

# Search Is Getting Smarter

Your institution's needs are changing. So are we.  
**Meet the new College Board Search.**



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# Today's Panel



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# Today's Focus

The Value of College Board Search: Background & Context  
Search is Changing: Why, How & When?  
Questions, Discussion & Next Steps

# 1 million

students added in December with  
the PSAT/NMSQT data load

# 3.3 million

students available today in the  
classes of 2023, 2024 & 2025

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## College Board Search is...

- The way thousands of colleges, universities, and scholarship programs connect with more than 5.7 million students, **with reach across all cohorts back to pre-pandemic levels**
- A platform students choose to opt into
- Making a difference in college enrollment and completion

# Search is Good for Students

**23%**

**more likely to apply**

at four-year colleges than similar students who aren't identified through Search.

**25%**

**more likely to enroll**

at four-year colleges than similar students who aren't identified through Search.

**31%**

**more likely to graduate**

in four years than similar students who weren't identified through Search.

**Enrollment**

**34%** For **Hispanic students**  
**25%** For **Black students**  
**24%** For **American Indian/Native Alaskan students** who receive outreach via Search

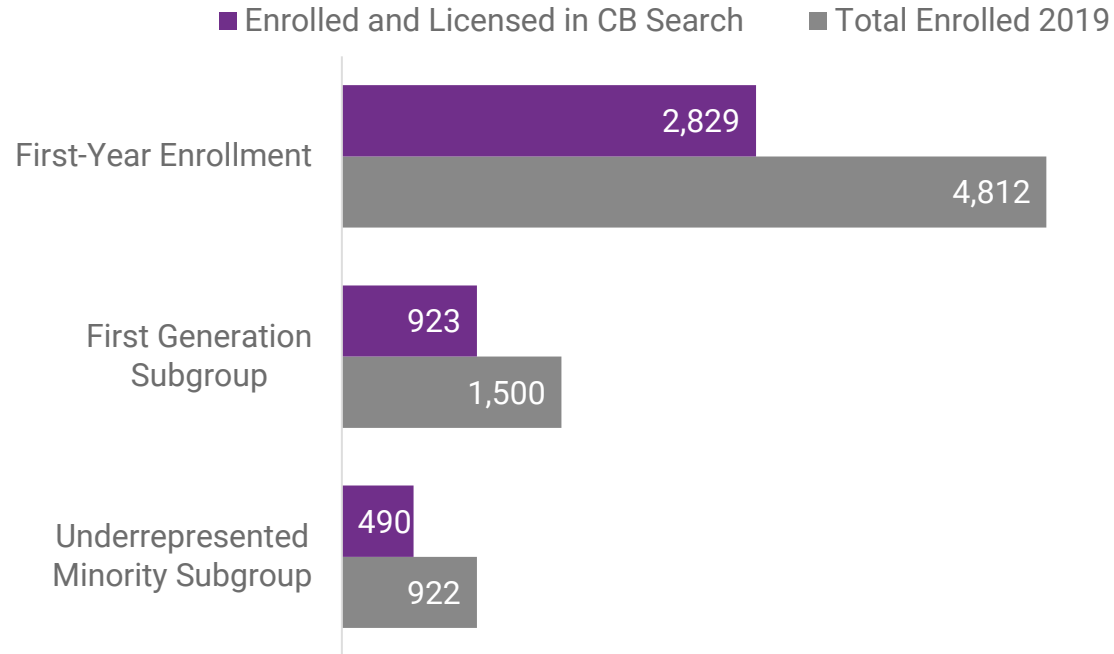
**Completion**

**43%** For **Hispanic students**  
**40%** For **Black students**  
**48%** For **American Indian/Native Alaskan students** who receive outreach via Search

# The Value of Search for You

College Board, through a partnership with National Student Clearinghouse, can express your institution's yield of names licensed through College Board Search.

