



# How to Form a Successful SUG

Kate Ulveling



# What is a User Group?

- User groups connect people to share strategies and best practices around a given product.



# What other community groups are you apart of?

- Cadence of meetings
- Level of involvement
- Communication methods
- Benefits



# Why should you join or create a SAS User Group?

- Foster connections and collaboration with other SAS professionals
- Increase your understanding of SAS products and services
- Stay up to date on new offerings and the latest techniques
- Enhance your leadership and presentation skills



# Where do we start?

1. Determine if there is already a SUG in your industry, geographic area or company
2. Confirm interest/viability
3. Form a committee or board
4. Define UG type, group objectives, structure, leadership, meetings and administrative functions

## Existing SUG?

- Determine if there is already a SUG in your industry, geographic area or company



The Boston Area SAS<sup>®</sup> Users Group

Gathering SAS Users Since 1983

## Confirm Interest/Viability

Many people who have started User Groups have found surveying potential members before formally organizing helps gauge backgrounds, interests & expectations.

Use the survey to elicit opinions about:

- Organization/structure of the group
- Time, length, frequency of meetings,
- Meeting structure

## Form a board or committee

- This is typically made up of two to five people who share responsibility for ongoing group activities to help the user group succeed.



# Define type of User Group

- Industry-focused
- Local
- Regional
- In-house



# SAS Support

- Identifying SAS Speakers
- Creating Content
- Email blasts (invitation, reminder, thank you)
- SAS Swag
- Event listing on SAS website & communities
- MS Teams infrastructure
- E-book discounts
- Giveaways/SAS-branded swag

# Continual Improvement

- Review – what's working, what's not, constantly reevaluate after each meeting, conference, etc.

# Get Creative! Get Curious!

- Video to introduce the board for SAS communities
- Uber-Eats virtual lunch or coffee meeting
- SAS Trivia
- Toast-masters
- Break the norm



## 2023 Industry/Regional Groups

- PharmaSUG 2023 – May 14-17, San Francisco
- WUSS 2023 – October 31-November 2, San Diego
- SESUG 2023 – October 22-24, Charlotte
- MWSUG 2023 – TBD, Detroit

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