

Five Ways to Think Differently About Building Your Class

College Board Search offers unique solutions to help you connect with the students you're looking for. Read below for tactics to help you adjust your enrollment strategy for today's realities.

1. Communicate with all students available in your markets

Because of covid-19, many students have been unable to take a College Board assessment this fall. Starting in October, College Board began adding all eligible students to the Search database, whether or not they have an assessment score on file. Now you can connect with any student who has opted in to start hearing from colleges. This significant change in student name availability allows enrollment leaders to reach new college-bound students who are eager to learn more about college opportunities. You can find and connect with these prospective students by conducting a search without using the "student exams" filter.

2. Target students who've shown interest in you

Adding College Board's newest Search tool, [Interest in My College \(IMC\)](#), to your search strategy is a great way to identify students in your searches who have "raised their hand" via College Board's [BigFuture™ site](#). IMC students have created a list of colleges and universities in which they are most interested. Data show that students who build college lists also demonstrate high academic achievement. To learn more about IMC or to schedule a demo, contact your College Board representative or [request more information here](#).

3. Saturate Your Primary Market Early and Often

Institutions that search for students at a few set times each year might start considering a more dynamic and responsive approach. The best practice is to saturate your primary market by picking up all the seniors who are not already in your Search campaigns and talk to them directly about applying. College Board Search has been adding students who have opted in online throughout the year, and you may be surprised by how many more students are available in your backyard. College Board Search deduplicates against your prior orders, and you can use a standing order to have new names delivered monthly. Search widely and search often to maximize your efforts! You can easily expand your reach by including:

- **Score bands from PSAT-related assessments**, adjusted roughly 60 points lower than your SAT score band to give room for score growth.
- **AP® assessment takers**. A 2013 study¹ showed AP participants, regardless of score, had higher four-year graduation rates than students who did not take an AP Exam.

¹ Mattern, K. D., Marini, J. P., and Shaw, E.J. (2013) *Are AP Students More Likely to Graduate on Time?* New York: The College Board.

- **All students.** As of October 2020, you can also search for students who have not yet had the opportunity to take an exam. Performing “sweep-up” search in your most important markets without using assessment scores will help ensure you are reaching all the students in these critical markets.

4. Extend your senior search timeline

Covid-19 has changed the search timeline for some students in the class of 2021. Consider extending your senior searches into January 2021 or later. To avoid delay in reaching qualified students once they become available, consider:

- Setting up a standing order to deliver new names that meet your defined criteria monthly. You determine your end date and maximum volume.
- Duplicating your initial senior search order(s) and place them again, effectively sweeping the database for new students who are deduplicated from your prior orders.

5. When in doubt, begin a new order

College Board Search allows you to easily duplicate prior orders—this is a convenient option, but given the disruption of covid-19, you might want to start fresh and build new orders to ensure that you finish the recruitment cycle confident that you found all the qualified students in your most important recruitment areas.

Ready to learn more?

Fill out our [consultation request form](#) or email collegeboardsearch@collegeboard.org to schedule a consultation with a Search expert.