



# College Board Connections

What You Need to Know

April 5, 2023

# Today's Presenters



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Demographic Analytics*

- 1 Summary of Changes
- 2 Impact Assessment
- 3 Optimizing Our Strategies

# What We Know, Understanding The Facts



- New companion tool to be added to Student Search: **Connections**
- Connections will be used for **Marketing to Audiences** - anonymous students in a student mobile app
- **In-Classroom testers** will not be available in Student Search - in the way you know today
- Main driving force for this change? **State level Privacy legislation**
- College Board 1-year subscription will continue – **begins September 1, 2023**
- All other source to remain unchanged
- **EAB has been anticipating + planning for changes made by sources**



## Student Data Privacy

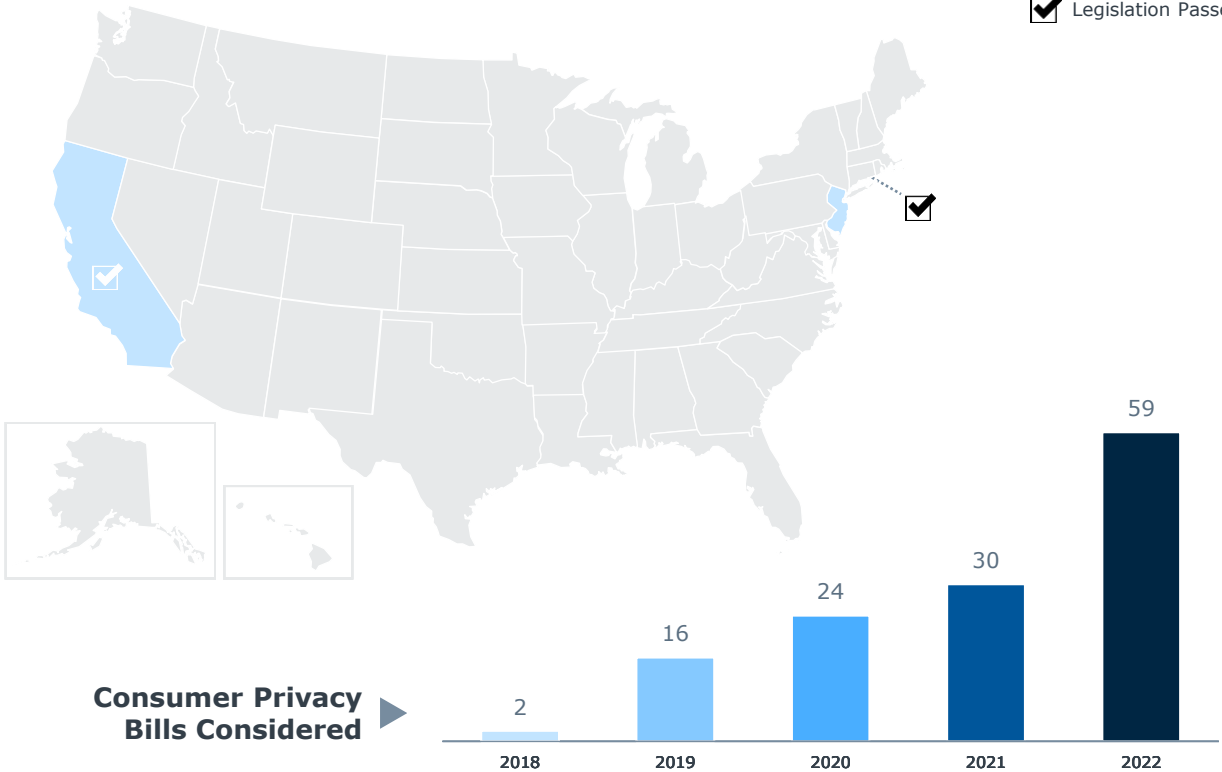
.....

