

NCTA 21 Award nomination form for SAS

Education Leadership category

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Why SAS Supports Education

There is growing concern about our children's preparation for the 21st century. Today's students will be the workforce of the future, and they will need to be successful for the U.S. to maintain a competitive edge in our global, knowledge-based economy. SAS helps by focusing its community engagements on one primary issue: education.

SAS supports education in its communities through four programs: educational initiatives, charitable donations, in-kind donations and employee volunteerism. In 2009, SAS also contributed to policy initiatives in education, including:

- Support for legislative efforts to increase high school graduation rates in North Carolina
- Support for legislative efforts to increase use of technology in the K-12 classroom
- Encouragement for governors and legislative leaders across the U.S. to adopt 21st century learning techniques such as SAS Curriculum Pathways® into the classroom

Support for K-12 Education

Cary Academy

In 1996, SAS' co-founders established Cary Academy, an independent secondary school in Cary, N.C. Their vision for was to create a learning environment for what education can be. Cary Academy serves as a model of how technology can positively affect the educational process. Nearly 100 percent of students from Cary Academy graduating classes have been accepted to an institute of higher learning.

The school's faculty actively collaborate with public schools by sharing best practices, technology consulting, hosting site visits, etc. The school has won many national and local honors. Former U.S. Department of Education Secretary Margaret Spellings referred to Cary Academy as a "lab for innovation."

Cary Academy, all of whose 103 2009 graduates went to a higher education institution, maintains close relationships with public schools and hosts meetings with public school teachers to share best practices on technology integration and instruction .

In 2009, Cary Academy hosted the Literacy Council of Wake County's Corporate Spelling Bee, which raised more than \$13,000 to assist the more than 100,000 people who are illiterate in Wake County.

SAS® Curriculum Pathways®

Winner of the 2009 Award of Excellence from *Tech and Learning Magazine*, [SAS Curriculum Pathways](#) provides interactive, standards-based resources in the core disciplines (grades 8-12) for traditional, virtual and home schools. In science, mathematics, English, social studies and Spanish, the product focuses on topics where multimedia capabilities provide information and encourage insights in ways that conventional methods cannot.

SAS Curriculum Pathways is available to every educator in the U.S. at no cost. In 2009, the number of schools using SAS Curriculum Pathways grew from 1,732 to 5,658—an increase of 228 percent. The product is now being used in all 50 states by over 35,000 teachers. The estimated value of SAS Curriculum Pathways services in 2009 was approximately \$93 million.

Middle school curriculum resources are being piloted with selected schools in the 2009-2010 school year.

North Carolina 1:1 Learning Technology Initiative (NCLTI)

SAS is a founding partner in this public-private partnership providing laptops, professional development and critical support to schools in rural areas. The program is designed to address:

- *Equity*, providing all students access to 21st century teaching, learning, and technology, including SAS Curriculum Pathways content
- *Engagement*, involving students in active learning and thereby improving achievement and reducing dropout rates
- *Economic development*, providing all students with workplace skills to make each region of the state more attractive to businesses

To date, SAS has donated 930 teacher laptops to the initiative and provided professional development sessions with teachers and trainers in select school districts. Student laptops are funded by others, primarily the Golden Leaf Foundation.

Redesigned Schools 2.0

SAS is part of a collaborative partnership with the North Carolina New Schools Project (NCNSP), the Friday Institute for Educational Innovation and two school districts to create model schools that demonstrate effective, technology-enhanced teaching practices. The targeted North Carolina high schools aim to graduate 100 percent of their students, using technology to increase engagement and transform teaching and learning.

SAS provided more than 150 computers to teachers, along with SAS Curriculum Pathways online resources, SAS software for school administration and student evaluation, and professional development to help effectively integrate the new technology into learning.

Overall, in 2009, SAS committed \$475K to laptops for high schools.

The SAS Algebra Readiness Initiative

The SAS Algebra Readiness Initiative helps mathematics teachers identify and engage in highly effective instructional practices and to address the disparities in mathematics achievement related to race and income. Initially engaging with five North Carolina school districts, the objectives of the SAS Algebra Readiness Initiative are:

- provide professional development for middle school mathematics teachers
- identify, demonstrate and build on research-based best practices in math instruction
- recognize teachers, schools and districts that have been successful with 8th grade students in Algebra 1
- provide and sustain an online forum for teachers to collaborate and share experiences and best practices
- convene national experts on mathematics instruction and policy

SAS Software for K-12: Administration

[SAS EVAAS® for K-12](#) (Education Value-Added Assessment System) is a hosted software solution that analyzes student test scores to predict the likelihood of future performance levels and to assess the influence of districts, schools and teachers on student progress rates.

[SAS OnDemand for K-12](#) is a hosted software solution that helps school districts make informed administrative decisions to enhance efficiency and performance without having to invest in hardware and software.

[Data-Driven Decision Making](#). SAS' integrated solutions provide data integrity with easy access, management, analysis and reporting capabilities, providing districts with the ability to make informed proactive data-driven decisions to enhance efficiency and performance.

[Longitudinal Data Systems](#): SAS software helps evaluate the effectiveness of education systems longitudinally or historically to make data-driven decisions that improve student outcomes.

SAS Instructional Materials for High Schools

In response to a growing number of requests for more rigorous, relevant curriculum in high schools, SAS Education division developed course materials and teacher training programs for high school teachers:

- **Teaching materials for SAS programming**—SAS provides five-day training programs and all the instructional materials, assessments and teaching guides necessary to successfully teach SAS programming. This program is available to any high school in the U.S. 17 teachers in 16 schools in three states are teaching SAS programming in the 2009-10 school year.

Last summer, a SAS Programming for High School student's SAS application earned him first-place in the Future Business Leaders of America's (FBLA) Desktop Application Programming competition

- **Teaching materials for Advanced Placement statistics**— SAS is working with textbook authors and high school teachers to develop data sets, case studies and scripts to help teach statistics in an interactive fashion using JMP, the SAS software for dynamic data visualization.

Support for Higher Education

SAS software is used in teaching and research by thousands around the world in colleges and universities. SAS has made software grants and in-kind software contributions with a total value of nearly \$2.9 million in 2009 to institutions of higher learning, most of which are located in North Carolina.

UNC system grant

Researchers and instructors at the 16 campuses of the UNC system have been given access to powerful analytical resources indefinitely. The company has perpetually extended the grant which began in 2000 and added new products recently released for the higher education market. UNC campuses have access at no charge to the SAS Education Analytical Suite, and JMP® Statistical Discovery Software, along with training and publications.

SAS Teaching Materials in the Classroom

For the last seven years, the SAS Education Division has provided teaching materials to help professors and instructors incorporate SAS into their teaching, including presentation 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.

Support to Universities and Community Colleges

SAS has provided numerous guest lecturers to universities and community colleges in North Carolina and other state—at no cost to the institutions. In addition, from time-to-time SAS has provided assistance with symposia held at the universities.

Institute for Advanced Analytics

In 2007, SAS and North Carolina State University partnered to create the Institute for Advanced Analytics (IAA) to promote graduate education in analytics. This partnership created a unique and intensive, one-year advanced analytics masters degree. To date, 100 percent of graduates of the program have received job offers, with an average starting salary of \$80,000, strongly indicative of the great demand for these 21st century skills.

In 2009, 35 candidates were awarded M.S. degrees in Analytics at the NC State University spring commencement.

SAS Software for High Education: Administration

[SAS® for Strategic Enrollment Management](#) – SAS helps Enrollment managers with data integration, reporting and analytics for every stage in the student life cycle.

SAS® for Institutional Research – SAS helps Institutional Researchers get the information and reports they need to not only support, but also enable decision making and strategic planning.

SAS for Sustainability Management – SAS helps higher education track, communicate and educate on sustainability

Longitudinal Data Systems: SAS software helps evaluate the effectiveness of education systems longitudinally or historically to make data-driven decisions that improve student outcomes.

SAS Software for High Education: Teaching

SAS Curriculum Pathways is used in community colleges across the country to help with remedial learning, engaging students with interactive curriculum that prepares them to continue their higher education pursuits.

SAS® OnDemand for Academics

SAS OnDemand for Academics provides an online delivery model for teaching and learning data management and analytics. By connecting to a SAS-hosted server over the Web, users access the analytical power of SAS software through a user-friendly, point-and-click interface at no cost for professors and minimal cost to students. In 2009, more than 1,500 professors and students used SAS software in this arrangement.

SAS software applications for research, recruitment, business intelligence and more are available as hosted services—free of charge to college and university professors. Users register for the service, download a SAS application via the Web, and then perform processing by connecting to a hosted server at SAS. In 2009, more than 1,500 professors, students and administrators used SAS software in this arrangement.

Advanced Business Analytics course for MBAs

In 2010, SAS created an Advanced Business Analytics course for MBA students, a ready-out-of-the-box program that includes course materials and multimedia extras to cover 15 weeks' worth of business analytics instruction tailored for management students.

