

Part 3 of 5

Future Landscape of College Board Student Search

May 2023



Presenter

Jim Rogers

- + **Senior Vice President, Enrollment Strategy**
- + **Over 25 years of enrollment management experience**
- + **The Determined and Fun Performer**



Today's Goal

Tips for College Board Connections' strategy and implementation for this year's search cycle.

+ today's agenda

1. College Board Exam Changes
2. Connections' Communication Plans
3. Next Steps

1

College Board Exam Changes

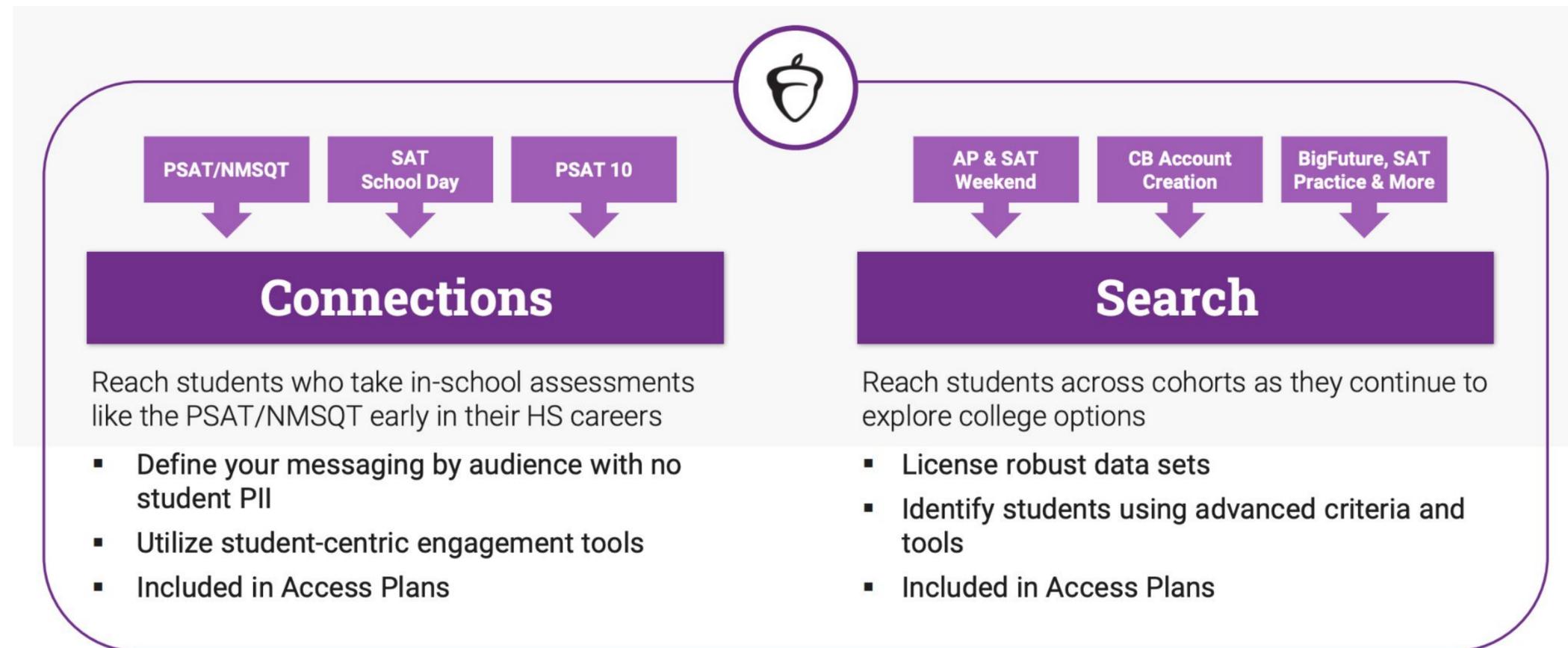
How are the exams changing?

SAT

- + Administered with paper and pen in fall 2023
- + All exams will be digitally administered beginning spring 2024
- + Students may still opt-in to search for weekend exams
- + Not able to opt-in for exams administered on school days

