Student Search SERVICE®

Are you remaining as competitive in your admission selection process as you wish to be?

Are there subgroups you need to identify and increase in your matriculant group?

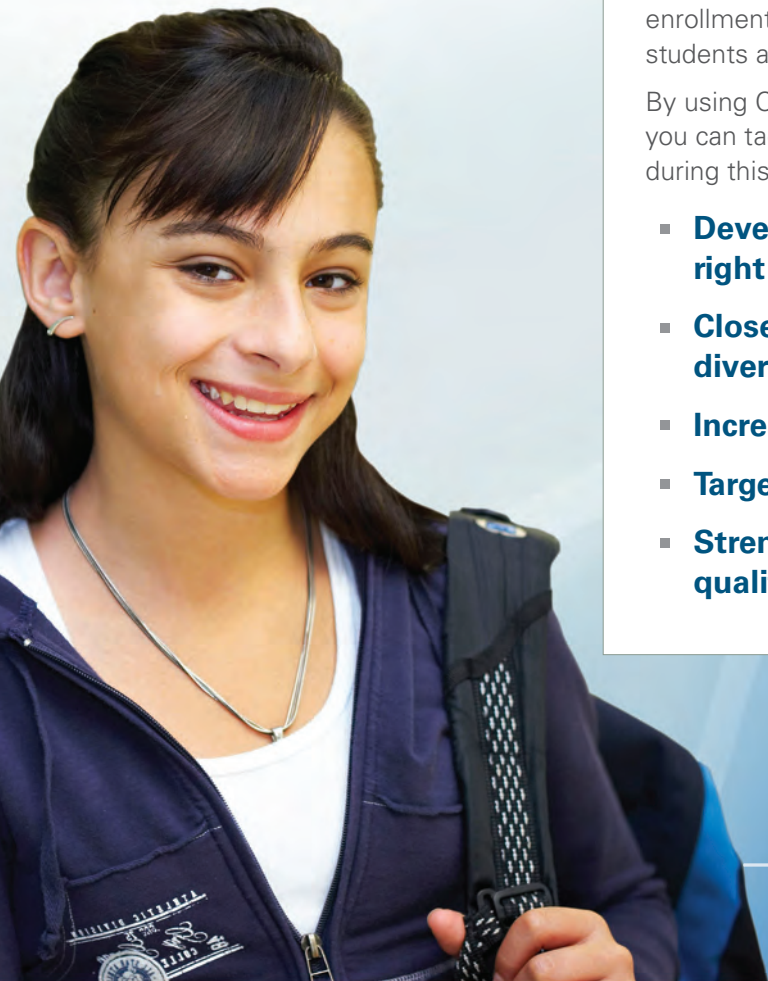Do you have specific programs on campus that need to grow?

Do you have any low socioeconomic initiatives?

As demographics change, the number of high school graduates declines, and campus resources become scarcer, it is more important than ever for enrollment offices to develop efficient and targeted methods for reaching students and achieving their goals.

By using College Board data on over 6.3 million college-bound students, you can tackle the tough issues and accomplish your enrollment goals during this challenging recruitment season:

- **Develop data-driven strategies for enrolling the right students.**

- **Close the achievement gap and increase ethnic diversity on your campus.**

- **Increase honors and AP® student enrollment.**

- **Target students in new geographic markets.**

- **Strengthen majors and new programs by inviting qualified students to apply.**

Think you know SSS®? Think again.

By tapping into the Student Search Service® (SSS®) database, you can use more than two dozen searchable variables to find and communicate with qualified prospective students who have taken the SAT®, PSAT/NMSQT® and AP.

More than 1,000 colleges, universities and scholarship organizations trust SSS with their recruitment needs — and have for more than three decades.

Think you know SSS? Think again.

These are just a few of the new features in SSS that make searching for students more flexible than ever.

Search by Proximity

Allows you to search for students by defining your own geographic area. This capability allows you to select any circular area without being limited by state, county or ZIP code boundaries.

ZIP Loader Tool

Allows you to upload a file of up to 10,000 ZIP codes, increasing your capability to search for student prospects across multiple ZIP codes.

Student E-mail Verification

Means cleaner data and better deliverability of electronic communication.

Student Search
SERVICE®
- High school GPA
- Class ranking
- Ethnicity
- Geographic location
- Score Range

For more information, go to our website, **http://www.collegeboard.com/recruitment**, **or call 800-927-4302**.

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