



# College Board Connections

What You Need to Know Part 2

July 12, 2023

# Today's Presenters



**Ian Watt**

*Executive Director,  
Enroll360 Partner Success*



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*Senior Director,  
Demographic Analytics*

- 1 Summary of Changes
- 2 Understanding + Evaluating Impact
- 3 Reviewing Connections

# Why Are We Seeing This Now?

An introduction to Connections



## Focus on Student Centric Approach



**Student Privacy  
Updates Across  
the Country**

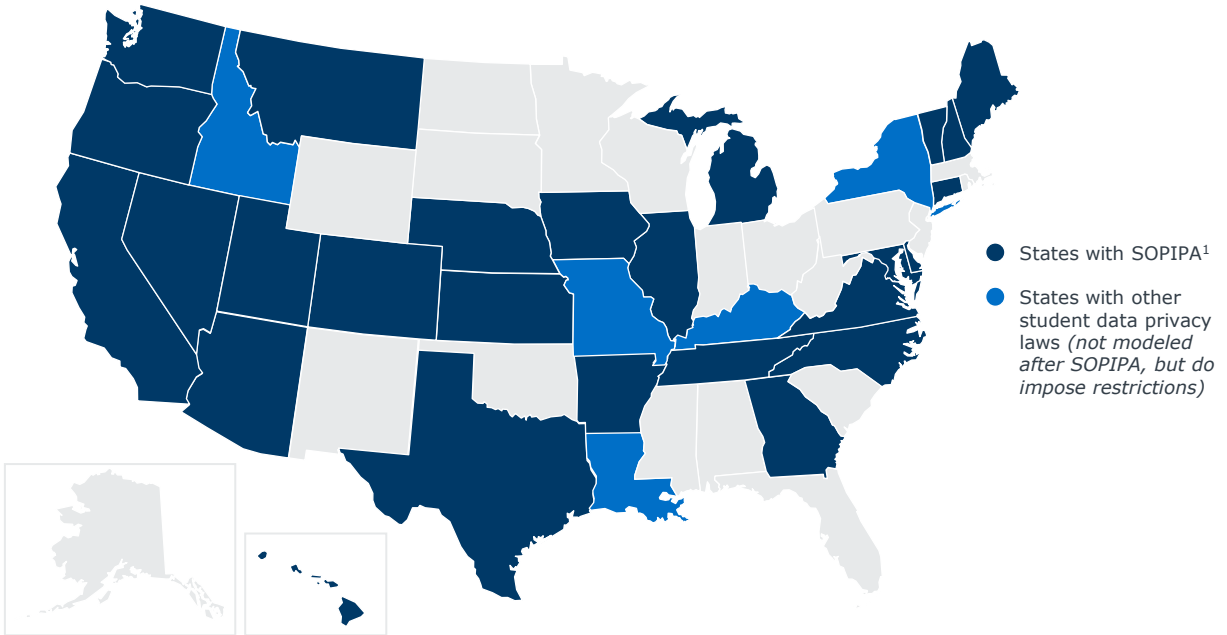


**Changes to  
Classroom Opt-  
In Collection**



**Domestic Digital  
Testing Begins  
Fall 2023**

# Student Privacy Laws For Education Service Providers

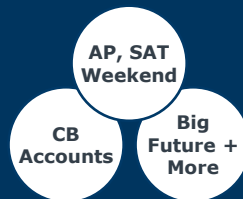


1) Student Online Personal Information Protection Acts

# Two College Board Student Groups

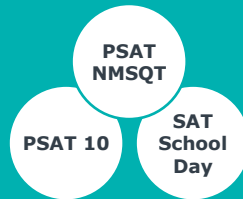
## Student Search

- Current system for searching students
- Focuses on **individual** student records



## Connections

- Receives mobile app invite - **New!**
- Relies on groups of students divided into **Audiences**



# Search Opt-in Opportunities

Students will have multiple pathways into Search



## Practice + Assessments

- Advanced Placement – AP
- SAT Weekend
- Official SAT Practice – Khan



## Student Focused Opportunities

- BigFuture Scholarships
- BigFuture Days
- Recognition Programs



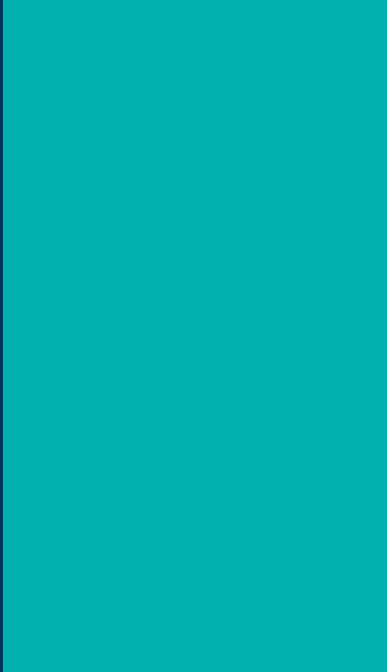
## Digital + Online Pathways

- Email / SMS / Social Media
- College Board Account Creation
- College Board Login
- College Lists
- Referral Marketing



