

TOOLKIT FOR HIGHER ED

Members have asked for resources to better inform students, parents and counselors on the various ways students can get noticed by colleges, universities and scholarship organizations. Enclosed is a toolkit of resources (ready for your institutional branding) for you to use with families and counselors.

This toolkit includes:

- talking points
- 1-pager
- 1 branded slide deck, and 1 unbranded slide deck

TALKING POINTS

College Board research shows that students who are contacted by colleges receive, on average, 29% more offers of admission and are 31% more likely to graduate on time from a four-year institution.

What you do in high school – in and out of class – matters to colleges: **it introduces them to who you are.**

BigFuture School & Connections:

- This year, College Board is launching a new way for students who take in-school assessments to get their test scores and engage in college and career exploration: the BigFuture School mobile app.
- Connections is College Board's new student-centric, privacy-forward feature with the BigFuture mobile app to connect colleges with in-school test takers.
- Students who opt-in will get messages from colleges that might be a good match based on criteria like where they live, what grade they're in, their test score, or their intended college major.
- Connections puts privacy first, giving students and their families more control over when, or whether, they raise their hands to be seen.

College Board Search:

- Participation in Search is free for students, and it's not automatic—students and families choose to sign up and can opt out at any time.
- Research shows that students who participate in Search are more likely to go to—and finish—college.
- Opting into Student Search Service by creating an account at cb.org/studentsearch, building a college list through BigFuture, and prepping for assessments are just some of the ways to show colleges that you're interested in starting a conversation.