### Search Value for Sample College



College Board Search is a critical source for Sample College. In 2019, Search helped Sample College find:

**59%**  
of all  
enrolling 1<sup>st</sup>  
year  
students

**62%**  
of enrolling  
first gen  
students

**53%**  
of enrolling  
under-  
represented  
minority  
students



More applications and enrollments are the top priorities for 2022-2023

In-person travel this spring is more likely, though virtual events are still of interest

# Search is reliable, customizable and vital for higher education

## HE Search Survey, November 2021



Search users have a positive perception of College Board Search

90%

of respondents indicate that College Board has a highly or moderately valuable role in recruitment and enrollment for their campus



Respondents are most satisfied with the geographic distribution and academic quality of inquiries sourced from College Board Search

# Why Search is Changing



# Why Search is Changing

**We are driven by our members.** You've asked for new ways to reach new students and **we've listened.** The new College Board Search brings features and services that help you strategically focus your Search to make better recruitment decisions.



Your institution is unique and so is your Search



Students are changing how they find colleges



Search is good for students and together we can make it even better

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## **Strategic Advisory Groups**

Expert leaders and users who advise on recruitment and enrollment challenges, opportunities, and needs; & on offerings, rollout and communication

## **Feature Pioneer Groups**

Power users who advise on key feature sets to help us define the feature concepts

## **Feature Working Groups**

Expanded, flexible groups who provide feedback on functionality and user interface

Changes to College Board Search are developed through collaboration with various groups of enrollment leaders

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# What We Heard from Higher Ed

*College Board should both deliver new value to Higher Ed and set out to transform the process itself*

*We are interested in and willing to invest mission focused outreach*

*In addition to valuing the quality, reliability, and scale of College Board data, we are looking for: earlier and deeper data, more qualified leads, and targeting tools*

# Higher Ed Priorities

## Key value elements

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### ACCESS AND IDENTIFY STUDENTS

- Large scale pool, earlier entry
- Analytics & tools to identify & qualify students
- New and deeper data (parent info, AP coursework, major/career interests, Landscape)



### INTERACT AND COMMUNICATE

- Customized and flexible college content on BigFuture



### STREAMLINED SERVICE AND BEST PRACTICES

- Living record that updates as students change
- Access to professional development and support

