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Recorded Demonstrations

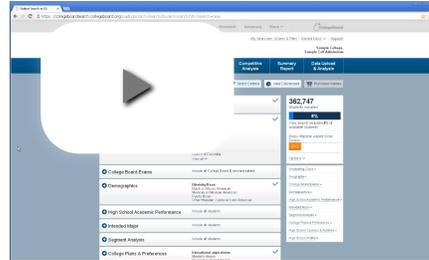
If you are new to College Board Search or if you're just looking for a refresher, these short videos will help you move ahead. To view videos full screen, you'll need to play them in Internet Explorer 10, Firefox or Google Chrome.

Getting Started with Search for Students®



Learn how to use cohort, geographic, academic and demographic criteria to conduct research or license the names of students who best fit your institutional goals and strategies. Click the icon at the bottom right of the video to view full screen. (05:40)

Visualizing Your Data in the Dashboard



Learn how to view and create custom reports, charts and heat maps characterizing the students identified by your search criteria. Click the icon at the bottom right of the video to view full screen. (04:08)

Using Plan Travel to Travel Smart



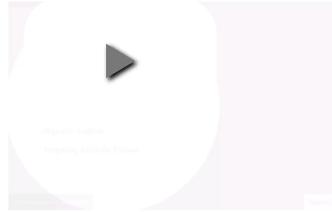
Find out how Plan Travel's guided search experience helps you develop a data-driven, comprehensive travel strategy so that you get the most value for your travel time and budget. Click the icon at the bottom right of the video to view full screen. (05:52)

Researching High Schools for Informed Decisions



Determine where to focus your recruitment activities using high school and student attributes in line with your institution's goals and strategies. Click the icon at the bottom right of the video to view full screen. (05:19)

Preparing a File for Segment Analysis Service



Learn the steps to upload a file for Segment Analysis historical or periodic tagging. Click the icon at the bottom right of the video to view full screen. (06:49)

[◀ Previous section](#)

Geographic Market Name

New York (NY)

1.	Southern Tier West	NY01
2.	Erie County	NY02
3.	Genesee Valley and Northern Frontier	NY03
4.	Rochester and Monroe County	NY04
5.	Finger Lakes Region	NY05
6.	Central New York	NY06
7.	St. Lawrence Valley	NY07
8.	Adirondacks	NY08
9.	Tri Cities	NY09
10.	Central Hudson Valley	NY10
11.	Catskills	NY11
12.	Southern Tier East	NY12
13.	Rockland County	NY13
14.	Staten Island	NY14
15.	Westchester County	NY15
16.	Southern Nassau County	NY16
17.	Northern Nassau County	NY17
18.	Central Nassau County	NY18
19.	Northwest Suffolk County	NY19
20.	Southwest Suffolk County	NY20
21.	East Suffolk County	NY21
22.	Southeast Brooklyn	NY22
23.	West Brooklyn	NY23
24.	Northeast Brooklyn	NY24
25.	East Bronx	NY25
26.	West Bronx	NY26
27.	Manhattan	NY27
28.	South Queens	NY28
29.	Northwest Queens	NY29
30.	Northeast Queens	NY30

Pennsylvania (PA)

1.	Bucks County	PA01
2.	Chester County	PA02
3.	Delaware County	PA03
4.	Montgomery County	PA04
5.	Philadelphia County	PA05
6.	Lehigh Valley	PA06
7.	Northeastern Pennsylvania	PA07
8.	North Central Pennsylvania	PA08
9.	Northwestern Pennsylvania	PA09
10.	Southern Pennsylvania (East)	PA10
11.	Southern Pennsylvania (West)	PA11
12.	Allegheny County	PA12
13.	Southwest Pennsylvania excluding Allegheny County	PA13

Delaware (DE)

1.	New Castle County	DE01
2.	Kent and Sussex Counties	DE02

District of Columbia (DC)

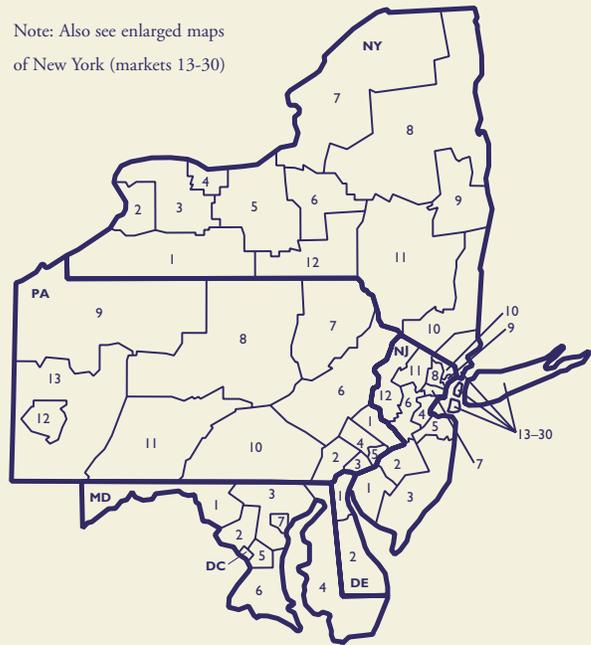
1.	District of Columbia	DC01
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Maryland (MD)

1.	Western Maryland	MD01
2.	Montgomery Metropolitan	MD02
3.	Central Maryland excluding Baltimore	MD03
4.	Eastern Shore	MD04
5.	Prince Georges Metropolitan	MD05
6.	Southern Maryland	MD06
7.	Baltimore (Urban)	MD07

EPS Code

Note: Also see enlarged maps of New York (markets 13-30)



Geographic Market Name

New Jersey (NJ)

