tasks.

Processing slows to a halt when student requests require paper forms to be printed out and signed by multiple faculty or staff members. These paper-based processes not only result in an experience that is frustrating, inefficient, and disjointed for students and staff, but it also leaves institutions vulnerable to costly errors as well as security, compliance, and legal risks.

In looking at elements involved in campus processes, we can compare the outdated approach to the modern digital experience we have all come to expect. Where is your institution as it relates to these factors?



\$6/transaction

saved by switching to digital signature processes. Organizations reduce costs for shipping, paper, ink, printers, and scanners.



420% ROI

from interviewed organizations moving from manual paper processes to fully digital.

[The Total Economic Impact of Adobe Sign](#), a commissioned study conducted by Forrester Consulting on behalf of Adobe, August 2019.

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MANUAL PROCESS

MODERN DIGITAL EXPERIENCES

Location	Fixed on-campus locations	Accessible via any mobile device
User experience	Frustrating, time-consuming, and sometimes disjointed	Exceptional, fully digital from start to finish
Enrollment	Paper applications requiring ink signatures	Digital PDFs with e-signature capabilities
Approvals	Manually routed by a human to individual approvers for signature	Automatically routed via digital workflows for e-signatures
Payments	Direct debit, mailed-in personal check	Real-time online transactions, electronic funds transfer
Speed of transaction recognition	Multiday	Close to real time
Back-office integration	Little to no integration with legacy systems, duplicate data entry	Fully integrated, no relaying of data
Visibility	Little to no visibility, requires students to call or visit campus for status on applications	Fully transparent with ongoing automated updates on status of processing
Inquiries	In person	Text chat, video chat, email, phone, and in person

