



Programs and Services for **COMMUNITY COLLEGE EDUCATORS**



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The College Board understands that advancing the work of community colleges means helping prepare millions of students for college success and opportunity. The College Board shares this mission and has developed resources that serve students, their families and community college educators.



“The community college mission — which has proven to be an equalizer, energizer and change agent for a prosperous, transformed and global society — has been strengthened by our partnership with the College Board.”

*— Ding-Jo H. Currie, Chancellor,
Coast Community College District, Calif.*

**Read on to find out how the
College Board works with, for and
on behalf of community colleges to:**

- Support programs, policies and research that strengthen teaching and learning at community colleges and increase completion rates at those institutions.
- Advocate for new programs, policies and appropriations for community colleges at the local, state and federal levels.
- Provide a set of time-tested tools for community college educators focused on increasing student enrollment and success.
- Engage community college administrators and faculty in projects focused on improving student retention and transfer.

FOR COMMUNITY COLLEGE ADVOCATES

We can help you advance the mission and promise of community colleges.



The College Board is a national membership organization consisting of over 5,700 K–12 schools and higher education institutions.

- The **Community College Advisory Panel (CCAP)** is composed of national community college leaders who help advance the College Board's partnership with two-year institutions. CCAP also highlights the role of community colleges in College Board governance, programs and services. www.collegeboard.com/communitycolleges
- The **National Office of Community College Initiatives** coordinates the College Board's community college activities and leads projects to strengthen community colleges in such areas as student academic preparation, transfer and developmental education. www.collegeboard.com/communitycolleges
- **Relationship Development and Membership** serves as a direct link to College Board members and the education community in the United States and abroad. The College Board is one of the few member-driven organizations that brings together all segments of education to work collectively on issues of access, equity and student success. <http://professionals.collegeboard.com/membership>
- **Advocacy and Government Affairs** works with state and federal policymakers, in partnership with the education community, to promote programs, policies and practices that increase college access and success for all students. <http://advocacy.collegeboard.org/>
- **College Board regional offices**, staffed by experts in K–12 and higher education policies and practices, are located in six locations throughout the United States to serve our members and address local and regional education needs. Find an office near you at <http://professionals.collegeboard.com/prof-dev/regions/contact>.

FOR ASSESSMENT AND PLACEMENT CENTER PROFESSIONALS

We can support you in the assessment of your students and in validating your course placement and credit-by-examination policies.

Community college professionals nationwide use these College Board assessments and tools to help pinpoint student strengths and weaknesses and to help students advance academically:

- **ACCUPLACER®** is an Internet-based, computer-adaptive diagnostic and placement testing system that provides immediate, accurate measures of student academic skills in reading, writing and mathematics. Tests include Reading Comprehension, Sentence Skills, Arithmetic, Elementary Algebra, College-Level Mathematics and Computer Skills.

An additional component of ACCUPLACER is **WritePlacer®**, which provides the automatic, computer-based scoring of essays. Students compose an essay in response to one of several prompts, and are provided with a total score as well as scores on several standard dimensions of writing.

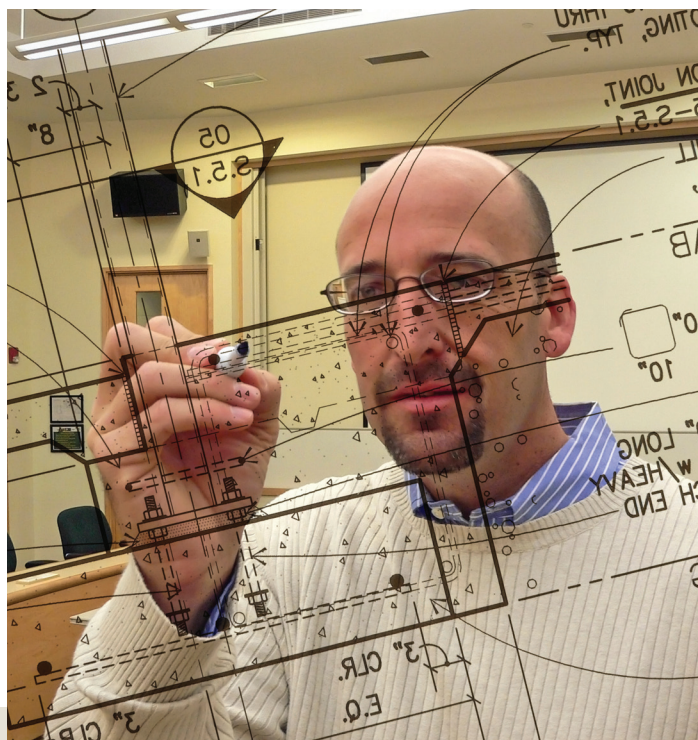
The ACCUPLACER **Diagnostic Tests** provide high school and postsecondary institutions with a detailed analysis of students' strengths and weaknesses that, when combined with placement test scores, are used to assist in the selection of appropriate course placements for students entering two- and four-year colleges.

For students whose first language is not English, ACCUPLACER offers a suite of ESL assessments to assist with appropriate placement into ESL or ELL courses. The ACCUPLACER **ESL Tests** include Reading Skills, Sentence Meaning, Language Usage, Listening and WritePlacer ESL.

The ACCUPLACER system is used by more than 1,300 secondary and postsecondary institutions, administering more than eight million tests per year. To learn more about the ACCUPLACER program, visit www.collegeboard.com/accuplacer.

