

SAS Facts



SAS is ranked as a leader in advanced analytics and artificial intelligence.



SAS software is open, cloud-based, unified and powerful.



SAS has customers in 147 countries



SAS software is installed at more than 83,000 customer sites.

Analyze data, identify and predict student outcome trends

Higher education institutions face new challenges with respect to reaching and retaining new students amid declining college student populations. From forecasting student enrollment and retention to predicting graduation likelihood, they need to explore new approaches and business practices to remain competitive and financially stable.

Declining budgets with higher expectations of enrollment goals require a pivot in operating strategy. This shift requires leveraging vast amounts of historical and current data. Institutional researchers struggle with data not adequately defined or governed, and information that is not readily available to decision-makers. It is critical to have a key set of strategic metrics essential to meeting the goals of the students while assuring the health and vitality of the institution.

Challenges

For many higher education institutions, it's a massive challenge to bring the data together, common challenges include:

- **Deficiency of reliable and comprehensive information.** Leadership often struggles to accurately understand broad trends, highlight immediate concerns, and find new areas of opportunity.
- **Lack of technology integration.** Institutions have various systems to address very specific needs of the students, faculty, and staff, but these systems rarely “speak” with one another. Without integrating the various platforms and technology, institutions cannot meet student demands of technology-driven college experiences. Students expect a level of personalization, such as including course and student organization recommendations, to increase engagement and improve the student experience.
- **Siloed and multiple sources for information.** Information isn't readily available for decision-makers, leading to shadow systems and spreadsheets housed in various locations. Decisions are made with inaccurate and outdated data that may not align with common institutional definitions. Time is wasted determining which source is correct and why information doesn't align.
- **Reactive decision-making.** Decision-makers often react using outdated information. Without predictive analytics, they cannot proactively intervene or adjust policies and procedures to improve student outcomes.

Our Approach

SAS Analytics for Education Student Insights was developed to help quickly tackle their toughest data challenges around accurate enrollment, admissions, retention, and graduation reporting. Collaboration and years of experience with higher education information systems resulted in the creation of student outcome-specific offerings to support different program areas across an institution. SAS provides a unique combination of higher education experience

and expertise paired with comprehensive and market-leading data management, visualization, and analytical tools. We approach this problem by providing solutions to help higher education institutions:

- **Access relevant data.** Deliver information to make decisions based on data, not anecdotal stories. Access and combine ERP, LMS, and CRM data to improve decision making across the institution.
- **Improve forecasting models.** Use existing data and models to refine and improve how enrollment is predicted.
- **Identify trends.** Provide timely insights regarding admissions pipeline, retention, graduation rates by demographics, college department and major.
- **Leverage analytics-ready data warehouse.** Utilize a pre-defined, structured data model that integrates data, blends data from multiple sources, cleans, and prepares it for analytical needs and actionable insights.
- **Accelerate time to value.** Leverage an inventory of pre-built reports.
 - **Enrollment Trends** – Discover headcount and FTE enrollment across a variety of academic and demographic breakdowns.
 - **Credit Hour Production** – Determine credit hour production by both the student's academic plan and the department providing instruction.
 - **Retention and Graduation** – Highlight trends and differences in retention and graduation rates across various academic, demographic, and financial breakdowns.
 - **Degree Conferral and Production** – Determine year-over-year growth of degree conferral and production across demographic breakdowns.
 - **Time to Degree** – Determine average time to degree across a variety of academic and demographic breakdowns.
 - **Yield** – Determine year-over-year growth and trends in admission yield, both in headcount and percentage.
 - **Student Progression** – Discover insights on new freshman and transfer student progression, especially as it relates to credit accumulation.
 - **Academic Preparedness** – Reveal student academic preparedness throughout the admissions pipeline.
 - **Forecast models** – Predict student enrollment, retention and graduation likelihood.

Business Impact

SAS provides higher education institutions with the ability to establish next generation information and analytics environments to transform the way it uses data. SAS Analytics for Education Student Insights not only improves current data management and governance processes, but also revolutionizes analytics so that colleges and universities can leverage information resources to make data driven decisions. SAS can help by providing:

- **Student outcome information.** Leverage and analyze data from across the enterprise for institutional researchers to evaluate student outcome data and recommend areas for improvement.
- **Advanced analytics.** Benefit from analytics, one of the most cost-effective tools used for predicting, optimizing, and performing scenario analyses for enrollment, admissions, retention, graduation, and degree conferral.
- **Data governance.** Out of the box data management, standardized business rules and data definitions, workflows, and monitoring to ensure that data is accurate and used consistently across the institution.