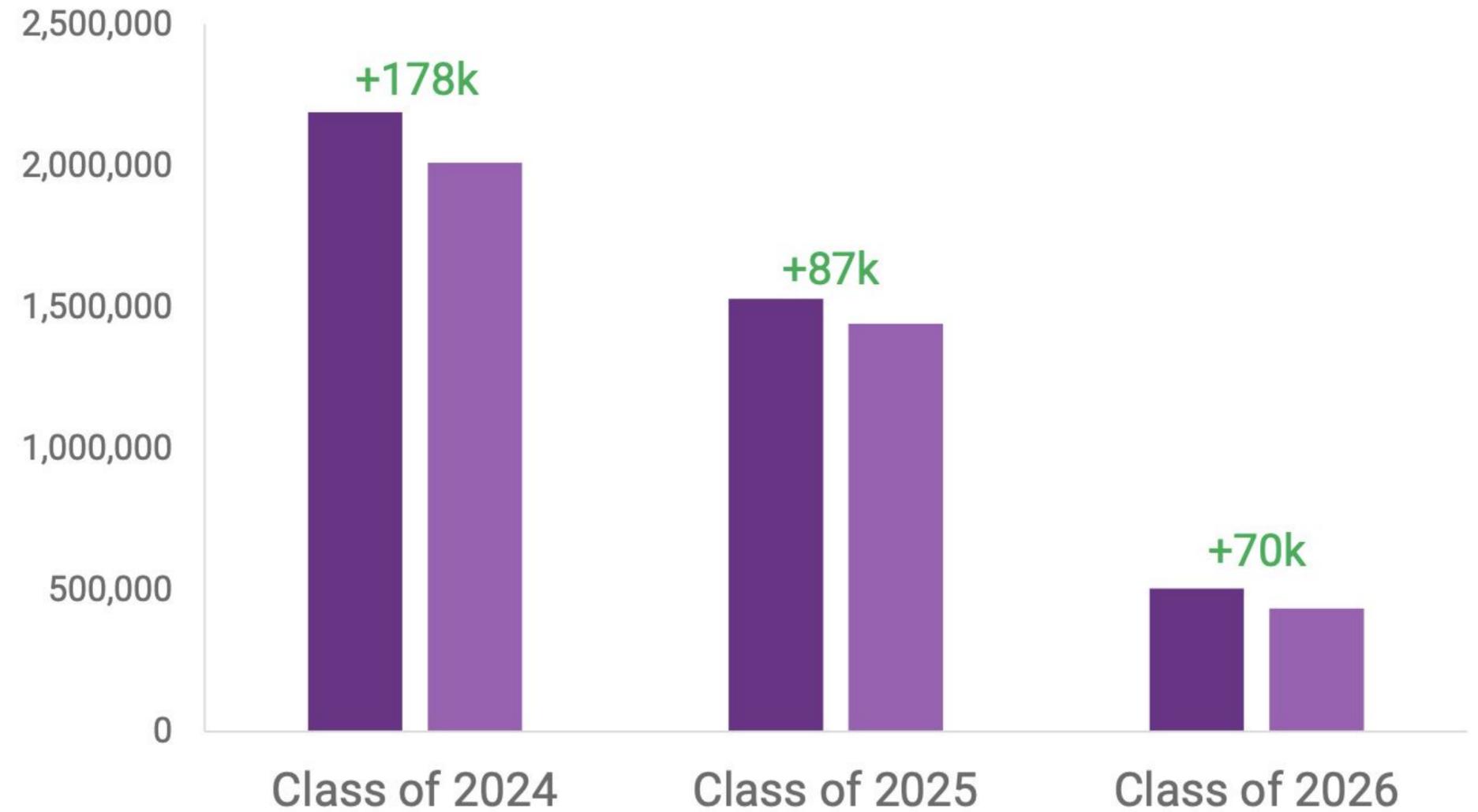
PSAT

- + All are now digitally administered
- + No longer able