



Search

2023-2024 Access Plans



A SMARTER SEARCH

With millions of students participating each year, College Board Search offers unmatched reach to college-bound students. Our team will help you customize your College Board Search Access Plan to make use of Search's scale while choosing from robust features that meet your goals and budget.

AN INVESTMENT IN STUDENTS

Students who participate in Search are:



25% more likely to enroll in college



31% more likely to graduate on time

FEATURES:

Interest in My College

Reach handraisers who've added your institution to their BigFuture® college list.

National Recognition Programs

Broaden your outreach by connecting with underrepresented students who have been awarded National Recognition.

Landscape® Context

Understand students' accomplishments in the context of the opportunities available to them.

Enrollment Planning Service™

Research high schools, design efficient travel plans, and create compelling marketing messages.

Segment Analysis Service™

Identify prospective students based on where they live and learn with this data-tagging tool.

Interest in My Peers

Connect with students who are likely to enroll because they've demonstrated interest in similar institutions.

Parent Contacts

Engage parents/caring adults who are eager to participate in college planning with their student.

Living Record

Personalize your outreach efforts with updated information collected as students engage with College Board over time.

Student Plans and Preferences

Target your campaigns based on the college plans and preferences that students share with College Board.

Search Optimization Service

Maximize your Search investment with access to supplemental support offerings to refine your Search strategy.

CONNECTIONS—LAUNCHING IN FALL 2023

Connections is a new privacy-forward tool that gives students more control throughout the college exploration process and enables you to reach them where they already are—on their mobile device. With Connections, you'll engage with the growing number of students who take College Board assessments at their school each year, including the PSAT/NMSQT® and SAT School Day.



2023-2024 SUBSCRIPTION PLAN PRICING

Plans can be stacked to meet your desired student reach and combination of features. Features not included in your subscription plan can be added à la carte. The pricing below is for the plan term of September 2023-August 2024.

	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 (includes Interest in My College and National Recognition Programs)	•	•	•	•	•	•	•	•
Landscape® Context	•	•	•	•	•	•	•	•
Connections*** - New!	•	•	•	•	•	•	•	•
Additional Search features:								
Enrollment Planning Service™			•	•	•	•	•	•
Segment Analysis Service™				•	•	•	•	•
Interest in My Peers				•	•	•	•	•
Parent Contacts					•	•	•	•
Living Record						•	•	•
Student Plans and Preferences						•	•	•
	\$2,575	\$10,300	\$25,875	\$52,000	\$105,000	\$213,000	\$322,500	\$540,000

*Access Plan A is not stackable.

**Audiences are student groupings within the Connections feature determined by the following criteria: high school graduation year, geography, and assessment score band.

***For eligible organizations.

À LA CARTE FEATURE PRICING PER YEAR

Enrollment Planning Service	Segment Analysis Service	Search Optimization Service	Parent Contacts	Interest in My Peers	Living Record	Student Plans and Preferences	Connections Audiences
\$10,000/ account	\$20,000/ account	\$20,000/ account	Add 50% to the relevant plan price	Add 50% to the relevant plan price	Add 50% to the relevant plan price	Add 25% to the relevant plan price	\$1,000/ Audience

Learn more at cb.org/accessplans.