- Data privacy is a **key concern** across multiple parties
  - Students + parents
  - States/districts + lawmakers
- Majority of states have a version of “**Student Online Personal Information Act (SOPIPA)**”
  - Governs use of **digital student data** collected during the school day
  - Data collected digitally falls under different rules than data collected through paper/pencil assessments
- **Student privacy is not new...**
  - 1970s saw Family Education Rights and Privacy Act (FERPA)
  - 1990s saw EU Data Protection + Children’s Online Privacy (COPPA)
  - More recently EU updated to GDRP + many updates across State Privacy Laws

# The Growth of State Privacy Legislation



Legislation Passed



**Consumer Privacy Bills Considered** ▶



## **What is Connections?**

- Companion tool that will be a new pathway to engage with students
- Designed to allow institutions to engage students who will no longer be available to opt into Search

## **Student Centric Approach**

- Student privacy is top priority
- In-school student testers
- Available to students through mobile app (BigFuture)
- App will be where students get in-school assessment results
- Predominately 10<sup>th</sup> and 11<sup>th</sup> graders (year 1)

## **New Opportunities**

- School can create their own messaging (Communications Plan)
- Available to institutions across any subscription plan

# New Makeup of Student Groups

Beginning Fall 2023



## Search

**AP, SAT  
Weekend**

**CB  
Accounts**

**BigFuture  
+ More**

## Connections

**PSAT 10**

**PSAT  
NMSQT**

**SAT  
School  
Day**



# College Board Connections: New in Search

9

The screenshot shows the College Board Connections dashboard. At the top, there is a navigation bar with the College Board logo and the word "Connections" in a purple box. On the right, it says "Hi, Frank" next to a user profile icon. Below the navigation bar, there are two dropdown menus: "Audiences Remaining 41" and "Sample College | Department". A secondary navigation bar includes links for Home, Audiences, Communication Plans, Analytics, Resources, and Back to Search. The main content area is divided into three columns. The left column has a welcome message for Frank, stating "Welcome to Connections" and providing a brief overview of the dashboard's purpose. The middle column displays the user's current college and department. The right column shows usage statistics: "Audiences in plan: 50", "Audiences used: 9", and "Audiences remaining: 41" in green, with a blue button to "Add more credits". Below this, there are three large white cards with rounded corners. The first card, titled "Audiences", is highlighted with an orange border and contains a blue icon of two people, a description of the section's function, and a "Set Up Audiences" button. The second card, titled "Communication Plans", features a blue icon of a document with a list, a description, and a "Create Comm Plans" button. The third card, titled "Analytics", has a blue icon of a bar chart, a description, and a "View Results" button.

CollegeBoard **Connections** Hi, Frank

Audiences Remaining 41 ▼ Sample College | Department ▼

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

Hi Frank,  
**Welcome to Connections**  
This is your home base. From here you can easily navigate to your most recent actions.

**Sample College | Department**

Audiences in plan: 50  
Audiences used: 9  
**Audiences remaining: 41**  
[Add more credits](#)

**Audiences**  
This is where you will select and save your audiences.  
[Set Up Audiences](#)

**Communication Plans**  
This is where you will create and manage your communication plans.  
[Create Comm Plans](#)

**Analytics**  
This is a dashboard where you can view results from communication plans.  
[View Results](#)

# College Board Connections: Audiences

## What is an Audience?

### 1 Grad Class

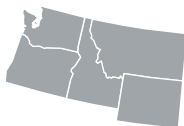


**Entering Class  
2025**

- Only 10<sup>th</sup> and 11<sup>th</sup> grade available (2025 / 2026)
- Initial year



### 1 Geography



**Pacific  
Northwest**

- 29 different geographies
- Based on old EPS markets (300 total)



### 1 Score Band



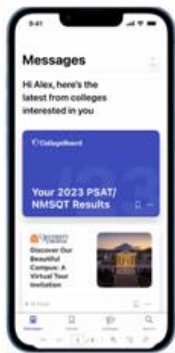
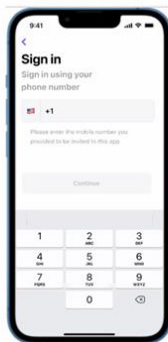
**1200 – 1400**  
*(Example)*

