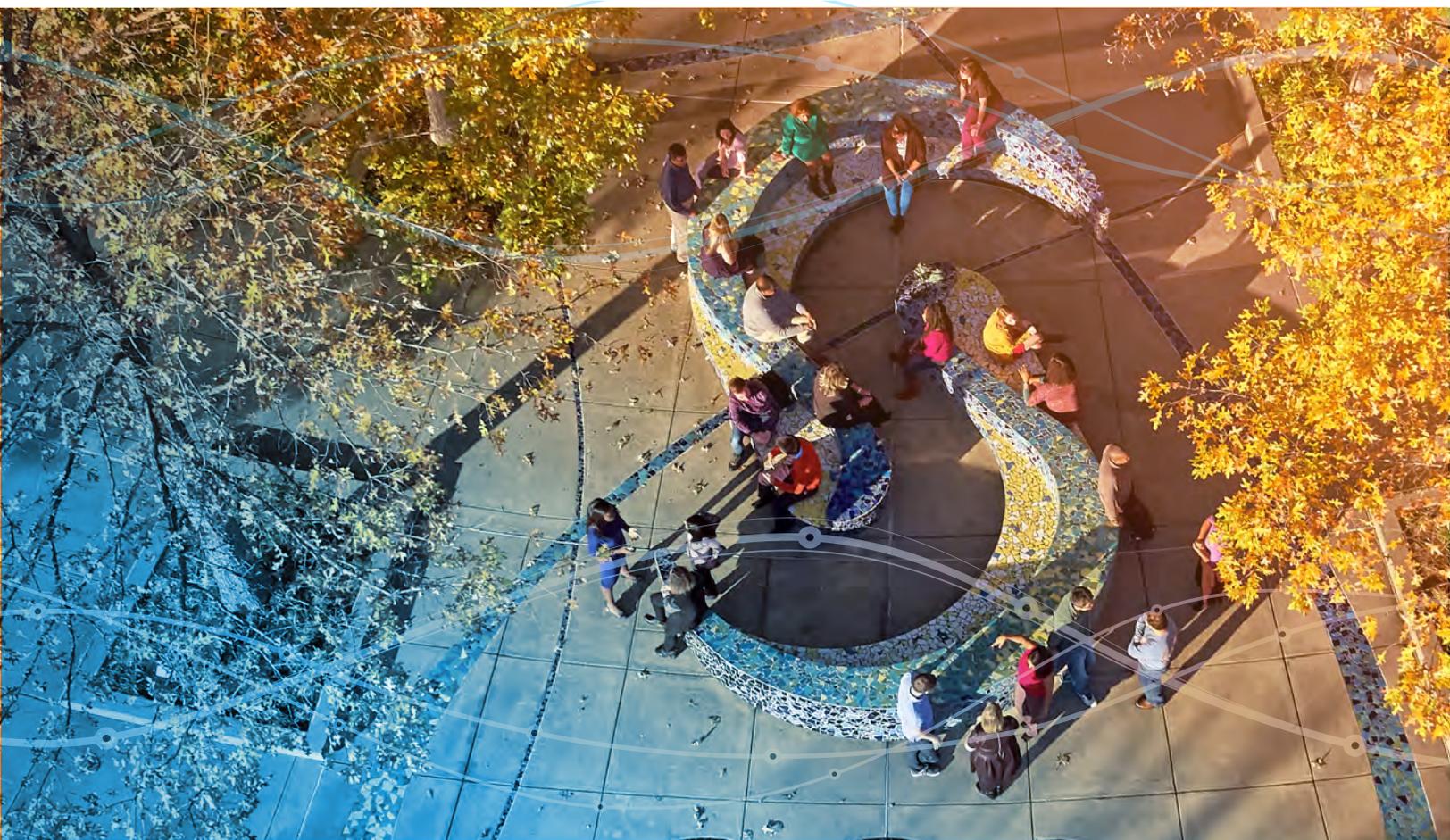# The Quality Imperative:
SAS Institute's Commitment to Quality

A corporate statement of SAS' commitment to product quality, service quality, and customer satisfaction

Appendix 5: Quality in SAS® Education

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SAS Education offers technical training and professional development in a variety of training methods that allow all learning styles, budgets, and curriculum needs to be met.

Our web-based learning options continue to grow in order to serve all industries.

- Our Live Web classrooms allow interaction between instructors and other students while working together in a virtual lab, giving customers access to the latest SAS software without leaving the work environment.
- SAS Education offers connected classroom environments in Austin, Arlington, Cary, New York, and San Francisco that bring full-day training content to Live Web students from those sites.
- SAS e-Learning courses are self-paced, on-demand educational products that offer customers a way to learn at their own pace. Choose from full courses or short, one-subject tutorials.
- We have recently partnered with third-party learning platforms Coursera and LinkedIn to offer beginning and intermediate SAS training.
- In addition to fee-based training, we offer nearly 400 free SAS tutorials and several free e-Learning courses. Free course topics include Programming, Statistics, Administration, Open Source Integration, and SAS Viya.

SAS Education supports the professional development needs of its users by offering industry-specific seminars and conferences throughout the year.

- Business Knowledge Series courses provide knowledge and experience from a global network of industry experts through focused, in-depth seminars.
- Conferences and events provide group settings for knowledge transfer, training, certification, and networking.

The SAS Certified Professional Program enables users to earn globally recognized credentials that confirm their expertise in using the software. These credentials, in turn, provide companies with a very valuable resource: highly skilled personnel.

