

Due to the overwhelming success of the program last year, the Higher Education Consulting group plans to offer two sessions this summer, one at Loma Linda University in California in June, and the other at SAS World Headquarters in Cary, North Carolina in July. At each program, the group plans to offer two tracks, one for those professors with some experience using or teaching data mining to expand upon their knowledge and the other an introductory track for those new to the subject matter and/or software.

The introductory track will begin with a crash course in data mining methods and SAS Enterprise Miner using a condensed version of the Applying Data Mining Techniques Using Enterprise Miner course. Attendees will learn to train and compare regression models, neural networks, and decision trees. They will also discuss cluster analysis and association and sequence analysis using the software. This introductory track will also include two days of predictive modeling training using Enterprise Miner. This will focus on optimizing predictive decisions, comparing and deploying predictive models, and constructing multi-layer neural network models.

The more advanced track will offer two days of advanced predictive modeling training where the attendees will get an opportunity to explore such things as two stage models. It will also include text miner training where students will explore how to analyze textual data. The advanced track attendees will complete their week with a half-day discussion of real case studies focusing on the benefits of data mining in the business world.

Midway through the conference both groups will hear from fellow professors currently teaching SAS to their students. Through short presentations, panel discussions, and question and answer sessions, these professors will discuss how they successfully implemented data mining programs at their institutions and answer attendee questions.