

by Ryan C. Williams

Response to Spring 2011 *Journal of College Admission* Net Price Calculator Article

I am writing to correct some misinformation concerning the College Board's Net Price Calculator (NPC) in the article published in the Spring 2011 edition of the *Journal*, "Enrollment Management's Sleeping Giant: The Net Price Calculator Mandate."

That article, written by Mary A. C. Fallon, a communications consultant for Student Aid Services, Inc., a for-profit organization that markets its own NPC, states that "[t]he College Board... ties NPC student registration to receiving solicitations for other services from the organization and its partners." In fact, there is no "tie" between use of the College Board's NPC and the receipt of solicitations. The College Board's NPC provides students with the option of participating as a "Guest." If this option is chosen, no sign-in is required and no personal information is collected by the College Board, including any email or other addresses to which solicitations could be sent. Even if a student chooses to create an account with the College Board, which enhances the use of the NPC by allowing students to save their data and reuse it for other College Board-sponsored NPCs, the student is not required to receive solicitations. Rather, students are given the option to "check the box to participate" and receive solicitations. Because receiving solicitations is optional, the statement in the article that the College Board "ties NPC student registration to receiving solicitations for other services" is incorrect.

The College Board was created more than 110 years ago to expand access to higher education, and we take very seriously the trust placed in us and in our programs and services by students, parents and educators. In an era in which students conduct much of their daily social and academic activities online, we believe that protecting the privacy rights and safety of young people must always remain a paramount concern.

We appreciate your providing us with this opportunity to submit this letter to correct the error.

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Editor's note: The author of the Spring 2011 *Journal of College Admission* article, "Enrollment Management's Sleeping Giant: The Net Price Calculator Mandate," disclosed her client list before submitting the article. She also included this information in her biography, which was run with the original article.

Even if a student chooses to create an account with the College Board, which enhances the use of the NPC by allowing students to save their data and reuse it for other College Board-sponsored net price calculators, the student is not required to receive solicitations. Rather, students are given the option to "check the box to participate" and receive solicitations.