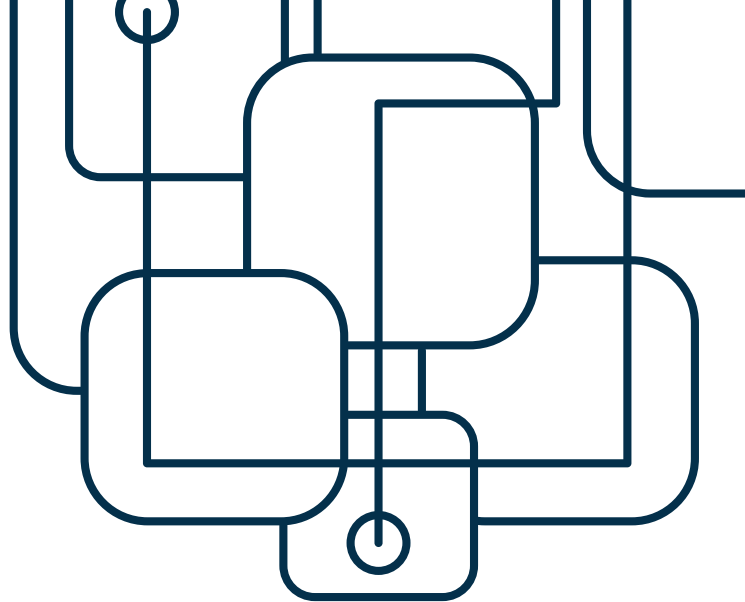


SAS® Users

Connect. Learn. Support.



Users Unite!

Form a SAS® Users Group



Why should you?

Believe it or not, the collaboration between SAS and its users actually predates the official formation of the company itself. The very first SAS users group conference took place Jan. 26-28, 1976, in Kissimmee, FL – and SAS wasn't incorporated until later that year! More than 300 people attended, sharing information with each other and SAS leadership.

The tradition that began there is alive and well today. We continue to honor the voice of our customers and deliver new initiatives based on your input. That's why we're proud to support the active and engaged users in our local and organizational communities.

If there's not an existing SAS users group within your area or organization, consider forming your own group to help you:

- 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.

IHUG or LUG?

Which users group is right for you?

In-house

In-house users groups (IHUGs) reside within a single organization and are a great way for colleagues to exchange ideas and improve organizational knowledge, methods and practices. IHUGs enable discussion of confidential topics and use of actual data.

Local

Local users groups (LUGs) bring together a broad range of SAS software users from different organizations within a specific geographic area, such as a city, county or state. They meet throughout the year based on their needs.

Getting started

Taking the first steps

Now that you've decided to form a SAS users group, it's time to make the decisions that will put your group on the way to gaining the most from its experiences together! These include the group's objectives, structure, leadership, meetings and administrative functions.

1. Check first to see if there is already a SAS users group in your geographic area or company.
2. Form a UG committee. This is usually made up of two to five people who share responsibility for ongoing group activities to help the users group succeed.
3. Confirm interest/viability. Many people who have started users groups – particularly local groups – have found that surveying potential members before formally organizing helps gauge backgrounds, interests and expectations.

Connect.

"You walk into a users group, and you have something in common with everyone in that room."

Nancy Wilson - Director

Learn.

"It's all about educating people that it's more than just analysis."

Jennifer Waller - Associate Professor and Director



Use the survey to elicit opinions about:

- Organization of the group (structured or informal).
 - Time, length and frequency of meetings.
 - Structure of meetings (number and format of presentations, etc.).
4. Create a mission statement or statement of purpose for your new group. It will help keep your group focused and let people know why they should join this new group.
5. Define structure. Will this group meet in person or virtually? Maybe it varies. Are the meetings monthly? Quarterly? Twice a year? Making this decision early on keeps the group working toward its purpose without confusion.

Registering and requesting support

Once your planning is taken care of, it's time to officially register your local group. Users groups may register with SAS at any time, and groups are required to renew their registrations on an annual basis.

[The registration/renewal form can be found here](#). Note that you will need to provide contact information for primary contact and committee/board members.

[Submit your request here](#) for help with SAS speakers, books and giveaways for your meetings.

Spreading the word about your group

- SAS website (LUGs only)
 - ▶ When you register your users group, SAS includes it in our [online listing of users groups](#). (Just click on Find US Local Groups.)
- Your users group website
 - ▶ A website provides a forum for you to define and promote the group, post meeting dates and topics, list your group's officers and recruit new members. Local users groups that maintain a website can request a link from the SAS Users Groups web page and post meeting information there.
 - ▶ IHUGS should consider setting up an internal site, such as a SharePoint page, so that only members within the organization can access this information.
- Email/blogs/social media
 - ▶ Regular communications set the tone for the group and help members feel included even when they are not able to attend meetings. Be sure to obtain members' permission to communicate by email, and make it easy for them to update their contact information as well as to unsubscribe or opt out of future mailings.
 - ▶ Social media is a crucial form of keeping in touch with members. Forming a group on LinkedIn or Facebook and establishing a blog or Twitter feed are great ways to let members know about group activities, forge connections between members and attract new members. Be sure to join the [SAS Users Groups discussion group on LinkedIn](#) to receive and post announcements there.
 - ▶ Give your members stimulating content. While meeting announcements and other group news are important, you can better engage your members by also posting links to relevant SAS content to your own or your group's LinkedIn or Facebook pages, Twitter feeds or blogs. Check out [blogs.sas.com](#) for an array of technical, business and industry-specific content related to SAS – there's even a SAS Users Groups blog. Subscribe and look for users groups discussions on [Twitter](#) with the hashtag [#sasusers](#).
 - ▶ Have your members create and share content, too. They can be great resources for blog posts or e-newsletters, providing useful material such as technical tips. An ideal forum for finding and sharing useful content is [communities.sas.com](#), an online community for SAS users.



Your first meeting

1. Determine your location.
2. Arrange for speakers, including a member presentation.
This is a good way for members to learn about each other and get excited by sharing information.
3. Create your agenda.
4. Invite people and ask them to register for the event.
(Please ensure that you include language in the registration process that allows you to share the registrants' contact information with SAS.)
5. At the meeting, encourage members to actively participate in their new group. This is a good time to get volunteers for future speakers, administrative tasks, blog/website/social media, etc.

Support.

"SAS users will support you in solving problems, in developing your career and establishing personal connections."

John Amrhein - Vice President

Sample users group meeting agenda

Different groups have different needs from their agenda. Some groups meet for an hour, and some have full-day meetings. The more presenters you have, the more time you'll need. Don't forget to schedule a break every couple of hours. That's a great networking opportunity and time for everyone to stretch their legs! Here's a sample agenda:

- Registration and networking, often with breakfast, lunch or a snack (15-30 minutes).
- Housekeeping/announcements (10-15 minutes).
- Users group member presentation (45-90 minutes).
- Technical presentation/guest speaker (45-90 minutes).
- Wrap-up, prize drawings, planning for next meeting (15 minutes).

Annual support from SAS – here's what you get

The items listed below are things that we make available to all users groups.

In-person speaker
Virtual speaker
Email (invitation, reminder, thank you email). In-house groups may find it easier to send an Outlook calendar request.
Registration management
Event listing on SAS website (local users groups only)
Giveaways
Book certificates
E-learning certificate
SAS users group logo for your website

Some users groups raffle off the book certificates and the e-learning voucher during their meeting. Others use these items as an incentive for members to present, or to create or add to their users group library.

Still have questions? Ask the SAS users group team by emailing ugsupport@sas.com, or contact your customer account representative for more information.