## Enrollment Horizon

**Known**  
*("Traditional Undergrad")*



**Unknown**  
*("Non-Traditional" & Grad)*

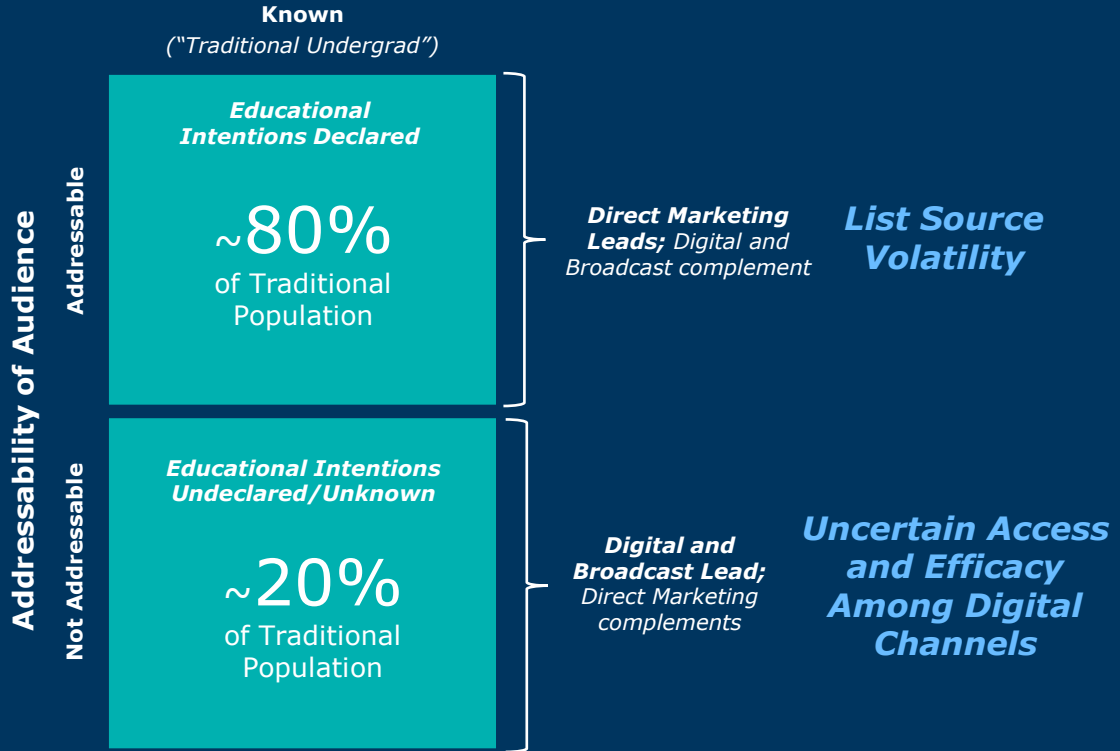




## Enrollment Horizon

		Known <i>("Traditional Undergrad")</i>	Unknown <i>("Non-Traditional" &amp; Grad)</i>	
Addressability of Audience	Addressable	<p><i>Educational Intentions Declared</i></p> <p>~80% of Traditional Population</p>	<p><i>Educational Intentions Declared</i></p> <p>~5% of Non-Traditional &amp; Grad Population</p>	<p><b>Direct Marketing Leads;</b> Digital and Broadcast complement</p>
	Not Addressable	<p><i>Educational Intentions Undeclared/Unknown</i></p> <p>~20% of Traditional Population</p>	<p><i>Educational Intentions Undeclared/Unknown</i></p> <p>~95% of Non-Traditional &amp; Grad Population</p>	

## Enrollment Horizon





## List Source Volatility in Direct Channels

### Threats from All Angles

## Uncertain Access and Efficacy of Digital and Social Channels

- ▶ **Changes to Testing Behavior**  
Testing has rebounded, but still falls short of pre-pandemic levels
- ▶ **Changes to Opt-Ins**  
Increased friction in opt-in process
- ▶ **Legal Threats**  
New state laws hinder access to student names

- ▶ **Instagram**  
Restricted access under 18, as FTC seeks a blanket ban on the platform monetizing data from its younger users
- ▶ **TikTok**  
Platform is under close scrutiny from Congress
- ▶ **Facebook**  
Share of 13- to 17-year-olds who reported using Facebook dropped from 71% to 32% from 2015-2022
- ▶ **Google Display Adds**  
Inefficient for younger ages

# Combined Reach of Cappex and Intersect

70%

of college-bound students are in EAB's growing audience

~10%

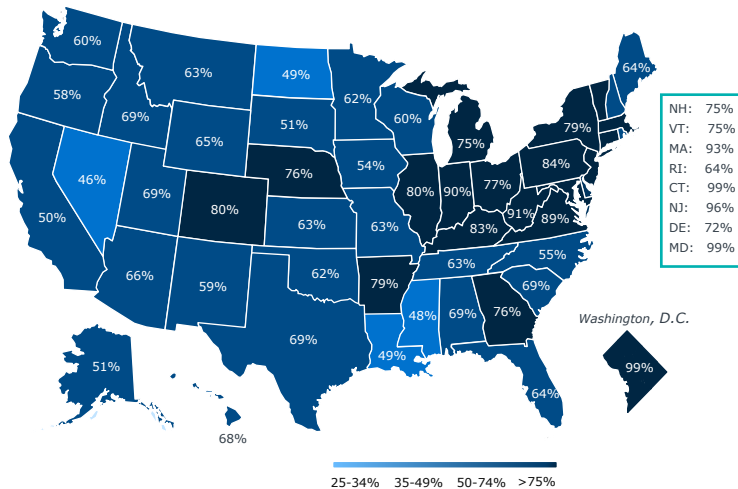
Average overlap between Cappex inquiries and Intersect connections