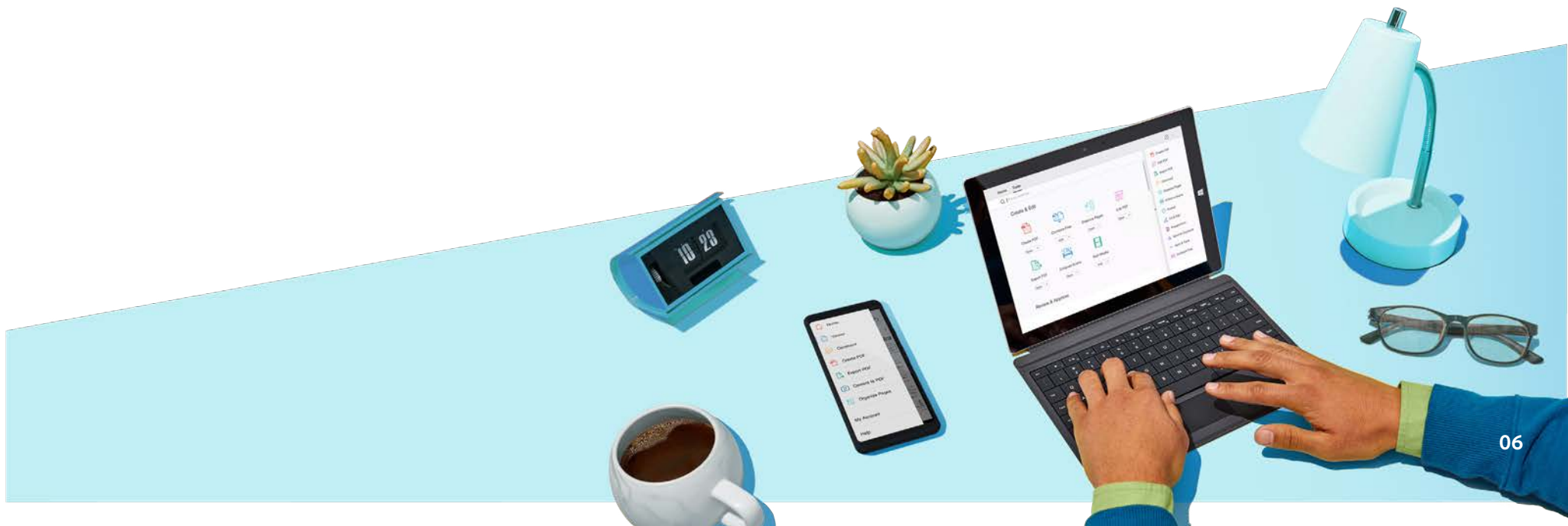


DIGITAL DOCUMENT WORKFLOWS

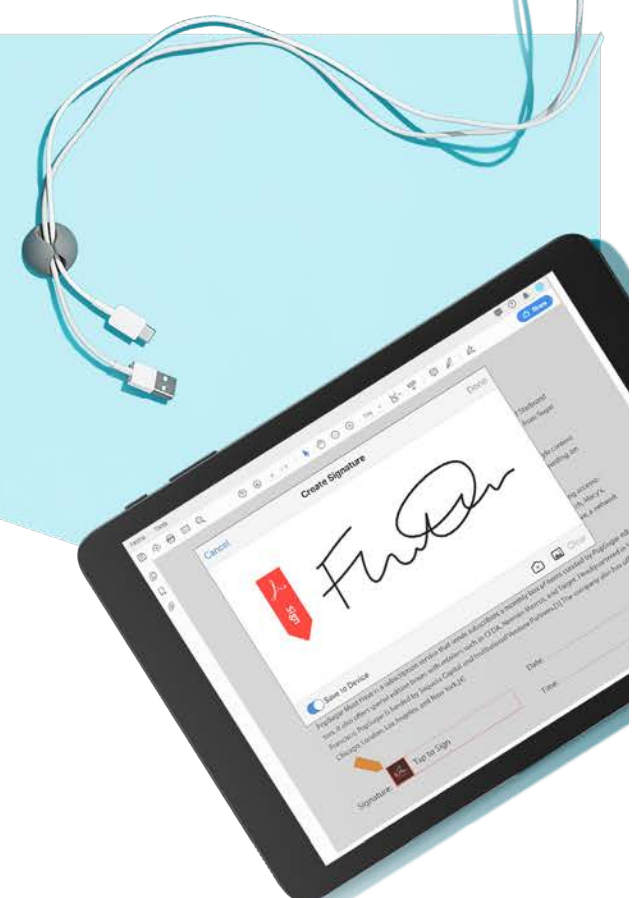
Outdated workflows can move slowly and have a major impact on student and employee satisfaction and institutional success.

Institutions need to digitize wherever possible in order to accelerate processes and delight employees and students. But moving an organization from outdated, paper-based processes to all-digital document workflows is a tall task.

When we look at large institutions that have made the move from paper to digital, we commonly see that they start by identifying a single use case initially, such as a specific aspect of student enrollment or staff onboarding. And to guarantee success, we see there is always buy-in and support from top-level executives to IT administrators to student-facing administrators.









REMOVING FRICTION WITH DIGITIZATION









When you think about your organization, where do you see inefficient processes that can be streamlined through digitization? Here are some real-world examples of digital workflows for educational institutions.

Student services

-  Enrollment
-  Financial aid application
-  Housing application
-  Immunization and health records
-  Release and permission forms
-  Transcript requests

Internal processes

-  New hire paperwork
-  Time-off requests
-  Expense reimbursements
-  Performance reviews
-  Employee security privilege change requests
-  Vendor contracts



ELECTRONIC AND DIGITAL SIGNATURES



Despite all the excitement around digital transformation, many educational institutions have stalled in fully digitizing manual processes. These processes demand printing the forms on paper, signing them with an ink pen, and even sometimes being physically present for identity verification.

While inconvenient and inefficient, these processes also introduce greater risk of errors, which can lead to costly legal and compliance risks. Electronic signatures minimize these negative outcomes, drive very positive campus experiences, and increase operational efficiencies.

With electronic signatures, processes that once took three weeks can be reduced to a few hours, signatures are processed 28 times faster, and ROI is 420 percent after three years, according to Forrester. These processes cover everything from admissions and enrollment to vendor management, contracts, and staff onboarding.

[*The Total Economic Impact of Adobe Sign*](#), a commissioned study conducted by Forrester Consulting on behalf of Adobe, August 2019.

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TOP 10

reasons to implement digital document workflows with e-signatures.



One of the easiest ways to ensure that your institution is productive, legally compliant, and secure is to convert paper forms and static PDFs that require ink signatures into intelligent online PDFs that students and staff can electronically sign anywhere, from any device.

By converting paper-based forms to [intelligent PDFs with e-signature capabilities](#), you can gain these immediate benefits:

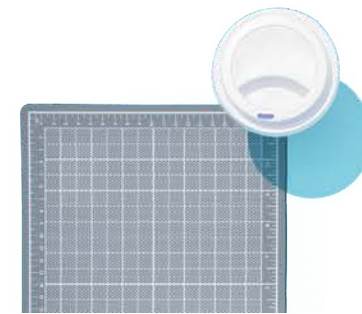
01 Improve the student and staff experience. All digital workflows that include fillable PDFs with e-signatures are easier to fill out for students and easier for staff to process, resulting in an exceptional digital experience for everyone.

02 Exceed digital expectations to maximize student and parent satisfaction. Students and parents have the same digital expectations of your institution that they are seeing in almost every other area of their life. Paper forms, ink signatures, and time-consuming calls or visits lead to frustrations that require time and effort to manage.

03 Increase security. Better protect your campus community's information with electronic PDFs that can be password protected with sensitive information redacted. Plus, e-signed documents have tamper-evident seals to ensure authenticity.

04 Maximize efficiency and productivity of staff. Automated workflows, approval routing, and integrations with back-end systems eliminate delays in processing to keep your team working at peak performance in the systems they're using today, like Microsoft 365, Salesforce, and more.

