

Guide to Enrollment Planning Service (EPS)

Search for Students:

My Searches, Orders & Files | Amanda Sohl | Support

Sample College

College Board **Search**

Home Search for Students Plan Travel Research High Schools Competitive Analysis Summary Report Data Upload & Analysis

Search for Students

Recent searches

You have no top searches.


See all saved searches in My Searches, Orders & Files >

Top searches

Related Reports

College Board Reports
Reports and other resources to inform your enrollment activities

High School Projections
Forecasted data on the number of public high school seniors and graduates by state and geomarket



Getting Started [Start new search](#)

Search for Students is the heart of College Board Search. Whether you want to license a list of names and addresses or conduct research using the complete College Board database of college-bound students, you're in the right place.

Once you click **Start new search** or select one of your saved searches from the list to the left, you'll be able to:

1. **Select criteria:** You can choose from a variety of options to define

IMPORTANT INFORMATION

New Data File Layout for 2020-2021

The Data File Layout has been updated! The structure of the layout has not significantly changed - fixed-width data files contain the same total characters, but some existing fields are repurposed, and certain field lengths modified. Please see [Important Documents](#) - Current Data Layouts - for the new layout and sample files.

Regional Search Strategies WEBINAR SERIES

July 15-17, times vary by region

Join us for a free webinar to

- "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

Search for Students

Select Criteria View Dashboard Submit Order

Graduating Class Hide graduating class section

Research only [Read more](#)
Years available: 2015 - 2023

Choose years	Available Students
<input type="checkbox"/> Include all years	26,060,660 students
<input type="checkbox"/> 2023 HS grad class	1,063,774 students
<input type="checkbox"/> 2022 HS grad class	2,596,434 students
<input checked="" type="checkbox"/> 2021 HS grad class	3,120,476 students
<input type="checkbox"/> 2020 HS grad class	3,399,690 students
<input type="checkbox"/> 2019 HS grad class	3,436,506 students
<input type="checkbox"/> 2018 HS grad class	3,373,210 students
<input type="checkbox"/> 2017 HS grad class	3,159,326 students
<input type="checkbox"/> 2016 HS grad class	2,986,790 students
<input type="checkbox"/> 2015 HS grad class	2,924,454 students

Your Selections

HS grad class

X 2021 HS grad class

3,120,476
Students included

[Calculate](#)

100%
Your search includes 100% of available students.

Unnamed search

[Save](#)

Options

Graduating Class

Geography

College Board Exams

Demographics

High School Academic Performance

Intended Major

Plan Travel:

Unnamed search Save

Step 1
Define Your Territory
Geomarket: TX - TX02 - El Paso

Step 2
Set Student Attributes
Graduating Class: 2019 HS grad class, 2018 HS grad class (most recently graduated)
PSAT/NMSQT: Total Score 1000-1520 (Old PSAT/NMSQT CR+M Score 92 - 149) OR
SAT: Total Score 1040-1600 (Old SAT CR+M Score 960 - 1600)

Step 3
Set High School Attributes

Step 4
Customize Results >

Overview

Map

Custom Charts

Report Builder

Build Your Report Options ▾

Select rows and columns to create a custom report that you can export to an Excel spreadsheet.

Step 1: Select a score sender option

All Students ▾

Step 2: Select a row

High school name ▾

Step 3: Customize your report

The columns listed below are based on your search criteria and you add to, delete or reorder them.

+ Add column
Create report

High School Name	✕
AI Code	✕
State/Province	✕
Test Taker	✕
Total	✕

+ Add column
Create report

[Reset report columns](#)

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

Report Builder Tips

- To delete a column from your report, click the corresponding X
- To add a column, click **Add column** and select the criterion you'd like to include.
- To reorder columns, drag criteria to the desired positions. Regardless of the order you select, high school columns will always be grouped in columns to the right.

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

Sample College
Unnamed search

View search summary

Name	AI Code	State/Province	Test Takers		Race						
			Total	Am	spanic	Puer					
Lane Technical High School	140640		171	12		8					
Neuqua Valley High School	143108	IL	163	3		3					
Adlai E. Stevenson High School	143550	IL	152	1	60	2	1	0	4	0	142
Lockport Technical High School	143055	IL	144	40	40	0	0	0	0	4	140

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:

Research High Schools

Unnamed search
Save

Step 1
Define Geography

U.S. states & territories:
Pennsylvania

Step 2
Set High School Attributes

High school setting: Rural area

Step 3
Set Student Attributes

Graduating Class: 2019 HS grad class (most recently graduated)
Mobility: Out-of-state

Step 4
Customize Results

Overview
Map
Custom Charts
Report Builder

Build Your Report Options ▾

Select rows and columns to create a custom report that you can export to an Excel spreadsheet.

