

Are You Saturating Your Primary Market in Search?

Every college and university has a primary recruitment market. Although the way each institution defines that market varies, none can afford to overlook any qualified student residing in its boundaries. This simple process helps you determine the percentage of admissible, primary market students you're missing in Search. It offers ways to improve your coverage for the class of 2020, leading to better response rates and more enrollments.

Step 1: Log in to your College Board Search Account.

Step 2: Click the **Search for Students** tab, then **Start new search**.

The screenshot shows the College Board Search dashboard. The 'Search for Students' tab is active. A yellow arrow points to the 'Start new search' button at the bottom right of the main content area. Other elements include a navigation bar with 'Home', 'Plan Travel', 'Research High Schools', 'Competitive Analysis', 'Summary Report', and 'Data Upload & Analysis'. A video player is visible in the center, and there are sections for 'Recent searches', 'Top searches', and 'Related Reports'.

Step 3: Expand **Graduating Class**. Select **Research & license students with a College Board assessment**. Choose **2019 HS grad class**.

The screenshot shows the 'Graduating Class' filter section. A yellow arrow points to the '2019 HS grad class' option, which is selected. The section is titled 'Graduating Class' and includes a 'Hide graduating class section' link. Below the title, there are three columns: 'Choose years', 'Available for license', and 'New prospects'. The '2019 HS grad class' is selected in the 'Choose years' column.

Choose years	Available for license	New prospects
<input type="checkbox"/> Include all years	8,663,367 students	<input type="radio"/> Include all students
<input type="checkbox"/> 2022 HS grad class	133,794 students	<input type="radio"/> Include only new students not included in my other orders
<input type="checkbox"/> 2021 HS grad class	1,377,464 students	
<input type="checkbox"/> 2020 HS grad class	2,327,988 students	
<input checked="" type="checkbox"/> 2019 HS grad class	2,545,513 students	
<input type="checkbox"/> 2018 HS grad class	2,278,608 students	

Step 4: Expand **Geography** and select your primary market as you define it (e.g., Illinois). If you're not sure, conduct a **Proximity search**—a radius of 155 miles from your campus zip code. (*Institutions ranked outside the top 100 typically enroll a significant portion of incoming students within 155 miles.**)

The screenshot shows the 'Geography' filter section. A yellow arrow points to the 'Proximity search' option, which is selected. The section is titled 'Geography' and includes a 'Hide geography section' link. Below the title, there are two columns: 'Include all students' and 'Include students based on their'. The 'Proximity search' option is selected in the 'Include students based on their' column. Below this, there are tabs for 'Select from map', 'U.S. states & territories', 'Geomarket', 'County', 'ZIP code', 'Metropolitan statistical area (MSA)', 'Proximity search', and 'International'. The 'Proximity search' tab is selected.

Step 5: Expand **College Board Exams**. Add SAT scores first, after selecting **Total Score**. Enter the lowest total score you'll admit and 1600 as your highest score (e.g., 900–1600).

Click **Add Another**, and select **PSAT/NMSQT** and **Total Score**, subtracting 60 points from your

minimum SAT score (to accommodate student score growth). Enter 1520 as your highest score (e.g., 840–1520).

Click **Add Another**. Select **AP Exams** and **Any AP Exam taker**, or select a defined score range (e.g., 3–5).

College Board Exams

Use one or more of the options below or [select saved criteria](#)

Please select score ranges based on the redesigned scores and ranges. We will make the appropriate concordance (if applicable) and select students who meet your criteria, regardless which assessment (previous version or redesigned version) was taken. See the online [Support](#) section for more information.

Include all students
 Include only students who scored within the ranges defined below

Filter by Student's highest exam scores Student's most recent exam scores

Select a College Board Exam	Select section or subject	Define Score Band
SAT	Total Score	900 to 1600 Delete
PSAT/NMSQT	Total Score	840 to 1520 Delete
AP Exams	Any AP Exam taker	Delete Add Another

Search logic (applies to all selections) OR AND

Choose only students who did—or did not—send scores to your institution [Hide score sender options](#)

Include all students
 Include only students who have NOT sent SAT or SAT Subject Test scores to my institution
 Include only students who have sent SAT or SAT Subject Test scores to my institution

Step 6: Hit the orange **Calculate** button and record the number of names available here:

Figure A: (e.g., 65,122)

This is the number of 2019 students residing in your primary market that met your admissions criteria but were never licensed by your institution.

Graduating Class

Research & license students with a College Board assessment [Read more](#)

Choose years	Available for license	New prospects
<input type="checkbox"/> Include all years	8,663,367 students	<input type="radio"/> Include all students
<input type="checkbox"/> 2022 HS grad class	133,794 students	<input checked="" type="radio"/> Include only new students not included in my other orders
<input type="checkbox"/> 2021 HS grad class	1,377,464 students	
<input type="checkbox"/> 2020 HS grad class	2,327,988 students	
<input checked="" type="checkbox"/> 2019 HS grad class	2,545,513 students	
<input type="checkbox"/> 2018 HS grad class	2,278,608 students	

65,122 Students included

[Calculate](#)

You search includes 2% of available students.

