**CollegeBoard** | **AP®**

The Value of **AP** in **Recruitment**

AP® students are more likely to succeed, persist, and graduate on time. Over 2.8 million high school students participate in AP each year, more than a third of whom are from underrepresented minority populations. Don't miss an opportunity to connect with these high-achieving prospective students.

Key Finding

Regardless of race or ethnicity, the vast majority of students attending public high schools have access to the AP Program.

■ **Percentage of public school students whose high schools offer AP courses**
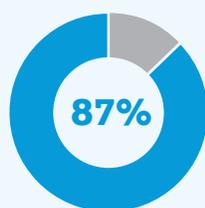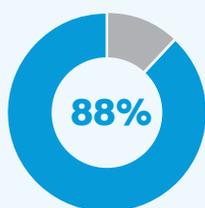
87%	88%	92%	95%
WHITE	**BLACK/AFRICAN AMERICAN**	**HISPANIC**	**ASIAN**

Source: Nat Malkus. *AP at Scale: Public School Students in Advanced Placement, 1990-201*3. Washington, DC: American Enterprise Institute, 2016. Above data reflects the 2011-2012 academic year.

Supporting Research

- AP Exam scores are among the best predictors of college performance.[1]

- Students who take an AP Exam are more likely to enroll in a 4-year institution, compared to students who don't take an AP Exam.[2]

- Students who take an AP Exam are more likely to enroll in selective institutions, compared to students who don't take an AP Exam.[3]

- Rural students who earn a 3 or higher on an AP Exam have similar rates of 2- and 4-year college enrollment as urban and suburban students.[4]

Planning Guide for Using AP in Recruitment

WHY USE AP IN RECRUITMENT?

Many colleges and universities overlook the opportunity to leverage AP in identifying and communicating with prospective students. From finding college-bound students early to engaging in more resonant messaging that caters to students' academic interests, there are numerous ways you can take advantage of AP in getting students' attention.

1. Ackerman, P., Kanfer, R., and Calderwood, C. (2013). *High School Advanced Placement and Student Performance in College: STEM Majors, Non-STEM Majors, and Gender Differences*. New York: Teachers College Record.

2. Chajewski, M., Mattern, K., and Shaw, E. (2011). *Examining the Role of Advanced Placement Exam Participation in 4-Year College Enrollment*. Hoboken: Educational Measurement: Issues and Practice.

3. Mattern, K., Shaw, E., and Xiong, X. (2009). *The Relationship between AP Exam Performance and College Outcomes*. New York: College Board.

4. Mann, S., Sponsler, B., Welch, M., and Wyatt, J. (2017). *Advanced Placement Access and Success: How do rural schools stack up*? Denver, CO: Education Commission on the States.

GUIDING QUESTIONS

- Do you currently take advantage of ways to connect with AP students?

- Is your AP credit policy easy for students to find online?

- Did you know that AP score senders designate just one college as their priority for receiving AP scores? Are you in touch with your score senders to encourage and confirm their interest in applying?

- What action is your office taking with the annual AP score senders from all grade levels? Are you engaging in content-specific messaging based on AP Exam takers—this might include encouragement to pursue minors or double majors.

- Have you considered leveraging AP to connect with underrepresented minority students?

ACTION ITEMS

College Board offers a range of tools to help enrollment professionals leverage AP in building an incoming class with a strong academic and cultural fit for your institution:

COLLEGE BOARD SEARCH

Colleges and universities use **Student Search Service**® more than any other source to locate students they wish to recruit. And yet surprisingly few take advantage of the ability to use AP as a source of names within the database. Connecting with students based on their participation in AP affords an opportunity for you to reach students earlier in their high school career and allows you to engage in more resonant communication based on students' areas of academic interest.

Use College Board Search to:

- Make early outreach to rising 10th and 11th graders, beginning with the release of AP names each summer (late July or early August).

- Generate lists of underrepresented minority students who have recently taken AP Exams in particular disciplines.

- Begin conversations with students you won't find using your traditional orders: Nearly 13% of AP students don't take the PSAT/NMSQT® or SAT®; find them via AP Search orders.

- Recruit to specific majors: AP students tend to major in disciplines related to their AP Exams. In particular, recent research shows that students who take AP STEM courses and exams are 13% more likely to major in STEM.

- Build data-driven scholarship and honors college admissions criteria: AP participation and performance can be used when evaluating students and awarding scholarships.

AP COURSE LEDGER

The **AP Course Ledger** is an electronic file containing the complete database of authorized AP courses. You can access the tool at: **bit.ly/2Z8OGcq**. Use the AP Course Ledger to:

- Better understand which AP courses are being offered at high schools in your key recruitment territories.

- Recruit for particular majors based on AP courses that are offered in corresponding subject areas at the high schools you visit.

OTHER ACTIONS YOU CAN TAKE

Use Your AP Credit Policy to Your Advantage: Ensure that your policy is easy to find online. Many institutions also experience success with a printed piece detailing the policy.

Don't Overlook AP Score Senders: Your campus is likely receiving numerous AP score sends from high school students in all grade levels. Make sure that they're not being directed to the registrar's office without you having the opportunity to connect with these students.

AP Exam takers can only designate one institution to receive their scores automatically; those who send scores are communicating that you're first on their list of prospective colleges!

WE'RE HERE TO HELP

College Board is available to assist you in developing a stronger pipeline of prospective students by leveraging the AP Program. Our teams can help you take advantage of resources offered by College Board as you plan for successful recruitment and can also provide support as you talk to campus stakeholders about the value of AP in reaching key enrollment goals.

Visit **aphighered.collegeboard.org** for more information.

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