- 5 different score bands
- Actual ranges have not been finalized

# 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

College message card



College message detail view

College profile card



# Connections in Action



**Nicole takes  
the PSAT**



**College Board  
invitation**



**Nicole downloads  
College Board app +  
verifies phone number**



**Nicole accesses  
PSAT scores +  
college messages**

**Connected!**



**College creates  
Audiences**



**College creates  
Comms Plan +  
Messages**



**College times  
Messages with  
PSAT release**

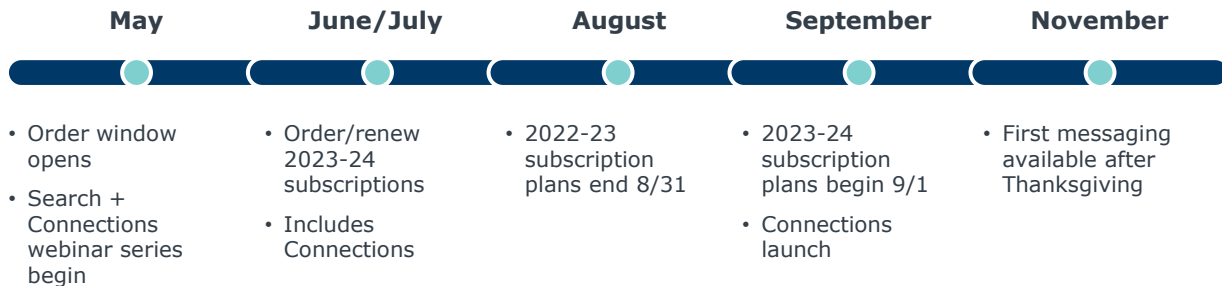


**Messages sent  
to selected  
Audiences**

# Key Dates



## 2023 Calendar Year



# College Board Subscriptions September 2023



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
Essential Information (IMC, National Recognition)	•	•	•	•	•	•	•	•
Landscape Context (Previously Access E-G)	•	•	•	•	•	•	•	•
Connections (\$1k per)	•	•	•	•	•	•	•	•
Enrollment Planning Service (\$10k)			•	•	•	•	•	•
Interest in My Peers (+50%)				•	•	•	•	•
Segment Analysis Service (\$20k)				•	•	•	•	•
Parent/Guardian Contacts (+50%)					•	•	•	•
Living Record (+50%)						•	•	•
Student Plans & Preferences (+25%)						•	•	•

- 1 Summary of Changes
- 2 **Impact Assessment**
- 3 Optimizing Our Strategies

# Search Opt-in Opportunities

Students will still 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



# Search Volumes Are Strong



Entering Classes 2023 to 2026

**+5.5M** | Across All Grades

## Students With An Assessment

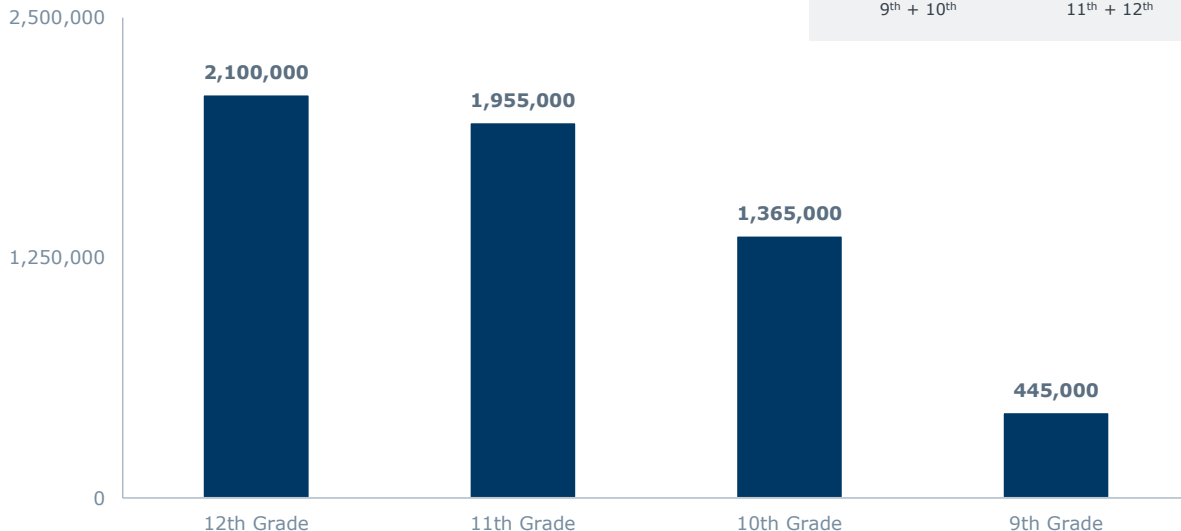
**65%**

9<sup>th</sup> + 10<sup>th</sup>

**90%**

11<sup>th</sup> + 12<sup>th</sup>

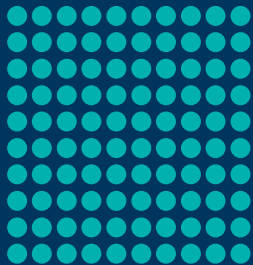
## College Board Availability by Class



1) Data as of April 3, 2023.