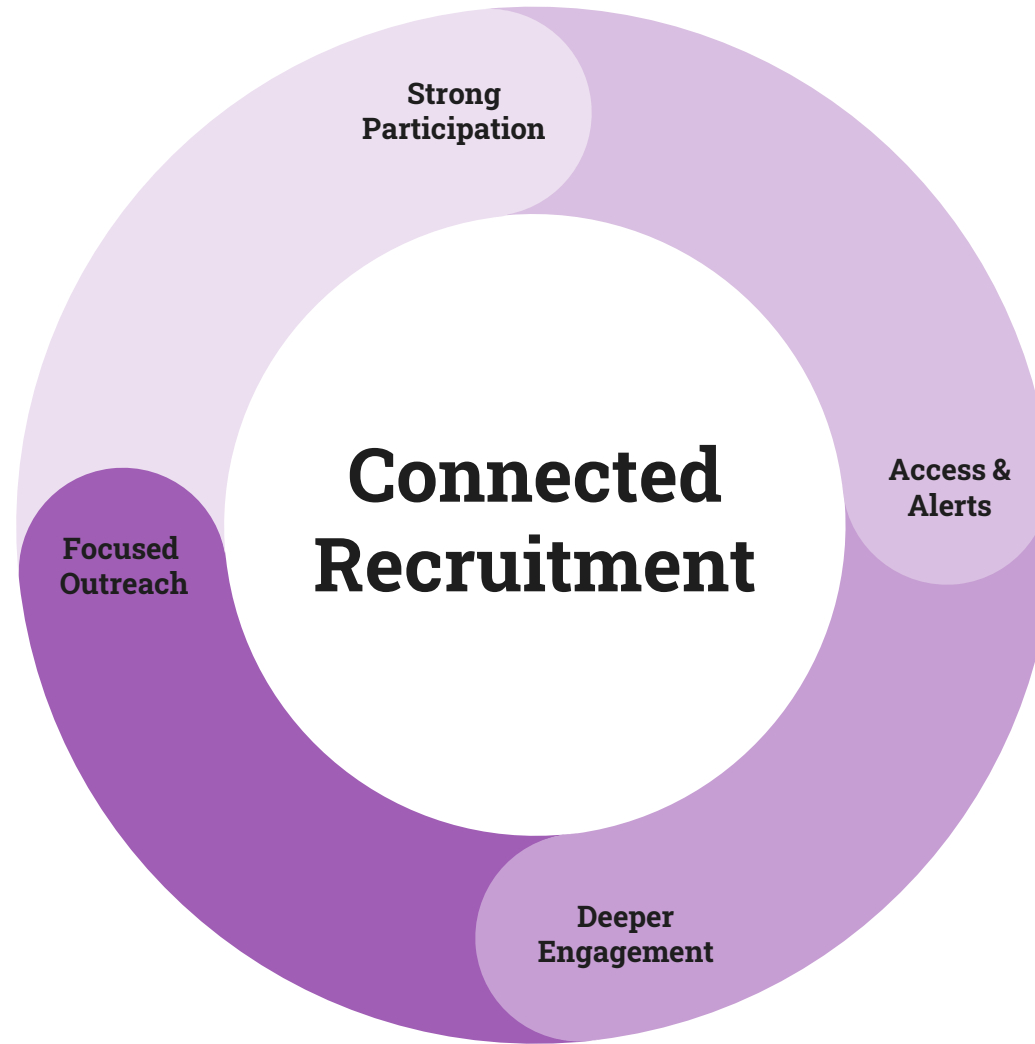
# Building From a Strong Foundation

## 5.4 Million Participants

- Students can now easily join Search anytime, even if they have not yet taken a CB exam.
- With these new opt in channels, students are joining earlier.

## Focused, Efficient Outreach

- Interest in My College for all initiative provided access to hand-raisers who are 10x more likely to apply.
- Receiving relevant outreach inspires students to tell their friends about Search.



## Immediate Access & Monthly Match Notifications

- Institutions can reach out to students as they join Search throughout the year.
- Monthly prospect notifications keep you aware when new students join.

## Ongoing BigFuture™ Engagement

- Millions of students turn to BigFuture for free resources to stay on track for college.
- Students create and update their college lists over time to let colleges know they're interested.

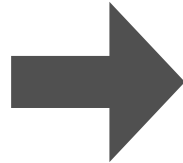
# How Search is Changing

# College Board Search Subscription Plans

- Combining access to names and features/services
- Giving you flexibility to customize based on your institution's specific needs

## Current Search

- Student records are licensed on a per-record basis
- Feature and services are offered at a flat-rate a la carte



## New Search

- Colleges can select from a series of subscription plans
- As each plan level goes up, it includes:
  - Access to more student records
  - More included features and services
- Colleges can combine or “stack” plans to more precisely reach their desired prospect pool
- Features can also be added to plans a la carte

Fulfill your mission  
by maximizing your  
**reach, results, and  
return on investment**

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The new Search will grow with  
your institution, and gives you  
the ability to:

- Communicate earlier and more deeply with students
- Build and shape a diverse, vibrant class while connecting with students you may have missed in the past
- Strategically respond to student needs



# Overview of Features



## Essential Information

Use core Search filters, including ZIP code searching and Interest in My College (IMC), to place orders.



## National Recognition Programs

Broaden your outreach by connecting with underrepresented students who have been awarded National Recognition.



## Enrollment Planning Service

Research high schools, design efficient travel plans, and create compelling marketing messages.



## Interest in My Peers

Connect with students who are likely to enroll because they've demonstrated interest in similar institutions.

# Overview of Features



## Segment Analysis Service

Identify prospective students based on where they live and learn.



## Parent/Guardian Contacts

Engage parents/caring adults who are eager to participate in college planning with their student.



## Landscape Context

Understand students' accomplishments in the context of the opportunities available to them.



## Living Record

Use updated information to personalize your outreach, reconnecting as students engage with College Board over time and refine their college path.

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# Overview of Features



## Student Plans and Preferences

Target your campaigns based on the college plans and preferences that students share with College Board.



## Search Optimization Service

Review and analyze your orders, understand peer benchmarks and consult with our experts to shape your Search strategy.