to opt-in to search



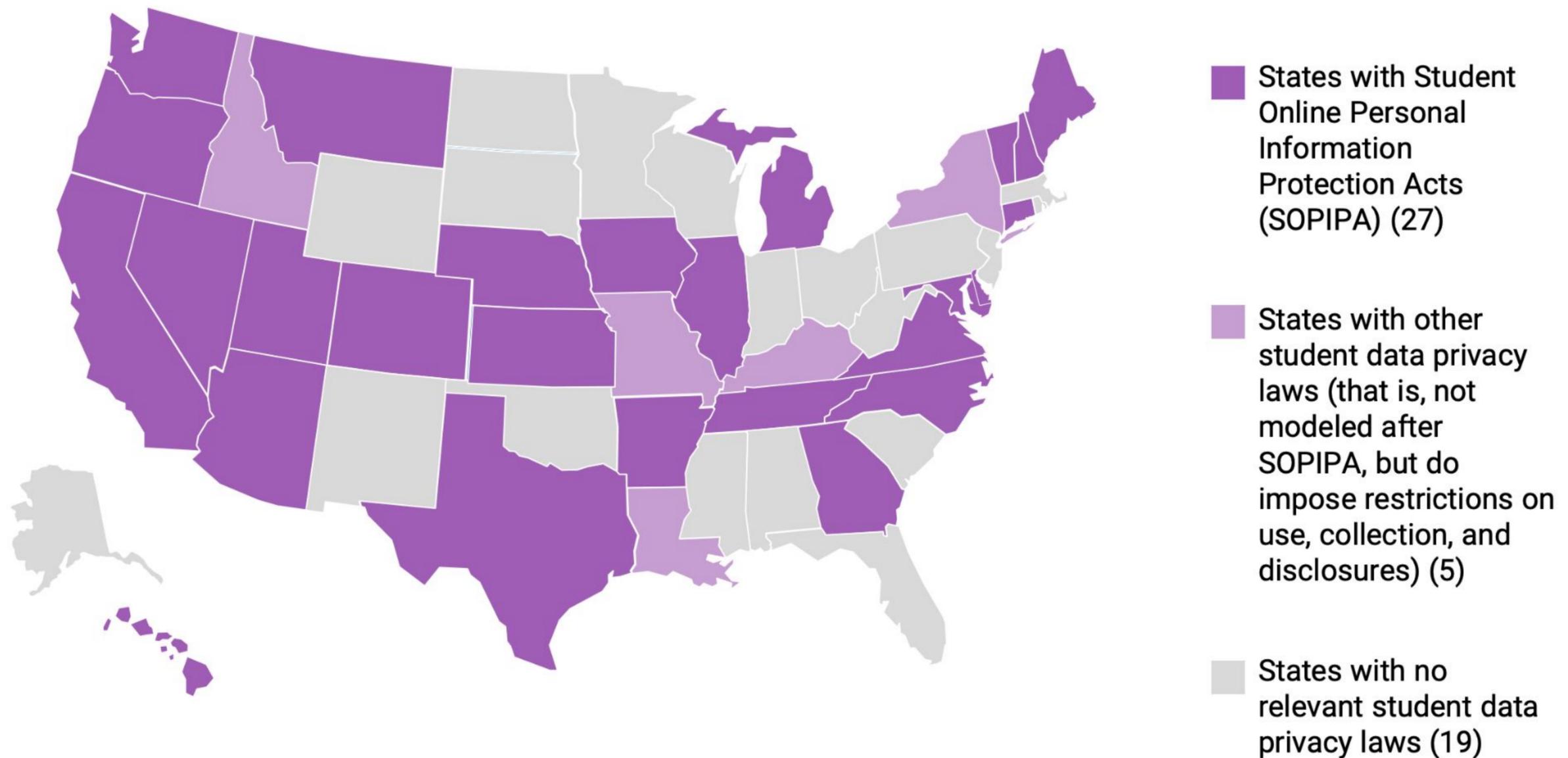
How are search volumes tracking this year?

