
Student Search Service®
Master Class

February 12, 2012
Midwest Regional Forum

Our Goals for Today...

Explore ways to improve search efforts

Define what being more sophisticated with Student Search looks like

Review SAT score sending behaviors of selected groups to develop new SSS strategies

Introductions

- Marc Geslani – Educational Manager
- Jill Oakley-Jeppe – Director K-16 Initiatives
- You

Using All Student Search

Why Use All Student Search?

- De-duplication
- Use Multiple Sources at one time
- Get new names as soon as they are available
- Get a “richer” output file

Deliver messages to the right students at the right time regardless of the test they took or when they took it.

Are You Intending To Buy Duplicates?

- In utilizing PSAT orders as a sole source of names, many schools purchase a significant amount of duplicate names:

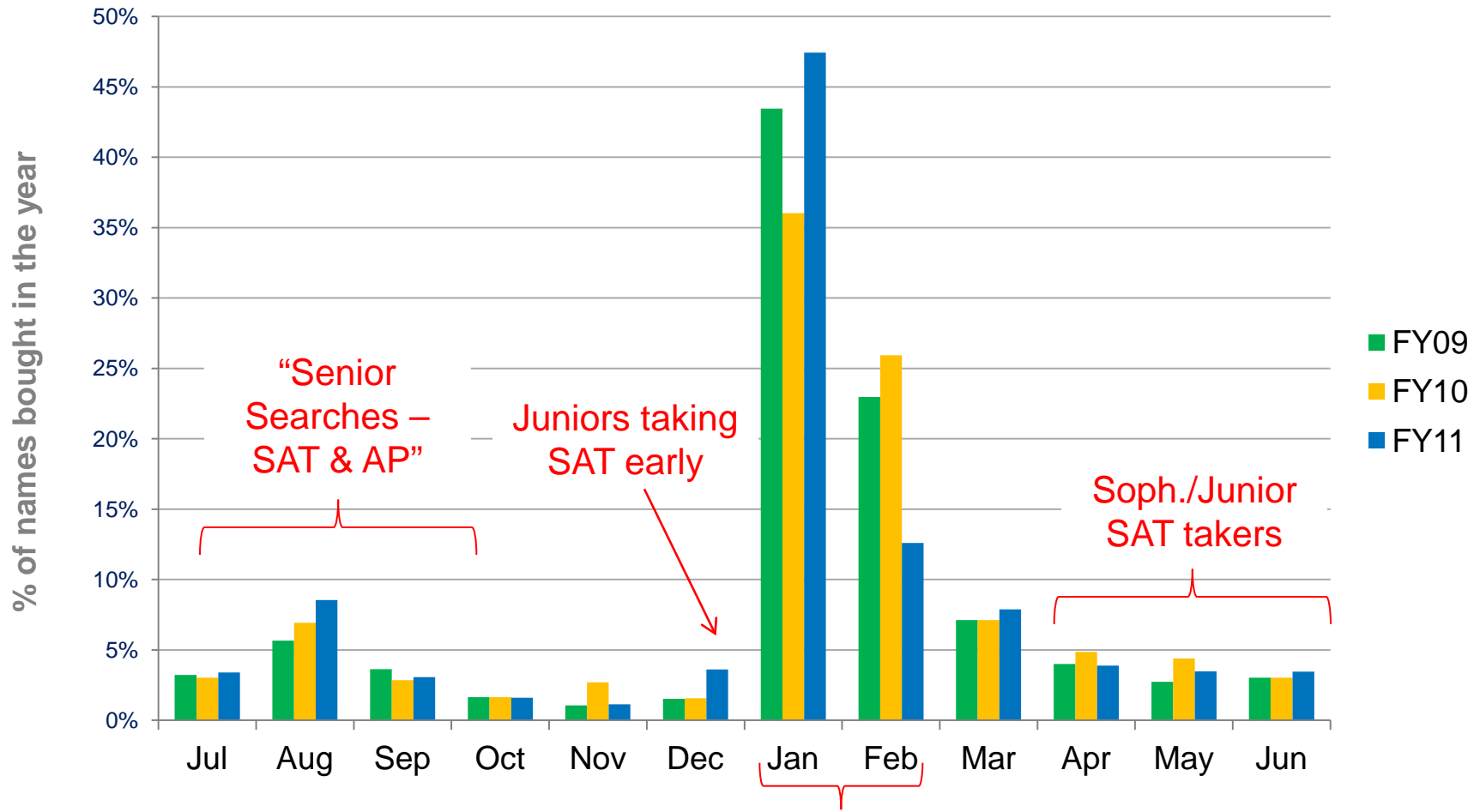
Year 1 Baseline PSAT			
Buying names in February 2011			
<i>Class Level</i>	<i>Graduate in...</i>	<i>Mail Quantity</i>	<i>Names Ordered</i>
Sophomores	2013	30,000	30,000
Juniors	2012	100,000	100,000

