

# Do or Die: Creatively Integrating Technology within Curricular and Co-Curricular Activities

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College-career alignment provides clear value.

# Why align college-career?



Eighty-five percent of first-year students attend college to get a better job.

The American Freshman: National Norms Fall 2017.” Ellen Bara Stolzenberg, et. al., Cooperative Institutional Research Program, 2019

# Why align college-career?



Sixty-four percent of hiring employers believe that an academic degree is not very important when deciding to hire a candidate.

Hiring for Success: Employer Survey on Finding the Best Talent for the Job.” Strada Education Network-Gallup, 2018



**95%**

of Chief Academic Officers rate their institution as very/somewhat effective at preparing students for work.



**34%**

of undergraduates strongly agree that they will graduate with the job market skills they need.

**11%**

of business leaders strongly agree that graduating students have the skills their businesses need.

“A New Vision for American Education: A Merger of Work and School.” Brandon Busteded, Education Commission of the States, Washington, DC, 2018



# What has been the primary factor determining the skills your students learn?

Faculty - Peer Influence

Faculty - Personal Preference and Experience

Student Request

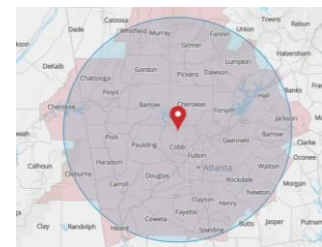
Industry Demand

# Am I refining course offerings with in-demand skills?

A doctoral public institution in Atlanta, Georgia was among the first data science and analytics programs in the world, and the first to be female led.

Focusing on applied statistical skills and working directly with non-academic organizations led to an innovative curriculum.

Do specific certifications change labor market outcomes?



# Job Posting Analytics –SAS Software (Hard Skill)

## Region: Florida - Georgia

### Job Postings Overview



12,569

Unique Postings  
62,793 Total Postings

5 : 1

Posting Intensity



Regional Average: 4 : 1

36 days

Median Posting Duration  
Regional Average: 31 days

There were 62,793 total job postings for your selection from February 2018 to February 2019, of which 12,569 were unique. These numbers give us a Posting Intensity of 5-to-1, meaning that for every 5 postings there is 1 unique job posting.

This is higher than the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they may be trying harder to hire for this position.

