

SAS and the Student Journey

A single, personalised learning platform



1: ACQUISITION

- » Analyse your prospects
- » Optimise your website
- » Forecast your intakes

Making sure that your university is attracting enough of the right students is always a challenge (and in these days of increasing competition, more important than ever!). Using SAS, you can develop a full understanding of your website traffic, tracking individuals as they engage with the university and delivering personalised content them in order to increase the likelihood of them studying with you. Tailor your message to your prospect's geography, track record and interests.



2: EDUCATION

- » Monitor teaching standards
- » Optimise student pathways
- » Report on extensive metrics

The journey for your students doesn't stop there. The next step is to make sure that you support them in their studies and ensure that they succeed. Besides from continuing to monitor how they interact with your organisation now that they are on board, SAS can help you to identify module pathways that are likely to maximise the potential of your students, and to get that recommendation across to them in a personal, tailored way.



3: RETENTION

- » Score dropout risks
- » Monitor student engagement
- » Visualise granular insights

Students dropping out of university is a big problem, and can cause lasting repercussions for both them and you. Sometimes this is unavoidable, but a lot of the time it isn't! By continually developing and maintaining a 360 view of your students, you will be able to assess the risk of dropout for individuals within your student populations. From there it is a matter of targeting your interventions as effectively as possible - and SAS can help you with that as well.



4: COMMUNITY

- » Personalise alumni messaging
- » Prioritise by propensity
- » Manage interactions

The student/university relationship doesn't end when a student graduates. Whether it is recommending a masters course or maintaining alumni relations, SAS can work with you to ensure that your outcomes are as positive as they can be. This includes identifying which messages should go to which alumni at which times, and making sure that that interactions are frequent and relevant enough to engender a sense of community.



5: RESEARCH

- » Deliver statistical outputs
- » Manage data
- » Integrate open source skills

SAS, with its heritage as of stemming from a university research project itself, is often used for teaching and research within higher education. We can support your research projects through the provision of our robust statistical software and unparalleled analytical expertise in a wide range of fields, from pharmaceuticals to econometrics. We'll also support individual students or academic staff with similar needs or interests.