

Segment Analysis Service

Getting the Most from Your Data

As a Segment Analysis Service™ (SAS) user, you have substantial data to inform admissions funnel decisions, but are you leveraging all the data SAS offers? Have you aligned your Search efforts to your SAS historical reports to support your larger enrollment goals? Take these five actions to be sure you're taking advantage of all the benefits of Segment Analysis Service.

Tip 1: Segment your historical tagging reports

If you haven't done so already, break out your historical tagging reports by in-state and out-of-state. There may be populations that you want to leave out of your historical reports because of their enrollment patterns at your institution. For example, if you're a small college that enrolls a significant number of athletes, you may consider leaving athletes out of the tagging to get a truer sense of who you enroll in your traditional population.

Tip 2: Read cluster descriptions

As you review your historical tagging reports, remember to read the cluster descriptions closely to learn details of your most popular clusters. Read through the descriptions of clusters that are desirable for your institution, and target some of those clusters via Search.

Tip 3: Prioritize CRM data tracking and periodic tagging

Using SAS identifies shortcomings within your internal admissions funnel data tracking. For example, some campuses don't track suspects in their CRM, but it's important to do this to take full advantage of SAS. By tracking suspects, you can be certain your SAS reports reflect your success in moving suspects to prospects, which is critical in order to view the entire admissions funnel and make strategic Search decisions.

Don't forget to attach cluster data to individual student records in your CRM. This way your internal reports include the cluster data you need to track how your pool is building. As the recruitment cycle progresses, make use of the Periodic Tagging option to track all the students in your admissions funnel by cluster.

Tip: Plan for Periodic Tagging to be done every month or twice per month.

Tip 4: Building Search orders using SAS clusters

Now that you have analyzed your historical data and have a solid understanding of your current and most desirable clusters, it's time to start building your orders using SAS clusters.

There are many strategies for using SAS clusters in Search orders. We suggest you contact your College Board representative to discuss your orders and how to be as strategic as possible. Keep in mind that while filters in Search are useful, they can keep students out of your orders. When Searching in your most important markets, be as comprehensive as possible so you don't miss qualified students. Plan to license names frequently because new names are being added to the database consistently.

Tip 5: Use standing orders for your top clusters

As you plan out your Search orders, consider using the Standing Order option for your top SAS clusters. Standing orders give you the ability to recruit qualified students on a consistent basis by delivering names to you at the beginning of each month for the markets you rely on most. Standing orders can be set to a maximum number of students so you don't go over budget. High school seniors are continually added to the database, giving you a chance to build your class throughout the fall and spring of senior year. This helps guarantee you recruit every possible qualified student.

Additional tips:

Here are ways to prevent you from missing qualified students in your Searches:

1. **Avoid over-filtering.** Especially in your primary market, keep criteria simple. Use as few filters as possible. If you must use a filter and "No Response" is an option, always include it. This way you won't miss a perfect-fit student living near your college who skipped a section on the Student Data Questionnaire.
2. **Search more frequently,** ideally with standing orders that deliver new names to you monthly, or with each data load.
3. **Use all test sources** (SAT[®], PSAT-related assessments, and AP[®]).
4. **Avoid aspirational test score ranges.** Include high achievers as well as all other students you're willing to accept.
5. **Include "No Response" and "Undecided" students if you're using majors in your Search criteria.**

For help building orders or changing strategy, request a consultation at [cb.org/CBsearchconsultation](https://collegeboard.org/CBsearchconsultation) or contact:

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866-499-5357