# College Board Build by Grade Level

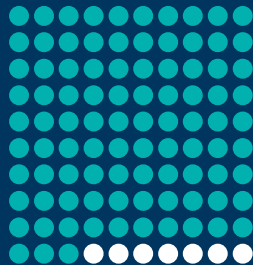
**Class of 2023**  
(12<sup>th</sup> Grade)



**2.10M students**  
(100%)

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

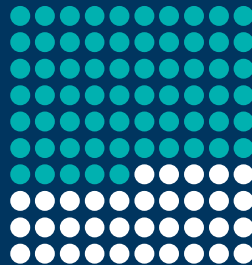
**Class of 2024**  
(11<sup>th</sup> Grade)



**1.95M students**  
(93%)

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

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



**1.36M students**  
(65%)

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

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



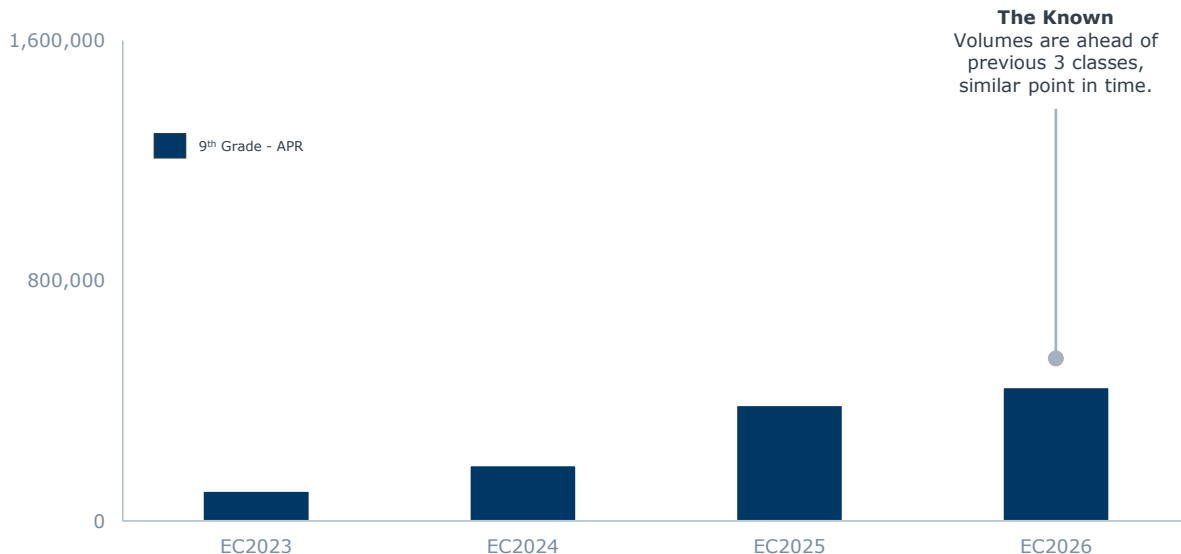
**445K students**  
(21%)

