



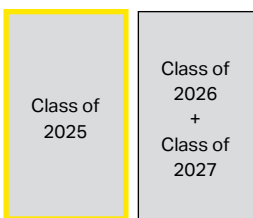
An Introduction to Connections Audiences

Starting September 2023, your **Access Plan** includes Connections—a new, privacy-forward tool 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 student 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

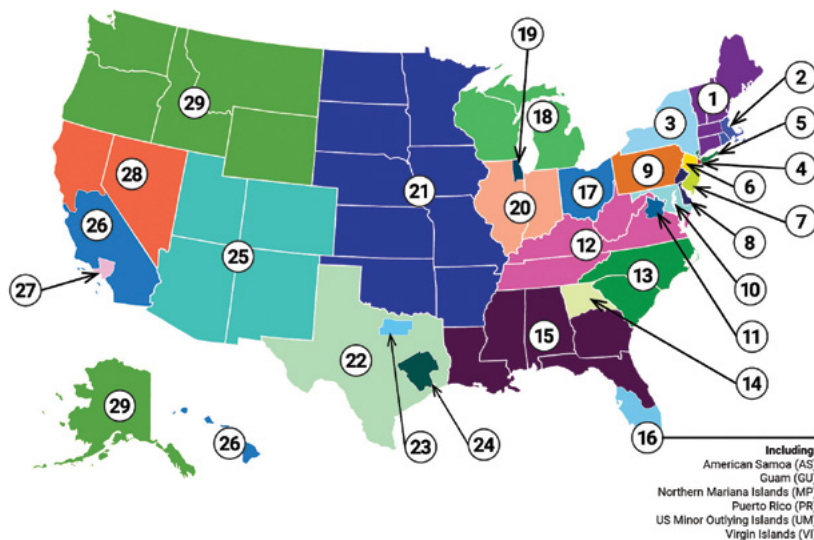
Building an Audience

Step 1 Choose a Graduating Class

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

Step 2 Select a Geography

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



- 1 ME, NH, VT, CT and MA (excluding Boston)
- 2 RI and Greater Boston
- 3 NY State (excluding NYC and Long Island)
- 4 New York City (excluding Long Island)
- 5 Long Island
- 6 NJ (North)
- 7 NJ (South)
- 8 DE and Greater Philadelphia
- 9 PA (excluding Philadelphia)
- 10 MD
- 11 DC and Northern VA
- 12 KY, TN, WV, and VA (excluding Northern VA)
- 13 NC and SC
- 14 Northern GA
- 15 LA, MS, AL, GA (South), FL (North)
- 16 FL (South), AS, GU, MP, PR, UM, VI
- 17 OH
- 18 MI and WI
- 19 Greater Chicago
- 20 IL and IN (excluding Chicago)
- 21 ND, SD, MN, IA, NE, KS, MO, AR, and OK
- 22 TX (excluding Dallas-Ft. Worth and Houston)
- 23 Greater Dallas-Ft. Worth
- 24 Greater Houston
- 25 AZ, NM, CO, UT
- 26 HI and Souther CA (excluding Los Angeles)
- 27 Greater Los Angeles
- 28 NV and Northern CA
- 29 WA, OR, ID, MT, WY, and AK

* The following geographies will not be available in Connections in the 2023-24 plan year:
• Any in the state of New York

Step 3 Specify a Score Band

You can choose from five 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.



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 two 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
cb.org/connectwithstudents