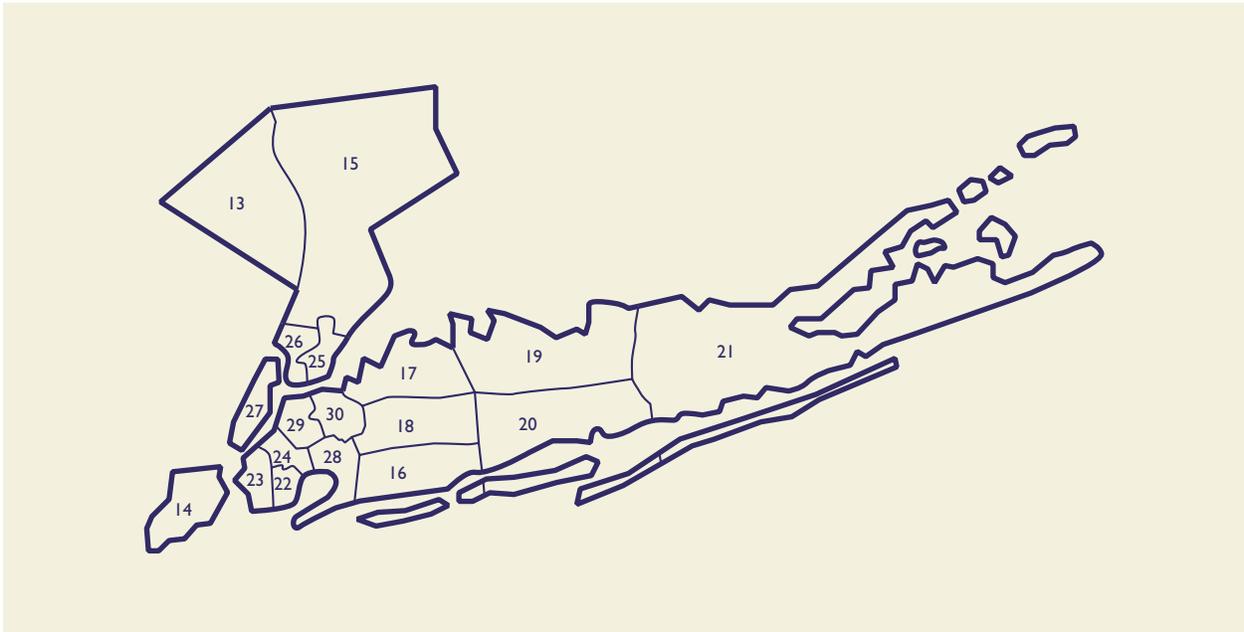
1.	Southern Jersey	NJ01
2.	Camden and Burlington County	NJ02
3.	Jersey Shore and Pinelands	NJ03
4.	Middlesex County	NJ04
5.	Monmouth County	NJ05
6.	Somerset and Mercer Counties	NJ06
7.	Union County	NJ07
8.	Essex and Southern Passaic County	NJ08
9.	Hudson County	NJ09
10.	Bergen County	NJ10
11.	Morris and Northern Passaic County	NJ11
12.	Sussex, Warren, and Hunterdon Counties	NJ12

EPS Code

Major Metropolitan Area

Middle States Region

1. Maryland
Greater Washington: 2 and 5
Greater Baltimore: 3 and 7
2. New Jersey
Northern New Jersey: 2, 4, and 5, 7 through 11
3. New York
Westchester and Rockland Counties: 13 and 15
Long Island: 16 through 21
City of New York: 14, 22 through 30
4. Pennsylvania
Delaware Valley: 1 through 5
Greater Pittsburgh: 12 and 13



Geographic Market Name

EPS Code

New York (NY)

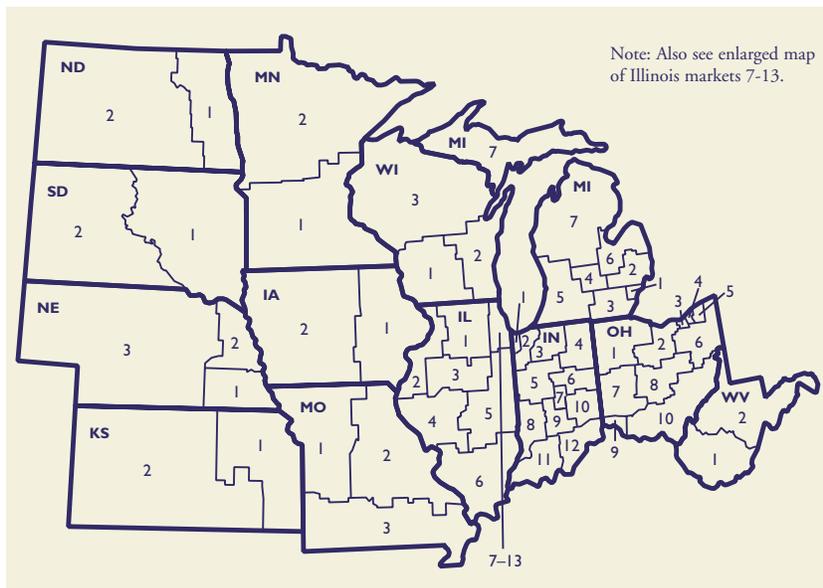
13.	Rockland County	NY13
14.	Staten Island	NY14
15.	Westchester County	NY15
16.	Southern Nassau County	NY16
17.	Northern Nassau County	NY17
18.	Central Nassau County	NY18
19.	Northwest Suffolk County	NY19
20.	Southwest Suffolk County	NY20
21.	East Suffolk County	NY21
22.	Southeast Brooklyn	NY22
23.	West Brooklyn	NY23
24.	Northeast Brooklyn	NY24
25.	East Bronx	NY25
26.	West Bronx	NY26
27.	Manhattan	NY27
28.	South Queens	NY28
29.	Northwest Queens	NY29
30.	Northeast Queens	NY30

Major Metropolitan Area

Middle States Region

1. New York
Westchester and Rockland Counties: 13 and 15
Long Island: 16 through 21
City of New York: 14, 22 through 30

Enrollment Planning Service
Midwestern Region



- Major Metropolitan Area**
- Midwestern Region**
- Illinois
Greater Chicago: 7 through 13
 - Michigan
Greater Detroit: 1 and 2
 - Ohio
Greater Cleveland: 3 through 5

Geographic Market Name

Illinois (IL)

1.	Rockford	IL01
2.	Quad Cities	IL02
3.	Peoria	IL03
4.	Springfield	IL04
5.	Decatur and Champaign	IL05
6.	Southern Illinois	IL06
7.	Chain of Lakes	IL07
8.	Northwest Suburbs	IL08
9.	North Shore	IL09
10.	Evanston and Skokie	IL10
11.	City of Chicago	IL11
12.	Western Suburbs	IL12
13.	South and Southwest Suburbs	IL13

