## Are You Saturating Your **Primary Market in Search?**

Every college and university has a primary recruitment market. Although the way each institution defines that market varies, none can afford to overlook any qualified student residing in its boundaries. This simple process helps you determine the percentage of admissible, primary market students you're missing in Search. It offers ways to improve your coverage for the class of 2020, leading to better response rates and more enrollments.

**Step 1:** Log in to your College Board Search Account.

Step 2: Click the Search for Students tab, then Start new search.



Step 3: Expand Graduating Class. Select **Research & license students with a College** Board assessment. Choose 2019 HS grad class.

#### Graduating Class

Research & license store	udents with a College Board	d assessment Read more
Choose years Include all years	Available for license 8,663,367 students	New prospects @ Include all students
2022 HS grad class 2021 HS grad class	133,794 students 1,377,464 students	<ul> <li>Include only new stu in my other orders</li> </ul>
2020 HS grad class	2,327,988 students	
2019 HS grad class 2018 HS grad class	2,545,513 students 2,278,608 students	

New prospects @ Include all students Include only new students not included in my other orders

Hide graduating class section

**Step 4:** Expand Geography and select your primary market as you define it (e.g., Illinois). If you're not sure, conduct a Proximity search-a radius of 155 miles from your campus zip code. (Institutions ranked outside the top 100 typically enroll a significant portion of incoming students within 155 milos \*)

Geograp	hy 🖸					1	nide geography s	seci
se one or mo	re of t <mark>o</mark> ption	ns below o	or select sav	ed criteria	<b>~</b>			
Include all stud	dents				Include s	students ba	sed on their 🛙	
) Customize you	ir search by geo	graphic area	а		Home a	address		
Select from ma	use the ma	p to select a	a geographic a	area.	High sc	hool		
U.S. states & territories	Geomarket	County	ZIP code	Metropol are	itan statistical a (MSA)	Proximity search	International	
Alphabetical	Regional							
Select all st	ates						Select all territorie	as
Alabama	🕑 Illinoi:	6	Montana		Rhode Island		American Samoa	
Alaska	🔲 Indiar	ia	Nebras	ka	South Carolin	a 🗌 🤇	Guam	
🗌 Arizona	Iowa		Nevada	1	South Dakota	. 🗆 N	Aarshall Islands	
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Step 5: Expand College Board Exams. Add SAT scores first, after selecting Total Score. Enter the lowest total score you'll admit and 1600 as your highest score (e.g., 900–1600).

Click Add Another, and select PSAT/NMSQT and Total Score, subtracting 60 points from your

minimum SAT score (to accommodate student score growth). Enter 1520 as your highest score (e.g., 840–1520).

Click Add Another. Select AP Exams and Any AP Exam taker, or select a defined score range (e.g., 3–5).

#### College Board Exams 📀

Use one or more of the options below or select saved criteria ~

Please select score ranges based on the redesigned scores and ranges. We will make the appropriate concordance (if applicable) and select students who meet your criteria, regardless which assessment (previous version or redesigned version) was taken. See the online <u>Support</u> section for more information.

FILLE EXAMINATION SECTION A

Include all students

Include only students who scored within the ranges defined below

Select a College Board Exam		Select section or subject		Define Score		ıd		
SAT	۳	Total Score	•	900	to	1600	3 P ate	
PSAT/NMSQT	v	Total Score	¥	840	to	1520	🕲 Delete	
AP Exams		Any AP Exam taker			to		Jelete	C Add Another

Search logic (applies to all selections) 
 OR OR AND

Include only students who have NOT sent SAT or SAT Subject Test scores to my institution

Include only students who have sent SAT or SAT Subject Test scores to my institution

### **Step 6:** Hit the orange **Calculate** button and record the number of names available here:

#### Figure A: (e.g., 65,122)

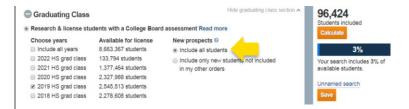
This is the number of 2019 students residing in your primary market that met your admissions criteria but were never licensed by your institution.



**Step 7:** In the Graduating Class section, under New prospects, toggle from **Include only new students not included in my other orders** to **Include all students**. Hit **Calculate** again and record the number of names available here:

#### Figure B: (e.g., 96,424)

This is the total number of 2019 students residing in your primary market that met your admissions criteria, including those licensed by your institution.



**Step 8:** Fill in the blanks with your numbers from steps 6 and 7, and complete this equation:

Figure B (Step 7):( <u>e.g., 96,424)</u>
Figure A (Step 6): <u>(e.g., 65,122)</u>
Figure C: (e.g., 31,302)
Across all orders, this is the number of 2019 graduates you Searched in your primary market.
<b>Step 9:</b> Fill in the blanks with your numbers from steps 7 and 8, and complete this equation:
Figure C (Step 8): <u>(e.g., 31,302)</u>
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Figure B (Step 7): (e.g., 96,424)

Figure D: (e.g., 0.324 or 32.4%)

Figure D shows the percentage of eligible students in your primary market you recruited for the enrolling class of 2019.

# Why is the percentage of students you recruited in your primary market important?

As demographics decline and competition increases, every eligible student in your primary market should hear your value proposition. Most institutions are surprised by how many eligible students they missed the chance to Search and recruit.

## Here are a few simple ways to improve your primary market coverage:

 Avoid overfiltering. In the primary market, keep criteria simple. Use as few filters as possible. If you must use a filter and "No Response" is an option, always include it. This helps you avoid missing a perfect-fit %

student living near your college who skipped a section on the Student Data Questionnaire.

- 2. Search more frequently, ideally with standing orders that deliver new names to you monthly, or with each data load.
- 3. Use all test sources (SAT, PSAT-related assessments, and AP).
- 4. Avoid aspirational test score ranges. Include high achievers as well as all other students you're willing to accept.

If your institution is missing students, it's time to consider implementing some new Search strategies.

For help building orders or changing strategy, request a consultation at research.net/r/consulting or contact:

collegeboardsearch@collegeboard.org 866-499-5357

\*Grawe, N. D. (2018). Demographics and the demand for higher education. Baltimore, MD: Johns Hopkins University Press.

#### How many more 2019 enrollments might have resulted from licensing all eligible students in your primary market?

Fill in the blanks below using the numbers from this worksheet and your average funnel conversion rates. For example:

