



# Student Search Service® and the Redesigned Assessments

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*Beginning this fall, Student Search Service® will be enhanced to provide students the opportunity to self-identify as more than one ethnicity or race, and share if they are first-generation students.*

The redesigned SAT Suite of Assessments — which include the SAT®, PSAT/NMSQT®, and PSAT™ 10 — will focus on the knowledge and skills that research shows are essential for college and career readiness and success. At the same time, our SAT Suite will be collecting some student information in a new, enhanced format. For instance, starting with the first redesigned PSAT/NMSQT administration in October 2015 and the first redesigned SAT administration in March 2016, students will have the ability to self-identify as more than one ethnicity or race. These changes to the assessments will have an impact on student recruitment.

The College Board Student Search Service® is the nation’s most widely used college-bound student outreach program. Using Student Search Service, colleges, universities, and scholarship organizations can connect directly with students and deliver important college-planning materials. This brochure provides Student Search users with two important things:

1. Updated information on how assessment changes will impact the Student Search program; and
2. Strategic opportunities these enhancements will provide for higher education institutions.

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## New Score Ranges for the PSAT/NMSQT® and PSAT™ 10

The redesigned PSAT/NMSQT will be administered for the first time in October 2015; students will receive their scores in December 2015. The PSAT 10 will be available to 10th-grade students in the spring. The new PSAT/NMSQT and PSAT 10 assessments will come with a new score range, and the College Board will use score data to create concordances between the old and the new assessments.

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### Special Note:

During this transition year, institutions copying previous orders to submit a new order will be required to populate exam score criteria. Exam criteria will not be carried over when copying a previous order. Please be sure to populate score ranges before placing any copied order.

### Comparison of Pre-2015 PSAT/NMSQT and the Redesigned PSAT/NMSQT

|                             | Pre-2015 PSAT/NMSQT | Redesigned PSAT/NMSQT and PSAT 10 |
|-----------------------------|---------------------|-----------------------------------|
| <b>Total Score Ranges</b>   | 40-160*             | 320-1520                          |
| <b>Section Score Ranges</b> | 20-80               | 160-760                           |

\*The pre-2015 PSAT/NMSQT Total Score Range provided here is the combined score of the Critical Reading and Mathematics sections.

## Ethnicity/Race Criteria Update

Beginning this fall, all College Board assessments will capture ethnicity/race in a two-part question from student questionnaires. Students can now self-identify with more than one ethnicity/race. This will benefit students who may qualify for multiple scholarship programs, and institutions will have access to more accurate information.

In addition, institutions now have new ways to segment specific student populations. Institutions can segment Native Hawaiian/Pacific Islander students from the overall Asian category, as well as segment Cuban students from the overall Hispanic category.

| Position | Field Name | Field Length Effective Sep 2015 | Remarks                                       |
|----------|------------|---------------------------------|---|
| 550      | Ethnicity  | 1                               | Y = Cuban                                     |
| 551      | Ethnicity  | 1                               | Y = Mexican                                   |
| 552      | Ethnicity  | 1                               | Y = Puerto Rican                              |
| 553      | Ethnicity  | 1                               | Y = Other Hispanic or Latino                  |
| 554      | Ethnicity  | 1                               | Y = Non-Hispanic or Latino                    |
| 555      | Ethnicity  | 1                               | Y = American Indian or Alaskan Native         |
| 556      | Ethnicity  | 1                               | Y = Asian                                     |
| 557      | Ethnicity  | 1                               | Y = Black or African American                 |
| 558      | Ethnicity  | 1                               | Y = Native Hawaiian or Other Pacific Islander |
| 559      | Ethnicity  | 1                               | Y = White                                     |
| 560      | Ethnicity  | 1                               | Y = Other                                     |
| 561      | Ethnicity  | 1                               | Y = I do not wish to respond - race           |
| 562      | Ethnicity  | 1                               | Y = I do not wish to respond - ethnicity      |

**Note:** The filter “Y” signifies that the student identifies with the ethnicity/race. View the complete data file for Student Search Service at [sat.org/sssdatafile](http://sat.org/sssdatafile).

### New Strategy Recommendation:

Using the new data file layout (see above), Student Search users now have the opportunity to see all ethnicity/races with which a student identifies. Institutions can reach out to the same student multiple times. For example, consider a student who self-identifies as both Hispanic and Native American. He or she may qualify for special programs or scholarships for either/both of these groups. Ensuring these students get the information they need is a sure way to increase yield rates.

## National Hispanic Recognition Program (NHRP)

NHRP is now integrated into the Student Search program. In order to be eligible, NHRP students must be at least one-quarter Hispanic/Latino heritage, receive a minimum required score on the PSAT/NMSQT, and have earned a cumulative 3.5 or higher GPA by the middle of their junior year. All Hispanic/Latino heritage and GPA information is verified by a high school counselor.

NHRP students have always been recognized for their achievements, but very few institutions knew how to reach them. Now, every Student Search user has the opportunity to recognize and recruit these talented young men and women. Even if users don’t select the NHRP designation on their criteria (see screen shot below), Student Search output files will still identify students who are NHRP recipients, making outreach easier than ever.

Using the Student Search Service, these students receive valuable college information about the opportunities they’ve earned; and colleges can more easily find the leaders of tomorrow — today.