Indiana (IN)

1.	"The Region"	IN01
2.	Northwest Indiana	IN02
3.	South Bend and Elkhart	IN03
4.	Northeast Indiana	IN04
5.	West Central Indiana	IN05
6.	East Central Indiana	IN06
7.	Greater Indianapolis	IN07
8.	West Indiana	IN08
9.	South Central Indiana	IN09
10.	East Indiana	IN10
11.	Southwest Indiana	IN11
12.	Southeast Indiana	IN12

Iowa (IA)

1.	Cedar Rapids and Eastern Iowa	IA01
2.	Des Moines and Western Iowa	IA02

Kansas (KS)

1.	Kansas City and Topeka	KS01
2.	Wichita and Western Kansas	KS02

Michigan (MI)

1.	Wayne County	MI01
2.	Detroit's Northern Suburbs	MI02
3.	Ann Arbor	MI03
4.	Capital District	MI04

EPS Code

- Kalamazoo and Grand Rapids
- "The Thumb"
- Northern Michigan

MI05

MI06

MI07

EPS

Geographic Market Name

Code

Minnesota (MN)

1.	Twin Cities	MN01
2.	Northern Minnesota	MN02

Missouri (MO)

1.	Kansas City and St. Joseph	MO01
2.	St. Louis and Eastern Missouri	MO02
3.	Springfield and Southern Missouri	MO03

Nebraska (NE)

1.	Lincoln	NE01
2.	Omaha	NE02
3.	Western Nebraska	NE03

North Dakota (ND)

1.	Fargo and Eastern North Dakota	ND01
2.	Western North Dakota	ND02

Ohio (OH)

1.	Northwest Ohio	OH01
2.	North Central Ohio	OH02
3.	City of Cleveland (West)	OH03
4.	City of Cleveland (East)	OH04
5.	Cuyahoga, Geauga, and Lake Counties	OH05
6.	Northeast Ohio	OH06
7.	West Central Ohio	OH07
8.	Central Ohio	OH08
9.	Greater Cincinnati	OH09
10.	Southeast Ohio	OH10

South Dakota (SD)

1.	Sioux Falls and Eastern South Dakota	SD01
2.	Western South Dakota	SD02

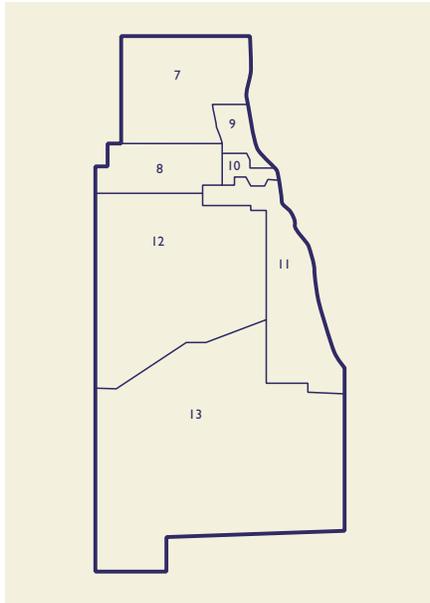
West Virginia (WV)

1.	Charleston and Huntington	WV01
2.	Northern West Virginia	WV02

Wisconsin (WI)

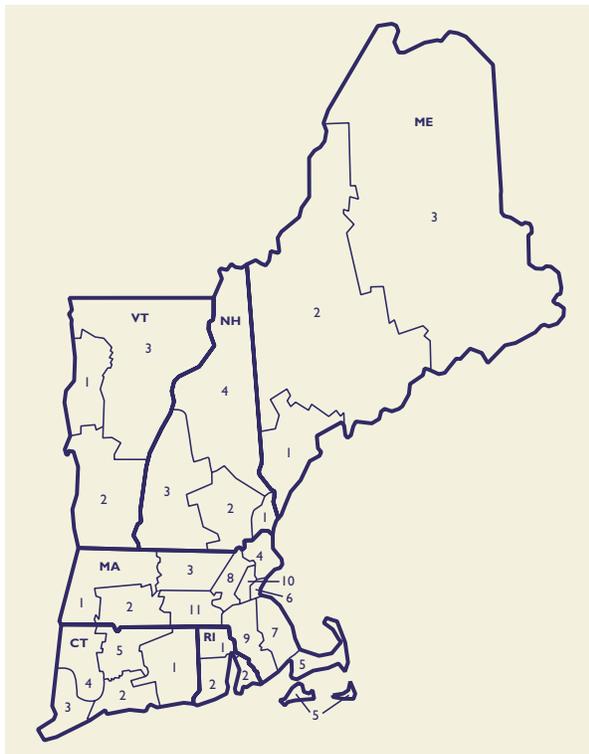
1.	Madison and Janesville	WI01
2.	Milwaukee and Racine	WI02
3.	Northern Wisconsin	WI03

Enrollment Planning Service — Chicago Area



Geographic Market Name	EPS Code
Illinois 7-13	
7. Chain of Lakes	IL07
8. Northwest Suburbs	IL08
9. North Shore	IL09
10. Evanston and Skokie	IL10
11. City of Chicago	IL11
12. Western Suburbs	IL12
13. South and Southwest Suburbs	IL13

Enrollment Planning Service — New England Region



Geographic Market Name	EPS Code
Connecticut (CT)	
1. New London and Windham County	CT01
2. New Haven and Middlesex County	CT02
3. Fairfield County	CT03
4. Waterbury and Litchfield County	CT04
5. Hartford and Tolland County	CT05
Maine (ME)	
1. Portland and Southern Maine	ME01
2. Augusta and Central Maine	ME02
3. Bangor and Northern Maine	ME03
Massachusetts (MA)	
1. Berkshire and Franklin Counties	MA01
2. Springfield and Hampshire County	MA02
3. Fitchburg and North Worcester County	MA03
4. Essex County	MA04
5. Cape Cod and Islands	MA05
6. Boston and Cambridge	MA06
7. Quincy and Plymouth County	MA07
8. Lowell, Concord, and Wellesley	MA08
9. Norfolk and Bristol County	MA09
10. Milton, Lexington, and Waltham	MA10
11. Worcester	MA11
New Hampshire (NH)	
1. Seacost	NH01
2. Merrimack Valley	NH02
3. Monadnock and Lake Sunapee	NH03
4. Lakes and White Mountains	NH04
Rhode Island (RI)	
1. Providence and Northern Rhode Island	RI01
2. Southern Rhode Island	RI02
Vermont (VT)	
1. Burlington	VT01
2. Southern Vermont	VT02
3. Northern and Eastern Vermont	VT03