Year 2 Duplicate Names			
Buying names in February 2012			
<i>Class Level</i>	<i>Graduate in...</i>	<i>Mail Quantity</i>	<i>Names Ordered</i>
Sophomores	2014	30,000	30,000
Juniors	2013	100,000	100,000

A significant portion of 2013 names bought as sophomores reappear when you buy them as juniors.

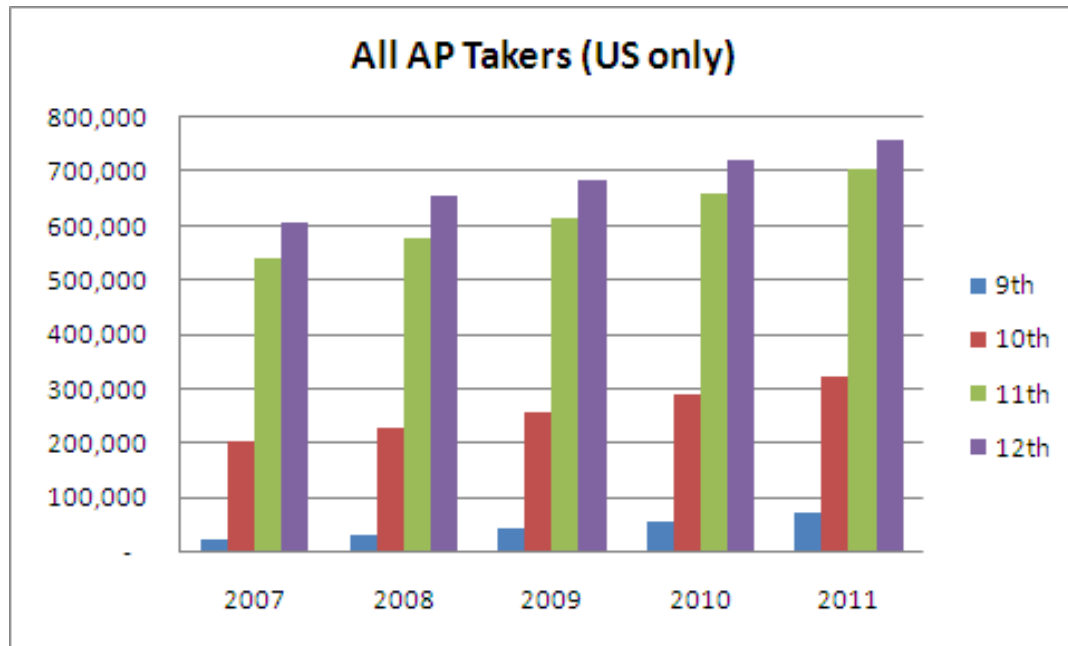
- Nationally, 50% of 10th grade PSAT takers retake as 11th graders.
- The duplicate percentage increases as you become more selective

More and more, Search is becoming a *process*, rather than an *event*



PSAT data is released end of January

AP – The fastest growing data source



AP takers and AP takers earning scores of 3 or above is growing annually at an 7% to 8% rate.

