



01

Education & Philanthropy



sas



01

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EDUCATION & PHILANTHROPY

## Meeting the challenges of tomorrow

The rise of new technologies demands a new generation of skills. SAS supports education at all levels to shrink the analytics skills gap and prepare more students for college, work and success in the analytics economy.

SAS has deep roots in academia. Its founders were part of a consortium of eight universities to analyze vast amounts of agricultural data. These bold minds were pioneers in using data for the greater good. Decades later, education is still its primary philanthropic focus. From preschoolers to graduate students, SAS supports countless educational programs to raise the collective intelligence and advance the UN Sustainable Development Goal of ensuring quality education for students worldwide.

As an essential part of its commitment to education and philanthropy, SAS contributes to charitable initiatives in the U.S. and abroad. While some programs aim to help students reach their full potential as future leaders and innovators, others support underprivileged families with food, clothing and money. By driving efforts to improve education and society, SAS embraces its role in the greater global community.

## Preschool - 12 Education

“Providing kids from lower-income families with a good education is a path out of poverty.”

**Jim Goodnight, SAS CEO**

It should come as no surprise that teaching children to read at an early age sets them up for greater success in school. In fact, students who can't read proficiently by the end of third grade are four times more likely to leave school before graduating.

Early reading is critical for all future learning, including studies in high-demand STEM fields. In its effort to increase access to skills in the critical areas of STEM, SAS offers several products and services at no cost to schools. For preschool-12, SAS invests approximately \$5 million annually to offer free digital tools, resources and apps through Curriculum Pathways®. In 2018, nearly 4.5 million teachers and students used these free digital resources.

## Global and National Efforts Curriculum Pathways® and Mobile Learning Apps

[Curriculum Pathways](#) from SAS provides interactive, standards-based resources in the core disciplines for middle and high school students in traditional, virtual or home learning environments. From preschool children to lifelong learners, Curriculum Pathways mobile learning apps engage students of all ages.

### Support for STEM Careers

SAS STEM Career Day, in conjunction with Hour of Code, STEM Career Showcase for Students with Disabilities, and Computer Science Education Week, saw SAS volunteers venturing into classrooms to generate enthusiasm about careers in STEM. Employees engaged students with real-world examples, shared insights from their own careers and emphasized how school prepared them for success. In 2018, SAS volunteers conducting Hours of Code introduced more than 2,000 students to this national effort. SAS also supports other organizations devoted to improving the quality of education, including the Institute for Emerging Issues, BEST NC, NC Public School Forum, Business Roundtable and other nonprofit organizations.

### SAS® Programming for High School

SAS provides five days of training, all instructional materials, assessments and teaching guides necessary to teach [SAS programming to high school students](#). Students will leave this course with skills that allow them to sit for the SAS Certification exam, a globally recognized certification. These resources are available to educators at no cost.

### Global Education Initiatives

Employees at offices around the world participated in several preschool-12 projects that supported education initiatives. Here are a few examples:

- In Belgium, SAS employees made donations toward a new fully equipped IT skills center in Nepal that teaches underprivileged children. They also supported projects that provided children with the opportunity to program robots through coding, and offered programming and robotics lessons at a local school.
- In India, the office worked with a local school to purchase school transportation, update and build new classrooms, establish a computer lab and enhance the school grounds. In addition to sponsoring several

students, employees also participate in a variety of events for the school such as donation drives, birthday celebrations for the children and volunteer opportunities.

- SAS has tapped into its global employee population to help kids around the world learn the fundamentals of computer programming. SAS offices in 21 countries and five US states have received CodeSnaps kits so that employees can conduct coding lessons with local schools and nonprofits. CodeSnaps is a free Curriculum Pathways app that teaches coding basics by enticing students to actively work together to control Sphero, an app-enabled robotic ball that students command using code and an iPad.®



## Local Efforts

### STEM Career Showcase for Students With Disabilities

SAS partnered with the North Carolina Museum of Natural Sciences to create an [annual event](#) where students with disabilities in grades six through 12 interact with college students and professionals with a variety of disabilities who have forged successful career paths in STEM fields. Students network with role models who are pushing the boundaries of knowledge, building innovative products and creating the technologies of the future. The 2018 event was attended by 320 students and chaperones in person and viewed nearly 900 times online.