2x

More likely to enroll when students connect via both Cappex and Intersect

## Combined Student Reach Across Cappex and Intersect

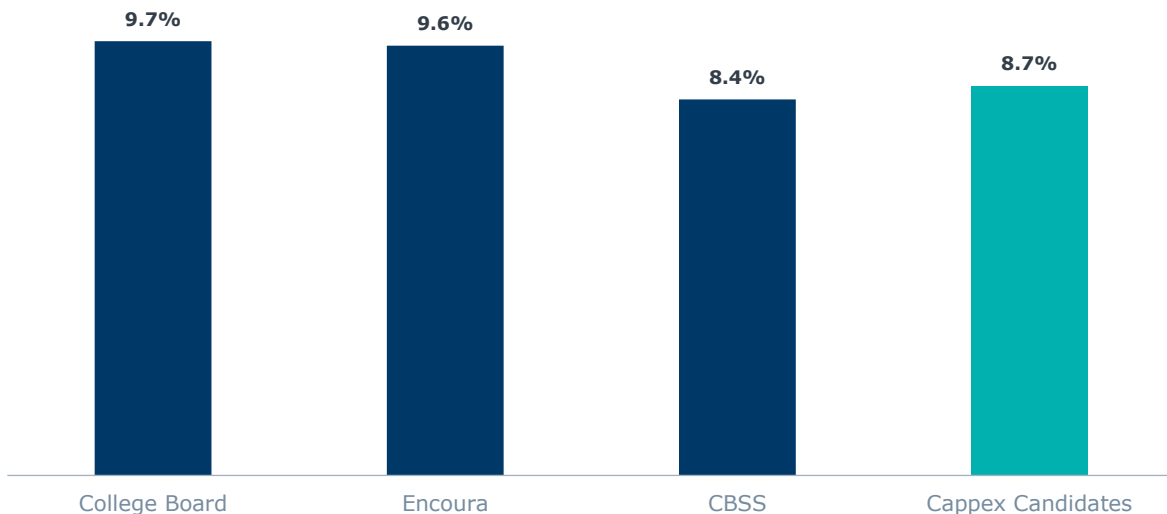
Entering Class of 2023



# Cappex Candidates Show Strong Response Rates Among Sophomores/Juniors



Response Rate by List Source (2023 Junior Search/Cultivate as of May 24)

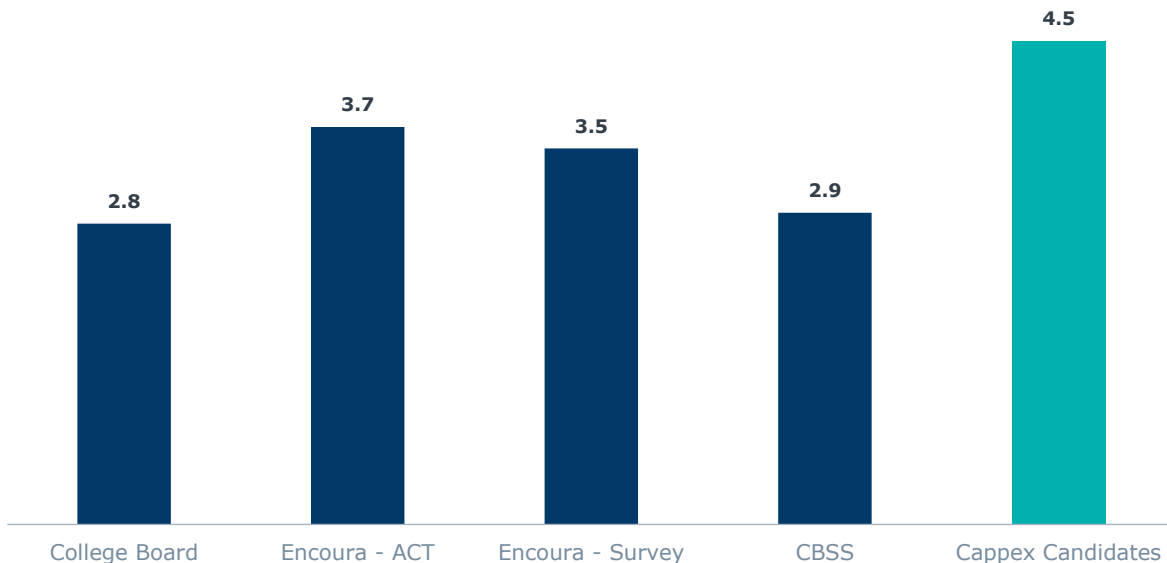


1) Students will be represented across list sources if they were purchased from multiple list sources

# Cappex Candidates Show Strong Enrollment Outcomes in Senior Search



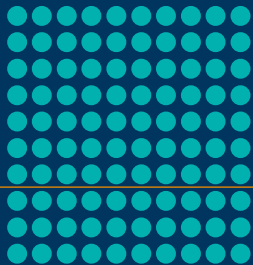
Deposits per 1,000 Senior Search contacts by list source



1) N=10 schools

# College Board Build by Grade Level

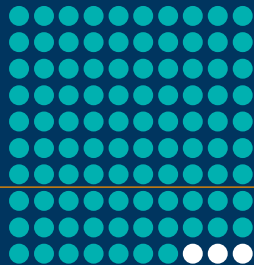
**Class of 2023**  
(12<sup>th</sup> Grade)