Unnamed search [Save](#)

Step 7: In the Graduating Class section, under New prospects, toggle from **Include only new students not included in my other orders** to **Include all students**. Hit **Calculate** again and record the number of names available here:

Figure B: (e.g., 96,424)

This is the total number of 2019 students residing in your primary market that met your admissions criteria, including those licensed by your institution.

Graduating Class

Research & license students with a College Board assessment [Read more](#)

Choose years	Available for license	New prospects
<input type="checkbox"/> Include all years	8,663,367 students	<input checked="" type="radio"/> Include all students
<input type="checkbox"/> 2022 HS grad class	133,794 students	<input type="radio"/> Include only new students not included in my other orders
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<input type="checkbox"/> 2020 HS grad class	2,327,988 students	
<input checked="" type="checkbox"/> 2019 HS grad class	2,545,513 students	
<input type="checkbox"/> 2018 HS grad class	2,278,608 students	

96,424 Students included

[Calculate](#)

Your search includes 3% of available students.

Unnamed search [Save](#)

Step 8: Fill in the blanks with your numbers from steps 6 and 7, and complete this equation:

Figure B (Step 7): (e.g., 96,424)

-

Figure A (Step 6): (e.g., 65,122)

=

Figure C: (e.g., 31,302)

Across all orders, this is the number of 2019 graduates you Searched in your primary market.

Step 9: Fill in the blanks with your numbers from steps 7 and 8, and complete this equation:

Figure C (Step 8): (e.g., 31,302)

/

Figure B (Step 7): (e.g., 96,424)

=

Figure D: (e.g., 0.324 or 32.4%)

%

Figure D shows the percentage of eligible students in your primary market you recruited for the enrolling class of 2019.

Why is the percentage of students you recruited in your primary market important?

As demographics decline and competition increases, every eligible student in your primary market should hear your value proposition. Most institutions are surprised by how many eligible students they missed the chance to Search and recruit.

Here are a few simple ways to improve your primary market coverage:

1. **Avoid overfiltering.** In the primary market, keep criteria simple. Use as few filters as possible. If you must use a filter and “No Response” is an option, always include it. This helps you avoid missing a perfect-fit

student living near your college who skipped a section on the Student Data Questionnaire.

2. **Search more frequently**, ideally with standing orders that deliver new names to you monthly, or with each data load.
3. **Use all test sources** (SAT, PSAT-related assessments, and AP).
4. **Avoid aspirational test score ranges.** Include high achievers as well as all other students you're willing to accept.

If your institution is missing students, it's time to consider implementing some new Search strategies.

For help building orders or changing strategy, request a consultation at research.net/r/consulting or contact: collegeboardsearch@collegeboard.org 866-499-5357

*Grawe, N. D. (2018). Demographics and the demand for higher education. Baltimore, MD: Johns Hopkins University Press.

How many more 2019 enrollments might have resulted from licensing all eligible students in your primary market?

Fill in the blanks below using the numbers from this worksheet and your average funnel conversion rates. For example:

$$1 \quad \frac{65,122}{\text{Figure A (Step 6) Suspects missed}} \times \frac{.10}{\text{Prospect conv. rate}} = \frac{6,512}{\text{Prospects missed}}$$

$$2 \quad \frac{6,512}{\text{Prospects missed}} \times \frac{.20}{\text{App rate}} = \frac{1,302}{\text{Apps missed}}$$

$$3 \quad \frac{1,302}{\text{Apps missed}} \times \frac{.75}{\text{Accept rate}} = \frac{976}{\text{Admits missed}}$$

$$4 \quad \frac{976}{\text{Admits missed}} \times \frac{.18}{\text{Yield Rate}} = \frac{175}{\text{Enrollments missed}}$$

Your analysis:

$$1 \quad \frac{\text{Figure A (Step 6) Suspects missed}}{\text{Figure A (Step 6) Suspects missed}} \times \frac{\text{Prospect conv. rate}}{\text{Prospect conv. rate}} = \frac{\text{Prospects missed}}{\text{Prospects missed}}$$

$$2 \quad \frac{\text{Prospects missed}}{\text{Prospects missed}} \times \frac{\text{App rate}}{\text{App rate}} = \frac{\text{Apps missed}}{\text{Apps missed}}$$

$$3 \quad \frac{\text{Apps missed}}{\text{Apps missed}} \times \frac{\text{Accept rate}}{\text{Accept rate}} = \frac{\text{Admits missed}}{\text{Admits missed}}$$

$$4 \quad \frac{\text{Admits missed}}{\text{Admits missed}} \times \frac{\text{Yield Rate}}{\text{Yield Rate}} = \frac{\text{Enrollments missed}}{\text{Enrollments missed}}$$

How would this many more enrolled students impact your bottom line in 2019?