Major Metropolitan Area

New England Region

1. Massachusetts
Greater Boston: 6, 8, and 10

Geographic Market Name

Alabama (AL)

- | | |
|------------------------------|------|
| 1. Birmingham and Tuscaloosa | AL01 |
| 2. Huntsville and Florence | AL02 |
| 3. Mobile | AL03 |
| 4. Montgomery | AL04 |

Florida (FL)

- | | |
|---|------|
| 1. Panhandle | FL01 |
| 2. Crown | FL02 |
| 3. East Central | FL03 |
| 4. West Central | FL04 |
| 5. Broward, Martin, and Palm Beach Counties | FL05 |
| 6. Dade County | FL06 |
| 7. Collier, Hendry, and Monroe Counties | FL07 |

Georgia (GA)

- | | |
|---|------|
| 1. Cherokee, Cobb, and Douglas Counties | GA01 |
| 2. Fulton County | GA02 |
| 3. DeKalb and Gwinnett Counties | GA03 |
| 4. Clayton, Fayette, Henry, and Rockdale Counties | GA04 |
| 5. Northeast Georgia | GA05 |
| 6. Southeast Georgia | GA06 |
| 7. Southwest Georgia | GA07 |
| 8. Northwest Georgia | GA08 |

Kentucky (KY)

- | | |
|------------------------------------|------|
| 1. Lexington and Fayette | KY01 |
| 2. Louisville and Western Kentucky | KY02 |

Louisiana (LA)

- | | |
|----------------|------|
| 1. Baton Rouge | LA01 |
| 2. New Orleans | LA02 |
| 3. Shreveport | LA03 |

Mississippi (MS)

- | | |
|-------------------------|------|
| 1. Jackson | MS01 |
| 2. Northern Mississippi | MS02 |

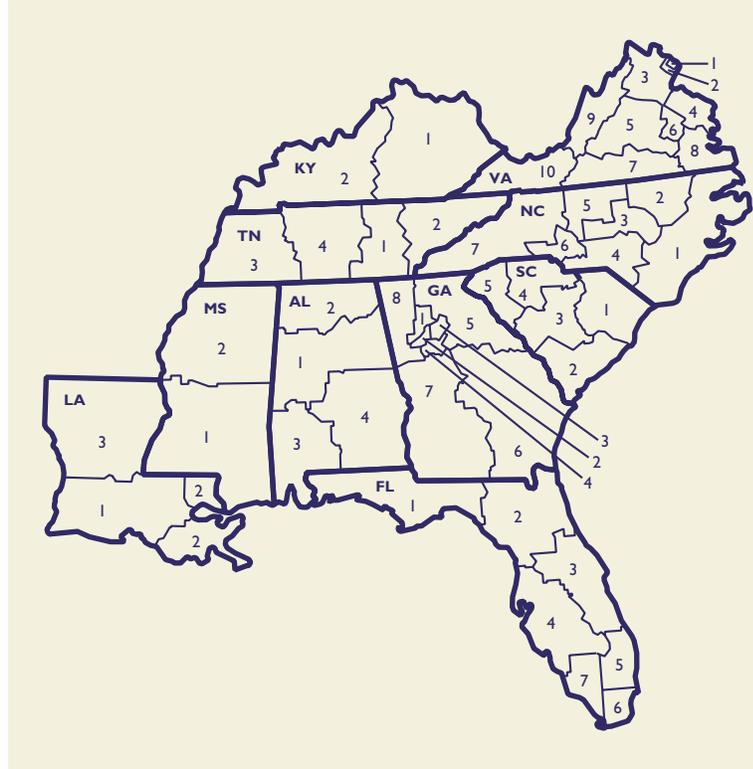
North Carolina (NC)

- | | |
|---------------------------|------|
| 1. Coastal Plains | NC01 |
| 2. East Central | NC02 |
| 3. Research Triangle | NC03 |
| 4. Sand Hills | NC04 |
| 5. North Piedmont | NC05 |
| 6. South Piedmont | NC06 |
| 7. Western North Carolina | NC07 |

South Carolina (SC)

- | | |
|------------------|------|
| 1. Pee Dee | SC01 |
| 2. Low Country | SC02 |
| 3. Mid Lands | SC03 |
| 4. East Piedmont | SC04 |
| 5. West Piedmont | SC05 |

EPS Code



Geographic Market Name

Tennessee (TN)

- | | |
|---------------------------|------|
| 1. Chattanooga | TN01 |
| 2. Knoxville | TN02 |
| 3. Memphis | TN03 |
| 4. Nashville and Davidson | TN04 |

Virginia (VA)

