

Improving Student Outcomes Through Data & Analytics



The Higher Education sector continues to face challenges from all sides. Amid political and economic upheaval, future demand for places is uncertain and competition for students is fierce.

Universities need to offer flexibility and innovative, student-focused services. Prospective students expect tailored, high-quality campus experiences and rewarding outcomes – in short, they want value for money. Universities also have a duty to recognise when students need extra support, signposting pastoral care and safeguarding vulnerable students before issues arise.

Without the capacity to anticipate the trends and changing demands of the sector, how can universities stay competitive? How can the HE sector protect students and ensure successful experiences and outcomes?

The answers lie in the data that universities already collect. With effective data management and analysis, universities are uncovering opportunities to target the right students, understand their progress and identify potential risks to their welfare.

Acting on insight from data helps improve standards, ensuring universities remain competitive.

Data management and profiling

Develop a better understanding of your data

- Where is your data and how is it being used?
- How are you protecting personal data?
- How can you improve your data for analysis?
- Can you demonstrate accountability and transparency?

Analysis and insight

Improving student acquisition, retention and wellbeing

- Identify and recruit the most suitable students
- Tailor student experiences and services
- Personalise interactions
- Track progress and student success
- Identify students at risk



At Canterbury Christ Church University, SAS® enables detailed analysis of student attendance, aiding intervention strategies to minimize dropout rates. SAS® frees up senior executive time and improves operational, financial and academic planning.

“Combined with the practical aspects of time-saving and data accuracy, SAS® Visual Analytics forms a critical part of CCCU's strategic programme to improve and enhance the student experience.”

Assistant Director of Finance
Canterbury Christ Church University

[Read the full story >](#)

“Our whole mission is helping students be successful in the university environment. SAS® allows administrators to use their time more efficiently and focus more purposefully on what drives student success.”

University of Idaho

“Since implementing SAS®, efficiencies afforded by analytics have reduced costs at the university by more than \$1m. Factor in the positive impacts on student success, and you’ve got a strong analytics culture where decision making generates wins on multiple fronts.”

University of North Texas

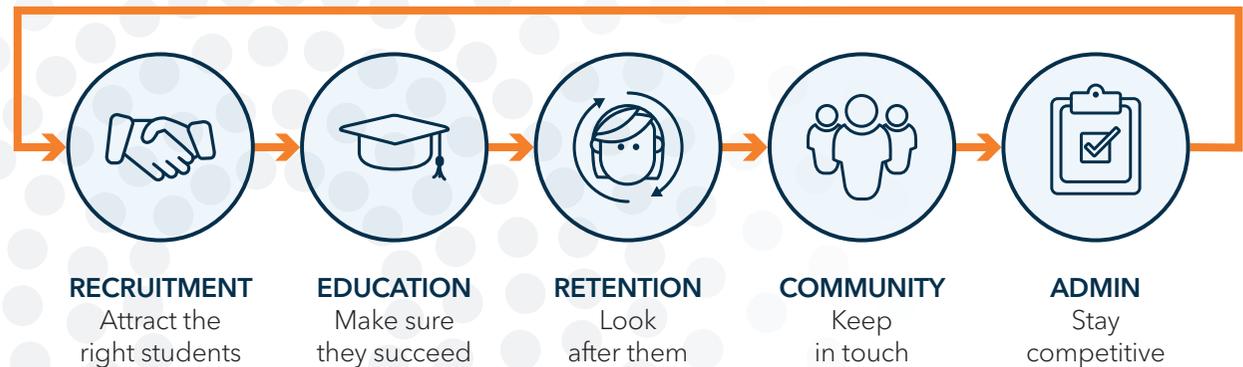


Competitive edge

Delivering cost-effective improvements

- Anticipate changing student needs
- Support the admissions process
- Ensure procurement integrity to protect budgets
- Deliver flexibility and innovation

SAS supports the whole student journey



About SAS

SAS is used by more than 3,000 educational institutions worldwide for analysis and research purposes. Building on these existing relationships and SAS' wider experience, we are committed to helping universities tackle a wide range of commercial challenges.

Working with universities and their partners, SAS delivers solutions to improve student wellbeing, learning services, management and administration.

Discover how universities benefit from effective data management and analytics, ultimately driving better decision-making.

[Download the SAS white paper >](#)



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