

Preparing for the new College Board Search: Frequently Asked Questions

Updated February 2022

What is changing with College Board Search?

After deep consultation with our users and our members, we're creating a new College Board Search that expands our reach, adds new tools for connecting with students, and adopts a subscription pricing model that will allow Search to adapt as your needs and goals change. In September, the new Search will provide features and services that help colleges strategically focus their search and make better recruitment decisions.

We also continue to create new opportunities for students to engage with Search and colleges. Research shows that investing in Search is an investment in students. Students who participate in Search—including first-generation students and students of color—are 25% more likely to enroll in college and 31% more likely to graduate on time.

Why is College Board making this change now?

It's more important than ever to provide colleges and scholarship programs with effective tools to support students on the path to higher education. Search is evolving to meet students where they are, with new tools for connecting and communicating that reflect a more dynamic student-college conversation. In 2021, we opened new channels for students to participate in College Board Search and introduced new features for higher education to bring greater flexibility and focus to recruitment strategy.

This year we're continuing to evolve. Nationwide, 2 in 3 students graduating from high school opt into Search and students are telling us that they are finding colleges in new ways. Search must adapt to help colleges reach and engage with students more strategically.

How will pricing change?

College Board Search is moving to a subscription plan pricing model that our members have told us will serve colleges and universities best. In this new model, institutions will select one or more subscription plans that combine access to a set of services and features that will help them reach and recruit students. Along with these features, each subscription plan will include access to a specific volume of student records.

Moving to a subscription model provides more budgeting certainty for enrollment managers while also offering a wider array of advanced features that make Search

Timeline

February - March:

Complete a Subscription Plan Builder consultation with your College Board Search expert

Early Spring:

Share the plan that best suits your needs so we can start your setup

Late Spring:

We'll share regular updates on features and the new data file layout

September:

New subscription plans and features go live

Search Is Getting Smarter.

Your institution's needs are changing. So are we. The new College Board Search is coming September 2022.

more valuable and effective. Our goal is to make those advanced features more widely available, and a subscription model offers a streamlined way to do that.

This new model also reflects the changing nature of student outreach. Search is adding new students all the time through a variety of channels, giving colleges and scholarship organizations the chance to connect earlier and open an ongoing conversation. A subscription model better fits that more dynamic recruiting environment.

While we believe that subscription plans give institutions the best of Search's features, functionality, and flexibility, institutions that may need more time for a transition can choose to continue ordering on a per-record basis through the 2022-23 academic year.

When will I get more details on the new features?

We will share more information with you about features, including screenshots and pilot program results, starting in late spring of 2022.

What can I do now to learn more and plan for the year appropriately?

We shared information about the new features and subscription plans in January because we know most institutions kick off budgeting and planning at that time. We encourage you to watch this webinar recording and schedule a Subscription Plan Builder consultation with our team to better understand how these changes impact your Search strategy.

Will this have any impact on the data file layouts or other operational elements?

Yes, we expect to make changes to Search's data file layouts, as we have when rolling out other new features we've made available over the years. We realize this often has impacts on your IT and campus systems, so we will make the new file layouts available no later than May 2022 to ensure you have time to make necessary system adjustments before September.

Are you working with CRM and Search vendors?

Yes, we are working with your closest partners to ensure we are successful in supporting you through this transition. This includes courtesy copy of information sent to you and, as appropriate, specific technical vendor briefings.

Your institution is unique, and so is your Search – with the new College Board Search, when your needs adapt, Search will adapt with you. You'll have flexibility and Search will grow with your institution.

Visit [cb.org/newsearch](https://collegeboard.org/newsearch) to view recent webinar recordings, request a consultation, or review pricing information.