**2.10M students**  
(100%)

*Baseline: Total opt-in students available in Search by end of 12<sup>th</sup> grade.*

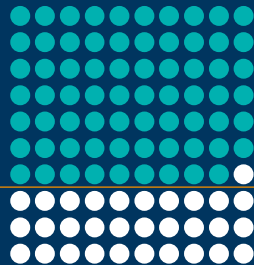
**Class of 2024**  
(11<sup>th</sup> Grade)



**2.0M students**  
(97%)

**No impact:** Pool will continue to grow and expected to exceed EC23 totals.

**Class of 2025**  
(10<sup>th</sup> Grade)



**1.4M students**  
(69%)

**Small impact:** Large percent of PSAT students already tested.

**Class of 2026**  
(9<sup>th</sup> Grade)



**525K students**  
(25%)

**Most impacted:** Most students have not taken the PSAT.

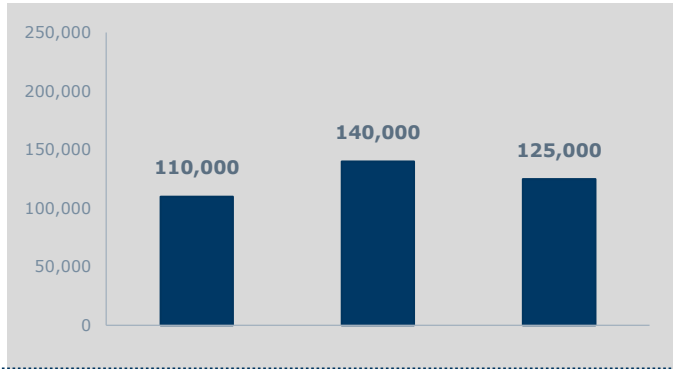
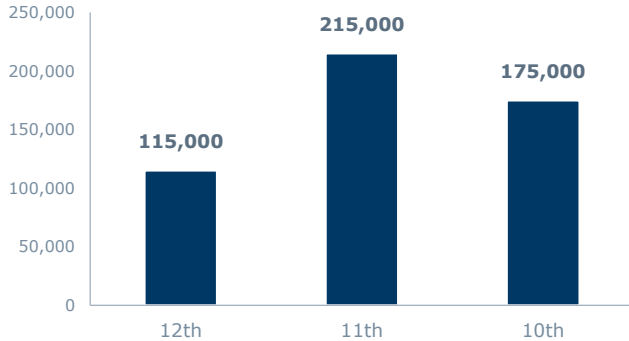
# College A vs. College B



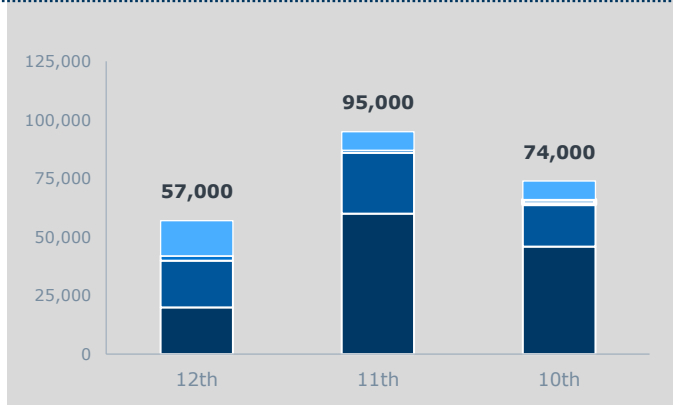
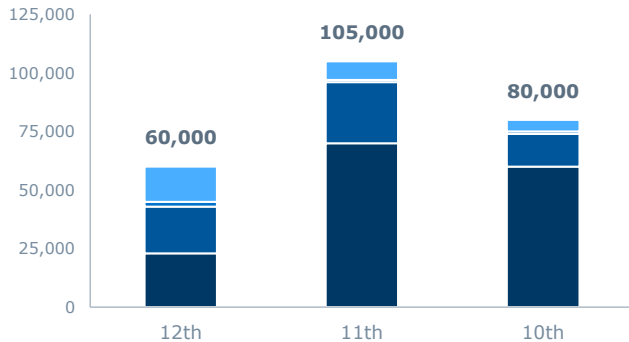
## Current State

## Future State

### College A



### College B





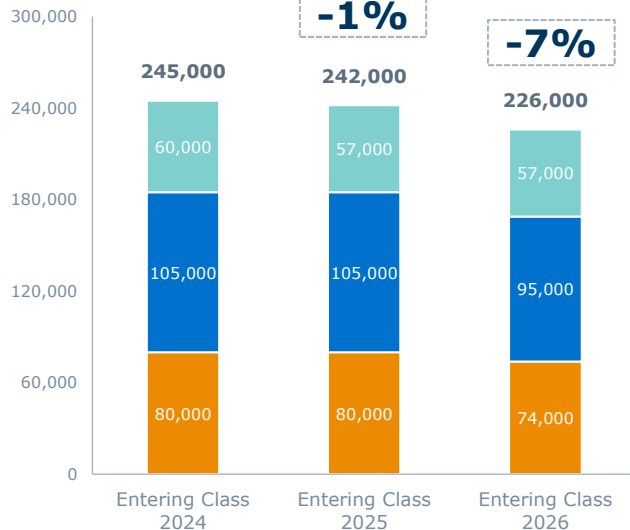
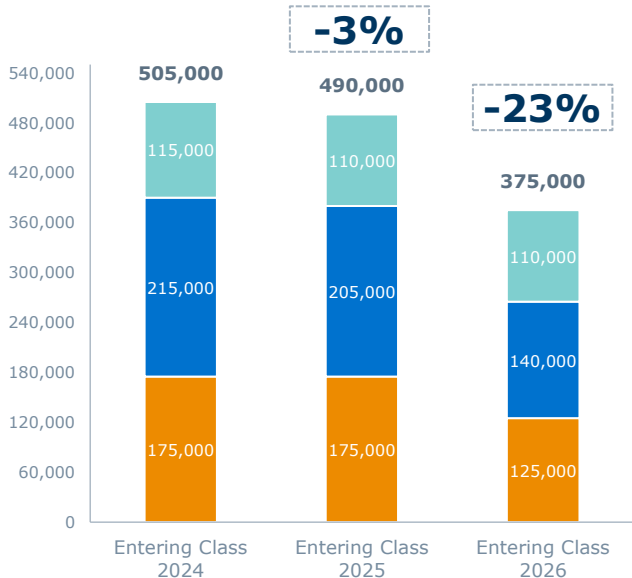


