Guide to Enrollment Planning Service (EPS)

Search for Students:

- “Start new search” within this tab to research the aggregate data of all students who have taken a College Board assessment in a past or future cohort
Plan Travel:

- “Start new travel plan” to pinpoint the high schools and students you want to reach.

Add as many columns as you like to your report. Ideas include:
- High School Address: City
- High School Address: Street Address 1
- Ethnicity/Race
- Mobility

Click the AI Code in your report output screen to pull up the HS Basic Report for more context on the school!
Research High Schools:

- “Start new search” within this tab to look at data on College Board test-takers to help you characterize the academic environment of different high schools and understand how their students fit into your enrollment mix or goals.

- Mobility can be a helpful metric in looking back at past cohorts SAT score sending patterns when you are targeting schools out of your home state. Students are defined as having Out-of-State mobility when they have sent 50% or more of their SAT score reports to schools outside of their home state. All HS basic reports have mobility of SAT takers on their profiles like the example here:
Competitive Analysis:

1. Click “Create a custom list of up to 12 competitors”

2. Type in names or DI codes of competitors, highlight, and select “add”.
3. Select “Customize student geography on next page”

4. Select geographic area of your choice and click Continue

5. Change Step 1 to “High School name”
6. Click “yes” when you see this pop-up

7. Click “Create report”

Tips & Tricks:

- Remember that many reports are available and updated for you in EPS. Check the HE Portal on a regular basis for your EPS Executive Summary Reports that are auto-updated weekly for a point-in-time look at your SAT score senders, top feeder geomarkets and high schools, and closest competitors.

- Utilize EPS Basic Reports to look at your current reach in states, geomarkets or high schools and see your top competitors in any state, geomarket or high school specifically.

- You cannot break EPS! While some reports will be easier to digest and use with limited data points or areas, you can try whatever you like in your research.

- Error messages are often due to browser issues. EPS works best in Chrome or Firefox. Clearing your cache or resetting your browser will fix most errors on reports.

- If you create a report you find particularly helpful, save and share with colleagues and go back to all saved reports in the “My Searches, Orders and Files” anytime.

- Under Other College Board Reports, you’ll find a detailed HS Directory report included in your subscription to the service.
Practice Exercises:

1. Using the Competitive Analysis steps, analyze a geomarket and identify specific high schools in that geomarket where your competitors have market share you could leverage in the future. Be creative as this could be looking at where similar peer schools, other schools in your state, or those with most overlap already (etc.) might have a presence that could work to your advantage. Choose the top 5 schools you might target for visits in the geomarket and explain why.
   
   a. **Extra Credit**—remember to click the HS AI Code in your output screen to review the HS summary reports to help make your case on why the school is worth travel resources

2. Use the Plan Travel steps to identify a list of 10 high schools in a geomarket you know your campus is targeting for fall recruitment and connect your choices to institutional goals.
   
   a. **Extra Credit**—import the schools into a Google Map using the EPS Google Maps instructions