

Enrollment Planning Service (EPS)

Enrollment Planning Service is an analysis and reporting service that enables admission professionals to better understand the student market and the lists they license with Student Search Service™.

Includes

- Context on domestic and international College Board test takers for global strategy
- Unlimited access for all your admissions or enrollment representatives
- Comprehensive high school directory, including data fields on HS Setting and HS Type
- Research reports and white papers, including demographic reports on WICHE HS projections across the U.S.

Home Search for Students Plan Travel Research High Schools Competitive Analysis Summary Report Data Upload & Analysis

Plan Travel

Recent searches Top searches

You have no saved searches.
[See all saved searches in My Searches, Orders & Files >](#)

Related Reports

[High School Graduation Projections](#)
Projections of the number of high school graduates by state and geomarket

[Go to HE Portal](#)

[View all summary reports >](#)

Getting Started [Start new travel plan](#)

Read the Plan Travel Video Transcript

With Plan Travel, you'll get the most out of valuable travel time by pinpointing the high schools and students your institution most wants to reach. Create multiple plans to strategize for an entire staff or focus on your own territory.

Click **Start new travel plan** for a guided search in four steps:

News

- High School Projections available in Summary Reports
- Check out the [FAQs](#) section in Support for additional information
- [EPS Training Exercises \(.pdf/2.5MB\)](#)

[More news](#)

Helpful Resources

- [Beyond the Basics: Plan Travel](#)
- [Training Opportunities](#)
- [EPS Training Exercises \(.pdf/2.5MB\)](#)

Visit cbsearch.collegeboard.org for more information.

Leverage EPS to grow and refine your recruitment strategies in College Board Search:

- See past market share in a myriad of geographic options to identify current opportunities and expand Search in a data-driven way based on existing recognition of your SAT® or AP® score senders.
- Leverage competitor reports to see where similar institutions may be attracting more students in a target geography to broaden your name licensing using common peer traits.
- Research trends by numerous benchmarks related to your niche offerings or institutional mission to identify new markets in Search.
- Study criteria unique to EPS such as student mobility to identify areas where students are likely to go out of state for college to expand markets.
- Analyze the regionality, nuances, and past score sender reach of Segment Analysis clusters to apply in Search strategy (if using EPS with SAS).

Use EPS to enhance your travel planning and high school counselor outreach:

- Query the system by proximity to an event or college fair to find a full list (including detailed profile reports) of high schools by past market share or traits such as student mobility or major trends.
- Build an entirely new market strategy for a new counselor, regional representative, or alumni recruiter by analyzing your own score sender data and competitor institutions to create a high school list for digital marketing, visits, and counselor fly-ins/events.
- Learn about students and their school through EPS' proprietary summary detail reports that include insights around academics, major interest, income levels, common competitors, AP participation, and more.
- Empower your admissions team to learn the art of data-driven recruitment strategy by providing access for all territory managers to run reports and develop recommendations to enhance their travel plans and follow-up for better application conversion.
- Involve others on campus! EPS access is unlimited across the institution so you can provide logins to IR, faculty, coaches, or other stakeholders who might find value in the database and help you to identify strategy related to their areas of focus.

Questions? Reach out to your College Board representative to further explore EPS and for additional ideas based on your goals. Email collegeboardsearch@collegeboard.org for more information.