



Impact

“It takes about seven years, on average, for someone to graduate. With data analysis, we will be able to find out why it is taking that long, and then we can predict which factors contribute to more timely graduation so that we can help students graduate faster.”

Ken Moore, PhD
Senior Vice President
Sinclair Community College

Challenges

- **Diverse student populations.** Open admission means working with a wide range of target populations – high school students, older enrollees, lower income students, etc.
- **Data overload.** There’s so much data that, without the tools to turn it into valuable information and knowledge, it’s largely useless.
- **Limited access to information.** IT backlogs and redundant requests for data and reports make proactive, data driven decisions nearly impossible to make on a timely basis.
- **Inaccurate reports.** Inconsistent data leads to inaccurate reports, and it’s difficult to determine which version – if any – is reliable.
- **Lack of accountability.** Limited fiscal responsibility makes it hard to ensure that funds are spent on programs that actually influence student success.



**THE
POWER
TO KNOW®**

How can we increase enrollment, support and retain struggling students, and increase graduation rates?

YOUR GOAL: Help a diverse student population succeed and graduate

Colleges and universities are turning increasingly to enrollment management practices in an effort to achieve their enrollment goals while simultaneously refining their focus and making the best use of scarce resources. Community colleges, however, face different enrollment management challenges than those faced by their four-year counterparts.

Regarded as “open-door institutions,” community colleges typically admit a diverse population of students who have widely varying interests and needs. In addition, there are typically vast differences among students in regard to college-preparedness. While some students plan to transfer from the community college to a four-year institution, others seek more vocationally oriented job training. As a result, many community colleges struggle to match diverse student populations with the college’s course offerings. In addition, many community colleges are taking part in the Achieving the Dream initiative, a multiyear national program aimed at helping more community college students succeed – particularly those groups, such as low-income or minority students, that traditionally have faced significant barriers to success.

OUR APPROACH

To develop effective student enrollment and retention strategies, community colleges must first have a thorough understanding of the enrollment “big picture.” This requires easy access to information from multiple sources, the ability to share information readily across organizational boundaries, and the insight necessary to identify correlations among multiple factors, such as academic performance, student demographics, student finance, use of learning support services, etc.

We approach the issue by delivering software and services that help you:

- **Gain access to consistent, trustworthy information.** Leverage data in existing systems and combine data sources across departments, functions and institutional systems into a central repository that ensures consistency and reliability.
- **Share information across organizational boundaries.** Explore what-if scenarios and generate reports on demand with a customizable point-and-click interface that lets individuals choose their preferred formats (e.g., HTML, e-mail) and report styles.
- **Glean greater value from your information with advanced analytics.** Use predictive modeling to identify both at-risk students and who that will be successful.
- **Track progress toward achieving strategic goals.** Develop and implement clear missions, strategies and performance objectives, and report results to appropriate internal and external audiences to increase their effectiveness.

Because SAS® integrates with a wide variety of data sources, you can make the most of your existing IT investment while ensuring a smooth flow of information across departments and campuses.

THE SAS® DIFFERENCE: Successful recruitment of diverse student populations

Only SAS offers capabilities for enrollment management that are truly end-to-end. We've combined superior data management, industry-leading analytics, robust reporting and industry best practices in a solution that is:

- **Rooted in education.** From our beginning more than 30 years ago as a research project 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.
- **Scalable.** The SAS solution will scale to meet your institution's growing needs regardless of size, from small campuses to larger, multicampus colleges.
- **Integrated.** SAS delivers a single platform that can integrate disparate data, turn that data into intelligence and analyze it for insight.
- **Powerful.** World-class analytics, available only from SAS, can help you determine which students will be successful and which ones are at-risk.
- **Customizable.** You can tailor the solution to fit your institution's environment, with customized data and reporting requirements.
- **Secure.** SAS software ensures the privacy and integrity of all your institutional information – at the data, application and transaction levels.

SAS gives you the ability to examine the strategies you have in place for recruitment and retention, analyze the impacts of those strategies, and adjust objectives to achieve your institution's desired outcome.

CASE STUDY: Sinclair Community College

■ Situation

With the declining population of the college's hometown of Dayton, OH, as well as growing federal and local pressures related to accountability, Sinclair found that its enrollment management strategy was in need of enhancements. With the realization that the college's data assets were not being used to their fullest potential, Sinclair leaders sought to develop a vision to improve the situation.

■ Solution

As part of a strategic enrollment plan, SAS enabled the college to:

- Merge its institutional planning and analytics and reporting teams into a Business Intelligence Competency Center, a single source of decision-support information.
- Identify its most promising enrollees, classify them according to more than 200 specific student attributes and segment them into specific population clusters, then use that information to market the college appropriately in particular areas.

■ Result

- Using SAS to analyze student data, the college was able to turn a possible 14 percent enrollment drop into a 1 percent enrollment increase in a matter of weeks.

■ The vision

Consistent, trustworthy data

What if decision makers across all departments had access to a single data source that ensured that everyone was using the same accurate data?

Information sharing

What if you could run specific reports as needed directly from your Web browser instead of having to request reports – and wait for their delivery – from the IT department?

Advanced analytics

What if you could increase your retention rate by identifying the attributes of struggling students and focusing intervention efforts to help those students stay in school and graduate?

Measurable KPIs

What if you could check your progress toward achieving recruitment and retention goals at any point in time so you could modify your strategies as needed to ensure that strategic goals were met?

SAS FACTS

- SAS® software and solutions are licensed and implemented at more than 2,000 educational institutions worldwide.
- For more than 30 years, SAS has delivered the latest technology to educational institutions worldwide.
- Each year, SAS invests a significant percentage of its annual revenue – 21 percent in 2007 – back into research and development to ensure continual innovation.

Learn more about SAS® software and services for education at:
www.sas.com/education



SAS Institute Inc. World Headquarters +1 919 677 8000

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