

Part 5 of 5

Future Landscape of College Board Student Search

September 2023



Presenter

Jim Rogers

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



Today's Goal

Setting up your **College Board Connections'** communication plans for this year's search cycle.

+ today's agenda

1. Connections' from a student view
2. Setting up communication plans
3. Next Steps

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Connections' from a student view

- + Students invited via text to download *Big Future Schools* app after they sit for an exam
- + Students encouraged to enable push notifications
 - + Score release notifications
 - + College planning guidance notifications
 - + Messaging from colleges/universities

How does a student experience Connections?

Introducing Connections!



Hear From Colleges and Scholarship Programs Looking for Students Like You

Connections is a free program that lets you hear directly from nonprofit colleges, scholarship programs, and educational organizations that are interested in students like you. We use the information you and your school, district, or state provide as part of this test—including your score range—to make connections that are relevant to you.

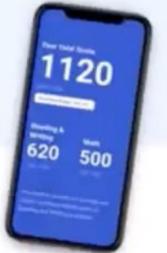
We will never share your personal information with any of these organizations as part of Connections. If you're interested in one of the colleges or programs we tell you about, you decide if and when to contact them. We may provide reports about your use of Connections to these organizations, but none of your personal info will be included.

The educational and career interests and preferences you share with us in the BigFuture School app will be used to tailor the content you see in Connections. We'll deliver this content via BigFuture School, email, and postal mail.

Participation in Connections is voluntary, and you can opt out at any time.

Yes, I want to participate in Connections.

Get Test Scores Delivered Right to Your Phone



Enter your phone number to access BigFuture School, a free mobile app that lets you view your scores and get customized career information and guidance about planning and paying for college.

After your test, we'll text you a link to download the app, send you a code you'll use to log in, and let you know when your scores are ready. **We won't use your phone number for any other reason.**

Mobile Phone Number All fields are optional.

(888) 888-8888

Confirm Mobile Phone Number

(888) 888-8888 ✓

- Sharing your mobile phone number is voluntary. Standard messaging and data rates apply. You may opt out of these text messages at any time. ⓘ
- Do not provide a mobile number if you're under the age of 13.
- Only provide a domestic/U.S. mobile phone number.
- Do not share a mobile number that is shared with any other student.

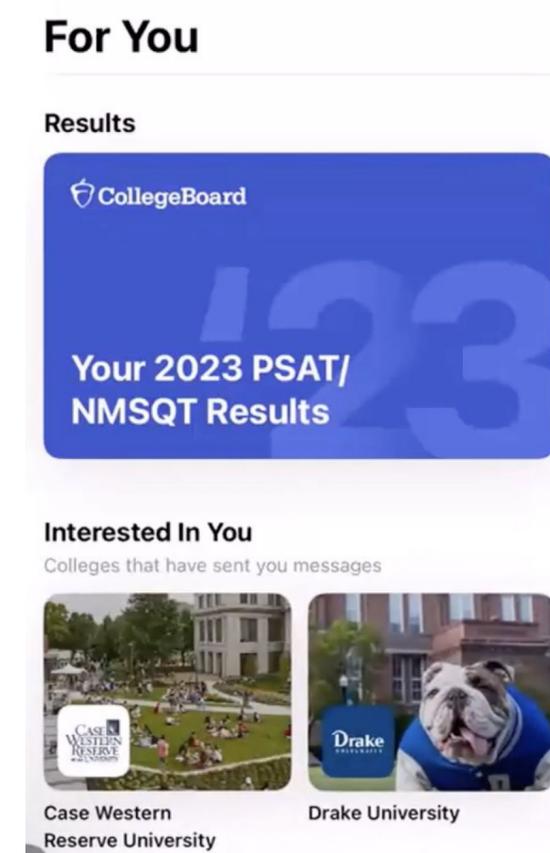
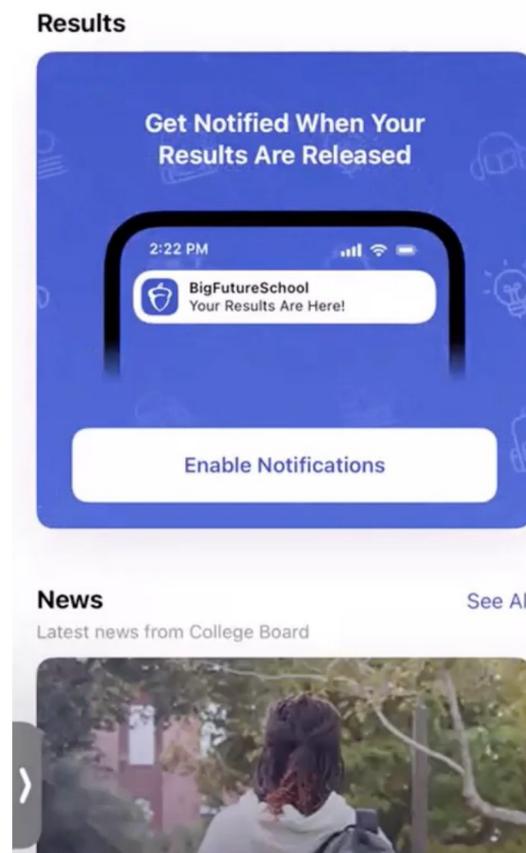
Recovery Email Address

me@gmail.com

If you're unable to access BigFuture School with your mobile phone, we'll use your email address to help get you into the app. We won't email you for any other reason.

How does a student experience Connections?

- + Interested in You section of the app
- + College messaging appears
- + CTA on score release screen directs to college messaging
- + Student can save the institution and/or specific messages in save list



2

Setting up communication plans

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

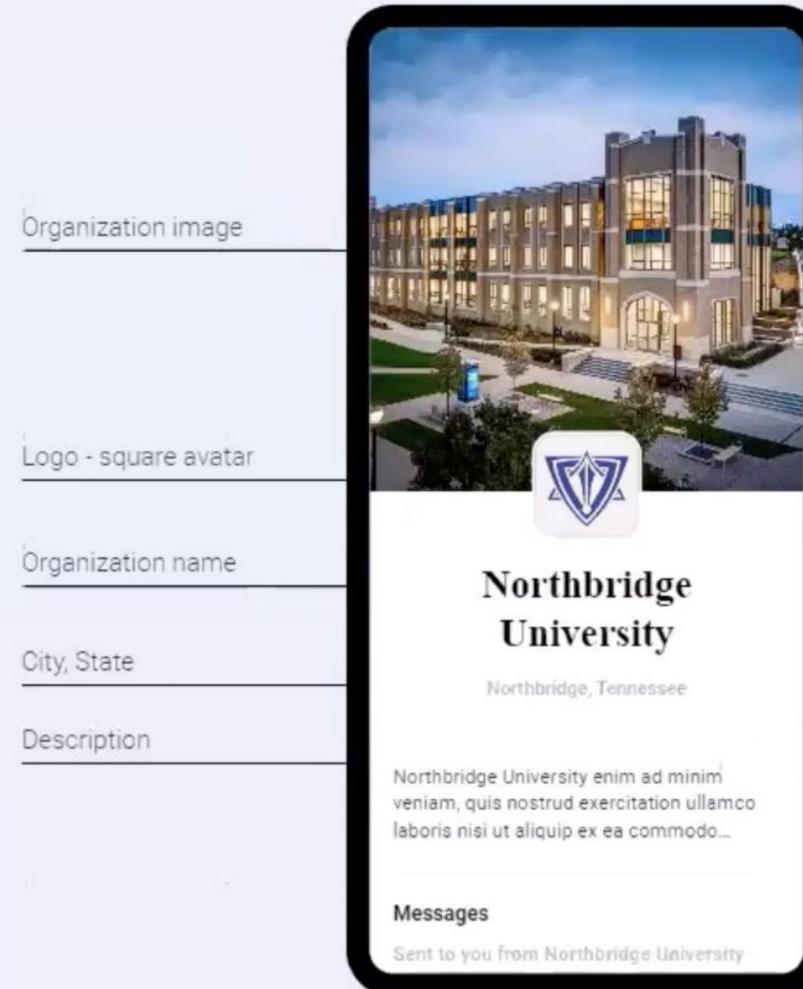
Communication Plans

- + Connections' Platform
 - + Institution Profile
 - + Audiences
 - + Communication Plans
 - + Analytics
- + Set up your Profile
 - + Institution Name
 - + Contact Info
 - + Brief Description
 - + Inquiry Form Link
 - + Banner Image
 - + Avatar Image
 - + Wordmark Image (optional)

Preview

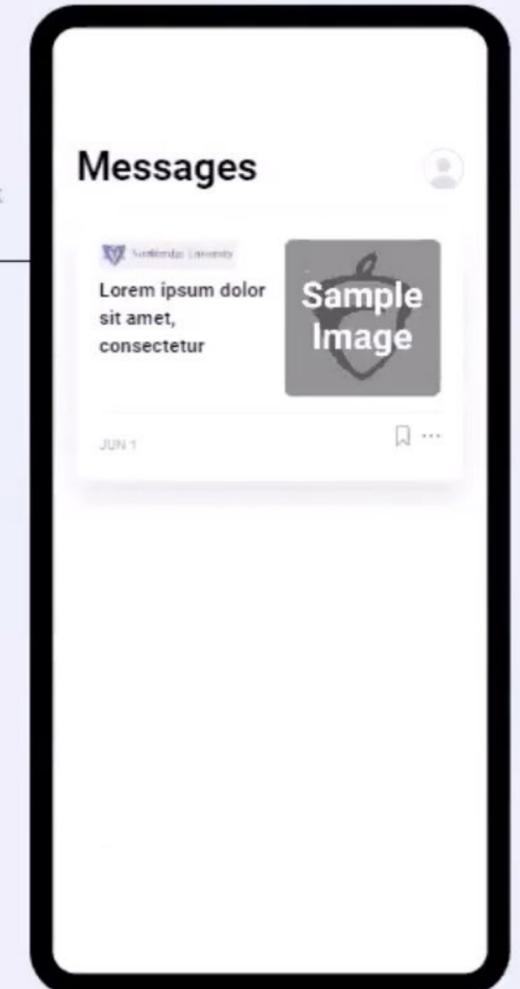
Review the previews below to understand how the profile information you enter in this section will appear to students in BigFuture School.

