



Impact

- One in three first-year students at public and private universities doesn't return for sophomore year.
- "The higher the proportion of freshmen who return to campus the following year and eventually graduate, the better a school is apt to be at offering the classes and services students need to succeed."*

Challenges

- **Manual, paper-driven processes.** Repeated requests for data and reports from IT and IR increase the time frame for making critical decisions. It takes so long to get reports out that little time is left for anything strategic.
- **Limited access to information.** Because decision makers are dependent on IT and IR for data access and reporting, making timely, data-driven decisions is practically impossible.
- **Inaccurate reports.** Inconsistent data leads to inaccurate reports, and it's difficult to determine which version – if any – is reliable.

* Source: Robert J. Morse and Samuel Flanigan, "America's Best Colleges 2007," *U.S. News & World Report*



**THE
POWER
TO KNOW®**

How can we attract, support and retain ideal students?

YOUR GOAL: Strengthen the institution's reputation and increase funding

Among colleges and universities, there is an urgent need to compete for and retain academic talent. Setting and achieving enrollment and retention goals is critical, but this requires a thorough understanding of the existing student population, the current enrollment with regard to external and internal admissions requirements, and strategic institutional direction.

Student retention is one of the most important measurements of an institution's success, affecting public image, university rankings, funding opportunities and revenue. In fact, *U.S. News & World Report* uses freshmen retention rates as a primary benchmark in its annual ranking of public and private universities. And many factors can affect student retention, including the caliber of students recruited and enrolled, the appropriate matching of students to majors, and student access to learning support services.

OUR APPROACH

To develop effective student enrollment and retention strategies, institutions 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 engagement, 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 the best candidates for admission or students at the greatest risk of attrition, and develop targeted campaigns and tailored messages accordingly.
- **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.

Built on a framework that allows you to make the most of your existing IT investment, the SAS software solution integrates with a wide variety of data sources, ensuring a smooth flow of information across campus, departments and organizations. This framework has an unmatched ability to turn administrative, teaching and research data first into information, then into insight, allowing administrators to make effective decisions with confidence.

THE SAS® DIFFERENCE: Successful recruitment, improved student retention

SAS offers the only 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:

- **Scalable—to meet your institution's growing needs** regardless of size, from small private colleges to major state universities.
- **Interactive—so decision makers can work with the data and each other** to develop and test scenarios.
- **Customizable—so you can tailor the solution** to fit your institution's environment, data and reporting requirements.
- **Secure—at the data, application and transaction levels**—to ensure the privacy and integrity of all institutional information.
- **Integrated—to ensure the efficient flow of information** while eliminating the need to cobble together often incompatible systems to handle each step in the process.

Based on more than 30 years of industry experience and a proven track record, SAS gives you the ability to examine the strategies you have in place for recruitment, enrollment and retention; analyze the impacts of those strategies; and adjust objectives to achieve your institution's desired outcome.

CASE STUDY: University of Alabama

Situation

Constricting budgets and dwindling funds were putting pressure on the university to reduce student turnover, since the loss of 100 students can have an overall economic impact of losing \$3 million over four years. Administrators needed a way to identify which students were likely to drop out in time to intervene, as well as which high school students were most likely to want to attend the university.

Solution

As part of a strategic enrollment plan, SAS predictive analytics enable the university to:

- Use techniques such as logistic regression, decision trees and neural networks to pinpoint freshmen most at risk of dropping out; then provide personalized, individual contact to help students connect to the university and continue their enrollment.
- Identify and segment prospective students in a variety of ways—e.g., by state or region—so that the school can market itself appropriately in particular areas.

Result

- Enrollment has increased by 40 percent over the last three years.
- Student quality—in terms of high school GPAs and ACT/SAT scores—has increased.
- Student retention has risen to 85 percent, with the next goal being 90 percent.
- Increased revenue through successful recruitment and retention helps fund capital expenses and other projects that will, in turn, help attract more students.

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 or IR department?

Advanced analytics

What if you could increase your ideal enrollment yield by identifying successful student attributes, segmenting your applicant pool accordingly, and focusing recruitment efforts on the most desirable prospects with the highest likelihood of enrolling – and staying to 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

- Software and solutions from SAS are licensed and implemented at more than 2,000 colleges and universities worldwide.
- The SAS Academic Program works closely with faculty, students, researchers and other education leaders to ask complex questions and deliver innovative answers.
- Since 1976, SAS has delivered the latest technology to higher education customers around the globe.

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



SAS Institute Inc. World Headquarters +1 919 677 8000

To contact your local SAS office, please visit: www.sas.com/offices

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. © indicates USA registration. Other brand and product names are trademarks of their respective companies. Copyright © 2007, SAS Institute Inc. All rights reserved. 102872_445334.0507