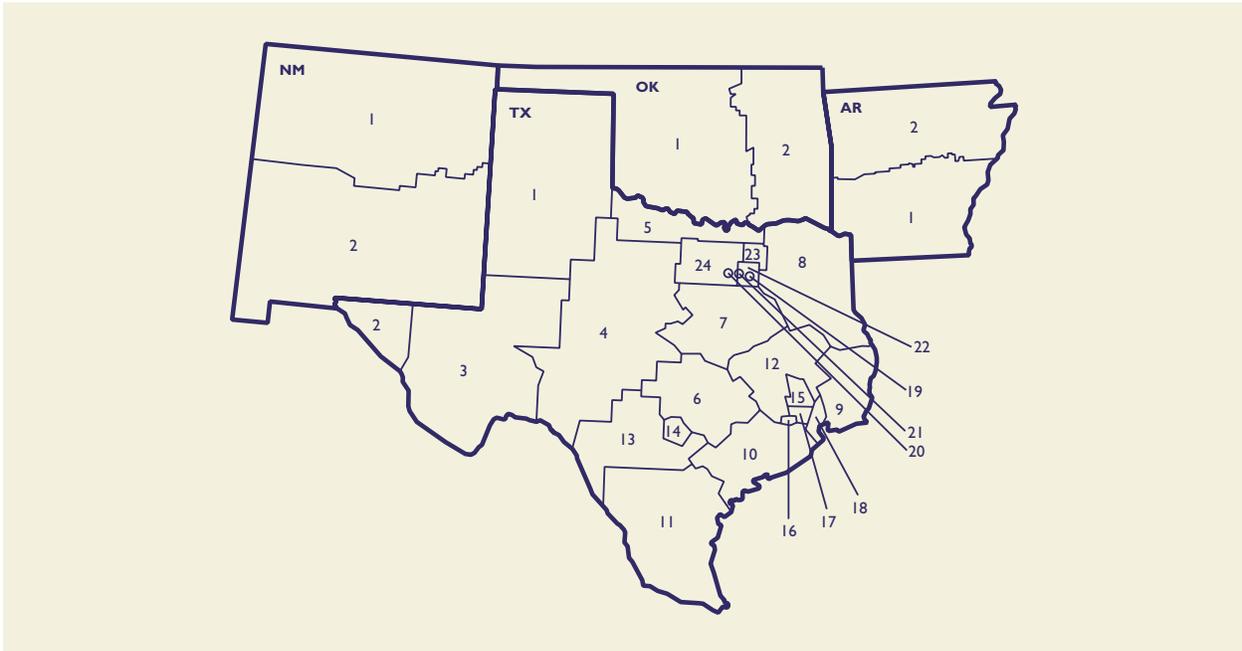
- | | |
|-----------------------------|------|
| 1. Arlington and Alexandria | VA01 |
| 2. Fairfax County | VA02 |
| 3. North Central Virginia | VA03 |
| 4. Northern Neck | VA04 |
| 5. Central Virginia | VA05 |
| 6. Richmond | VA06 |
| 7. Southside Virginia | VA07 |
| 8. Tidewater | VA08 |
| 9. Shenandoah | VA09 |
| 10. Southwest Virginia | VA10 |

EPS Code

Major Metropolitan Area

Southern Region

- | | |
|-------------|------------------------------|
| 1. Florida | Greater Miami: 5 through 7 |
| 2. Georgia | Greater Atlanta: 1 through 4 |
| 3. Virginia | Greater Alexandria: 1 and 2 |



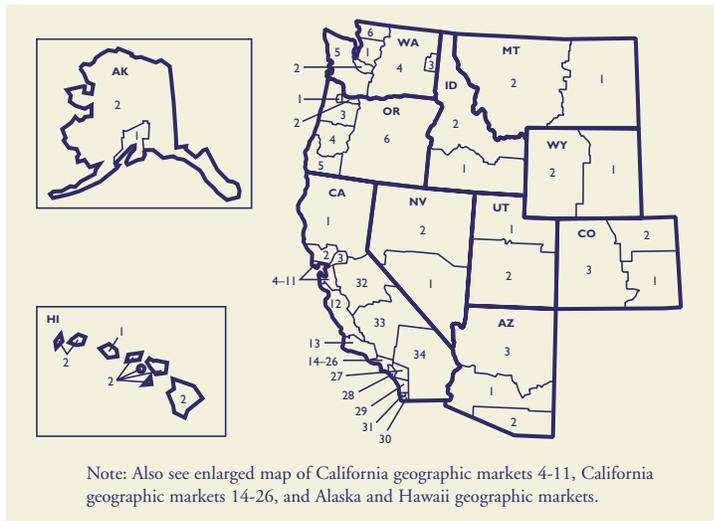
Geographic Market Name	EPS Code	Geographic Market Name	EPS Code
Arkansas (AR)		16. Southwest Houston Metro Area	TX16
1. Little Rock	AR01	17. City of Houston (East)	TX17
2. Northern Arkansas	AR02	18. Galveston and East Harris Counties	TX18
New Mexico (NM)		19. City of Dallas	TX19
1. Albuquerque and Northern New Mexico	NM01	20. City of Fort Worth	TX20
2. Southern New Mexico	NM02	21. Irving, Arlington, and Grand Prairie	TX21
Oklahoma (OK)		22. Dallas County excluding City of Dallas	TX22
1. Oklahoma City and Western Oklahoma	OK01	23. Collin and Rockwall Counties	TX23
2. Tulsa and Eastern Oklahoma	OK02	24. Counties West of Dallas/Ft. Worth Metroplex	TX24
Texas (TX)			
1. Amarillo, Panhandle, and South Plains	TX01		
2. El Paso	TX02		
3. Midland, Odessa, and Trans Pecos	TX03		
4. Abilene and San Angelo	TX04		
5. Red River Area	TX05		
6. Austin and Central Texas	TX06		
7. Waco, Temple, and Killeen	TX07		
8. East Texas	TX08		
9. Beaumont and Port Arthur	TX09		
10. Central Gulf Coast, Wharton County, and Victoria County	TX10		
11. South Texas Valley	TX11		
12. Brazos and Trinity Valley	TX12		
13. Del Rio, Uvalde County, and Bexar County Area	TX13		
14. City of San Antonio	TX14		
15. Northwest Houston and Conroe School District	TX15		

Major Metropolitan Area

Southwestern Region

1. Texas
 - Greater San Antonio: 13 and 14
 - Greater Houston: 15 through 18
 - Greater Dallas – Fort Worth: 19 through 24

Enrollment Planning Service
Western Region



Major Metropolitan Area	
Western Region	
1.	California Bay Area: 4 through 11 Greater Los Angeles: 14 through 22 East Los Angeles & North Orange Counties: 23 through 26 Greater San Diego: 29 through 31
2.	Oregon Greater Portland: 1 and 2
3.	Washington Greater Seattle: 1 and 2