# Example College A vs. Example College B

Search Contacts by Entering Class and Year, Entering Classes 2024 to 2026

### Example College A

### Example College B



■ Contacted as Sophomores

■ Contacted as Juniors

■ Contacted as Seniors

# Categories of New Names



## *Currently available*



- Proceed with originally planned strategy, deployment time frame, and communications

## *Eventually available*



- Proceed with strategy/purchase based on multiple assessment/non-assessment options
- Plan for additional launches as names become available later in the cycle

## *Never available*



- Leverage multiple sources
- Search Engine Optimization
- School website
- Virtual experiences
- Paid search

# Enrollment Horizon

**Known**  
("Traditional Undergrad")

*Educational Intentions Declared*

~80%  
of Traditional Population

*Educational Intentions Undeclared/Unknown*

~20%  
of Traditional Population

*List Source Diversification*

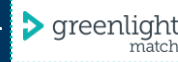


*Relevant, Direct Digital Influence*



YOU | VISIT

*Under-Served Audiences*



*Efficiency & Coordination*



**Ecosystem and Data Infrastructure**

Addressability of Audience

Addressable

Not Addressable

# Keys to Success



1

Diversified list sources

2

Duplicates across list sources have always been frustrating, but now we will be glad to find students across multiple list sources

3

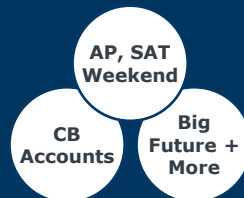
Continued increase in scale, scope, and richness of Cappex database

4

Think differently about how, when, and where to access student names

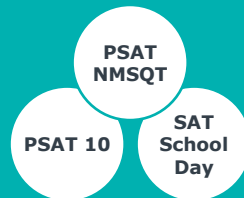
## Student Search

- Current system for searching students
- Focuses on **individual** student records



## Connections

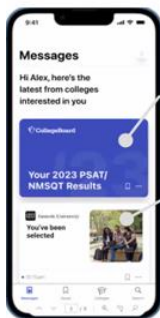
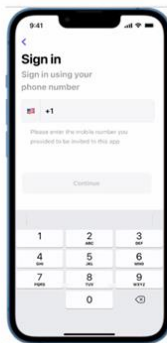
- Receives mobile app invite - **New!**
- Relies on groups of students divided into **Audiences**



# Student Invitation and Connections



**MESSAGES**  
(646) 555-4698  
College Board here, Alex—you did it! Congrats for taking the PSAT/NMSQT today! Be ready for score release by downloading the College Board app...



Scores alert

Message card



Message detail view

Profile view



# College Board Connections: New Platform View

The screenshot displays the College Board Connections dashboard interface. At the top, a navigation bar includes links for Home, Audiences, Communication Plans, Analytics, Profile, Resources, and Back to Search. The main content area is divided into several sections:

- Welcome Message:** "Hi Jane, Welcome to Connections. This is your home base. From here you can easily navigate to your most recent actions."
- Sample College | Department:** A header for the current institution.
- Audience Status:** "Audiences in plan: 50", "Audiences used: 0", and "Audiences remaining: 50".
- Profile Card:** Features a building icon, the title "Profile", the description "Provide students with information about your institution.", and a "Create a Profile" button.
- Audiences Card (highlighted with an orange border):** Features a group of people icon, the title "Audiences", the description "This is where you will select and save your audiences.", and a "Get Up Audiences" button.
- Communication Plans Card:** Features a document icon, the title "Communication Plans", the description "This is where you will create and manage your communication plans.", and a "Create Comm Plan" button.
- Analytics Card:** Features a bar chart icon, the title "Analytics", the description "This is a dashboard where you can view results from communication plans.", and a "View Results" button.