Other Support Programs for Higher Education

- The SAS Scholar Award Program annually awards five \$2,500 undergraduate scholarships for children of eligible employees in the United States.
- The SAS Student Ambassador Program is a competitive program that recognizes and supports students who use SAS technologies in innovative ways that benefit their respective industries and fields of study. Nine Ambassadors were given the opportunity to present their research at the 2009 SAS Global Forum in Washington, D.C.
- Poster competition for scholarships at education conferences— Each year, SAS provides a free trip for five students to the Forecasting Conference in Cary and the Data Mining Conference in Las Vegas. These “scholarships” offer the recipients a venue to present their work in an industry environment.
- Data mining training program for educators— Each year SAS conducts a training event to share the latest analytical training with professors who teach data mining. In 2009, the event combined four days of technical training with a half-day of presentations from professors already using SAS at their institutions.
- Data Mining Shootout— SAS, Dow Chemical Company and Central Michigan University Research Corporation collaborate to offer a contest whereby student and faculty teams solve a real-world data mining problem. Winners receive a free trip to the annual SAS data mining conference, an invitation to present their work during the conference, and cash prizes from \$2,000 – \$5,000 for their departments.
- Data mining certificate program— SAS works closely with institutions to develop certificate programs in a variety of areas of SAS expertise. In 2009, dozens of universities offered SAS-supported certificate programs in data mining, statistical methods, data analysis and programming.

- Teaching materials— SAS provides course notes, slides and data sets from many of its public training courses, free of charge, for university instructors to use in teaching SAS to students.
- Resources for institutional researchers— SAS presents informational lectures under the title, An Analysis of Institutional Research Data Using SAS, to help researchers learn more about how SAS can help them better understand, analyze and report on research data.
- R3 internship program - Nineteen students joined SAS this year as part of a new Human Resources program targeting top women and minorities for summer jobs, with an emphasis in the technology area. The program, called R3 for recognizing, recruiting and retaining, targets both undergraduate and graduate applicants for full-time summer positions located at SAS world headquarters. R3 students partner with management to work on challenging projects and gain real world experience.

Additional Education Programs SAS Supports

Through donations, grants and in-kind contributions, SAS supports education-related institutions and programs that have an impact on North Carolina's Research Triangle Park area and the region.

- **Communities in Schools**, the nation's largest dropout prevention organization
- **Triangle Leadership Academy**, a joint venture between public school districts in the Triangle area and local education funds representing community and business interests.
- **Wake Education Partnership**, an independent non-profit organization that mobilizes business and community involvement in Wake County schools
- **Wake Technical Community College**, a two-year, public institution serving Raleigh, North Carolina, and surrounding Wake County
- **Triangle High Five Regional Partnership for High School Excellence**, committed to seeing that students graduate from high school ready for higher education and careers of their choice
- **Wake County Public Schools**, the largest school district in North Carolina and the 18th largest in the nation
- **YMCA of the Triangle**, with 15 facilities, meeting community needs through programs that promote good health, strong families and solid communities
- **North Carolina State University**, a leading land-grant institution globally recognized for its leadership in science, technology, engineering and mathematics.
- SAS is a partner in **TechEngage**, a week-long program of training classes that offer unemployed technology professionals new skills at a low cost to help them compete effectively in the marketplace. SAS provided instructors, volunteers, print materials and meeting space, and had human resources personnel available for career counseling. SAS offered several technical courses, as well as instruction in soft skills, such as interviewing techniques and effective communication.

Grants and Donations

SAS support is directed toward sustainable programs that help teens succeed in the classroom and graduate from high school. Organizations are considered for grants and donations if they can show that their efforts have a long-term impact and affect significant numbers of people, without discrimination.

- **Financial donations.** SAS' financial grants program focuses primarily on K-12 education, particularly the integration of technology and education as a means of improving the educational process.

In 2009, the SAS Championship golf tournament raised \$250,000 to benefit educational organizations, including Communities In Schools of Wake County, through the Triangle Community Foundation. In addition, 180 SAS employees volunteered at the SAS Championship.

- **DonorsChoose.org**, “the eBay of online charitable giving,” a national non-profit that connects employees with classrooms in need. With SAS matching employee contributions, **over \$19,000** was donated by **138 SAS employees** in 2009, resulting in a **total impact of \$37,695** in resources to classrooms.
- **In-Kind Donations.** When nonprofit organizations need computer equipment or software, they often call on SAS. The company gives hundreds of thousands of dollars in surplus computer hardware, office equipment and other tangible items to community groups that can benefit from the donation. The total dollar value of in-kind donations in 2009 was nearly \$194,000.