Geographic Market Name	EPS Code
Alaska (AK)	
1. Anchorage, Kenai, and Mat-su District	AK01
2. Greater Alaska	AK02
Arizona (AZ)	
1. Phoenix	AZ01
2. Tucson	AZ02
3. Northern Arizona	AZ03
California (CA)	
1. Far Northern California	CA01
2. Valley of the Moon	CA02
3. Sacramento County	CA03
4. Marin County	CA04
5. San Francisco County	CA05
6. Contra Costa County	CA06
7. City of Oakland	CA07
8. Alameda County excluding Oakland	CA08
9. San Mateo County	CA09
10. City of San Jose	CA10
11. Santa Clara County excluding San Jose	CA11
12. Central Coast	CA12
13. Santa Barbara and West Ventura Counties	CA13
14. San Fernando Valley (West)	CA14
15. San Fernando Valley (East)	CA15
16. Glendale and Pasadena	CA16
17. West Los Angeles and West Beach	CA17
18. Hollywood and Wilshire	CA18
19. East Los Angeles	CA19
20. South Bay	CA20
21. South and South Central Los Angeles	CA21
22. Long Beach	CA22
23. Covina and West Covina	CA23
24. Whittier and North Orange County	CA24
25. Anaheim	CA25
26. Santa Ana	CA26
27. Riverside, San Bernardino, and Ontario	CA27
28. South Orange County	CA28
29. North San Diego County excluding San Diego	CA29
30. South San Diego County excluding San Diego	CA30
31. City of San Diego	CA31
32. Central Valley — North	CA32
33. Central Valley — South	CA33
34. Greater Imperial Valley	CA34

Geographic Market Name	EPS Code
Colorado (CO)	
1. Colorado Springs and Southeastern Colorado	CO01
2. Metro Denver and Northeastern Colorado	CO02
3. Mountain and Western Colorado	CO03
Hawaii (HI)	
1. Island of Oahu	HI01
2. Remaining Hawaiian Islands	HI02
Idaho (ID)	
1. Boise City	ID01
2. Northern Idaho	ID02
Montana (MT)	
1. Billings and Eastern Montana	MT01
2. Western Montana	MT02
Nevada (NV)	
1. Las Vegas	NV01
2. Reno	NV02
Oregon (OR)	
1. Greater Portland (West)	OR01
2. Greater Portland (East)	OR02
3. Northern Valley (Coast)	OR03
4. Southern Valley	OR04
5. Southwest Oregon	OR05
6. East Oregon	OR06
Utah (UT)	
1. Salt Lake City, Ogden, and Provo	UT01
2. Southern Utah	UT02
Washington (WA)	
1. Greater Seattle	WA01
2. South Sound	WA02
3. Greater Spokane	WA03
4. Greater Washington (East)	WA04
5. Greater Washington (West)	WA05
6. Bellingham Area	WA06
Wyoming (WY)	
1. Casper and Cheyenne	WY01
2. Western Wyoming	WY02

Enrollment Planning Service — San Francisco Bay Area



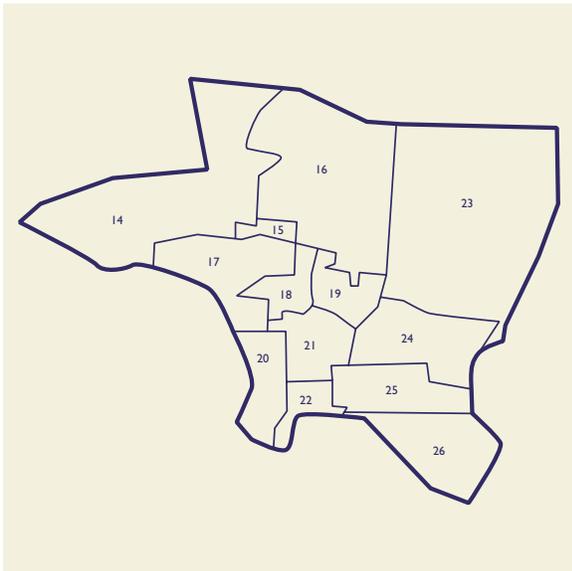
Geographic Market Name

EPS Code

California 4-11

4.	Marin County	CA04
5.	San Francisco County	CA05
6.	Contra Costa County	CA06
7.	City of Oakland	CA07
8.	Alameda County excluding Oakland	CA08
9.	San Mateo County	CA09
10.	City of San Jose	CA10
11.	Santa Clara County excluding San Jose	CA11

Enrollment Planning Service — Los Angeles Area



Geographic Market Name

EPS Code

California 14-26

14.	San Fernando Valley (West)	CA14
15.	San Fernando Valley (East)	CA15
16.	Glendale and Pasadena	CA16
17.	West Los Angeles and West Beach	CA17
18.	Hollywood and Wilshire	CA18
19.	East Los Angeles	CA19
20.	South Bay	CA20
21.	South and South Central Los Angeles	CA21
22.	Long Beach	CA22
23.	Covina and West Covina	CA23
24.	Whittier and North Orange County	CA24
25.	Anaheim	CA25
26.	Santa Ana	CA26

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Manage Your Searches, Orders & Files

My Searches, Orders & Files is where you'll find your saved searches, orders, uploaded files and downloadable files. Use it to:

Download processed files.

Improve your search results by copying and modifying saved searches.

Designate a "top search" for easy access later.

Check on the status of an order.

Stop an order.

Change the format of a file.

Rename a file.

Delete a file or saved search.

Locate archived SSS® orders and EPS® report summaries from the legacy system.

All of these actions can be performed from the item's detail page and some from the item list on the landing page of My Searches, Orders & Files.

Get Organized with These Features

Flags help you find your most important items quickly.

Tags group items into meaningful categories; each item can be tagged multiple times.

Top search labels are a good way to identify searches and orders you plan to use as templates for new searches.

The **Add columns** drop-down list at the top right changes your view; choose privacy setting, volume or date created.

Filters listed on the left narrow your list by type, source, tag or status; use any combination of filters.

Clickable column headers sort the items in your list; clicking twice reverses the sort order.

For more tips, go to [My Searches, Orders & Files in Best Practices](#).