# College Board Connections: Audiences

## What is an Audience?

### 1 Grad Class



**Entering Class  
2025**



### 1 Territory



**Mountain  
States**



### 1 Score Band



**1100 – 1210  
PSAT**

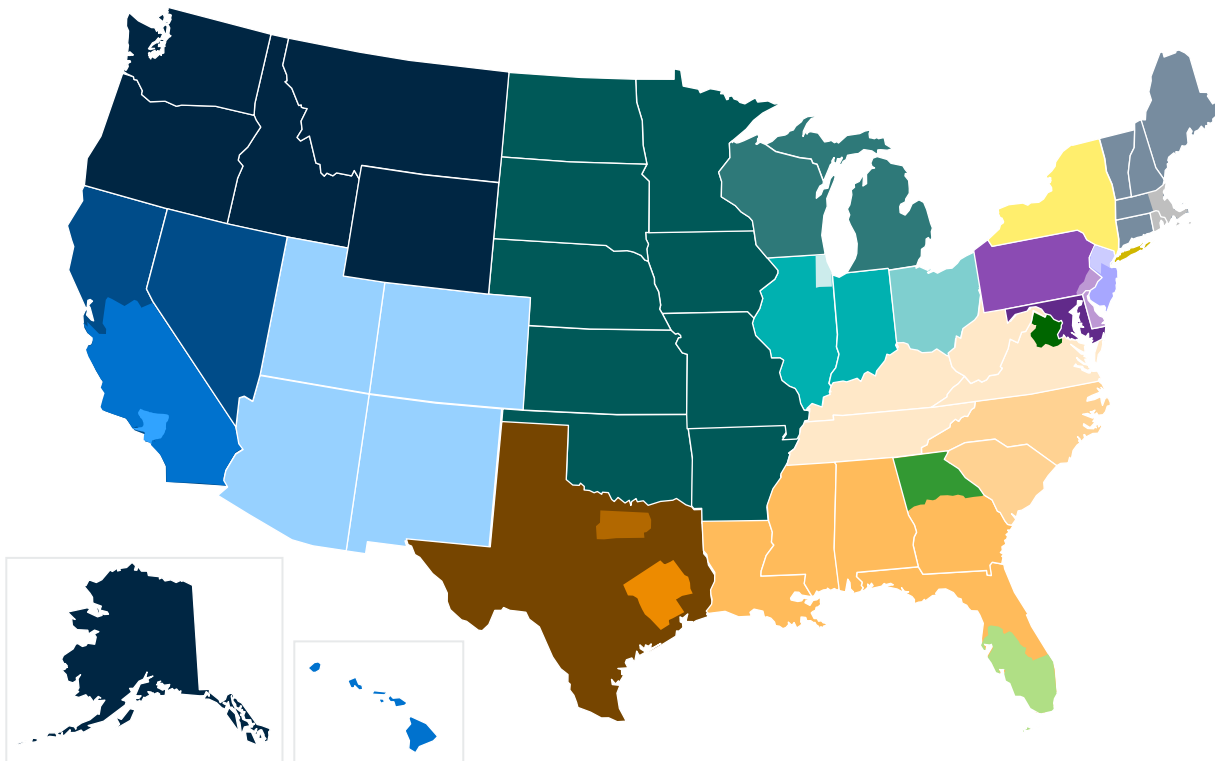
- Only 11<sup>th</sup> and 9<sup>th</sup>/10<sup>th</sup> grade available
- Initial year: EC25, EC26/27

- 29 different recruitment territories
- Domestic only
- Based on old EPS markets (300 total)

- 5 PSAT/SAT bands
  - 900 or Lower
  - 910-1090
  - 1100-1210
  - 1220-1350
  - 1360 or Higher



# College Board Connections: Audience Territories



# Audience Planning Resources

## Historical Volume + Connections Market

The following stats reflect your institution's search volume over the 2022 Search Year (Sep '21 - Aug '22)

Juniors

Connections Market	Band 1	Band 2	Band 3	Band 4	Band 5	Sum
OH	0.5%	3.8%	2.3%	1.9%	0.6%	9.0%
Greater Chicago	0.0%	1.8%	2.4%	2.0%	1.0%	7.1%
MI and WI	0.1%	1.8%	2.3%	1.9%	0.8%	6.9%
IL and IN (excluding Chicago)	0.0%	2.0%	2.3%	1.7%	0.5%	6.6%
NC and SC	0.0%	1.3%	1.9%	1.7%	0.8%	5.7%
Northern GA	0.0%	1.5%	1.9%	1.4%	0.7%	5.6%
DC and Northern VA	0.1%	1.2%	1.6%	1.6%	0.9%	5.5%
MD	0.2%	1.8%	1.6%	1.3%	0.6%	5.5%
AZ, NM, CO, UT	0.0%	1.5%	1.7%	1.4%	0.5%	5.0%
KY, TN, WV, and VA (excluding Northern VA)	0.1%	1.3%	1.6%	1.5%	0.6%	5.0%
DE and Greater Philadelphia	0.1%	1.5%	1.6%	1.2%	0.5%	5.0%

## Audiences Workbook

**Conduct these steps in order:**

Step 1: Indicate if you want to include a National Student Access group (Row 10)

Step 2: Indicate "yes" if you want all of a score band or all of a market (Row 12 or Column M)

Step 3: Put an additional "x" in any additional Audiences you want to include (case sensitive), or delete "x" you don't want (IMPORTANT: do this only after completing Step 2)

Step 4: Input your Current Access Plan and eligibility for a renewal incentive to the right

Step 5: See the total number of Audiences and the Access Plan you would need to the right

Figures in blue to the right are calculations don't modify-->

1. Your Current Access Plan  Access A

2. Will you meet the terms for a renewal incentive?  yes

Number of Audiences You Want:  0 # of Audiences Provided (based on above info):  6