Year-Over-Year Search Volumes by Graduating Class



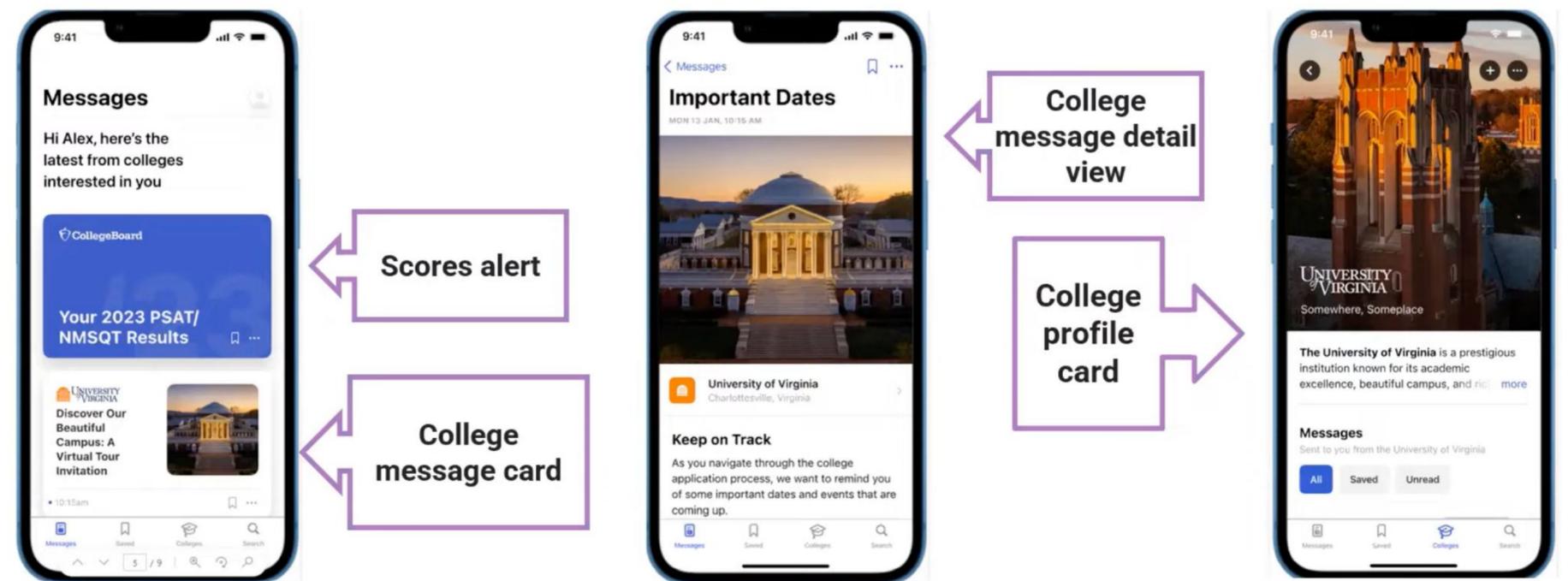
National Privacy Laws

Student Privacy Laws for Education Service Providers



How is Connections being introduced?

- + Students Invited via text to download app after they sit for an exam
- + Promotes accessing scores quickly in Connections
- + Opportunity to learn about colleges and connect on the app
- + Offers career guidance, scholarships, and information about paying for college



2

Connections' Communication Plans

Colleges and universities can message students directly in the Connections' app.

Communication Plans

- + Communications are built directly in the College Board search site
 - + Label each communication plan with audience characteristics
 - + Up to 10 communication plans
 - + Up to 12 messages per plan
 - + Utilize the College Board's Connections Toolkit
- + Select the characteristics you wish to target with specific content
 - GPA
 - Graduation Class
 - Score Minimum
 - State
 - Zip Code
 - Race/Ethnicity
 - Major
 - Gender
 - High Challenge Environment

Communication Plans

My Communication Plan 1
—

Messages: 12/12
* = Required

Student Response Type* Prospect Inquiry

Select criteria for population

Zip Code(s) ▾

Enter Zip Code(s) (ex: 12345, 12346, 12347)

Apply

[Clear all](#)

| Criteria | Selections |
|-----------------------|--|
| Student Response Type | <div style="border: 1px solid #ccc; padding: 2px; display: inline-block; background-color: #f0f0f0;"> Prospect X </div> |
| Zip Codes | <div style="display: flex; gap: 5px;"> <div style="border: 1px solid #ccc; padding: 2px; display: inline-block; background-color: #f0f0f0;">12345 X</div> <div style="border: 1px solid #ccc; padding: 2px; display: inline-block; background-color: #f0f0f0;">12346 X</div> <div style="border: 1px solid #ccc; padding: 2px; display: inline-block; background-color: #f0f0f0;">12347 X</div> </div> |

