



### How can SAS® help education leaders make informed decisions today and into the future?

SAS serves to supply educational leaders with the information they need to make the best decisions to foster effective and efficient learning throughout the education life cycle. By delivering global academic programs and the best software and services for aligning existing data systems, SAS provides information sharing that gets everyone – educational professionals, students, administrators, researchers, policymakers and others – on the same page.

## SAS® for Education

Improve and expand educational opportunity through THE POWER TO KNOW®

### Sparking innovation through a culture of authenticity

Imagine being able to ask questions and get accurate answers today. With SAS, educators can integrate information from teaching, learning and administrative systems to create a culture of authenticity in which they can engage in dialogue, ask questions and make informed decisions around data driven outcomes. Institutions can gain the flexibility to develop creative partnerships and build bridges with other K-12 institutions, community colleges and universities. SAS provides global academic programs, plus a full suite of software solutions and services, designed to spark educational innovation and make a real difference in educational progress.

### Solutions

SAS solutions for education are designed to help you make the most of the information that already exists in your enterprise resource planning (ERP) or other legacy systems. Using SAS, you can access the data in your ERP – and data residing in any other system – to generate reports and perform analysis. Our targeted solutions allow institutions to improve learning and institutional management in a variety of areas, including:

- Data management/reporting.
- Data driven decision making.
- Enrollment management.
- Institutional advancement.
- Institutional research.
- Academic research.

SAS offers additional solutions that help educators develop online curriculums or monitor students' progress:

- SAS® Curriculum Pathways®.
- SAS® EVAAS® for K-12.

### Services

SAS' strategic services help to ensure that our world-class software is applied in a way that most effectively meets your goals – in teaching, learning, research and administration. Services offered include:

- SAS® OnDemand for Academics.
- SAS® OnDemand for K-12.
- SAS Higher Education Consulting.
- Training and publications.

### SAS® Global Academic Program

Through the SAS Global Academic Program, SAS remains true to its roots by supporting teaching and research excellence in academic communities around the world. SAS is focused on education and is ready to work with you to support your teaching, learning and research goals and interests in areas such as:

- Training and learning tailored for academia.
- Resources for students.
- SAS Student Network.
- Certification programs.

## Success Stories

### University of Alabama

- **Challenge:** The University of Alabama wanted to recruit and retain the best and brightest students.
- **Solution:** SAS provides predictive analytics that help the university identify and intervene before at-risk students drop out, and to identify high school students who are most likely to be interested in enrolling.
- **Results:** Recruitment climbed by 40 percent in the last three years and retention numbers improved from 82 to 85 percent.

### University of Central Florida

- **Challenge:** The University of Central Florida wanted business users, such as deans and admissions staff, to be able to access and analyze information to help them make strategic decisions.
- **Solution:** SAS gives UCF faculty and staff the ability to quickly and accurately make data driven decisions.
- **Results:** University administrators can quickly access accurate information that is needed to effectively allocate the university's resources and increase the institution's responsiveness to students.

### Plano Independent School District, Texas

- **Challenge:** The Plano Independent School District wanted data tools to help it measure and improve student performance.
- **Solution:** The SAS Enterprise Intelligence Platform pulls data from disparate sources and makes it easy for everyone – from administrators to educators at the classroom level – to gain useful knowledge and draw insightful conclusions.

- **Results:** Plano's teachers and staff better understand how students are performing during the year and can intervene faster when a potential student performance issue arises.

### Broward Community College, Florida

- **Challenge:** Broward Community College (BCC) wanted to proactively manage its finances and obtain the revenue needed to support the college system.
- **Solution:** SAS Financial Intelligence streamlines accounting processes by pulling in budget information from all campuses and turning it into concise reports about the college's financial health.
- **Results:** BCC can answer questions about the effectiveness of programs and easily link budget information to student achievement information. Reports that used to take days or weeks are now produced in seconds; executive staff members have dashboard access to financials, allowing them to quickly make smarter decisions about the school's funding.

### Sinclair Community College, Ohio

- **Challenge:** Sinclair Community College needed to improve enrollment and retention, market more effectively and help struggling students graduate.
- **Solution:** SAS allows the college's Business Intelligence Competency Center, which was established as the school's single source of data driven decision making, to be empowered. The enterprisewide initiative supports more than 50 departments to analyze data gathered by the college's ERP system. College officials have built statistical models that help them understand which students are most likely to enroll, be successful or drop out.

- **Results:** Using SAS to analyze student data, the college was able to turn a possible enrollment drop into a 1-percent enrollment increase in a matter of weeks.

### Kennesaw State University, Georgia

- **Challenge:** Kennesaw State University wanted to teach students how to translate data into meaningful information to support decision making, enabling them to be successful and competitive in the data driven business world.
- **Solution:** The university uses SAS in a series of five comprehensive analytics courses that culminates in students receiving a SAS Certificate that proves their aptitude.
- **Results:** Students who develop SAS skills are highly successful in obtaining employment due to their advanced SAS knowledge.

## About SAS

Beginning with a research project more than 30 years ago at North Carolina State University, SAS has remained committed to serving the education industry by delivering software solutions, strategic services and academic programs that spark innovation and expand educational opportunities. SAS delivers the latest technology in SAS® software and solutions to more than 2,000 educational institutions worldwide.

Learn more at [www.sas.com/education](http://www.sas.com/education).



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TO KNOW.

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