More than half of the test takers take at least one AP exam prior to their senior year.

AP Data will be ready to order on July 23, 2012 and will be ready for download on July 30, 2012.

Are You Missing Students By Not Including AP?

State/USA	2012 grads with AP 4-5	2012 grads with PSAT 120-160	2012 with both AP 4-5 & PSAT 120-160	2012 with AP 4-5 without PSAT 120-160
Illinois	9,963	7,147	4,400	5,563
Indiana	3,063	4,121	1,892	1,171
Michigan	5,856	4,159	2,357	3,499
Ohio	6,711	6,817	3,794	2,917
USA	233,369	179,828	108,911	124,458

Source: Student Search Service accessed between February 6-10, 2012

AP Exam Subjects

Area	Subjects	
STEM	Biology Calculus Chemistry	Computer Science Environmental Science Physics
Humanities	Economics English Gov't & Politics	European, U.S., World History Human Geography Psychology
Arts	Art History, Studio Arts, Music Theory	
Languages	Chinese French German Italian*	Japanese Latin Spanish

“Event” Search Model for entering class 2013

January 2011

Buy 2013 grads as
Sophomores with PSAT

-OR-

one-time All Students

January 2012

Buy 2013 grads as Juniors
with PSAT

-OR-

one-time, de-duped,
All Students

“Process” Search Model for entering class 2014

January 2012

Buy 2014 as
Sophomores
with standing
All Students
order

July 2012

Receive
unduplicated
2014 names as
rising Juniors

January 2013

Buy bulk of
2014 as
Juniors

July 2013

Receive
unduplicated
2014 names as
rising Seniors

SSS Data Source – Feed Dates

Search Data Source	Testing Date	Approximate Date Available in Search	Approximate Earliest Internet Delivery Service Download Date
October SAT®	Oct. 1, 2011	Mon., Nov. 14, 2011	Mon., Nov. 21, 2011
November SAT	Nov. 5, 2011	Mon., Dec. 19, 2011	Mon., Dec. 26, 2011
PSAT/NMSQT®	Oct. 12 & 15, 2011	Tues., Jan. 10, 2012	Tues., Jan. 17, 2012
December SAT	Dec. 3, 2011	Tues., Jan. 17, 2012	Tues., Jan. 24, 2012
Winter SAT	Oct. 1, Nov. 5, & Dec. 3, 2011	Tues., Jan. 17, 2012	Tues., Jan. 24, 2012
January SAT	Jan. 28, 2012	Mon., Mar. 12, 2012	Mon., Mar. 19, 2012
March SAT	Mar. 10, 2012	Mon., Apr. 23, 2012	Mon., Apr. 30, 2012
May SAT	May 5, 2012	Mon., Jun. 18, 2012	Mon., Jun. 25, 2012
June SAT	Jun. 2, 2012	Mon., Jul. 16, 2012	Mon., Jul. 23, 2012
Summer SAT	Jan. 28, Mar. 10, May 5, & Jun. 2, 2012	Mon., Jul. 16, 2012	Mon., Jul. 23, 2012
AP®	May 7-18, 2012	Mon., Jul. 23, 2012	Mon., Jul. 30, 2012

Successful Use of All Student Orders

1. Account for elimination of duplicates in volume projections and in future orders.
2. Use selection criteria populated by the exams you use in your search.
3. Create and submit orders in the correct sequence to yield desired results

Account for Elimination of Duplicates

- Comprehensive communication tracking and good data management is key.
- Load all names into your CRM System
- Use a coding mechanism that allows you to develop, maintain, and fulfill your desired communication flow.
- Schedule messages, materials, and staffing for multiple mail drops throughout the year