Plan name ⓘ

STEM East Coast Spring 2024

Date ⓘ

📅 12/01/23 | 06/30/24

Communication Plan Status ⓘ

Cancel

Save

3

Next Steps

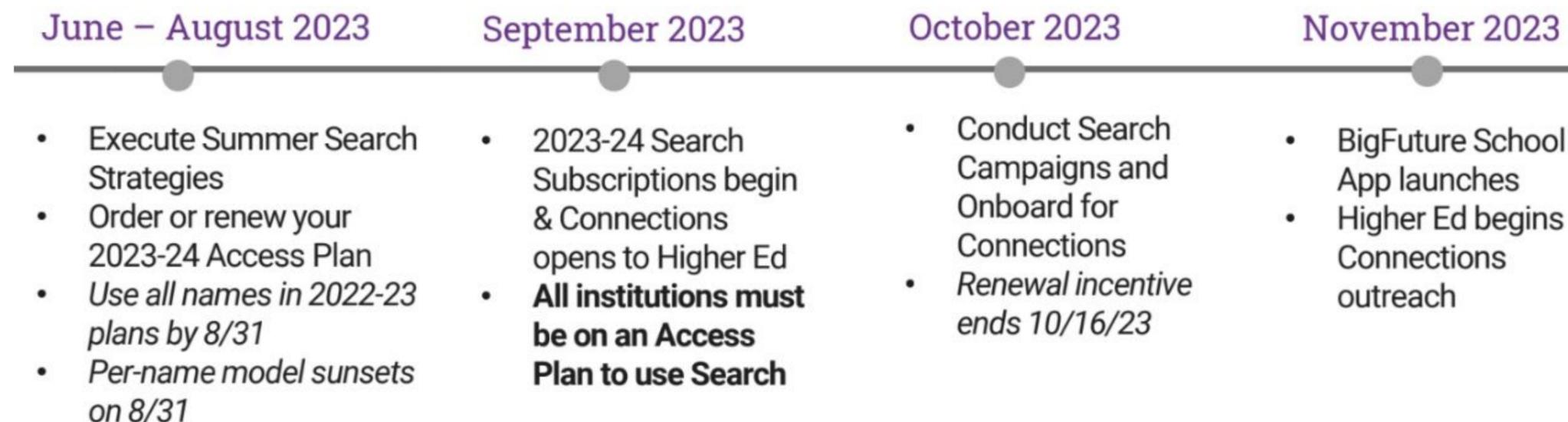
2023-24 Subscription Plans

2023-2024 Subscription Model Access Plans

| | Access A* | Access B | Access C | Access D | Access E | Access F | Access G | Access H |
|---|-----------|----------|----------|----------|-----------|-----------|-----------|-----------|
| Search records included: | 5,000 | 20,000 | 50,000 | 100,000 | 200,000 | 400,000 | 600,000 | Unlimited |
| Connections audiences included: | 3 | 6 | 15 | 30 | 60 | 120 | 190 | 290 |
| Included in All Access Plans: | | | | | | | | |
| Essential Information <i>(including Interest in My College and National Recognition Programs)</i> | ● | ● | ● | ● | ● | ● | ● | ● |
| Landscape® Context | ● | ● | ● | ● | ● | ● | ● | ● |
| Connections <i>New!</i> | ● | ● | ● | ● | ● | ● | ● | ● |
| Additional Search features: | | | | | | | | |
| Enrollment Planning Service™ | | | ● | ● | ● | ● | ● | ● |
| Segment Analysis Service™ | | | | ● | ● | ● | ● | ● |
| Interest in My Peers | | | | ● | ● | ● | ● | ● |
| Parent/Guardian Contacts | | | | | ● | ● | ● | ● |
| Living Record | | | | | | ● | ● | ● |
| Student Plans and Preferences | | | | | | ● | ● | ● |
| | \$2,575 | \$10,300 | \$25,875 | \$52,000 | \$105,000 | \$213,000 | \$322,500 | \$540,000 |

Next Steps

- + Look forward to our next webinar to learn more about communication plan development
- + Review your historical name buy volumes
 - Segment by region to determine how many audiences you need to saturate your primary market, build your secondary market and explore new tertiary markets
 - Analyze your score bands relative to search buys to determine audiences required
- + Alert your creative team of content needs for Connections' segmented messaging
- + Prepare your Slate team for additional implementation and configuration will be needed this cycle
- + Order all remaining names before they expire on 8/31/23 or add a small plan to get through the summer if needed
- + Subscribe to a plan as soon as you are ready, sign-up window is now open



Call in the Slate experts

Consulting on all aspects of Slate—we're here to help!

+ SLATE & COLLEXPRESS

Underscore can assist with setting up this important integration piece for your lead generation tracking and reporting. With custom source formats and data mapping, ensure all the data is in the right place for every student.

+ SLATE & DIGITAL

Whether embedding inquiry forms on landing pages or building out data feeds to load digital ad conversions, Underscore can provide the guidance to collect all the relevant data you need in your Slate instance.

+ APP TRACKING

The ultimate goal of any campaign is enrolled students. With Slate, and our technical experts, we can ensure we are tracking full application conversions to show true ROI with your digital and other marketing efforts.

+ SLATE TRAINING + WORKSHOPS

Underscore follows the Technolutions Implementation Road Map and will train your team to maintain your instance. We also provide on-campus and virtual workshops before, during and after an implementation - really we're here for you at any time!

+ PORTAL DEVELOPMENT

Our Slate innovators can build out user-friendly portals and other features of Slate to ensure your students experience all the benefits of your instance.

+ IMPLEMENTATION

We're here to help with new implementations or re-implementations; getting it right the first time or reinvesting in an optimized set-up - we'll help you maximize your CRM investment.

Resources

Dive Deeper

[It's a New Day for Student Search in Higher Education](#)

[Creative a Successful Student Search RFP](#)

Learn More

[Carnegie's Student Search](#)

Explore

[Partner with Carnegie](#)

Thank You!

Jim Rogers

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