In addition, SAS ran a winter food drive that contributed more than 600 pounds of food to the North Carolina Food Bank. SAS cafés donate leftover food to the Shepherd’s Table Soup Kitchen through the Inter-Faith Food Shuttle (part of Feeding America).

Employee volunteerism

Supported and encouraged by SAS through various incentive and awareness programs, employees have given generously of their time and talents. These efforts are making their communities better places to live and work. In 2009, U.S. SAS employees reported volunteering a total of 14,900 hours through the Employee Volunteer Fund, a program in which SAS provides cash contributions to education-based nonprofit organizations where employees volunteer their time.

SAS employees also contribute thousands of hours per year of volunteer time and financial support to other community organizations and charities.

An active internal mailing list connects interested employees with volunteer activities and resources. In 2009, SAS also held a week-long education fair to showcase SAS contributions to education and to inform employees about opportunities to volunteer in their own communities.

Most notably, SAS employees volunteered in numbers for the following organizations:

- **Communities in Schools**, a nonprofit organization that coordinates mentoring and tutoring of school children, to help keep them in school and prepare them for life. SAS supports the SAS Kentwood Learning Center both financially and with volunteers. The center has approx 37 volunteers each week who work with 50-75 students. Support is provided at other Communities in Schools centers, as well.
- **SAS EcoAdvocates Volunteer Program**, launched in 2009, which coordinates grassroots initiatives to recycling, over and above the corporate program, in every office building at SAS World Headquarters. 135 employees participated in 2009.
- **North Carolina Division of Parks & Recreation**, particularly the 5579-acre Umstead Park next door to the SAS campus, where SAS employees participated in volunteer workdays
- **DonorsChoose.org**, a Web site where public school teachers submit their wish lists for materials, employees can choose specific education areas to support, and SAS matches those contributions up to \$500 per year per employee.

Corporate citizenship

In support of SAS’ commitment to education, the top executives in the SAS Education division serve on a number of boards. Here is a partial list:

- National Board for Professional Teaching Standards, Center for International Understanding Council, e-Learning Commission, University of North Carolina Board of Governors
- NC Public School Forum, NC News Schools Project, NC Museum of Art, NC Business Committee for Education, Joining Our Business and Schools (JOBS) Commission
- Data Mining Advisory Board, College of Arts & Sciences, University of Central Florida

- Central Michigan University Research Corporation, Center for Applied Research & Technology
- Center for the Management of Information Systems, Department of Information & Operations Management, Mays Business School, Texas A&M University
- Master of Marketing Research Program, Coca-Cola Center for Marketing Studies, Terry College of Business, University of Georgia
- Institute of Business Intelligence, Department of Information Systems, Statistics, and Management Science, Culverhouse College of Commerce and Business Administration, University of Alabama
- Department of Statistics & Operations Technology, Daniels College of Business, University of Denver
- Industry Advisory Committee, North Carolina Community College System
- Information Technology Advisory Committee, Pennsylvania College of Technology
- Computer Information Systems Division Advisory Board, Wake Technical Community College
- Decision Sciences & Center for Quality & Productivity Advisory Board, Business Computer Information System, College of Business Administration, University of North Texas

Empowering others to make positive change

SAS software solutions are being used by customers to improve lives and learning in profound and far-reaching ways. For example, in 2009 the Clinton HIV/AIDS Initiative (CHAI) used SAS to:

- Create updated forecasts of anti-retroviral medicine demand for generic suppliers, successfully encouraging them to enter new markets for pediatric AIDS treatment.
- Develop updated combination therapy forecasts to streamline the malaria drug market.
- Generate a new TB drug forecast that contributed to a recent price-reduction agreement with a major manufacturer.
- Create a global HIV treatment cost-driver analysis published in a major medical journal.
- Share forecasts and models with the United Nations Programme on AIDS and the World Health Organization.
- Develop treatment models in partnership with health ministries to best allocate limited resources.
- Build simulations to investigate how to best treat TB and HIV simultaneously, providing system-level cost savings protections to help government planners make decisions about program integration.

Under an innovative program managed by Statistics Norway, Norway's central agency for official statistics, underdeveloped nations receive software from SAS to analyze poverty statistics and 2010 world census data. The software also generates fact-based documentation to support aid requests from agencies such as the World Bank, International Monetary Fund, United Nations and others.

Other customers are using SAS to establish programs and policies that directly improve living conditions, health, human rights, environmental quality and agricultural productivity.