

College Board Connections™

Quick Start Guide

Welcome to Connections™!

Connections™ allows colleges and universities to reach students early in high school and opens a new channel for communication and messaging with the BigFuture School App. Our Quick Start Guide is designed to help you get you on the fast track to connecting with students on BigFuture School. Follow these four easy steps to kickstart your journey with Connections™.

1 Get Access to Connections

In order to use Connections™, your 1st step is getting access. You'll need to **create a College Board Professional Search account**.

From there, you'll want to have your Search Alpha assign you a Search Role.

Lastly, your Primary Manager can then assign you a Connections™ role(s).



[Watch: How to Manage User Access in Connections](#)

2 Set up Your Profile

Creating your institutions Profile within Connections™ can be completed in minutes with just required 4-components:

Cover Image | Logo - Square Avatar | Institution Name | City and State

There are 3 optional components to provide prospective students even more information on your institution:

Institution Description | Logo - Watermark | Inquiry/RFI Form



[Read: Building a Connections Profile](#)

3 Select Your Audiences

Within Connections™ you'll identify a group of students defined as an Audience. Audiences are made up of three components:

Graduating Class | Geography | Score Band

Each Search Subscription Plan is allotted a specific number of Audiences. For pre-planning help, refer to the Audience and Communications Plans Workbook in the Connections Toolkit.



[Practice: Audience Workbook](#)

4 Build Your Communication Plans & Messages

Once you've got your Audience(s), get ready to build your Communication Plan(s). Regardless of Access Plan, all institutions have the same number of Comm Plans and Messages:

10 Comm Plans | 12 Messages per Plan



[Read: Crafting and Deploying a Communications Plan](#)

Within each of the 12 Messages, you have the ability to further segment out your outreach based on 8 criteria options.



[Read: Build Impactful Messages in Message Builder](#)