OUTCOME--> You are Good to Go

# of Audiences are inclusive of these components:

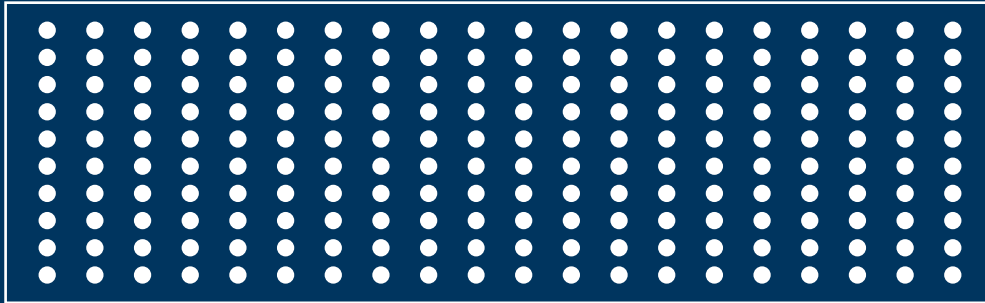
- 0 for CO2025
- 0 for CO2026/27
- 0 for National Student Access Group CO2025
- 0 for National Student Access Group CO2026/27

**Audience Options, For Reference**

	Standard	With Renewal Incentive
Access A	3	6
Access B	6	15
Access C	15	30
Access D	30	60
Access E	60	120
Access F	120	190
Access G	190	290
Access H	290	290

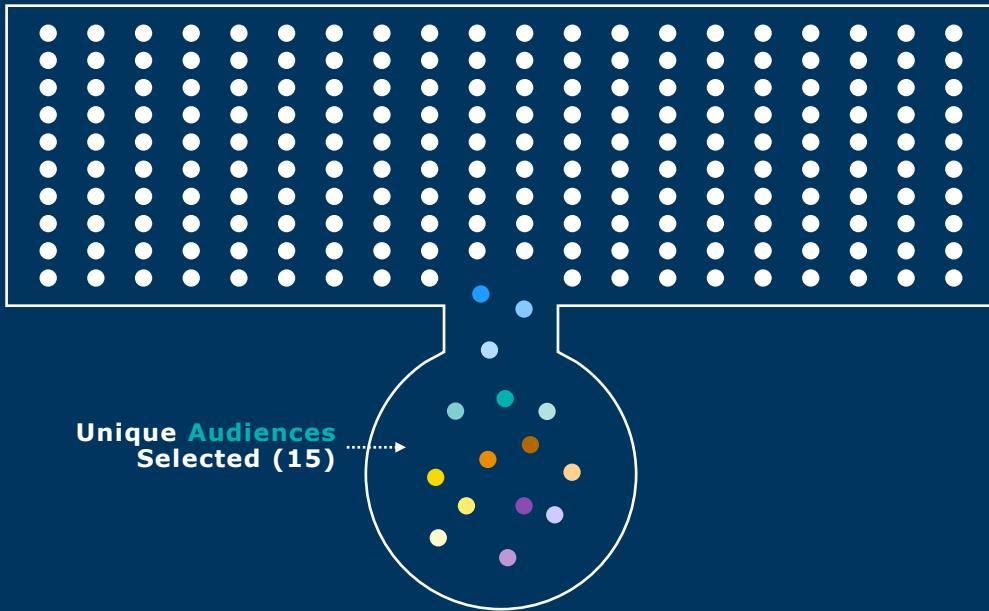
A la Carte: \$1,000 per Audience

	Class of 2025 (sums this fall)					Classes of 2026/27 (split and fit this fall)				
	Band 1 (9-10)	Band 2 (10-109)	Band 3 (110-121)	Band 4 (122-135)	Band 5 (136+)	Band 1 (9-10)	Band 2 (10-109)	Band 3 (110-121)	Band 4 (122-135)	Band 5 (136+)
1 Add a National Student Access Group?										
2 All Students in this Column? -->										
3 ME, NH, VT, CT, and RI and Greater Boston										
4 NY State (excluding NYC and Long Island)										
5 New York City (excluding Long Island)										
6 Long Island										
7 NJ (North)										
8 NJ (South)										
9 Southern FL										
10 RI and Greater Boston										
11 TX (excluding Dallas)										
12 Greater Dallas-Ft. Worth										
13 LA, MS, AL, Southern										
14 Greater Houston										
15 OH										
16 MI and WI										
17 Greater Chicago										
18 IL and IN (excluding Chicago)										
19 ND, SD, MN, IA, NE, KS, MO, AR, and OK										
20 TX (excluding Dallas-Ft. Worth and Houston)										
21 Greater Dallas-Ft. Worth										
22 Greater Houston										



**Students from BigFuture App**  
**Data Set Representation**

● 1 Audience



● 1 Audience

## Unique Audiences Selected



## Next Step: Create Your Communications Plan

### Connections provides select fields for filtering your Communication Plans:

- GPA
- Grad Class
- Score Minimum
- ZIP
- Race/Ethnicity
- Major
- Gender
- High-Challenge Environment

### Communication plan maximums during each subscription cycle:

Up to  
**10**  
Communication  
Plans

Up to  
**12**  
Messages Per  
Plan

# College Board Connections: Communication Plans

Home Audiences Communication Plans Analytics Profile Resources [Back to Search](#)

## Communication Plans

Click "Get Started" to begin your Communication Plan. This will allow you to select a population and add other details.

