



Business Impact

“SAS provides us with an effective solution for not just managing enrollment but for improving institutional effectiveness.”

Amanda Yale, EdD,
Associate Provost for enrollment services,
Slippery Rock University

Challenges

- **Manual processes.** Static print reports are labor-intensive, time-consuming and result in confusion rather than insight.
- **Limited access to information.** With IT solutions maintained at multiple departmental levels, data spread throughout silos creates fragmented reports and analyses. The proper tools are needed to extract valuable information from this data for everyday decision making and strategy development.
- **Inaccurate reports, lack of accountability.** Inconsistent data leads to unreliable reports needed to make operational decisions that affect student experiences and graduation timelines. Lack of accurate tracking and monitoring mechanisms can hinder assurance that funds are spent on programs that actually influence student success.
- **Lack of agility to identify and respond to change.** Without the right analytics and insight, decision makers cannot anticipate and proactively respond to external impacts to maintain optimal enrollment. Open admission targets several populations, requiring deep, up-to-date understanding of those needs to meet expectations.

How can we gain deeper insight into students to improve outcomes across the student life cycle?

GOAL: Enable proactive decision making throughout the student life cycle

Most colleges and universities today face a common challenge: how to attract and retain the right students – from enrollment through graduation and beyond. However, these institutions cannot aggregate and analyze the data needed to gain deeper insight into potential and current students, the quality of student experiences and external impacts on enrollment (such as changing demographics.) These kinds of insights enable institutions to optimize strategies, plans and outcomes in recruitment, retention and graduation – but they are not accessible.

To develop effective enrollment management strategies, institutions must have access to information from across multiple sources, the ability to easily share information across institutional boundaries, and the insight to uncover patterns and trends that enable proactive decision making throughout the student life cycle.

Forward-looking universities and colleges are implementing data integration, reporting and analytic solutions that enable effective strategic enrollment management (SEM). Each technology plays a vital role in providing institutional decision makers with the insights needed to attract the right students, maximize retention and sustain strong relationships through graduation and beyond.

OUR APPROACH

Only SAS offers the capabilities for SEM that provide true end-to-end support for the entire student life cycle: superior data management, industry-leading analytics and robust reporting – all customizable to meet your institution’s needs. We approach the problem by providing software and services to help you:

- **Integrate data across the institution.** Access data from multiple systems across campus – regardless of format – as well as consolidate and clean data so that it’s ready for reporting and analysis.
- **Identify current and future trends for better decision making.** Identify the best candidates for admission or students at the greatest risk of attrition, or determine the optimum number of resources (textbooks, courses, sections, parking, etc.) for incoming students, etc.
- **Equip all decision makers with self-service reporting.** Users at all levels have secure self-service access to the information they need, in the format they need, at the time they need it.

By understanding of the critical role of accurate, timely data and how integrating and analyzing that information results in increased benefits for higher education, SAS delivers the key technologies required for effective SEM – data integration, reporting and analytics – allowing you to transform your institution from simply knowing the past to predicting the future.



THE SAS® DIFFERENCE

Only SAS provides comprehensive, fully integrated solutions that address the evolving needs across the institution:

- **Seamless data integration and leading advanced analytics.** Based on decades of higher education customer feedback, SAS' ability to consolidate data regardless of its native database or platform and award-winning analytics set it apart.
- **A customizable, end-to-end solution.** Using SAS, education customers have an iterative, customized approach to meet their institution's growing needs for data, reporting and analytics requirements.
- **Stability.** In business since 1976, SAS has a solid track record as a reliable partner with steady profit growth that will provide ongoing support no matter how your needs grow and change.
- **R&D investment.** SAS R&D is consistently developing new products and services to meet the specific needs of its current and future education customers. In addition, SAS reinvests more than 20 percent of annual revenues in R&D.
- **Commitment to education.** Since it started more than 30 years ago as a research project at North Carolina State University, SAS has remained committed to partnering with education to deliver software and services for both academics and administration. Each year, SAS donates millions of dollars as a means of improving the educational process.

CASE STUDY: Slippery Rock University (SRU)

Situation

With essential student data housed across disparate systems, SRU faced a number of student enrollment, retention and graduation challenges – primarily the number of days required to create a simple report to identify needs and analyze trends.

Solution

Using SAS solutions for strategic enrollment management, SRU has: developed more strategic recruitment plans and initiatives that have improved the quality and diversity of the student body; enabled segmented recruitment strategies; aligned tactical recruiting strategies and actions with the overall goals of the institution; and created repeatable processes that help to retain students longer. SRU can track and share information on student performance and quality, and see trends in real time.

Results

SAS has allowed the university to automate all of its enrollment reports. SRU's average student now holds a 3.39 GPA (compared to 2.99 in previous years) and its percentage of students representing the top 10 percent and top 25 percent of their high school class has increased.

What if you could ...

- Access data across your institution in order to make informed decisions on enrollment and retention?
- Determine which students are at risk in time to intervene to retain them?
- Run specific reports as needed directly from your Web browser instead of having to request reports – and wait for their delivery – from the IT or IR department?

You can. SAS gives you THE POWER TO KNOW®.

SAS FACTS

- SAS solutions are licensed and implemented at more than 3,000 educational institutions worldwide.
- SAS has more than three decades of experience working with education institutions.
- SAS solutions are used at more than 45,000 sites in more than 100 countries – including 92 of the top 100 FORTUNE Global 500® companies.

Learn more about SAS software and services for education at:
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