05 Reduce legal and compliance risks. E-signatures are legally binding, trusted, and enforceable in most industrialized countries around the world. Adobe Document Cloud complies with the broadest range of legal requirements and the most demanding industry regulations.



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For every 1,000 students transitioned to digital forms, a school can save 1,530 gallons of water, 534 kWh of energy, and 84 lbs of waste.

— Environmental Paper Network Paper Calculator 3.2.1

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06 Reduce costs. With digital forms and e-signatures, the cost of paper, printing, postage, and storage is massively reduced. Plus, the time saved by your staff no longer having to make copies, send faxes, file paperwork, or prepare packages frees them up for more important tasks.

07 Reduce duplicate data entry. Using digital forms virtually eliminates the need to manually rekey information and reduces associated data entry errors. Plus, data can automatically prepopulate forms and integrate with back-end systems, reducing student/parent frustration in having to provide the same information over and over.

08 Increase visibility and auditability. See the status of all documents in process, including who has signed and who is up next. And easily access a date- and time-stamped audit trail that is automatically created and securely stored with each completed form.

09 Reduce environmental impact. Imagine eliminating thousands of pieces of paper every day, saving trees, water, and other scarce resources.

10 Accelerate processing time. E-signatures and automated workflows remove roadblocks and create fast and secure digital experiences that speed processing of forms and applications.

Getting started on a path focused on the student and staff experience is easier than you might think, and your campus is ready. By transforming your paper-based forms and applications to fully digital processes, you can deliver greater satisfaction to your campus community and improved productivity and efficiency.

THE ADOBE SOLUTION

About Adobe Document Cloud

Adobe Document Cloud is an intelligent platform that helps educational institutions deliver exceptional experiences while driving operational efficiencies—across any surface, at any scale. It transforms manual, paper-based enrollment processes into uninterrupted, 100 percent digital document workflows that are legally binding and globally secure. The Adobe Document Cloud platform includes Adobe Acrobat DC, Adobe Sign, Adobe Scan, automated workflows, robust APIs, and prebuilt integrations for Microsoft 365, SharePoint, Workday, and more.

About Adobe

Adobe is uniquely positioned in the industry because we're the only company that provides everything needed to design and deliver exceptional experiences. Our cloud solutions enable our customers to work across the content workflow from inspiration, to planning, to creation and delivery, to management and measurement.



CUSTOMER SUCCESS



San Diego State University (SDSU)

SDSU is creating a paperless campus using electronic signatures to process documents in a fraction of the time—including employee onboarding and student enrollment forms—while maintaining security and compliance.

Implementing Adobe Sign:

- Improved signing speed by 96% for travel authorizations approved by multiple parties
- Reduced the time needed to complete complex add/drop class petition process by 93%
- Completed 12K onboarding transactions in approximately one-third of the time
- Donor forms signed 86% faster, completed in one day instead of one week

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Using Adobe Sign, we're creating a paperless campus, so we can work much more efficiently and make everyday interactions smoother and easier.

— Ed Legaspi, IT consultant, San Diego State University

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Challenges

- Achieve faster turnaround times for signed documents
- Make signing easier across a campus with a large student and staff population
- Increase visibility into document status
- Maintain compliance with requirements and regulations

Solutions

- Stakeholders can sign from anywhere, even mobile devices, making it fast and easy to sign documents.
- Adobe Sign automatically routes documents from one signer to the next to reach all signers quickly.
- Users can check the status of documents sent for signature in real time.
- Adobe Sign provides an audit trail to support compliance regulations.

Taking the **NEXT STEPS** in your digital transformation journey.

Here are some useful tips to consider as you map out the next steps in your digital transformation journey.

- Assemble a team encompassing a legal expert, compliance officer, IT administrator, technology evaluator, and operations expert. Have an executive sponsor, if possible.
- Identify all the processes or use cases within your organization that can benefit from digital workflows and electronic signatures. Be sure to think about both student-facing and internal processes. Then evaluate your list of processes and use cases, ranking them on a scale of 1 to 3 (from low to high) on two criteria:
 - a. Potential impact on your organization
 - b. Level of complexity
- Choose one high-impact but straightforward process or use case from the list you created—so you can start small but keep the bigger picture in mind. Student enrollment and staff onboarding are popular places to start.
 - Understand your unique legal requirements so you can use the right type of electronic signature for each process.
- Consider partnering with Adobe for implementation. When you purchase an enterprise license of Adobe Sign or Adobe Document Cloud, your organization gets phone and email support from experts in deployment, licensing, and other IT topics. Premium support and implementation services are also available.
 - If you're planning to implement on your own, start a free trial of Adobe Sign and Acrobat.
- Adobe offers prebuilt integrations at no additional charge, if you'd like to trigger Adobe Sign e-signature workflows from Microsoft 365, Workday, and more. Be sure you have administrator privileges to configure these integrations.



[Learn more](#)

[Contact us for a demo or consultation >](#)

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