The screenshot shows the 'Demographics' section of the Student Search Service interface. Under the 'Ethnicity/Race' filter, there are two main options: 'Include all students' and 'Include only National Hispanic Recognition Program recipients'. The latter option is selected and highlighted with a blue box. Below this, there are two columns of checkboxes for specific ethnicities. The left column includes: American Indian or Alaska Native, Asian (including Indian subcontinent and Philippines origin), Black or African American, Native Hawaiian or Other Pacific Islander, White, Other, and No response. The right column includes: Select all Hispanic, Hispanic or Latino (including Spanish origin), Cuban, Mexican, Puerto Rican, Another Hispanic, Latino, or Spanish Origin, and Not Hispanic or Latino.

### New Strategy Recommendation:

Consider creating a special message letting students know you recognize their achievement. And if you have special programs or scholarships, be sure to include them in your messaging.

## Options for First-Generation Students

This fall, Student Search Service will provide an ability to identify first-generation students for recruitment. This new criteria will benefit institutions seeking to increase diversity and meet recruitment goals, while providing a traditionally underrepresented population with additional educational opportunities not previously dreamed possible. Institutions can select one or both of the “No college” and/or “Some college” parent education-level criteria to identify first-generation students, depending on that particular institution’s definition of “first generation.”

Even without using these criteria, institutions will still have the ability to see the first-generation designation on the Student Search data file layout, available at [sat.org/ssdatafile](http://sat.org/ssdatafile).

**Demographics** Hide demographics section

Ethnicity/Race Sex Religion Citizenship Low SES **1st gen/Parent ed** Family income Mobility Languages

Use the options below to select the highest level of education completed by at least one of the student's parents.

Include all students

Include only

- No college
- Some high school
- Some college
  - Vocational or trade school
  - Some college
  - Associate or two-year degree
- Not first generation
  - Bachelor's or four-year degree
  - Some graduate or professional school
  - Graduate or professional degree
  - No response

### New Strategy Recommendation:

Consider a couple of new strategies when reaching out to these students. First, make sure they receive all the necessary information and materials they need to meet your deadlines, including financial aid information. Consider executing a special outreach that contains everything in one easy-to-use packet. Second, consider conducting an outreach campaign to their parents. Parents of first-generation students are less likely to have resources available to navigate this process. Outreach that makes parents more comfortable with the process may increase your yield rates with this student population.

Our staff is preparing training opportunities and resources to ease this transition, and we hope you will find these enhancements beneficial to your outreach and recruitment plans. If you have any questions regarding estimated volumes or want to discuss your Student Search Service parameters, please reach out directly to your regional office contact or email our national team using contact information found on the back page of this brochure.

The College Board Student Search program is excited about the new opportunities available to students and institutions. Please be sure to visit us online at [collegeboardsearch.org](http://collegeboardsearch.org) for important information. To view the new data layout for Student Search Service, please visit [sat.org/ssdatafile](http://sat.org/ssdatafile).



# The Impact on Student Search Service®

Student Search Service has developed a system to ease the ordering process in this transition year to minimize the impact on institutions. The concordance tables for the PSAT/NMSQT will be available in December.

## Key things to know:

- All institutions placing Student Search orders will continue using historical PSAT/NMSQT score ranges in the exam criteria.
- You will not be required to know the concordance tables or interpret the tables to place new orders.
- Student Search Service will use historical exam ranges to scan the database and find students who meet your institutional criteria range from the old PSAT/NMSQT data and, using the concordance tables, find all new PSAT/NMSQT students who meet your criteria as well.
- Student Search Service will then concord all scores (new and old) to identify and select an institution's desired results (see screen shot below).

The screenshot shows the 'College Board Exams' section of the Student Search Service interface. At the top, it says 'College Board Exams' and 'Hide exam scores section'. Below that, it says 'No saved preferences'. A blue-bordered box contains a warning message: 'Please select score ranges based on pre-2015-2016 scores and ranges. We will make the appropriate concordance (if applicable) and select students who meet your criteria, regardless which assessment (previous version or redesigned version) was taken. See the online Support section for more information.' Below the warning, there are radio buttons for 'Include only students who scored within the ranges defined below'. Under 'Filter by', there are two options: 'Student's highest exam scores' (selected) and 'Student's most recent exam scores'. Below that, there are three sections: 'Select a College Board Exam', 'Select section or subject', and 'Define Score Band'. The 'Define Score Band' section has a 'to' field and 'Update' and 'Delete' buttons. At the bottom, there is a 'Search logic' section with 'OR' selected and 'AND' as an option.

We will continue to provide you with the students you are seeking. It is our top priority to create a Student Search output file that meets your criteria requirements to help you achieve your enrollment goals.

Student Search Service will provide a link to the concordance tables being used to complete search orders so users can see the tables and understand the relationship between old and new PSAT/NMSQT scores. We will also provide side-by-side views of current and new PSAT/NMSQT score ranges within the summary of each order.

## Estimated volumes

There may be several reasons that estimated volumes are larger or smaller than expected this year. One likely scenario is a fluctuation in your sophomore search.

1. **First administration of the PSAT 10:** Sophomores will take this exam in February–March 2016; if you typically order sophomore names in January, you may see a temporary dip in your volume. To make sure you get all the sophomore names available within your Student Search order, use the “Standing Order” feature. This feature allows you to capture all new names as they become available throughout the year. You will receive additional names when they become available (anticipated date: April 25, 2016).
2. **Fluctuation in the student database:** Each year slight fluctuations occur in the number of students who opt in to Student Search Service. Fluctuations can also occur geographically due to changes in state and district testing contracts. As we draw closer to the new PSAT/NMSQT data release date, we will be sure to communicate with you regarding any fluctuations that may affect your Student Search volumes.

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