

STUDENT SEARCH SERVICE

A Connection to Colleges and Scholarships

Student Search Service® helps students from Colorado and across the country discover colleges they may not have considered and connects them with more than \$300 million in scholarships.

Increasing College Access

Student Search Service is a free program that helps colleges and financial aid programs find students they normally wouldn't reach. Students choose to participate in Search, letting schools know they're interested in receiving more information about admissions, financial aid, and academic programs and opportunities.

Students who opt in to Search are 12% more likely to enroll in a four-year college compared to students who don't participate.

When a college reaches out to a student through Search, the probability of that student sending their SAT score to that college goes up 23%. That rate is even higher for underrepresented students: African American students (46%), first-generation college students (49%), and low-income students (42%).

Increasing College Diversity

College admissions officers working to increase the number of low-income and underrepresented students on their campuses tell us they could not do their job without Search.

For instance, in a typical year, more than 60% of the students who attend Harvard University were found through Search. Vanderbilt University has used Search to increase the number of Pell Grant recipients and to recruit more urban and rural students.

Maintaining Student Privacy

Students must opt in to Search, and they can opt out at any time. We work hard to protect students' privacy, which is why colleges, universities, and scholarship organizations must adhere to strict guidelines. The data we provide them:

- Can only be shared for educational purposes
- Can't be shared with third parties (except for relevant contracts, such as mail service providers)
- Must be destroyed once the agreement expires

Reinvesting in Students

College Board is a not-for-profit organization, and revenue we collect is invested back into our programs, including scholarships, College Board National Recognition Programs, and fee assistance for low-income students.

In 2019, for example, we used revenue—including license fees colleges pay us to access Search data—to provide \$129 million in fee waivers and reductions for low-income students.

Protecting Search

Now more than ever, it's critical that Colorado students have the best chance to go to the school that's right for them. With Student Search Service, we can increase college access and diversity without sacrificing privacy.

WITHOUT SEARCH IN COLORADO

↓ **3.2** PERCENTAGE POINTS

Without Search in Colorado, the four-year college enrollment rate would be projected to decrease by 3.2 percentage points (from 40.8% to 37.6%).

2,207 FEWER STUDENTS

This decrease amounts to 2,207 fewer Colorado students in four-year colleges every year.

↓ **3.2** PERCENTAGE POINTS

1,166 of those students are underrepresented, first-generation, or rural students whose four-year college enrollment would be projected to fall by 3.2 percentage points.

\$882,912,000

LOST LIFETIME EARNINGS

Fewer enrollees in four-year colleges means fewer bachelor's degree holders in Colorado and fewer individuals earning a "college degree premium" worth about \$400,000 over each individual's lifetime. For every year without Search, another cohort forgoes higher lifetime earnings estimated to be \$882,912,000 in Connecticut.

For more information, visit studentsearch.collegeboard.org.