Criteria Selection and Questionnaires

Criteria	PSAT	SAT/SAT Subj. Tests	AP
Test - <ul style="list-style-type: none"> • PSAT • SAT <ul style="list-style-type: none"> • Summer • Fall • Specific Test Cycles • Subject Tests • AP 	Ranges	Ranges	Ranges
Geography-International Region <ul style="list-style-type: none"> • Country • State • EPS Market • County • Zip • Search by Proximity 	X	X	X
Major	X	X	
GPA	X	X	
Gender	X	X	X
Rank		X	
Ethnicity	X	X	X
Religion	X	X	
Educational Aspirations		X	
Financial aid		X	
Sports		X	
College Living Preferences		X	
Citizenship	X	X	
ROTC		X	

Target students based on proficiency in a specific subject

Use AP exam to identify college major likely pursued by student

Criteria Selection and Questionnaires

Criteria	PSAT	SAT/SAT Subj. Tests	AP
Desired College Characteristics - • College Type • College Control • College Size • College Setting • College Location • College Student Body		X	
High School Course/Activities • Art & Music • English • Mathematics • Natural Sciences • Social Sciences/History • Foreign Languages • Activities		X	
Honors		X	
High School Sports		X	
Email Address	X	X	

Sample Search use College Location

All Student Search Criteria: 2011 Graduating Class
California
Combined PSAT scores 150-240

61,148*

* Note: these numbers show a snapshot of data at a single point in time.

Sample Search use College Location

All Student Search Criteria: 2011 Graduating Class
California
Combined PSAT scores 150-240

61,148*

Add Every College Location Criteria:
Large City, Medium City, Small City, Suburban, Rural, Undecided,
No Response

* Note: these numbers show a snapshot of data at a single point in time.

Sample Search use College Location

All Student Search Criteria: 2011 Graduating Class
California
Combined PSAT scores 150-240

61,148*

Add Every College Location Criteria:
Large City, Medium City, Small City, Suburban, Rural, Undecided,
No Response

50,256

Seeking any SAT only
response eliminated about
10,000 names

Take out No Response for College Location Criteria:
Large City, Medium City, Small City, Suburban, Rural, Undecided,
No Response

* Note: these numbers show a snapshot of data at a single point in time.

Sample Search use College Location

All Student Search Criteria: 2011 Graduating Class
California
Combined PSAT scores 150-240

61,148*

Add Every College Location Criteria:
Large City, Medium City, Small City, Suburban, Rural, Undecided,
No Response

50,256

Take out No Response for College Location Criteria:
Large City, Medium City, Small City, Suburban, Rural, Undecided,
No Response

46,130

Seeking any answer other than
No Response eliminated
approximately 15,000 names

* Note: these numbers show a snapshot of data at a single point in time.

Sequencing Orders

When submitting...

1. multiple order forms...
2. on the same day...
3. where any (or all) are All Students with de-duplication criteria...
4. and where an individual student could possibly land in two or more of the orders...
5. the sequence of the order numbers is important.

**Search orders will run by order number;
the order in which they were created....not submitted.**

Create Most Specific Orders First

7-SCSC-01-129-037 'Engineering'
PSAT M 54-80, G-450 Engineering

7-SCSC-01-129-035
PSAT 186-200

7-SCSC-01-129-036
PSAT 210-240

Sometimes You Want Duplicate Names

7-SCSC-01-129-037 Engineering
(PSAT M 54-80, G-450 Engineering)

7-SCSC-01-129-038
Female Soccer Players - SAT 1760-2400

7-SCSC-01-129-035
PSAT 186-200

7-SCSC-01-129-036
PSAT 210-240

Gems in the All Student File Output

What you get in your File: New file layout December 2010

Student's Name, Last First, MI
Street Address, City, State ZIP+4
Country Name
EPS™ Market Code
Gender
Date of Birth
Search Unique Identifier
Student's High School Code
SAT I First-Choice Intended College Major
SAT I Second Listed Major (through Five)
PSAT/NMSQT Intended College Major
AP® Examination Code
Graduation Year
Postal Delivery Point
Postal Correction Character
Ethnic Indicator
Email Address **
Subject Exam Codes: 1-10
Student Data Source Code: Most Recent
Descriptor PLUS High School Cluster
Descriptor PLUS Educational Neighborhood

http://www.collegeboard.com/sss/repository/datalayout_27403.xls

New Verified Mailing & E-Mail Address Criteria

- Introduced this year
- 300,000 new names anticipated in this year

E-mail and Mailing Addresses

Include all students, or filter your list by including only students who provided e-mail addresses when registering for the SAT or when taking the PSAT/NMSQT.

