

# Five Search Strategies for Community Colleges in the time of COVID-19

The Covid-19 pandemic has impacted the lives of students around the world, particularly when it comes to the college admissions process. Students need new ways of connecting with colleges during this challenging time. College Board Search is the nation's largest database of college-bound students qualified with an assessment score. If you are not using College Board Search to connect with students, now is the time to begin.

## Strategy 1: Saturate your Service Region

The foundation of College Board Search data comes from the PSAT/NMSQT, which was administered last fall and loaded into College Board Search in December 2019. In three quarters of the country, you can Search a majority of college-bound students in the class of 2020. While the coronavirus continues to impact SAT testing opportunities for students, the volume of participating students in the class of 2021 has grown to 90% of what we would have expected if the coronavirus had not interrupted SAT testing, thanks to the PSAT/NMSQT. Streamline your Search with this comprehensive data set, find your local students, and deliver proactive messages.

## Strategy 2: Segment by Score Band

Many community colleges are seeing value in searching for students with assessment scores that indicate college readiness. In light of current circumstances, some students who had planned on enrolling in four-year institutions this fall are reporting they will now pursue a more affordable option. Finding these students in your service region and sharing information

about transfer pathways, affordability, and accessibility will help you reach students who may not have considered community college earlier in this recruitment cycle. College Board Search allows you to filter on minimum assessment scores so you can tailor your message to a college-ready population. If you're new to searching with score bands, let us help you design a strategy that works for you.

## Strategy 3: Leverage Advanced Placement (AP) to reach your goals

Did you know that College Board Search also includes students who are taking Advanced Placement coursework in high school? By Searching with AP, you'll find students who are interested in earning college credit during high school and get a glimpse of their academic interest. Searching for Advanced Placement students is another way to communicate with college-ready members of the class of 2020 about your transfer pathways and partnerships in light of COVID-19, and it's a great way to tell younger students about future opportunities.

For a Search Consultation, visit [cb.org/CBsearchconsultation](https://collegeboard.org/CBsearchconsultation)

## Strategy 4: Use our free resources

The College Board provides community colleges with a free file of opted-in students who have never been licensed by an institution. This file is available in your 'My Searches, Orders, & Files' section within the Search platform, and includes useful data fields like intended major and self-reported GPA. Sort the file for students in your service region and tell them about opportunities available at your institution.

## Strategy 5: Find students who are interested in you

As you round out recruitment for the class of 2020, you can Search for students who indicated interest in two-year college and live in your service region. College Board Search also offers a filter called 'Interest in My College', or IMC, which identifies students who have your institution on their BigFuture college list and are effectively 'raising a hand' to express interest in your institution.

IMC is helpful in identifying students likely to be further down your admission funnel. This is more important than ever as K-12 school closings have disrupted time-tested methods of inquiry collection. IMC can supplement these lost contacts. This filter requires an annual subscription.

## Search Basics

The pricing for connecting with students through College Board Search is structured on a per-record basis. You control your orders and receive only the records that meet your criteria. Please contact us for more pricing details.

New names are loaded from our assessments 15 times per year, and new student information is indexed weekly.

You can search for students based on home or high school county or by zip code. Majors of interest are included on the data output file along with a verified mailing and/or email address and many other useful data points.

**To learn more or get started, contact**  
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