Organization Profile



Logo - wordmark (or square avatar if wordmark not provided)

Message Feed



Communication Plans

- + Audiences
 - + Cohort/Class Year
 - + Geographic Area
 - + Score Band

Build Audiences Select a National Student Access Group

1. Graduation Years 2. Geographic Zones [Map View](#) 3. Score Bands [?](#)

My Saved Audiences (1)

Date added	Graduation Years	Geographic Zone IDs	Geographic Zones	Score Bands
8/23/2023	2025	12	KY, TN, WV, and VA (excluding	910-1090

Communication Plans

- + Communication Plans
 - + Up to 10 comm plans
 - + Up to 12 messages per plan
 - + Choose prospect for search and inquiry for app generation
 - + Segment further from audiences (up to 4 variables)
 - + Choose a CTA
 - + Explore More (links to profile)
 - + Connect (inquiry form)
- + Day 0 is the first day, may be sent at 5 day or more intervals

Manage Communication Plan Details * = Required

Student Type* ? Prospect Inquiry

Select Criteria ?

Select

- Select
- Graduation Year
- State/Territory
- Zip Code(s)
- Score Minimum
- High School GPA
- Academic Major
- Race/Ethnicity
- Gender
- High Challenge Environment

[Clear all](#)

Selections
Prospect ×
2026 ×
Tennessee ×

Plan Name* ?

In-State Sophomores

Date* ?

09/01/23 | 08/31/24

Communication Plan Status ?

Not Active

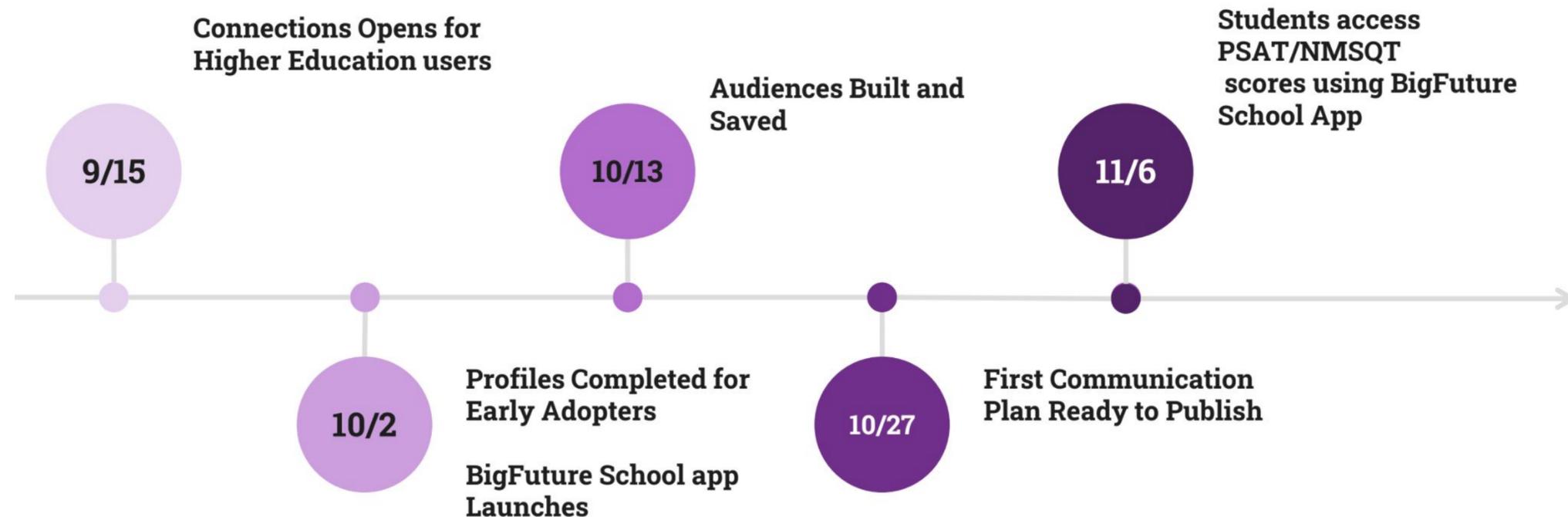
3

Next Steps

Communication Plans

- + Subscribe to a 2023-24 College Board subscription
- + Complete the College Board annual eligibility survey
- + Review the Connections' Toolkit
- + Begin building comm plans in Connections'
- + Connections' Messaging Launches November 6

Planning Ahead



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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