



An Introduction to Connections Audiences

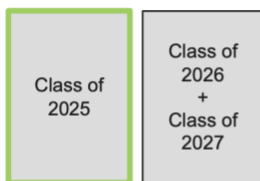
Starting September 2023, your [Access Plan](#) includes Connections, a new, privacy-forward way to reach students taking in-school assessments. In Search, you engage with students by licensing a given number of records, but in Connections, you'll identify groups of students divided into **audiences**. Defining your audiences determines the total pool of students you can further segment in each communication plan.



What Is an Audience?

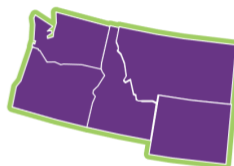
Audiences are groups of students in Connections™ determined by three factors: cohort, geography, and score band. Each Access Plan includes a certain number of audiences—the higher your Access Plan, the more audiences in Connections you'll have access to.

One Graduating Class



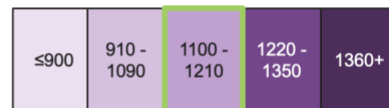
+

One Geography



+

One Score Band



= One Audience

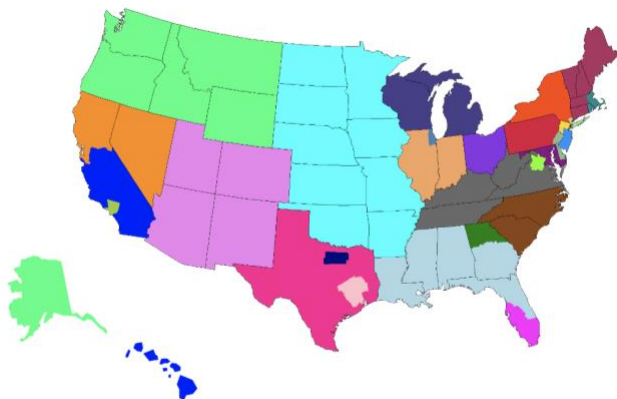
Building an Audience

Step 1: Choose a Graduating Class

- For the 2023-24 plan year, Connections will include 2 cohorts: the graduating class of 2025 and the *combined* classes of 2026 and 2027.
- You'll select 1 of these 2 cohorts when determining an audience.

Step 2: Select a Geography

We've defined 29 distinct domestic geographies* to choose from in Connections:



- AZ, NM, CO, UT
- DC and Northern VA
- DE and Greater Philadelphia
- Greater Chicago
- Greater Dallas-Ft. Worth
- Greater Houston
- Greater Los Angeles
- HI and Southern CA (excluding Los Angeles)
- IL and IN (excluding Chicago)
- KY, TN, WV, and VA (excluding Northern VA)
- LA, MS, AL, GA (Southern), FL (Northern)
- MD
- ME, NH, VT, CT, and MA (excluding Boston)
- MI and WI
- NC and SC
- ND, SD, MN, IA, NE, KS, MO, AR, and OK
- NJ (Northern)
- NJ (Southern)
- Northern GA (including Atlanta)
- NV and Northern CA
- OH
- PA (excluding Philadelphia)
- RI and Greater Boston
- Southern FL
- TX (excluding Dallas-Ft. Worth and Houston)
- WA, OR, ID, MT, WY, and AK

*The following geographies will not be available in Connections in the 2023-24 plan year:

- Long Island
- New York City (excluding Long Island)
- NY State (excluding New York City and Long Island)

Step 3: Specify a Score Band

You can choose from 5 score bands based on the SAT[®] score scale (400–1600). Scores of students who've taken the PSAT[™] 10 or PSAT/NMSQT[®] will be converted to an equivalent SAT score.

≤900	910–1090	1100–1210	1220–1350	1360+
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National Student Access Group

We're opening additional pathways to help you meet your mission and reach students from educationally disadvantaged communities. In addition to creating custom audiences using the three criteria above, you'll also have the option to select a **National Student Access Group** made up of students from high-challenge environments as derived from College Board's Landscape[™] data. The National Student Access Group:

- Includes students from environments with challenge levels of 50th percentile and higher.
- Extends across all score bands and geographies.
- Is divided into 2 cohorts: the class of 2025 and the combined classes of 2026 and 2027.



You can reach the National Student Access Group for 15 of your allotted audiences per cohort (or 30 audiences for both cohorts). Leveraging this benefit of Connections is a great way to expand your reach and support your mission.

Learn more or schedule a consultation at cbsearch.collegeboard.org.