Access Archived SSS Orders and Save as New Searches

1. Click **SSS Archive** under Source in the left column.
2. The page will refresh and show a list of any archived orders.
3. Click an order name to open a modal.
4. Click **Open search**. Search for Students will open with your archived criteria selected. If accessing an old SSS order, you'll also have the option of downloading the output file — if it's still available.
5. Rename the search.
6. Review the criteria, which will have automatically updated to work in the new system. Make sure they will still generate the results you're looking for.
7. Change criteria as needed and save the new search.

Access Archived EPS Report Summaries

1. Click **EPS Archive** under Source in the left column.
2. The page will refresh and show a list of any archived report summaries.
3. Click a report name to view a summary of the saved criteria and the row and column values.
4. Navigate to Search for Students (Research Only), Plan Travel, Research High School or Competitive Analysis.
5. Use the archived criteria and row and column values to create a new search query.

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Name Licenses

Once you're satisfied that the criteria you've chosen in Search for Students will result in the list of names you're looking for, click **Submit Order**. You'll be asked to provide additional details about your order by choosing several options. The first two, order type and start date, are worth careful consideration.

Single Orders vs. Standing Orders

For a one-time delivery of names, choose a single order. To receive several batches of names matching the same criteria, choose a standing order.

Single Orders

The single order is the simplest option. If you choose an immediate start date, you'll be provided with an actual count of students who meet your criteria. This count shows the correct number after the search results have been deduplicated against your processed orders. However, the count does not include deduplication against prior orders that have been built or submitted, but not processed.

With a single order, you're likely to miss students who meet your criteria but test later than your start date. You can view an estimated count of those students by changing your start date or changing your order type to a standing order.

Standing Orders

With a standing order, the system does the work for you. You'll receive an initial list of student names plus new names meeting the same criteria throughout the time period you specify. You set the start date, the maximum number of names, the end date and the frequency with which you'd like to receive additional names.

If you choose an immediate start date, you'll see two counts: an actual count of student names available right away (deduplicated against prior, processed orders) and an estimate of names available in the future.

You won't know with certainty the total number of student names you'll receive. And once your order has been processed, it will continue to run automatically — you won't be able to adjust your criteria.

Start Date Options

Whether you choose a single order or a standing order, you have three options for starting your order.

Immediate Start Date

If, judging by the name count, College Board Search already has the student names you need, choose an immediate start date and submit your order.

Immediate Start Date with Delayed Submission

Choosing an immediate start date but waiting to submit your order can help you manage your time and your resources. Create the order when you have the time to strategize and to craft an effective search, but wait to submit it if the name count is low or if you expect new names meeting your criteria to be loaded in the future.

When you're ready to submit your order, you can check the final deduplicated name count and adjust criteria as needed.

Future Start Date

To submit the order now but delay processing, choose a custom date or a date when new data becomes available. For instance, you might want to place an SAT order in October but delay it until the December SAT data is loaded in January. Your order will be among the first processed when new data is loaded.

If you choose a future start date, you'll see two counts: the actual number of names available immediately and an estimate of the total volume. This estimate is likely to be high since it won't be deduplicated. Deduplication is impossible because student names for future assessments won't have been loaded yet. You won't be able to adjust your criteria after you've placed the order.

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PSAT/NMSQT Names

Searching PSAT/NMSQT and PSAT 10 takers is a good way to get the names and contact information of sophomores and juniors. To create an effective search, take some time to strategize first.

Strategy

Consider these questions:

What goal does this search serve?

Which students do I want to communicate with?

What message do I want to send?

The answers will guide you as you select criteria that will include the students you aspire to enroll and eliminate the students unlikely to enroll. For instance, if your goal is to increase diversity, the ethnicity criterion in demographics will be a strategy driver. If your goal is to increase applications from female students of color interested in engineering, the gender criterion in demographics and the intended majors criterion will be additional strategy drivers.

Note that many data fields are available in revised Student Search Service® data layout. You'll be able to identify the students you want to reach and segment your communication appropriately.

Graduating Class

Before you choose demographic or other criteria, however, you'll choose a graduating class. Juniors and some sophomore take the PSAT/NMSQT, all other sophomores will take the PSAT 10 in the spring. While you can send the same message to sophomores and juniors, consider their different perspectives on the college selection process — and the different messages that are likely to resonate with each grade level.

Once you decide which class or classes to recruit, build the order in a way that lets you communicate the right message to the right group of students.

New Prospects

If you don't choose otherwise, your search results will be deduplicated. In other words, you can be certain your order will not include student names included in previously processed orders. If you license names of both sophomore and junior PSAT/NMSQT takers, you will not receive duplicate records for students who tested as sophomores and again as juniors. However, deduplication is not always the best choice.

You might wish to change the **New prospects** setting to **Include all students** if your goal is to reach out to all likely National Merit scholars. Students qualify for this scholarship by testing in their junior year, so a student who scores well as a junior, and whose name you may have already received as part of a sophomore search the year before, would not be part of a deduplicated search.

Another instance when deduplication might be inappropriate is when you want to send a specific message to a particular group. For example, if you want your coach to reach out to women lacrosse players, deduplicating the order would yield only those students who have never received any communication from your institution.

College Board Exams

Use the College Board Exams section to limit your results to all or some PSAT/NMSQT and PSAT 10 takers within the cohorts you selected. Consider limiting your search to students likely to succeed at your institution by choosing specific score bands. Get more information on [searching by exam criteria](#).

Other Criteria

As you make other criteria selections to focus your search on the students most likely to apply to your institution and meet your enrollment goals, make sure you don't narrow it so drastically that you miss out on students who might be a good fit. Remember that many data points are collected from SAT takers only and are not available for PSAT/NMSQT and PSAT 10 takers. Choosing these will limit your results to students who have also taken the SAT.

Here are some tips:

Watch the student name count in the upper-right corner of your screen to spot any significant drops.

Look out for warnings about SAT-only criteria.

To see which data is collected from which test-takers, view the [Student-Data-By-Exam table](#).

View Dashboard and Submit Order

Once you've built your search, click **View Dashboard** to evaluate it and ensure that it meets your needs. Click **Submit Order** to place your order.

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Search for Students

Search for Students is accessible to Student Search Service® subscribers and to Enrollment Planning Service™ subscribers. However, only Student Search users can license names and only Enrollment Planning users can conduct research using student data from the past five graduating classes.