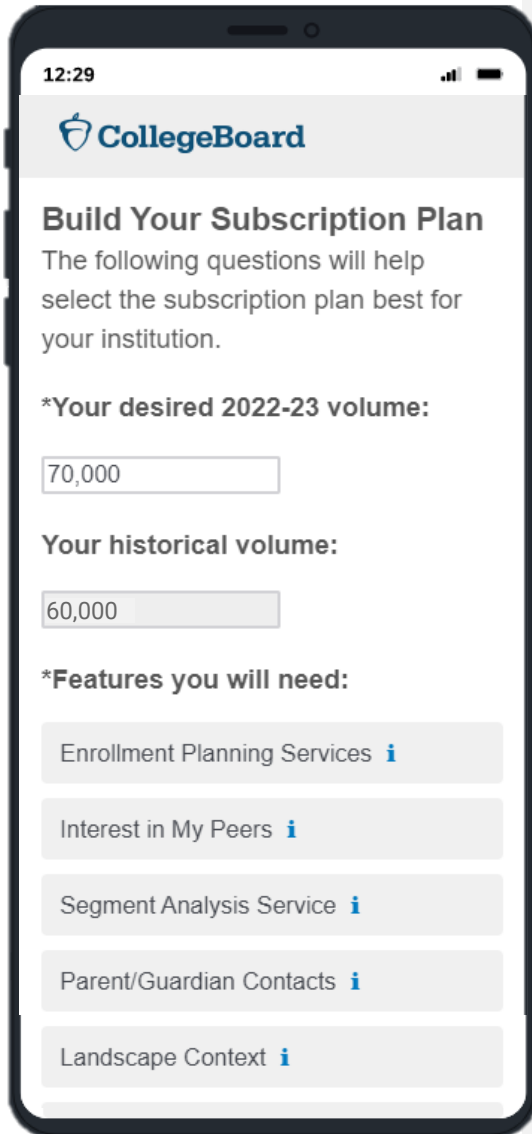
# Overview of 2022-2023 Subscription Plans

	Access A*	Access B	Access C	Access D	Access E	Access F	Access G	Access H
	\$3.75k	\$10k	\$25k	\$50k	\$100k	\$200k	\$300k	\$500k
<b>Features Included</b>								
Essential Information (includes Interest in My College and ZIP Code Search)	●	●	●	●	●	●	●	●
National Recognition Programs	●	●	●	●	●	●	●	●
Enrollment Planning Service™			●	●	●	●	●	●
Interest in My Peers				●	●	●	●	●
Segment Analysis Service™				●	●	●	●	●
Parent/Guardian Contacts					●	●	●	●
Landscape® Context					●	●	●	●
Living Record						●	●	●
Student Plans and Preferences						●	●	●
Search Optimization Service							●	●
<b>Number of Records Included</b>	<b>7.5k</b>	<b>20k</b>	<b>50k</b>	<b>100k</b>	<b>200k</b>	<b>400k</b>	<b>600k</b>	<b>Unlimited</b>

\* The Access A Plan is not stackable.

# A la Carte Pricing Per Year

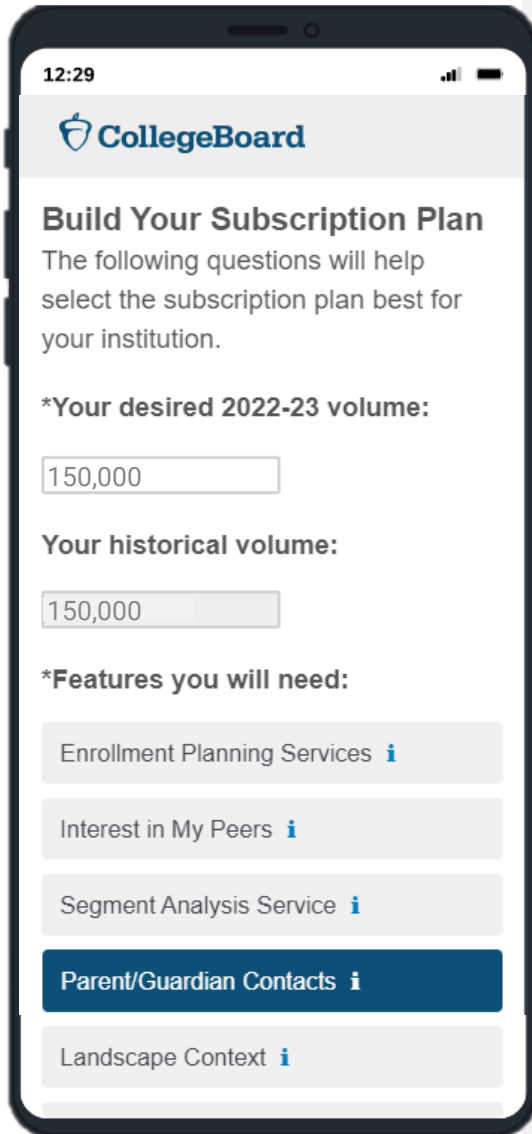
Essential Information	National Recognition Programs	Enrollment Planning Service™	Interest in My Peers	Segment Analysis Service™
Included in all plans	Included in all plans	\$10k/account	Add 80% to the relevant plan price	\$20k/account
Parent/Guardian Contacts	Landscape® Context	Living Record	Student Plans and Preferences	Search Optimization Service
Add 80% to the relevant plan price	Add 50% to the relevant plan price	Add 50% to the relevant plan price	Add 25% to the relevant plan price	\$20k/account