Education is involved in rollout and enablement of major new software initiatives to support sales and adoption. The recent rollout of SAS Viya continues to be supported by SAS Education in the following ways:

- More than 75 free How-To tutorial videos supporting SAS Viya and the related products, found at http://video.sas.com/#category/videos/sas-viya.
- A free SAS Viya Enablement e-Learning course, found at https://support.sas.com/edu/schedules.html?crs=EVIYAEN.
- Instructor-led courses for administration, data management, programming, advanced analytics, SAS Visual Analytics and Solutions, found at http://support.sas.com/training/us/paths/viya.html. Additional courses will be available to support the most recent release of SAS Viya and the related products.
- Tutorials, Hands-on Workshops, and courses for SAS Global Forum.
- Video tutorial libraries for Early Adopter releases and trials as needed.

Quality in SAS® Training Courses

To ensure that SAS training courses are useful for our customers and that they meet the ever-changing needs of their business, SAS Education employees design and develop training courses at both the individual course level and the curriculum level. Our process is based on established instructional systems design theory and practice and incorporates the process areas of the Capability Maturity Model (a software development methodology). Further, it provides a framework for continuous quality improvement. The analysis, design, and development phases of this process are of particular importance.

The analysis phase begins with significant input from a variety of internal and external sources specific to the industry and to the proposed training objectives. The development team collects pertinent data from related courses, students, customers, and resources across SAS and works with the course Project Sponsorship Team to develop training programs that will be helpful to our users.

In the design phase, SAS instructional designers use the results of the analysis phase to plan the instructional sequence of individual courses. During this phase, the work plan is written, course structure and flow are considered, and a detailed course outline is developed. Most important to quality in this phase is course design and content review. Subject-matter experts review course design plans and provide feedback to the Project Sponsorship Team about topics such as instructional flow, course data, delivery methods, and technical issues. The feedback received helps course developers finalize the training content while exposing potential weaknesses in the instructional flow and examples. This constructive feedback allows for additional quality improvement as the project moves forward.

In the development phase, the input that is received during the course design and content review sessions is used to create the training content. At numerous points during the process, the project development team consults with the technical reviewers, who look for accuracy and instructional flow while testing the demonstrations and programs on appropriate platforms. Typically, technical reviewers include at least two instructors and several subject-matter experts from a variety of sources.

The test teach is an opportunity to validate the course content, flow, and style in a real-world setting delivering the new course to students. The audience of each test teach consists of a combination of students whose main objective is to learn the material and of subject-matter experts who critique the training content.

A final quality check is performed when a lead editor (or multiple editors) conducts a comprehensive review of the course. Then, the production lead who is assigned to the course development project performs quality checks on the final materials.

The Education Project Office tracks each course development project to see that documented processes are followed and offers project quality assurance, project status reporting, and project management support.

Quality in Instructor Training and Certification

SAS instructors are not only recognized for their outstanding teaching skills, but often are considered to be thought leaders in their areas of instruction. To make sure that our instructors have the necessary expertise in the subjects that they teach, SAS holds each instructor to very high standards. Every instructor is encouraged to become SAS certified. Before teaching a new course, they team teach with experienced instructors gaining feedback on a chapter-by-chapter basis before teaching on their own.

SAS Global Certification follows a rigorous, industry-standard development process ensuring that all exams are valid and reliable in measuring important SAS skills. As a global program, the knowledge measured in each exam is relevant to employers and practitioners around the world. SAS is a leader in IT certification, with innovations in performance-based testing and sharing of best practices with other organizations in the industry.

Quality in Customer Service

Serving more than 30,000 customers a year, SAS Education has remained dedicated to the users of SAS products and services. Our commitment to quality extends beyond the technical aspects of the division's work. Because SAS Education regards the relationship that it develops with each training student as its greatest resource, the same high standards for quality that are built into course development, instructor training, and certification are part of its customer care.

SAS Education's Customer Service Department is in communication with students multiple times during the student life cycle. Before the start of a class, each student could receive several communications based on when they register: a confirmation email with information about what to expect during the course, reminders closer to the date of the course, verification that the particular course will run and, in addition, a customer service representative might contact a student to learn about any special requests or needs. During a course, students enjoy an educational environment with the latest technology staffed by experienced training-center professionals who engage in open communication with each student.

Perhaps the most important communication, however, is the post-class contact. SAS Education instructors provide contact information to their students so that a student can contact the instructor after class to ask questions or to receive consultation about the material covered during a course. After attending a class, each student receives a thank you email that provides access to extended learning where applicable and a link to collect all feedback. By accessing the Extended Learning Pages for the course, students can download the course data, access extra practice examples, papers and FAQs, and find additional resources to help them develop the skills that they learned in class.

At SAS Education our commitment to quality, coupled with a desire to develop lasting relationships with our students, has enabled us to become a model for other industry training providers.

More information about SAS Education and its offerings is available on the SAS Training website at **https://www.sas.com/training**.

Release Information
The version of this paper is January 2022.

Unless otherwise indicated, this document relates only to SAS 9.4, SAS Viya, and the products that are available with SAS 9.4 and SAS Viya. It also relates to services from the date of this paper forward. Quality processes are continually evolving. Therefore, SAS reserves the right to modify the processes described in this document at any time. If you are using SAS 9.4 and SAS Viya and have questions about processes in those releases, send email to **qualitypaper@sas.com.**

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