**Major impact:** Most students have not taken the PSAT.

# Evaluating Rising 10<sup>th</sup> Grade Population



## College Board Availability Similar Point in Time



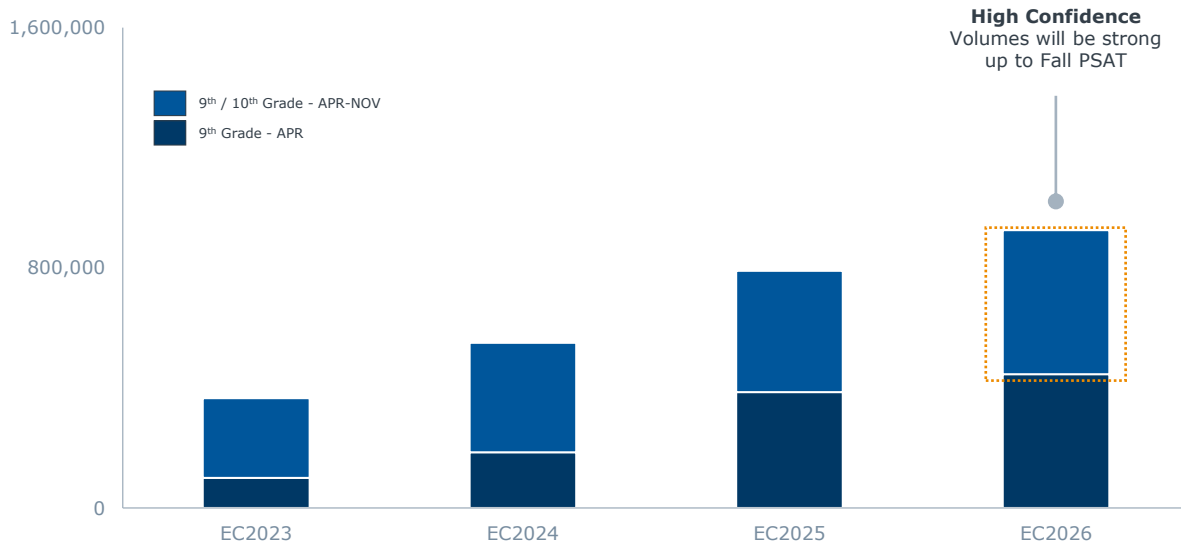
1) Data as of April 3, 2023.

# Evaluating Rising 10<sup>th</sup> Grade Population



## College Board Availability Leading Up to Fall PSAT

April - November New Name Growth (9<sup>th</sup> - 10<sup>th</sup> Grade)



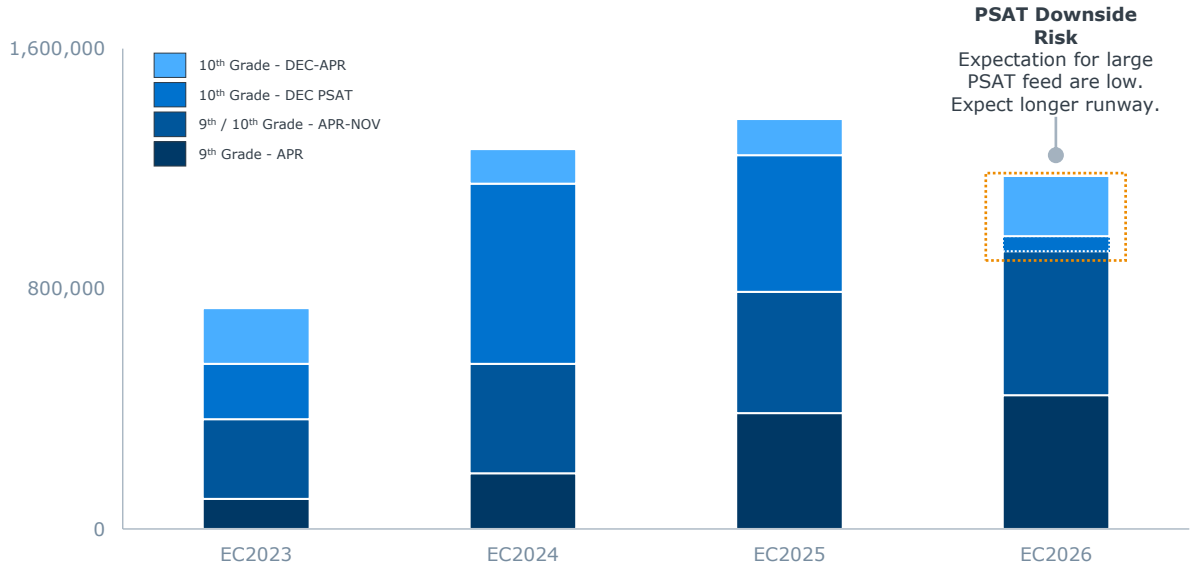
1) Data as of April 3, 2023.

