

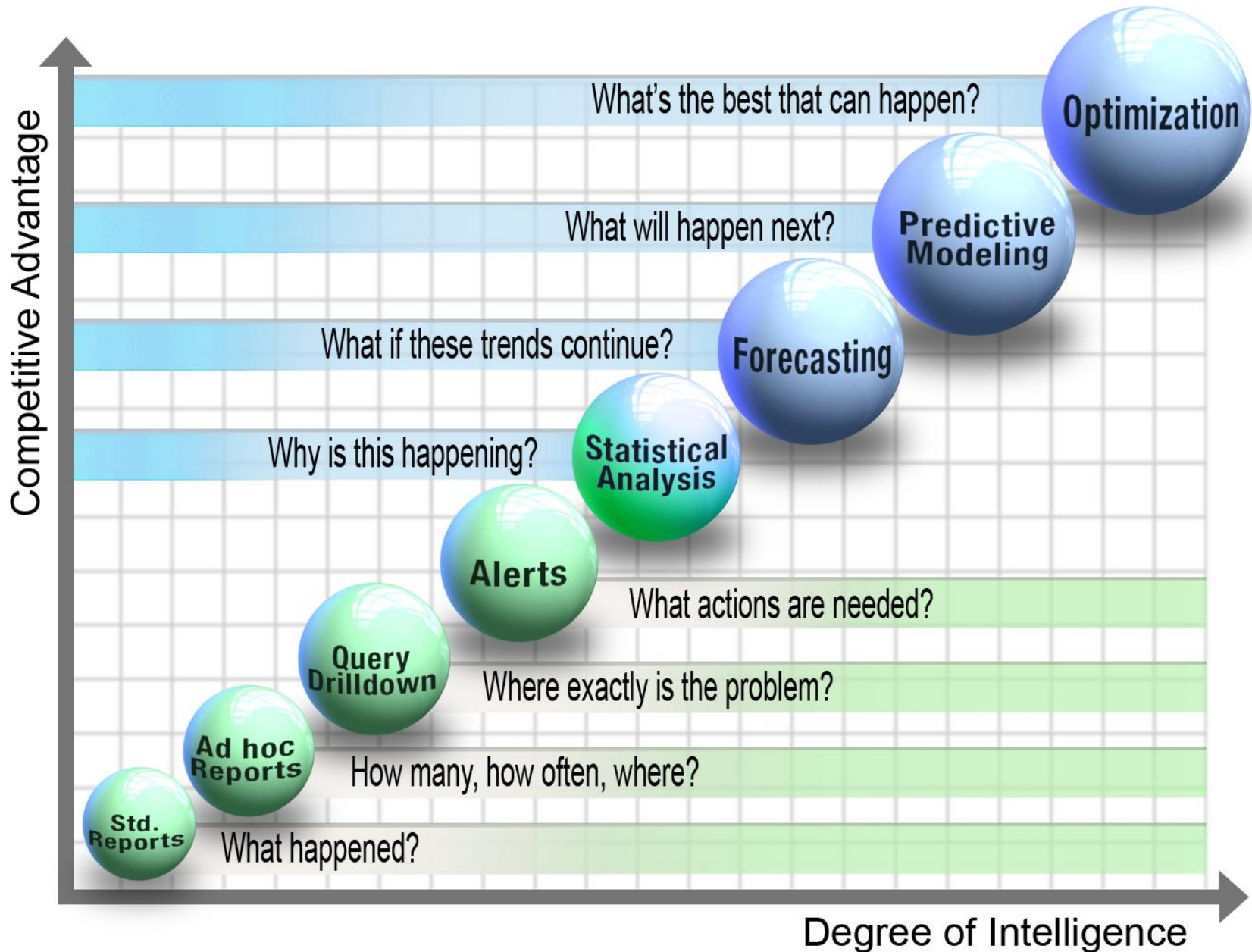


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## Different Forms of Public-Private Partnerships

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# About SAS

- SAS develops and sells Advance Analytics, Optimization and Forecasting to business, governments and education world-wide.
- Our customers are looking for people trained to use Business Intelligence tools like SAS.
- Colleges teach underlying subject but not the problem solving using software or data mining looking for trends that our customers are looking for and will pay top dollar to recruit.
- We have had PhD level Statistics and Forecasting jobs go unfilled for many months.

# SAS Global Education Sales

- Pilot program in US to work with top customers and their local 'feeder' university to develop programs where students can be given specific training in SAS Software with the goal of those customers hiring these graduates – some are minors, some are certificate programs.
- At NC State University SAS funded a graduate program in Advanced Analytics – one year intensive course work using SAS tools for forecasting and data mining with a masters awarded upon successful completion.

# Enrollment Management – CRM for Colleges

- In the US all schools recruit students many use software like SAS to profile and select students to market the school via print or email. Their goal with enrollment management is to attract a student that will likely attend the school and will be successful at that school.
- One problem is two few highly qualified students – how much to spend on marketing to a student who is likely to attend another school.
- How to find and attract students who will attend, succeed and give back to the school over a lifetime.

# Forms of Public – Business Partnerships

- Technology Transfer: Public -> Business
- Business Best Practices and Processes
- Mentoring
- Donors Choose
- University research funded by business
- Universities develop programs that provide graduates for a specific job skill that a local business need.

# Technology Transfer: Public -> Business

- SAS was founded by University Professors who wrote a grant to US National Institutes of Health and US Department of Agriculture in the 1960s.
- By 1975 support burden from SAS users at other Universities on the NC State University Statistics Dept was such that the founders were encouraged to start a company and the technology was transferred to SAS Institute.
- SAS has hired hundreds of engineers from NC State University and the founders have funded a chair in the Statistics Dept and other programs at the University.

# Business Best Practices and Processes

- Working with the US Dept of Education and their student loan program SAS was able to adapt Anti-Money Laundering and models developed for credit card fraud that major banks use around the world and deliver a custom system to help manage a multi-billion loan portfolio.
- Delivered for a fraction of the cost because of the work done for banks – uses same business processes management and best practices.

# Mentoring

- SAS Employees volunteer in their local schools and agencies – donations are matched by SAS.

# Donors Choose

## [www.donorschoose.org](http://www.donorschoose.org)

- DonorsChoose.org is a simple way to provide students in need with resources that our public schools often lack. At this not-for-profit web site, teachers submit project proposals for materials or experiences their students need to learn.
- These ideas become classroom reality when concerned individuals, whom we call Citizen Philanthropists, choose projects to fund.

# University research funded by Business

- Outsource research to Universities
- Allow Professors to consult with business using their domain knowledge to solve problems.
- Hire graduate students as part time employees as part of their directed research.

Universities develop programs that provide graduates for a specific job skill local business need.

- Working with NC State University SAS funded a masters of advanced analytics – 70 students / 1 year program – all had jobs by graduation
- Many Colleges in the US offer Cisco and Microsoft Certification as part of evening and adult education (life long learning) programs.



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