- Include ALL students who have either a verified mailing **OR** verified email address. You may receive names of some students who do not have a verified postal address, but each of those students will have a verified email address.
- Include **ONLY**
 - Students who have **both** verified mailing **AND** verified email address.
 - Students with a **verified mailing** address. Some will also have a verified email address
 - Students with a **verified email** address. Some will also have a verified mailing address.

SAT Score Send Analysis of Chinese Students

Chinese SAT Takers

Of the top 10 schools receiving Chinese SAT score sends from the 2011 cohort, 5 were members of the Big 10.

SAT Score Sends by Chinese Students 2007-2011

Year	Total
2011	26,007
2010	11,856
2009	3,026
2008	3,166
2007	3,281

Top 10 States for Chinese SAT Score Sends in 2011

State	2009	2010	2011
California	576	2,179	4,168
New York	346	1,371	2,889
Massachusetts	278	1,191	2,473
Pennsylvania	177	842	2,233
Illinois	177	690	1,579
Ohio	30	310	1,078
Michigan	101	462	1,034
Indiana	92	424	1,010
Georgia	45	299	848
Virginia	42	294	709

SAT Score Send Analysis of California Students

California Students with SAT CR+M 1000-1390

Numbers and Proportion of In/Out-State SAT Score Sends of California Students with SAT CR+M of 1000-1390

Year	Total	California Colleges	Colleges Outside CA	California	Outside CA
2011	545,485	374,068	171,417	69%	31%
2010	573,791	423,370	150,421	74%	26%
2009	570,016	435,277	134,739	76%	24%
2008	583,497	448,994	134,503	77%	23%
2007	569,504	439,912	129,592	77%	23%

SAT Score Sends by California Students with SAT CR+M 1000-1390 in Selected States (not a top 10 list)

Scores sent to...	2009	2010	2011	07-11%	10-11%
California	435,277	423,370	374,068	-15%	-12%
New York	21,119	22,135	24,378	22%	10%
Massachusetts	18,182	18,669	20,579	14%	10%
Oregon	10,491	12,601	15,129	85%	20%
Washington	8,381	9,745	11,264	36%	16%
Arizona	7,151	8,348	8,743	23%	5%
Illinois	4,974	5,900	6,594	39%	12%
Indiana	3,178	3,449	3,792	27%	10%
Ohio	2,211	2,651	3,114	46%	17%
Michigan	2,205	2,349	3,070	25%	31%

Source: College Board SDRS

California Students with SAT CR+M 1400-1600

Numbers and Proportion of In/Out-State SAT Score Sends of California Students with SAT CR+M of 1400-1600

Year	Total	California Colleges	Colleges Outside CA	California	Outside CA
2011	91,736	41,061	50,135	45%	55%
2010	100,523	54,473	46,050	54%	46%
2009	91,271	51,139	40,132	56%	44%
2008	84,056	48,067	35,989	57%	43%
2007	81,033	45,900	35,133	57%	43%