# Evaluating Rising 10<sup>th</sup> Grade Population



## College Board Availability Through 10<sup>th</sup> Grade

December - April New Name Growth (10<sup>th</sup> Grade)



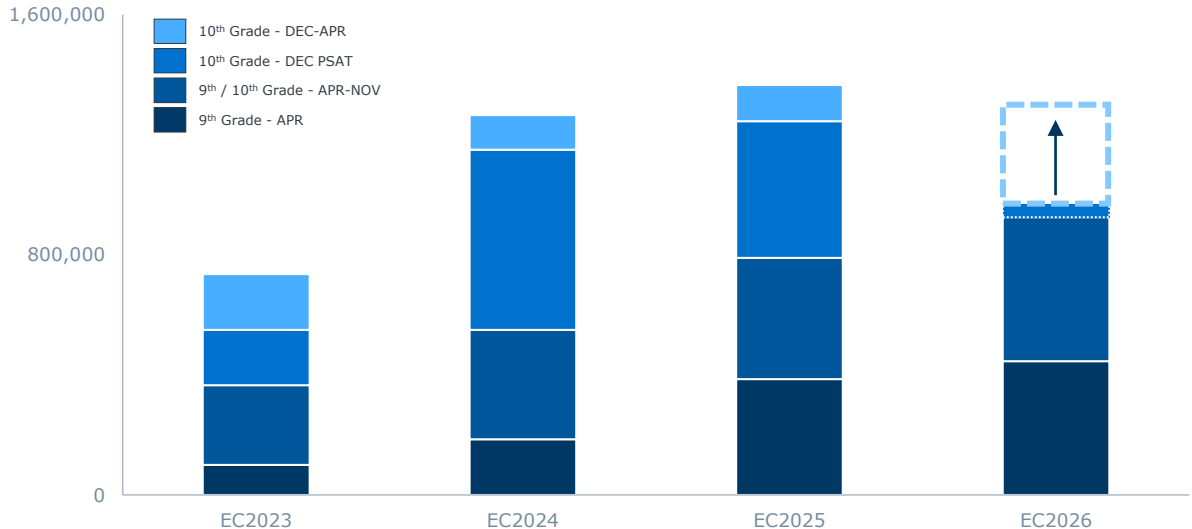
1) Data as of April 3, 2023.

# Evaluating Rising 10<sup>th</sup> Grade Population



## College Board Availability Through 10<sup>th</sup> Grade

December - April New Name Growth (10<sup>th</sup> Grade)



### Optimistic Case

Lost names backfilled via other pathways:  
(AP, Big Future, Organic Registrations, SAT  
National Days)

1) Data as of April 3, 2023.

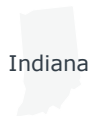
# Potential Impact On Audience Strategies

## Programs with **largest** impact:

- **Limit** to select PSAT or SAT scores
- States with **state-funded** assessments
- Current programs **maximize** College Board buys
- College Board audiences **outweigh** all other sources



### Geo Markets



Indiana

### Student Group

900-1400  
(PSAT)

### Source Mix

90%  
College Board

*Sample Strategy*

## Programs with **least** impact:

- College Board strategy is **inclusive** of all student groups
- Current programs are **leaving behind** portions of College Board records
- **Balanced** audiences across the sources or smaller portion of College Board



### Geo Markets



Select  
Mid-Atlantic

### Student Group

PSAT, AP,  
Non-Assess

### Source Mix

65%  
College Board

*Sample Strategy*

- 1 Summary of Changes
- 2 Impact Assessment
- 3 **Optimizing Our Strategies**





## Continue Source Diversity

- Review market universe across each source
- Evaluate all student groups available
- Assessment vs. Non-Assessment student records



## Timing, Mentality Shift

- Timing shifting away from events
- Student with a score may not be available all at once – but spread out across multiple months
- Student with different assessment or no assessment may be prioritized first when in years past it would fall towards bottom