Step 1: Select a score sender option

All Students & My SAT Score Sender ▾

Step 2: Customize your report

The columns listed below are based on your search criteria and will be included in your report as shown unless you add to, delete or reorder them.

Add column
Create report

High School Name	⊗
Code	⊗
State/Province	⊗
SAT Taker	⊗
Total	⊗
12th Grade Enrollment	✕
PSAT Total Score - Bands	✕
820-910	✕
920-1010	✕
1020-1110	✕
1120-1210	✕

Report Builder Tips

- To delete a column from your report, click the corresponding **X**
- To add a column, click **Add column** and select the criterion you'd like to include.
- To reorder columns, drag criteria to the desired positions. Regardless of the order you select, high school columns will always be

Consider selecting "All Students & My SAT Score Sender" in Step 1 to see your market share and reach at all high schools in your report!

- "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:

Demographics

	Volume		Average SAT Total Score	
	All SAT Takers	Your Score Senders	All SAT Takers	Your Score Senders
Mobility				
In-State	227	0	1189	n/a
Out-of-State	303	2	1245	--

Competitive Analysis:

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

The screenshot shows the 'Competitive Analysis' interface. At the top, there is a search bar labeled 'Unnamed search' with a 'Save' button. Below the search bar is a sidebar with three steps: 'Step 1 Define Your Competitors', 'Step 2 Set Student Attributes', and 'Step 3 Customize Results'. The main content area is titled 'Define Your Competitors' and includes the instruction: 'Include all competitors that share your SAT score senders, handpick competitors or search for competitors by defining institutional attributes.' There are three radio button options: 'Top 100 competitors that share your SAT score senders', 'Create a custom list of up to 12 competitors' (which is selected), and 'Search for competitors using institutional attributes (top 100 competitors)'. A 'Continue >' button is located at the bottom right of the main content area.

2. Type in names or DI codes of competitors, highlight, and select "add".

The screenshot shows the 'Competitive Analysis' interface at the 'Create a Custom List' step. The sidebar shows 'Step 1 Define Your Competitors' as the active step. The main content area is titled 'Create a Custom List' and includes the instruction: 'Use one or more of the options below or select saved criteria'. Under 'Available institutions', there is a search bar labeled 'Search by name or DI code' with the placeholder text 'Enter an institution name or DI code'. Below the search bar is a list of institutions, including 'University Of Texas Rio Grande Valley (6568)', 'University Of Texas Tyler (0389)', 'University of Texas El Paso: Upward Bound Program (8419)', 'University of Texas Fort Worth: Ed Oppt Center (8659)', 'University of Texas Medical Branch at Galveston (6887)', 'University of Texas at Arlington (6013)', 'University of Texas at Austin (6882)', 'University of Texas at Brownsville (6825)', 'University of Texas at Dallas (6897)', 'University of Texas at El Paso (6829)', 'University of Texas at San Antonio (6919)', and 'University of Texas at Tyler (6850)'. There are 'Add >' and '< Remove' buttons between the list and a 'Your competitors' box on the right. The 'Your competitors' box currently contains '(No competitors)'. At the bottom of the main content area, there are 'Save list' and 'Save competitors list for future use' buttons. At the very bottom of the interface, there are '< Back' and 'Next Step >' buttons.

3. Select “Customize student geography on next page”

Competitive Analysis

Unnamed search **Save**

Step 1
Define Your Competitors
University of Texas at Austin (6882), Trinity University (6831), Texas A&M University - San Antonio (5956), Texas A&M University (6003), Texas State University (6667)

Step 2
Set Student Attributes

Step 3
Customize Results

Set Student Attributes

First, select the graduation year and geographic origin of the students you'd like to include in your analysis.

Graduating Class

- 2018 HS grad class (most recently graduated)
- 2017 HS grad class
- 2016 HS grad class

Student Geography

- Include all (U.S. states and territories and international regions)
- Include only U.S. states
- Include only international regions
- Customize student geography on next page

Next, select the additional student criteria you'd like to use in your search. Hover over a magnifying glass icon to preview the values for each criterion.

