I reached out to Ken Stanford of SASInstitute back in late 2014 to further development of my econometrics courses and to discuss a presentatio conversation was followed with another and an active correspondence was started including a very informative session with members of the SAS Academic Outreach and Collaborations Manager. I also met with data analytic professionals at or near the GO level to discuss their perspective of data analytic demands and what is needed on our part to address market needs for data analysts.