# We've been preparing for list source disruption



Integrated Ecosystems Drive Each Student's Unique Journey



+ YOU | VISIT

Immersive Virtual Experiences

+  Concourse

Personalized Peer-to-Peer Network

+  cappex

Dynamic Exploration Platform

+  INTERSECT

Guided Readiness via Naviance

## Benefits of Integration

Common Technology  
Platform

Singular Service  
Model

Streamlined Experience for  
Students and Families

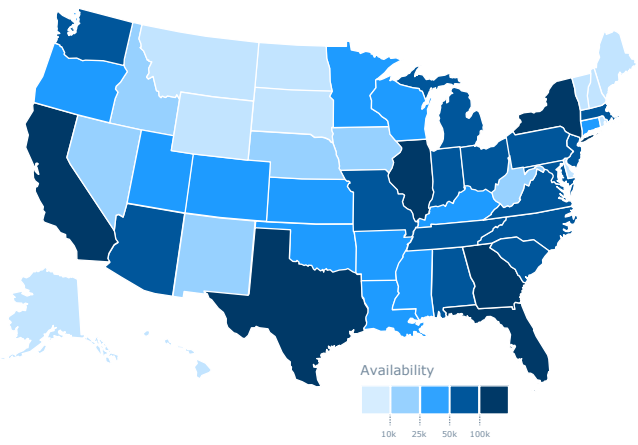


# 2.8M Cappex Candidates Now in the Database

## Substantial Growth over the Last Three Years

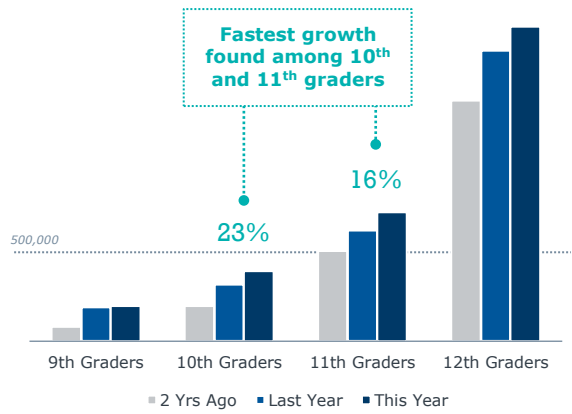
### Audience by State

Entering Class 2023 through 2026



### Cappex Candidate Growth

3-Year Comparison, as of September 2022



### Unique Student Insights



More than 1M students added since August and 60% are currently 12th graders

### Focus on Earlier Grade Levels



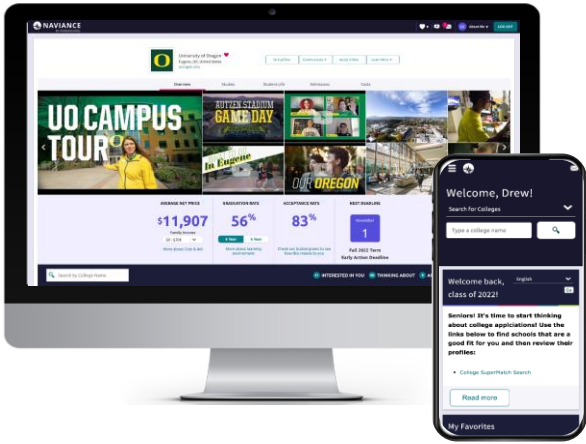
9<sup>th</sup>, 10<sup>th</sup> & 11<sup>th</sup> Grades

+15%

1) Data as of March 2023.

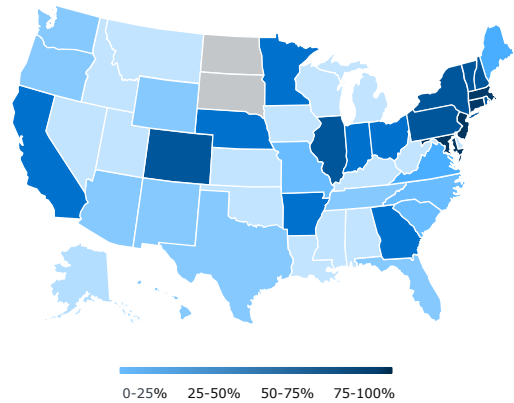
# 40% of US High School Students in Naviance

The Leading College, Career, and Life Readiness Platform



## Naviance Market Footprint

Naviance State Reach by % of Students



Based on PowerSchool data from March 2022

**6.5M+** US high school students use Naviance

**13K+** Public, private, charter, and independent schools have access to Naviance

**100K+** high school counselors are using Naviance



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

