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THE POWER TO KNOW®

■ Business Impact

"… Funders and accreditors increasingly ask for metrics that permit commensurate comparisons of unit and institutional performance, and higher education reformers are envisioning a world of outcomes-based assessment and easily exchanged student records. To the extent these trends continue, the quality of operational data and the ability to analyze and manage will become ever more significant.**"**

ECAR Key Findings: Institutional Data Management in Higher Education
Ronald Yanosky, Senior Fellow and Deputy Director at the EDUCAUSE Center for Applied Research

■ Challenges

- Institutional research (IR) departments spend the majority of time manually collecting, aggregating and crunching data in spreadsheets, leaving little time for actual analysis.

- Lacking the ability to find trends across multiple years, IR is challenged to deliver accurate, trusted data and sophisticated analysis to internal customers in a timely manner.

- Accessing and managing data takes time away from the added value that IR could bring to reports and data-driven decision making.

- Business users supported by IR departments cannot perform their own analyses – they are dependent on IR for reports and data.

- IR offices lack the tools or time to transform data into compelling visuals to support and accelerate decision making, or include trend and benchmark data across multiple years for forecasting or more advanced analytics.

How can you boost productivity and deliver increased value to internal and external customers?

GOAL: Deliver accurate, trusted data and sophisticated analysis in a timely manner.

Offices of institutional research (IR) play a vital role within today's colleges and universities. IR is responsible for the institution's data and is tasked with providing support to internal and external consumers of university information. There are considerable challenges when it comes to delivering accurate, trusted data and sophisticated analysis to these customers in a timely manner. At most colleges and universities, data is housed in multiple data sources, from legacy systems to the current ERP system. It can sometimes take the IR staff anywhere from a couple of days to a couple of weeks to provide information to people both internally and externally.

IR departments at forward-looking colleges and universities are implementing data integration, reporting and analytic solutions to handle these challenges. These solutions play a vital role in helping IR to provide institutional decision makers with the insights needed to make proactive decisions.

OUR APPROACH

SAS offers superior data management, industry-leading analytics and robust reporting so you can customize a solution to advance your IR department's capabilities. 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.** With accurate data at your fingertips, identify the best candidates for admission, predict which students are 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 can have secure self-service access to the information they need, in the format they need, at the time they need it.

SAS allows you to overcome information barriers quickly, so you can consolidate, store, analyze and share high-quality information with the people who make critical decisions affecting your institution. With SAS, the right intelligence can be surfaced to the right people – at the right time, in the right format.

THE SAS® DIFFERENCE

- **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 sets it apart.

- **Unmatched metadata management.** SAS is the only vendor that provides an open metadata structure that retains and tracks metadata across data sources to speed integration projects, simplify design and reduce maintenance costs.

- **A customizable, end-to-end solution.** Using SAS, education customers use 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.** Starting 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 academics and administration. Each year, SAS donates millions of dollars to improve the educational process.

SAS understands the critical role of accurate, timely data and how integrating and analyzing that information results in increased benefits for education.

CASE STUDY: University of Central Florida (UCF)

■ Situation

With data housed in multiple data sources requiring collection, aggregation and standardization, the UCF IR staff required from two days to two weeks to serve both internal and external customers. Reports were limited to a single-year or year-to-year format, making trend-spotting difficult. Business users could not detect changes across multiple years or perform their own analyses to understand root causes.

■ Solution

UCF uses SAS software to let its data drive decisions about students, programs, resources and facilities.

■ Results

The SAS solution transformed the level of value the IR department can provide to internal and external customers. With SAS, they eliminated manual data management, collection, aggregation and reporting activities – and enabled self-service reporting – freeing up time for the IR department to deliver sophisticated analyses, benchmarking, trend reporting and visualizations to its internal customers.

■ What if you could …

- Eliminate the need for countless hours of gathering data from disparate systems, standardizing and importing or manually entering data into a spreadsheet?

- Put data, reports and analytic power in the hands of those who need it?

- Run reports as needed directly from a self-service Web portal instead of having to request reports – and wait for their delivery?

■ 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:
www.sas.com/govedu/edu/highered

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