## Your Recommendations

The following recommendations are based on the data you provided through the plan builder.

	Option 1	Option 2
Plans	Access C Access B	Access D
Volume Included	70,000	100,000
<b>Features Included or A La Carte</b>		
Essential Information (includes Interest in My College and ZIP Code Search)	Included	Included
National Recognition Programs	Included	Included
Enrollment Planning Service™	Included	Included
Interest in My Peers		Included
Segment Analysis Service™		Included
Parent/Guardian Contacts		
Landscape® Context		
Living Record		
Student Plans and Preferences		
Search Optimization Service		
<b>Cost</b>	\$35,000	\$50,000
	Email an Estimate	Email an Estimate



## Your Recommendations

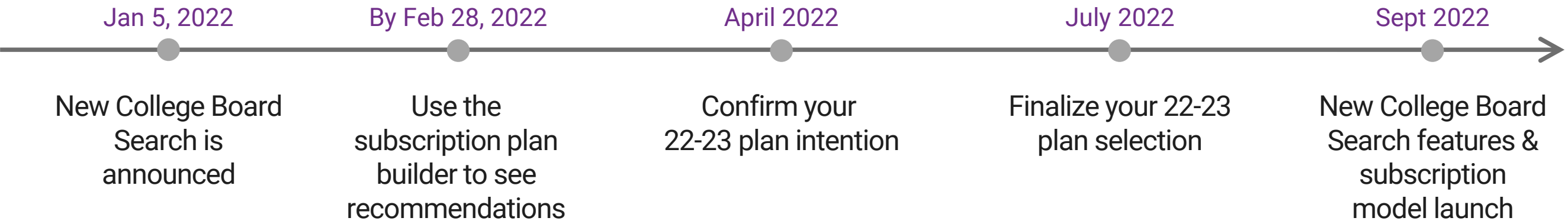
The following recommendations are based on the data you provided through the plan builder.

	Option 1	Option 2
Plans	Access D Access B Access B Access B	Access E
<b>Volume Included</b>	160,000	200,000
<b>Features Included or A La Carte</b>		
Essential Information (includes Interest in My College and ZIP Code Search)	Included	Included
National Recognition Programs	Included	Included
Enrollment Planning Service™	Included	Included
Interest in My Peers	Included	Included
Segment Analysis Service™	Included	Included
Parent/Guardian Contacts	A la Carte	Included
Landscape® Context		Included
Living Record		
Student Plans and Preferences		
Search Optimization Service		
<b>Cost</b>	\$144,000	\$100,000
	Email an Estimate	Email an Estimate

# When is Search Changing



# 2022 Key Dates



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# Next Steps

- Review your Search budget with your team
- Review your Search projects and priorities and access your team's capacity

## **This includes:**

- System needs
  - Training needs
  - Recruitment marketing & collateral
- You'll receive an invitation to access our subscription plan builder tool with your College Board Recruitment & Enrollment Solutions contact

# Questions & Discussion