My Communication Plan 1  
Messages: 12/12 [Get Started +](#)

My Communication Plan 2  
Messages: 12/12

My Communication Plan 3  
Messages: 12/12

### My Communication Plan 1

Messages: 12/12 \* = Required

Student Response Type\*  Prospect  Inquiry

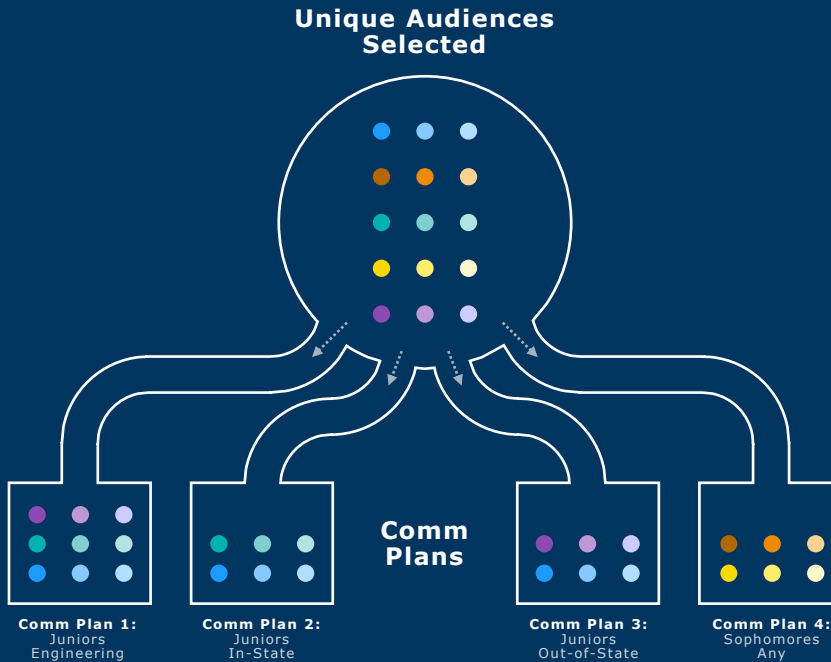
Select criteria for population

Gender  Female  Male  Unknown [Clear all](#)

Criteria	Selections
Student Response Type	Prospect X
Gender	Female X

Plan name  Date  Communication Plan Status

[Cancel](#) [Save](#)



# Key Dates

## 2023 Calendar Year



Subscription Level	Access A <i>No Stacking Allowed</i>	Access B	Access C	Access D	Access E	Access F	Access G	Access H
Subscription Cost (\$)	\$2,575	\$10,300	\$25,875	\$52,000	\$105,000	\$213,000	\$322,500	\$540,000
Records Included (#)	5,000	20,000	50,000	100,000	200,000	400,000	600,000	Unlimited
Connection Audiences	3	6	15	30	60	120	190	290
Renewal Incentive Audiences	6	15	30	60	120	190	290	290

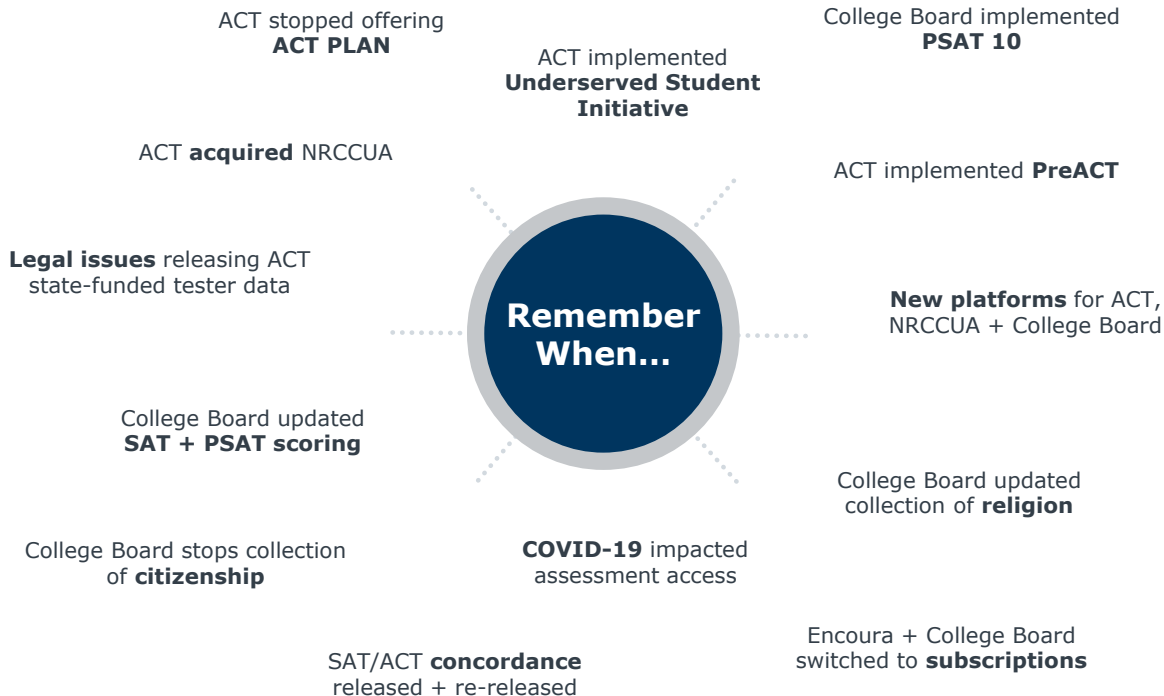
1) Audiences can be purchased a la carte for \$1,000 ea.



# We've Been Here Before



33





202-747-1000 | [eab.com](http://eab.com)