College Board exams

- AP Exams
- PSAT/NMSQT
- PSAT 8/9
- SAT
- SAT Subject Tests

Demographics

- Ethnicity/Race
- Sex
- Low SES
- Family income
- Mobility
- 1st gen/Parent ed
- Languages

High school academic performance

- Grade point average (GPA)
- Class rank

Other attributes

- Intended major
- ROTC plans & history
- Segment Analysis

Show additional criteria

[Back](#) **Continue**

4. Select geographic area of your choice and click Continue

5. Change Step 1 to “High School name”

Competitive Analysis

Unnamed search **Save**

Step 1
Define Your Competitors
University of Texas at Austin (6882), Trinity University (6831), Texas A&M University - San Antonio (5956), Texas A&M University (6003), Texas State University (6667)

Step 2
Set Student Attributes
Graduating Class: 2018 HS grad class (most recently graduated)
Geography: TX - TX02 - El Paso

Step 3
Customize Results

Build Your Report

Select rows and columns to create a custom report that you can export to an Excel spreadsheet.

Step 1: Select a row

Competitors

Step 2: Customize your report

The columns listed below are based on your search criteria and will be included in your report as shown. If you left the row value as “Competitor name” in Step 2, you can add to, delete or reorder columns.

College Name

- DI Code

Test Taker

- Total

Report Builder Tips

- To delete a column from your report, click the corresponding X
- To add a column, click **Add column** and select the criterion you'd like to include.
- To reorder columns, drag criteria to the desired positions. Regardless of the order you select, high school columns will always be grouped in columns to the right.
- To change your search criteria

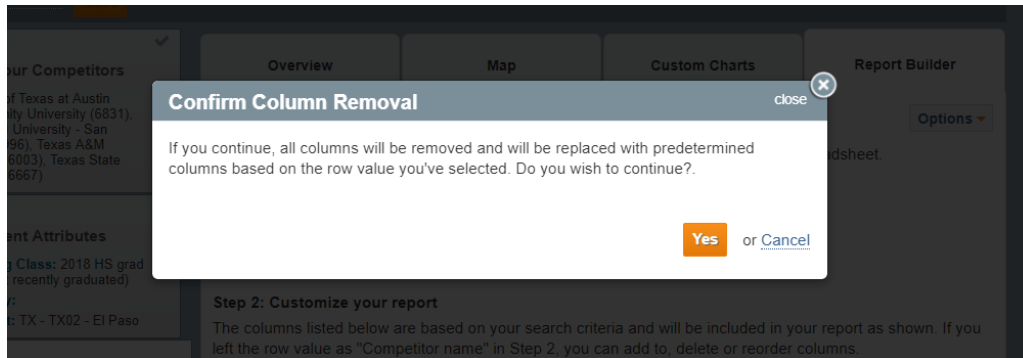
Options

Reset report columns

College Name **Add column** **Create report**

Test Taker **Add column** **Create report**

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

Summary Reports

Enrollment Planning Service Executive Summary Report

Extensive and detailed reports on students who sent SAT scores to your institution are now available on the Higher Education Reporting portal. [Go to HE Portal](#) to access these reports and the SAT Dashboard.

Enrollment Planning Service Basic Reports

Detailed profiles comparing students who sent scores to your institution to all test-takers

[State](#)[Geomarket](#)[High School](#)

High School Projections

A three-year forecast of the number of public high school seniors and graduates, by geomarket, in the states you select

[View projections](#)

AP Score-Sender Reports

An in-depth profile of the students who sent AP scores to your institution

[▶ Show AP reports](#)

Other College Board Reports

A variety of reports, including the SAT Report on College and Career Readiness and PSAT/NMSQT State Summary Reports, to inform your enrollment activities

[▶ Show College Board reports](#)

News

- Check out the new [EPS Executive Summary Interpretive Guide](#) (.pdf/109KB) for the Higher Ed portal!
- Go to the Summary Reports tab to view the most recent AP reports for your organization.
- Check out the [FAQs](#) section in Support for additional information
- [EPS Training Exercises](#) (.pdf/2.5MB)

[More news](#)

Helpful Resources

- [Enrollment Planning Service Essentials](#)
- [Beyond the Basics: Summary Reports](#)
- [Training Opportunities](#)
- [EPS Training Exercises](#) (.pdf/2.5MB)

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