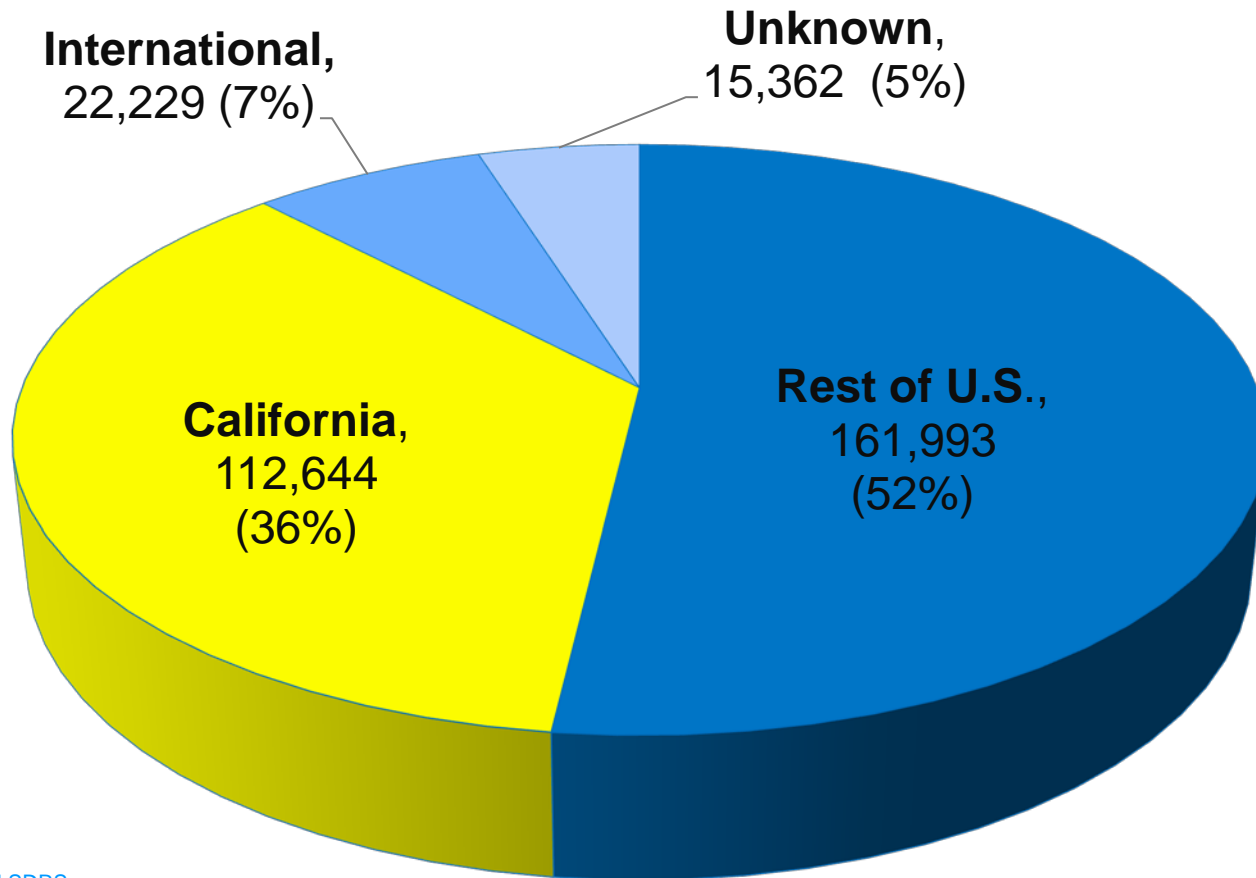
SAT Score Sends by California Students with SAT CR+M 1400-1600 in Selected States (not a top 10 list)

State	2009	2010	2011	07-11%	10-11%
California	51,139	54,473	41,601	-9%	-24%
Massachusetts	7,510	8,403	8,951	28%	7%
New York	6,257	6,860	7,538	34%	10%
Pennsylvania	3,535	4,236	4,779	47%	13%
Illinois	2,526	3,187	3,465	60%	9%
Washington	894	1,078	1,110	38%	3%
Oregon	933	1,002	1,053	26%	5%
Michigan	561	625	907	61%	45%
Ohio	528	592	722	58%	22%
Indiana	502	615	667	71%	8%

Source: College Board SDRS

SAT Subject Tests & California Students

The chart below details the 2011 cohort of about 312,000 SAT Subject Test takers:



Source: College Board SDRS

SAT Subject Exam Takers Now Available Class of 2012, Score of 500-800

Subject Exam	CA	USA	Subject Exam	CA	USA
Any STEM	23,719	85,741	Any Language	8,596	21,350
Math Level 1	1,937	24,544	Literature	7,867	25,723
Math Level 2	18,109	57,402	U.S. History	15,020	47,426
Biology	8,433	15,218	World History	1,770	7,528
Chemistry	6,914	30,357	Any Subject Exam	30,270	102,947
Physics	3,157	15,821			

Source: Student Search Service accessed January 4, 2012

SAT Score Send Analysis of Texas Students

The Mobility of Texans (or lack thereof)

Of traditional students residing in the listed state and attending a four-year school (2008)...

State	Stay Home	Go Away
Puerto Rico	98%	2%
Indiana	88%	12%
Texas	82%	18%
Nebraska	80%	20%
Iowa	78%	22%
USA	74%	26%
Colorado	72%	28%
Illinois	62%	38%
Hawaii	50%	50%
New Jersey	41%	59%
District of Columbia	25%	75%

Source: IPEDS student attendance/migration data processed by Duncan Hsu.
<http://edpond.blogspot.com/2010/01/ipeds-higher-ed-residence-and-migration.html> accessed April 30, 2010.

Texas Students with SAT CR+M 1000-1390

Numbers and Proportion of In/Out-State SAT Score Sends of Texas Students with SAT CR+M of 1000-1390

Year	Total	Texas Colleges	College Outside TX	Texas %	Outside TX %
2011	254,790	172,381	82,409	68%	32%
2010	243,223	162,562	80,661	67%	33%
2009	263,806	178,531	85,275	68%	32%
2008	272,322	182,462	89,860	67%	33%
2007	260,800	178,072	82,728	68%	32%

SAT Score Sends by Texas Students with SAT CR+M 1000-1390 in Selected States (not a top 10 list)

State	2009	2010	2011	07-11%	10-11%
Texas	178,531	162,562	172,381	-3%	6%
California	10,308	8,475	8,624	-17%	2%
New York	8,035	7,593	7,862	0%	4%
Oklahoma	6,230	6,060	6,369	9%	5%
Massachusetts	6,197	5,416	5,708	-7%	5%
Louisiana	4,341	4,600	4,473	43%	-3%
Illinois	2,797	2,595	2,673	2%	3%
Indiana	2,375	2,116	1,923	-21%	-9%
Ohio	1,354	1,394	1,460	-2%	5%
Michigan	1,124	1,021	1,037	-12%	2%

Source: College Board SDRS

Texas Students with SAT CR+M 1400-1600

Numbers and Proportion of In/Out-State SAT Score Sends of Texas Students with SAT CR+M of 1400-1600

Year	Total	Texas Colleges	College Outside TX	Texas %	Outside TX %
2011	31,498	10,503	20,995	33%	67%
2010	30,606	10,184	20,422	33%	67%
2009	28,065	9,179	18,886	33%	67%
2008	28,210	9,494	18,716	34%	66%
2007	27,863	9,764	18,099	35%	65%

SAT Score Sends by Texas Students with SAT CR+M 1400-1600 in Selected States (not a top 10 list)

State	2009	2010	2011	07-11%	10-11%
Texas	9,179	10,184	10,503	8%	3%
California	3,099	3,099	3,060	5%	-1%
Massachusetts	2,325	2,508	2,601	8%	4%
New York	1,952	1,972	2,103	16%	7%
Pennsylvania	1,112	1,328	1,395	25%	5%
North Carolina	1,097	1,175	1,194	14%	2%
Illinois	980	1,071	1,184	32%	11%
Indiana	436	454	443	11%	-2%
Ohio	241	285	297	13%	4%
Michigan	227	237	226	-5%	-5%

Source: College Board SDRS

Thank You for Attending!

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