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Enrollment Planning Service
Best Practices and Getting Started

Enrollment Planning Service™ provides a treasure trove of relevant data to help you and your team plan travel and understand your competition. Building reports is a challenge if you're unaware of the best practices to mine the data. This handy guide highlights steps to help you get the most from Enrollment Planning Service. For an in-depth look at best practices, review the notes on the back of this flyer.

Quick Start Guide:

Step 1: Get to know the reports

As you're already learning, Enrollment Planning Service has a great deal of helpful data. Spend time reviewing your Executive Summary Reports such as *Top Feeder High Schools*, *Largest Geo-markets of Your Top Competitors*, and *Competition by Overlap Takers*. Schedule time with your College Board contact.

Step 2: Understand your competition based on SAT score sending overlap

Access your prebuilt competitor reports or create custom Competitive Analysis reports. These reports allow you to better understand your competition in local and more distant markets.

Step 3: Travel planning and researching high schools

Ask your admissions counselors to build data-driven travel plans. Guide them by sharing enrollment goals and information about competitors you'd like to emulate. Encourage your counseling staff to check their past travel against data available in Enrollment Planning Service. What does the data say? Would they visit different high schools? Building reports to inform travel decisions can be quick and easy.

Step 4: Additional available data

Enrollment Planning Service features prebuilt reports at the state, geo-market and high school level, along with high school projections. Analyze trends with the **Research Only** function in Search. Track changes in students' interests over an eight-year span. Work with your College Board representative to learn how these resources can improve your recruitment strategies.

For a Search Consultation, visit **cb.org/CBsearchconsultation**

Detailed Guide:

Step 1: Know how to find your reports

Enrollment Planning Service is a rich market research resource that includes 10 Executive Summary reports updated weekly. These reports live in the HE Portal from which you download SAT® score files. You can click on the Summary Reports tab in College Board Search for a link to the HE Portal, as well as Basic Reports, High School Projections, AP® Score-Sender Reports, and the High School Directory.

Step 2: Understand your competition

Knowing where your competitors are successful gives you a road map to productive markets for your institution. Competitive Analysis reports are customizable to fit your precise needs. For example, you can run a report to determine how many students from a certain city or geo-market sent SAT scores to your competitors. You can even view these data by high school name to see if your institution is as successful at that high school as your competitors. *Tip:* Include score ranges or particular majors in your report.

Step 3: Travel planning and researching high schools

Many admissions counselors admit they typically travel each fall and spring to the same high schools. This strategy might suffice, but you should confirm its effectiveness. Enrollment Planning Service is an essential source of travel planning data. Ask your team to evaluate prior travel to determine what was truly effective and what might need to be changed. Using Enrollment Planning Service, admissions counselors can plan their travel confident they're visiting high schools that align with your goals.

Provide your admissions counselors with guidelines about high schools you wish to recruit from and students you'd like to enroll.

Examples of how your team members can use the Research High Schools tool:

- Build a list of high schools that have the highest number of SAT test takers who scored above 1200 on the SAT, have a high number of students interested in engineering, and who have out-of-state mobility.

- Create a report showing a 3-year trend of SAT score senders from high schools in one of your core geo-markets. Which schools are up, down, or may need attention?

- Find high schools with diverse student populations to help your institution diversify its own student body.

Step 4: What additional information does Enrollment Planning Service provide?

The High School Directory gives you a comprehensive list of over 47,000 U.S. high schools. Some institutions take advantage of this directory to keep their High School Codes current and to better understand key details about the schools.

Your AP score sender reports are also available in Enrollment Planning Service anytime you want them. These reports give you information on students who have sent you their AP scores. You get an understanding of the number of students interested in your campus because students can only send their AP scores to one institution.

These tools and more are included with Enrollment Planning Service, a one-stop shop for quality data from the College Board.

To build orders or change strategy, request a consultation at cb.org/CBsearchconsultation or contact:

collegeboardsearch@collegeboard.org

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