### Triangle High Five Math Collaborative

This collaborative effort has helped mathematics teachers identify and engage in highly effective instructional practices and address disparities in math achievement related to race and income. Schools in the Triangle High Five partnership, which includes five public school districts, are striving to prepare more students to be successful in math and achieve their highest potential. From 2010 to 2017, nearly 800 elementary and middle school teachers each year attended the annual Math Summit at SAS, a two-day professional development event. Although the summit is now being hosted by NC State University, SAS continued to be a sponsor for the 2018 summit.

### SAS Education Policy Priorities

To increase third-grade reading proficiency in North Carolina, SAS focused on helping pre-service and in-service educators understand the importance of early reading and math skills, identifying ways for educators to be more effective in their instruction. SAS is participating in an Education Preparation Program Advisory Group, spearheaded by the University of North Carolina System, to work with the system's 15 colleges of education to improve the way in which pre-service teachers are taught to teach reading to young students.

SAS is supporting the Early Learning and Literacy Impact Coalition, facilitated by Deans for Impact. This group of five invited North Carolina colleges of education is exploring ways to strengthen preparation of pre-service early learning teachers for children ages 0-8 to ensure these teachers are ready for the classroom on day one.

SAS has an appointed member on the state entity - the B-3 Interagency Council - charged with developing a comprehensive system for children (from birth through third grade) to ensure they are on the path to grade level reading proficiency. SAS is also advising the council on how to develop a statewide birth-through-third-grade data system, tied to other statewide systems, to capture data relevant to child development and proficiency in both reading and math, providing early indicators for success in school and beyond.

SAS is chairing the Workforce Readiness Committee of the North Carolina Chamber of Commerce, whose priorities for strengthening education in North Carolina are:

- Increasing third-grade reading proficiency, including more access to the state's high-quality NC Pre-K program for four-year-olds, where the foundations for reading proficiency are laid.
- Bringing more career relevance into North Carolina classrooms, such as dual enrollment and early college high schools, to get students more interested in post-secondary education and training, especially in the STEM fields.

As a commission and steering committee member with myFutureNC, SAS seeks to work with business, education and philanthropic leaders across North Carolina to develop a statewide education attainment goal.



## Higher Education

### Preparing the Next Generation

Big data has created an unprecedented demand for analytics talent that outpaces qualified applicants. To address that skills gap, SAS Academic Programs offers free software, university partnerships and compelling user communities focused on helping students gain new skills and provide more opportunities for their education and career. SAS has helped launch 75 master's and undergraduate degrees and 214 certificate programs in analytics and related disciplines.

### Free Software for Higher Education and Adult Learners

Through [SAS University Edition](#) and [SAS OnDemand for Academics](#), professors, students, researchers and independent learners have free access to SAS software for teaching and learning valuable analytics skills. Downloads and registrations of SAS University Edition and SAS OnDemand for Academics grew more than 30% in 2018 to approximately 1.7 million. Also, more than 300,000 people registered for free e-learning courses in statistics and programming.

Students and independent learners can jump-start careers and appeal to talent-hungry employers by building analytics expertise. In 2017, SAS launched the global, online SAS Academy for Data Science, which offers colleges and universities free access to academy content to help students earn valuable SAS credentials.

### Support to Universities and Community Colleges

The SAS Education division provides training and teaching materials to help professors and instructors incorporate SAS into their teaching. Resources include slides, data sets and printable/editable files of the student manual. These materials are provided free of charge, with copyright permission for professors to use any of the content in their own class notes.



SAS also provides numerous guest lecturers to universities and community colleges – at no cost to the institutions. SAS trained more than 3,700 professors and students in the use and instruction of analytics in 2018.

### Analytics Degree Programs

SAS partners with traditional and nontraditional graduate and undergraduate programs around the world to create degree and certificate programs that generate the analytical talent organizations need to make the most of big data. New programs in 2018 include ones at the University of Louisville, State University of New York at New Paltz, Melbourne Polytechnic (Australia), Universite de Reims Champagne-Ardennes (France), and Warsaw School of Economics (Poland).

### SAS Student Programs and Scholarships

SAS has many programs that recognize, support and propel students toward a career in analytics or other STEM fields. Through opportunities such as the SAS Student Ambassador Program, the SAS Scholar Award Program, the SAS Analytics Shootout, the SAS Global Forum Student Scholarship Program, the SAS Global Forum Student Symposium and others, students receive valuable assistance, experience, networking and professional exposure. Also, in 2018, Capella University and SAS announced four winners of the Capella Women in Analytics Scholarships program, which was created to encourage more women to enter and rise in the analytics and big data fields.



## Global Education Initiatives

Employees at SAS offices around the world participated in numerous projects that supported education initiatives. Here are a few examples:

- In Australia and New Zealand, the offices collaborated with universities such as Melbourne Business School, University of Technology Sydney and James Cook University to develop students as analytics leaders. They also connected students and graduates with STEM skills and SAS certification to customers via the SAS Work Placement Program.
- In Belgium, employees' donations are being used to provide hardware and other materials for a training center in Nepal.
- In Canada, the Academic Program held 25 workshops, education courses, and industry networking opportunities for partner universities and colleges.
- In China, employees volunteered to teach SAS at Peking University and Tsinghua University and hosted an annual nonprofit competition, the SAS China Data Analytics Championship, for Chinese college students majoring in analytics-related specialties to showcase their work. More than 3,600 students from a variety of universities throughout the country participated.
- In India, the office helped fund an app to help the higher education and learning needs of the visually challenged. In addition, employees purchased laptops and sponsored students. Employees also contributed to upgrading education experiences that enabled better learning for women through totally digital classrooms.
- In Italy, the office mentored and hosted learning sessions for students.
- In Russia, the office established a new SAS department at the Higher School of Economy that is free for students to learn how to use models, choose a proper algorithm, and apply analytics to business tasks. They also hosted a group of students at the SAS office and SAS Innovation Center to educate them about analytics.
- In South Korea, three universities joined the global SAS Joint Certificate Program to incorporate SAS training. The office also held its 16th annual SAS Analytics Championship, where hundreds of university students analyzed traffic accident data and developed predictive models to increase traffic safety. Winners had the opportunity to work as a SAS intern.
- In Spain, the office partnered with several universities to offer opportunities to learn SAS software.

## Philanthropy

The cornerstone of SAS' philanthropic efforts is education. We believe education can change what's possible by empowering each new generation. SAS supports global education initiatives that promote early learning and literacy for all, foster STEM skills and build diversity in a technology-driven workforce.

As part of our philanthropic efforts, we provide in-kind donations of computer hardware, software, office equipment and other tangible items to nonprofit organizations in the community. We offer free digital tools, resources and apps to students of all ages - and we partner with colleges and universities around the world to prepare more graduates to succeed in analytics and data science careers.



Programs must generate a long-term impact and affect significant numbers of people, without discrimination. Examples include:

- [#GivingTuesday](#), a global day of giving. Since its inception in 2012, the movement has raised over \$1 billion in the US alone.
- [Communities in Schools](#), the nation's largest dropout prevention organization.
- [Computer Science Education Week](#), including Hour of Code. This is a national effort that SAS joins by providing volunteers with training, activities and materials to work with students and pique their interest in computer science.
- [Deans for Impact](#), preparing educators to measurably improve student learning.
- [DonorsChoose.org](#), a national nonprofit that connects donors with classrooms in need. Each year, SAS matches employee contributions to the cause. In 2018, our total impact was more than \$122,400, which funded 535 classroom projects and benefitted 18,725 students in 42 states.
- [EDGE 5 Raleigh Chamber of Commerce](#), spearheading economic development and growth for Raleigh, Wake County and the local community.
- [Leadership NC](#), supporting improvements in government, education, health and human services, economic development and the environment.
- [Mapping the Nation](#), an online resource that reveals the importance of a globally competent workforce and citizenry.
- [NC State College of Education Math Summit](#), promoting equity and excellence in math education and providing teachers with an opportunity to network, develop leadership skills and share ideas.
- [North Carolina K-12 State Chess Championships](#), which encourages young people to take up chess, a known gateway to STEM careers
- [North Carolina Science Festival](#), a statewide showcase of science activities.
- [Student U](#), empowering students in the Durham Public Schools to succeed in college and beyond.
- [University of North Carolina Data Dashboard](#), an interactive online database built by SAS that gives students, parents, policymakers and taxpayers expanded access to detailed UNC system data to track system performance.
- [University of North Carolina Educator Quality Dashboard](#), an interactive online tool built with SAS data visualization software that enables citizens to analyze and display data on the UNC system's efforts to prepare more and higher-quality teachers and school leaders for the state's public schools.
- [YMCA of the Triangle](#), strengthening our communities through nurturing youth development, improving health and well-being and fostering a sense of social responsibility.