# Job Posting Analytics - SAS Software (Hard Skill)

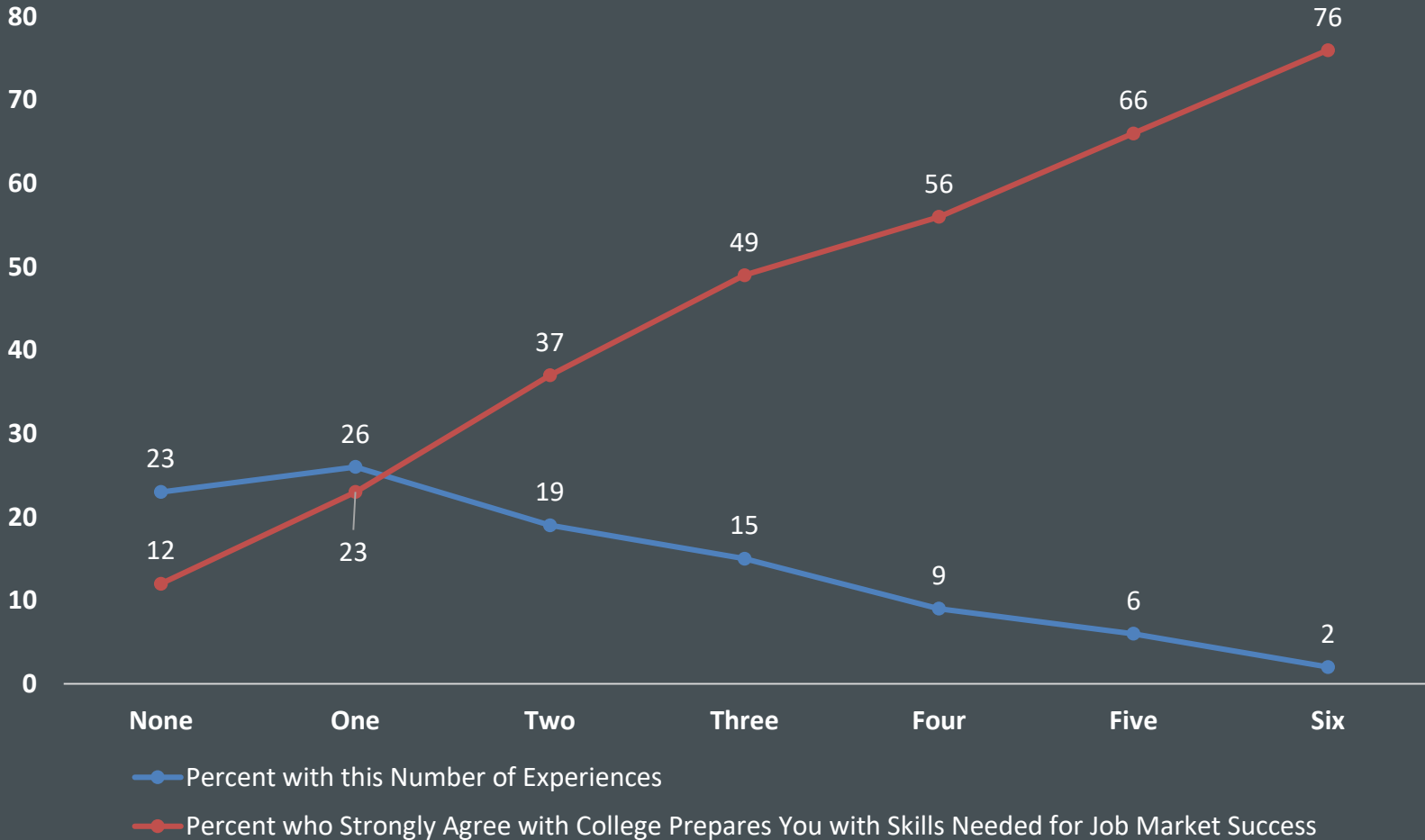
## Region: Florida - Georgia





### Top Companies Posting

Company	Total/Unique (Feb 2018 - Feb 2019)	Posting Intensity	Median Posting Duration
Anthem, Inc.	6,940 / 2,384	3 : 1	33 days
Bank of America Corporation	2,494 / 295	8 : 1	41 days
The Walt Disney Company	765 / 241	3 : 1	32 days
Deloitte LLP	1,313 / 209	6 : 1	47 days
Oracle Corporation	763 / 205	4 : 1	90 days
Citigroup Inc.	1,521 / 200	8 : 1	47 days
Delta Air Lines	1,207 / 192	6 : 1	27 days
Wellcare Health Plans, Inc.	2,149 / 185	12 : 1	54 days
ACCENTURE, INC.	753 / 158	5 : 1	57 days
The Home Depot Inc	2,230 / 155	14 : 1	59 days

# Students' Job Confidence Rises with Key Collegiate Experiences





# How are you incorporating technology into co-curricular opportunities?

INTRODUCING

The logo for Cortex Analytics Simulation features a stylized neural network icon on the left, composed of several blue circles connected by lines. To the right of the icon, the word "Cortex" is written in a large, white, sans-serif font, with the letter "C" being blue. Below "Cortex", the words "ANALYTICS SIMULATION" are written in a smaller, white, sans-serif font.

**Cortex**  
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UNIVERSITY

IQVIA™

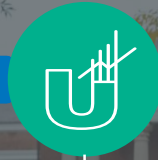


# How Can SAS Help with Teaching and Learning?



## Education Resources

- Teaching Materials
- e-Learning
- Tutorials
- e-Textbooks
- Academic Workshops/SAS Days
- Curriculum Consulting
- Guest Speakers



## Software

- University Edition
- SAS OnDemand for Academics
- Viya for Learners



## Academic Programs

- Joint Programs
- Academic Badging