Research & License Names

As a Student Search user, you can research and license the names of students who have agreed to let us share their contact information. What steps can you take to increase the effectiveness of the student lists you license?

Enrollment officers tell us that their search efforts are more successful when they have a clear understanding of several key factors:

- The students they want to recruit
- Effective marketing strategies to reach these students
- The strengths and weaknesses of their competitors
- How competitors are reaching prospective students

Successful users also set clear goals and monitor responses to know how effective their campaigns are and what, if anything, they should change.

Setting Goals

Search for Students can help you meet many goals, including these:

- Increase the visibility of your institution by sending letters, brochures or other materials
- Reach a particular group with email and follow up with hard copy
- Augment the general inquiry pool
- Increase the enrollment of honors and AP students
- Strengthen majors that have low enrollment
- Increase student body diversity — racially, geographically or by gender
- Promote new programs
- Test new markets
- Invite students to campus events for specific events that will interest them

Targeting Students

A growing number of colleges are designing search strategies to target students for particular departments or programs. Examples include:

- Identifying high-achieving students for honors programs using College Board exam and high school academic criteria
- Deciding which prospects to contact about your representative's visits to their schools and which to invite to your open houses using geography criteria
- Identifying prospects who might be interested in financial aid information using the financial aid plans criterion
- Finding prospects who will want to learn more about under-enrolled academic programs using the intended majors criterion
- Finding potential commuters using the geography and college living plans criteria

Visit [Power Searching](#) to learn more about search criteria.

Visualizing Your Search Results

Know what your list will look like before you place your order. Click **View Dashboard** to see charts, tables and a map that characterize your search results. You can also create custom charts. After analyzing your results, you may want to adjust your criteria.

Analyzing Campaign Results

After you've received your order and used it to facilitate a campaign, make sure to assess the campaign's success and to understand how you might improve upon it by broadening or refining your search criteria in the future. You might, like many users, find that campaigns involving both postal and email correspondence have a much higher rate of response than postal-only campaigns. In that case, you could adjust your address selections the next time you license names.

When you calculate your response rates, be careful to include all respondents — not only those who use the response media provided in your correspondence. Increasingly, students respond to correspondence by visiting college websites and completing inquiry forms or online applications not associated with the campaign.

That's why we recommend against comparing the number of names licensed with the volume of reply cards or tracked Web response forms you receive. In order to accurately evaluate the effectiveness of your campaign, match the list of names you licensed against your entire prospect and applicant pools at the end of your recruitment cycle.

Research Only

As an Enrollment Planning subscriber, you can use Search for Students for a sophisticated exploration of the student landscape, leading to the development of new enrollment strategies for established and emerging markets. With the entire College Board Search database of 15 million students to query, the possibilities are unlimited.

Setting Goals

Which search queries you create depends on what you want to accomplish. Here are some typical challenges Enrollment Planning subscribers have met using Search for Students:

- Increase the enrollment of honors students and AP students
- Strengthen majors that have low enrollment and promote new programs
- Increase student body diversity — racially, geographically or by gender
- Research and define new domestic and international markets
- Enhance strategies for existing primary, secondary and tertiary markets through targeted research
- Create aggregate and individual territory management reports

Visualizing Results

At any point as you build your query you can illustrate and analyze the population you've defined with custom charts and reports by clicking **View Dashboard**. You can also view your results on a map and export charts and reports as Excel, PDF or JPEG documents for further analysis, distribution and presentation.

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Search for Students



Getting Started

[Start new search](#)

Search for Students is the heart of College Board Search. Whether you want to license a list of names and addresses or conduct research using the complete College Board database of college-bound students, you're in the right place.

Once you click **Start new search** or select one of your saved searches from the list to the left, you'll be able to:

1. **Select criteria:** You can choose from a variety of options to define your target population. As you work, look to the right of the screen for instant feedback on the size of your population and the percentage of the total available students it represents.
2. **View the dashboard:** See charts, graphs, tables and maps that detail a wide range of demographic and other characteristics, helping you visualize your resulting pool of students. You can also create custom charts and reports.
3. **License names:** If authorized, you can submit an order to receive the names and contact information of the students in your results pool.

Name and save your search at any time.

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Student Search Service® Essentials

To use your Student Search Service subscription, click the **Search for Students** tab. You'll be taken to the Search for Students home page. Start the name-licensing process by clicking the orange **Start new search** button. You'll be taken to the Select Criteria section.

If you've saved searches recently, you can access them from the Search for Students home page in the left column. You can also access searches you've defined as top searches.

Build Your List

To build a list of names from the College Board Search database, select the criteria that best describe the students you're looking for. Start by choosing the graduating classes you're interested in; you must choose at least one class (or include all) before moving on to other criteria. If you subscribe to Enrollment Planning Service as well as Student Search Service, you'll see two options here: **Research & license** and **Research only**. Be sure to choose **Research & license** if your goal is to license names.

Once you've selected graduating classes, the number of available students will display in the right column. As you continue to define your student list, that number will change to reflect the volume of students who meet your criteria.

Other criteria describing students include geography, College Board exams, demographics, academic performance and extracurricular participation, intended major, address preferences and college preferences.

You can select criteria in any order — and you don't have to select criteria from every category. Get more tips in [Power Searching](#).

Visualize Your List

Find out if the list you're building meets your needs by clicking **View Dashboard** at any point and using the three data visualization tabs: Overview, Map and Custom Charts. The Overview displays charts and tables profiling the population you've defined, while the Map displays their geographic distribution. Use Custom Charts to create pie charts, bar charts and cross-tab charts representing self-selected characteristics of the students in your list. They'll help you to understand your list better and to make your point in presentations and reports.

Use all three features to help you decide if you need to adjust your list before placing an order. Learn more in [Customize Results](#).

License Names

When you're ready to place your order, click **Submit Order** to provide additional details about your order. You'll be asked to choose:

- The type of order (single or standing)
- A start date
- A maximum number of names
- An end date, if placing a standing order
- The frequency of updates, if placing a standing order
- File recipients
- Output settings
- Billing options

For help deciding on a start date and choosing between a single and a standing order, go to [Name Licenses](#).

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