4.2 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.

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. 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.

Downloads and registrations of SAS University Edition and SAS OnDemand for Academics grew 37 percent in 2017 to approximately 1.45 million, and more than 230,000 people registered for free e-learning courses in statistics and programming.

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 4,000 professors and students in the use and instruction of analytics in 2017.

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. SAS has helped launch 72 master's and undergraduate degrees and nearly 172 certificate programs in analytics and related disciplines. New programs in 2017 include ones at American College of Greece, Appalachian State University, California University of Pennsylvania, Open University of Hong Kong,

Swinburne University of Technology (Australia), Troy University and Università di Roma Tor Vergata (Italy).

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 at major SAS events. Also, in 2017, 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 field.

Achieving the Dream Conference

SAS cosponsored the 2017 Achieving the Dream Data Summit. Community colleges across the US engaged with industry experts to explore ways analytics can help institutions enroll and retain more students, with greater rates of success in school and beyond. By sharing insight into successful community college data and analytics programs, the Data Summit has been the catalyst for schools to begin understanding their role in addressing the talent pipeline challenge.

Global Education Initiatives

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

- In Belgium, Syrian refugees were trained and certified to use SAS software.

- In Chile, Colombia and Mexico, the Alliance for Youth-Pacific program gave young Latin American professionals a new career and training opportunities.

- In China, the office sponsored a data analytics contest where undergraduate and graduate students explore cutting-edge models and technologies.

- In Colombia and Mexico, an annual SAS scholarship program provides college graduates with free SAS training.

- In India, a program funded classes at a women's college in Mumbai for underprivileged graduate and post-graduate students.

- In Spain, the office partnered with several universities to offer opportunities to learn SAS software.