## 2018 Data

As shown below, SAS donated more than \$95 million in total to nonprofits across the globe in 2018, including \$79 million of in-kind training, software, hardware, services, volunteer time, and surplus equipment and furniture.

2018 Donations	Type	Global Total
Cash donations	Worldwide cash	\$1,195,147
In-kind donations	Software, hardware and services	\$14,690,148
	Additional JMP® software donated	\$9,403
	Value of in-kind global training for students and educators	\$79,516,448
	Surplus equipment/furniture/hardware	\$164,920
<b>Total</b>		<b>\$95,576,066</b>

## Community Engagement



As an integral part of SAS culture, the company encourages employees to donate their talent, time and/or finances to projects supporting education, the environment and social welfare. Offices across the globe manage programs tailored to fit the needs of their communities and the interests of SAS employees.

To foster a culture of volunteerism at SAS, the company provides regular full-time and part-time employees with paid hours to volunteer with the organization(s) of their

choice. SAS also manages the Employee Volunteer Fund a program that contributes cash to education-based nonprofit organizations after an employee has provided at least 50 hours of volunteer support in a 12-month period. In 2018, employees in the US volunteered more than 26,000 hours, resulting in almost \$93,000 paid to schools across the country.

## 2018 Data

On #GivingTuesday, SAS employees in every corner of the globe rallied to help the less fortunate in their communities. In addition to SAS world headquarters, offices in a record-breaking 25 countries and 13 US regional offices embraced giving efforts that not only helped those in need but brought employees together for a common good. At SAS world headquarters, employees participated in the below activities:

- Collected 3,065 children’s books to donate to four NC childhood literacy organizations.
- Donated 160 units of blood at the American Red Cross blood drive.
- Provided clothes and toys for 425 Salvation Army Angels.
- Raised over \$40,000 in one day for DonorsChoose.org classroom projects. The total impact for the year was more than \$122,400.



SAS Calgary employees raised \$2,640 to purchase gifts for the Adopt-a-Family organization and held a gift-wrapping pizza party.



In China, employees donated 586 items of winter clothes, two computers and 12,000 yuan to poor children and families in the remote mountain areas of Yunnan Province.



In India, employees held a charity fair that raised \$1,200 for special needs children.



In addition to hosting a blood drive, SAS France employees collected children’s books, toys, professional clothing and monetary donations for those in need.



In the Netherlands, employees collected almost 1,000 books to donate.



## Community Board Membership

SAS staff members carry the company's corporate responsibility values outside the office by serving on the boards of community organizations that support education, disaster relief, the arts, science innovation, environmental conservation and other issues important to employees.

### 2018 Data

SAS executives served on numerous boards, including the following:

- Business Council
- Business Roundtable
- BEST-NC (Business for Educational Success and Transformation in North Carolina)
- Cary Academy Board of Directors
- CEO Roundtable on Cancer
- CSC Strategic Advisory Board at North Carolina State University - Board Emeritus
- Dix Conservancy
- Friday Institute for Educational Innovation (North Carolina State University)
- Inter-Faith Food Shuttle
- Lipscomb University Computing and Technology Board
- Meredith College Board of Trustees
- My Future NC
- North Carolina State University Industrial and Systems Engineering Advisory Board
- North Carolina State University School of Business HR Advisory Board
- North Carolina Museum of Art
- North Carolina Museum of Natural Sciences - Friends
- North Carolina Science Festival
- North Carolina State University Board of Trustees
- Oklahoma State University Corporate Advisory Board
- Smithsonian National Museum of Natural History, Advisory Board
- WildTrack
- World Wildlife Fund US
- YMCA of the Triangle
- Youth Thrive

