



## Impact

“One of the reasons why using SAS is so important is that it holds such a dominant position in the marketplace. We know we are training students in tools and methods that will help them find employment.”

Charles Poulter, Senior Lecturer, Department of Information Systems, University of Westminster

## Challenges

- **Lack of awareness.** Academic leaders often aren't aware of the possibilities for expanding business and technology course offerings, particularly in emerging areas (e.g., data quality).
- **Busy IT support staff.** If IT staff are already operating at or near capacity, the department may be reluctant to take on a new program even if it is in high demand by the academic side.
- **Limited time.** Professors and department heads are so busy with teaching and research obligations that it's hard to get their sustained attention on new projects that require time commitments and high switching costs.
- **Lack of collaboration.** Many university departments work in isolation and miss opportunities that could be uncovered through interdisciplinary communication.
- **Cheap alternatives.** Many departments use low- or no-cost software and freeware that aren't used in real-world industry and government situations.



# How can we develop academic programs that will give students the knowledge and skills that today's job market demands?

## YOUR GOAL: Improve student success post-graduation

Technology advances have radically changed today's workplace, thus increasing the demand for highly skilled workers in business and technology who have the knowledge to take full advantage of what continually evolving technology has to offer. Because industry typically looks to academia to find top talent to fill job openings in cutting-edge areas, universities are feeling the pressure to offer business and technology courses that address marketplace needs. And students looking toward a lucrative career post-graduation are attracted to universities that can teach them those sought-after skills.

As technology evolves, the pressure that is put on universities to offer courses that address new and emerging areas – and to update such courses and programs as needed – increases. Ensuring that the courses offered stay up-to-date on current and emerging trends in business and technology virtually guarantees success in terms of the number of students registering for such courses. Institutions that don't continually evolve their programs risk slipping in the rankings of major publications that regularly compare and rank universities. It is also apparent that the job market won't wait around for an institution to catch up. If universities aren't producing students with skill sets that match industry needs, employers will go shopping elsewhere – even internationally – for graduates who do have the necessary skills.

## OUR APPROACH

Because universities are often judged by the percentage of students getting jobs right after graduation, they must offer programs and courses that teach students skills that are in high demand. Unfortunately, many don't have the resources to put together such programs from scratch. And those who purchase course materials from other vendors are often limited in their academic freedom to teach what they want in the way they want. SAS approaches the problem by delivering software and services to help you:

- **Learn all you need to know about using SAS software** and pair that knowledge with your own subject matter expertise to construct successful programs, with support from SAS – including possibilities for training, workshops, demos, Q&As and more.
- **Create cutting-edge modules and courses** that integrate SAS software into the curriculum for issues ranging from advanced analytics to business intelligence, data quality and beyond.
- **Employ the use of resource materials** – including Academic Trainers Kits that contain course materials – that are available to you free of charge.
- **Ensure ongoing customer technical support** that gives you and your IT staff the information needed to support your courses, both now and well into the future.

SAS understands that many leaders in academia aren't aware of the possibilities for expanding business and technology course offerings, particularly in emerging areas (e.g., data quality). And in many countries, universities are resistant to change because they are strongly attached to their academic identities and avoid direct contact with industry. SAS can help take the pain out of such a transition.

## THE SAS® DIFFERENCE: Partnership, dedication and ongoing support

There's a strong need for academic courses not just in analytics, but also in areas such as data management, data quality, data mining, forecasting, optimization, business reporting and business intelligence. That's why SAS offers course materials and data to help you develop and teach classes in these areas. Unlike our competitors, we don't mandate a predetermined curriculum. You can teach the new courses the way you see fit, using as much or as little of the materials we provide as you need. In addition, SAS offers help and guidance in these areas:

- **Project management.** No time to take on a project this massive? No worries. SAS will work with you or your chosen project manager throughout the entire process, in whatever way works best for you, drawing on resources from across the company to help you achieve your goals.
- **Dedicated academic program.** SAS has dedicated staff to support academic programming in every country in which we operate. While competitors are more sales focused, SAS provides ongoing academic support to help you with curriculum development, training, course materials, guest speakers, etc.
- **True partnership.** SAS works in partnership with you to guide you as you develop new programs and to help you succeed in teaching the courses.

With more than 30 years of experience working with higher education to ensure ongoing academic excellence, SAS has the experience and expertise to help your programs succeed. After all, our company was founded in academia by academics for academics, and we haven't forgotten our roots.

### CASE STUDY: A leading university in the UK

#### Situation

Organizations across multiple industries face shortages of highly skilled workers in multiple areas of business and information technology, including analytics, business intelligence and data quality. In response to those needs, the university sought to develop programs that would help graduate and undergraduate students develop the skills necessary to be more employable and help address skills shortages by exposing them to the most effective tools and approaches available.

#### Solution

SAS provided the university with advice and practical help from the SAS Academic Program and Customer/Technical Support, including:

- Help designing, developing and delivering innovative courses in analytics, business intelligence and data quality.
- Providing a wide range of tools – including free software trials and making SAS available for students' personal use.

#### Result

- The university developed a world-leading new Master of Science degree in Information Quality, which is only the second course of its type in the world.

## The vision

### Training

What if you had access to the training and learning opportunities you need to develop cutting-edge new programs that students would have a high demand for?

### Course development

What if the course materials you offered were specifically tailored to meet the needs of your programs and the students they serve?

### Resource materials

What if you had access to all the up-to-date resource materials you needed without having to increase your budget?

### IT support

What if you could be confident that your IT staff would have ongoing technical support from SAS, enabling them to support your academic programs – both now and well into the future?

## SAS FACTS

- SAS® software and solutions are licensed and implemented at more than 2,000 colleges and universities worldwide.
- The SAS Global Academic Program works closely with faculty, students, researchers and other education leaders to ask complex questions and deliver innovative answers, with employees in your country dedicated to academia and not just to sales available to help you.
- Founded by university professors in 1976 and originally used in academia, SAS continues to deliver the latest technology to higher education customers around the globe.

Learn more about SAS® software and services for education at:  
[www.sas.com/education/](http://www.sas.com/education/)



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