- **CLEP® (College-Level Examination Program®)** offers 33 examinations that assess students' knowledge in the following general disciplines: literature and composition, science and mathematics, foreign languages, history and the social sciences, and business. This program is designed especially for students who arrive on campus having mastered course content through professional experience, independent study or experiences in the military. Students successfully completing one or more of these computer-based examinations may receive credit from more than 2,900 colleges. CLEP examinations are administered at more than 1,600 college test centers and at military bases worldwide. Students earning credit through CLEP report that the program made a difference in their ability to finance and complete a degree. More information about CLEP is available at www.collegeboard.com/highered/clep/index.html.

- **ACES™ (Admitted Class Evaluation Service™)** is a free online service that allows a higher education institution to use a combination of College Board tests and additional predictors to establish the validity of those measures for use in course placement. By using ACES, an institution can design a study to meet the specific needs of the institution. An ACES Placement Validity Study analyzes existing placement practices to inform future placement decisions and policies. To learn more about placement validity and other ACES validity study options, visit www.collegeboard.com/aces.



FOR FACULTY AND ACADEMIC COUNSELORS & ADVISERS

We can help you guide your students ...

- Prospective and continuing students have made the College Board's website — www.collegeboard.com — one of the most popular educational destinations on the Internet. Students considering enrolling at a community college (or transferring to a four-year institution) will find guidance on why choosing a community college might be the right decision for them, what they need to know before they apply, and how to prepare for transfer to a four-year college or university (www.collegeboard.com/communitycolleges).
- The **Community College Counselor Sourcebook** provides student service professionals with resources to serve students whose goal is to transfer to a four-year college or university and complete the baccalaureate degree. The *Sourcebook* relies on advice supplied by experienced community college counselors who have identified research and best practices that effectively serve the needs of transfer students. Order your copy at <http://store.collegeboard.com>.
- **MyRoad™** is an Internet-based program providing students and counselors with a variety of educational planning tools that can help ensure a smooth transition to college. The program includes a college search feature, and information about careers and majors and how to prepare for them. For more information, visit: www.myroad.com.
- The College Board publishes a variety of popular **college guidance** books for students and families, including the *College Handbook*, *Scholarship Handbook*, *Getting Financial Aid* and the *Book of Majors*. Visit the College Board store for more information: <http://store.collegeboard.com>.

... and provide you with opportunities for professional development.

Attending the College Board's professional development workshops, seminars and meetings is a great way to stay on top of current trends in U.S. education. The College Board hosts a variety of events that serve community college professionals:

- **The Forum** — An annual conference that convenes national and international education leaders who focus on fundamental and emerging issues facing students, families, counselors and other education professionals.

- **Regional Forums** — Hosted by the College Board's six regional assemblies, these conferences provide K–12, community college and four-year college representatives with the opportunity to address local education issues and share best practices.
- **The Colloquium** — A high-profile opportunity for education leaders to engage in challenging conversations about the crucial issues facing their profession. This annual event, held in January each year, serves as a valuable resource to discuss issues related to institutional values and practices on campus.
- **Summer Institutes** — Weeklong events, hosted by the College Board throughout the nation, covering admission, outreach, financial aid, counseling and international recruitment.
- **Diversity Conferences** — The College Board hosts a number of annual meetings and events where educators can focus on the needs of minority and underserved groups.

A Dream Deferred™: The Future of African American Education is devoted to bringing together education and community leaders to discuss and explore models of excellence that address the most critical education issues that impact African American students.

The **National Chinese Language Conference**, co-hosted by the College Board and the Asia Society, helps schools and colleges integrate Chinese language and culture across the curriculum and enhance students' global competence.

The **Native American Student Advocacy Institute (NASAI)** provides opportunities for successful partnerships that will ensure postsecondary access and excellence for American Indian, Alaska Native and Native Hawaiian students.

Prepárate™: Educating Latinos for the Future of America convenes members from higher education, K–12 schools and community-based organizations with a common goal of increasing Latino student success in higher education.

For a current list of College Board professional events, please visit www.collegeboard.com/prof/events/index.html.

FOR FINANCIAL AID OFFICERS

FOR ADMISSION DIRECTORS AND ENROLLMENT MANAGERS

We can help you advise your students about financial aid.

We know that one of the most pressing concerns of community college students and their families is how to pay for college. Fortunately, the College Board's programs and services help students and community colleges navigate this important process.

- On www.collegeboard.com/pay, students and families have access to a free resource, the College Board **Financial Aid EasyPlanner**, to help them assess their financial needs and obtain information on scholarships, grants, loans and other financial aid resources.
- **PowerFAIDS®** is the College Board's powerful, easy-to-use software that can automate your aid process and eliminate hours of paperwork. Its Net Partner Web portal allows you to interact with your students online. PowerFAIDS is used by more than 100 community colleges nationwide. www.powerfaids.org
- The College Board's **Institutional Documentation Service (IDOC)** enables institutions to move their financial aid office to a data-rich, paper-free operation. On behalf of colleges, the College Board collects and scans tax documents and verification worksheets from applicants, key-enters data from tax forms, and displays imaged documents for viewing on a secure website. More than just an imaging service, IDOC transmits tax data electronically to the college, supporting elimination of paper, simplification of required federal verification and improved service to students. www.collegeboard.com/idoc

We can help you meet your institution's recruitment and enrollment goals.

- **Student Search Service® (SSS®)** is a powerful, economical student search tool that allows you to reach qualified college-bound prospects of all backgrounds. With SSS, you can shape your incoming class by conducting customized searches at any time, and effectively reach students by mail or e-mail with targeted communications.
- **Recruitment PLUS™** is data management software that coordinates all of your recruitment, admission and enrollment activities. Recruitment PLUS allows you to identify and target prospective students using high-quality College Board data; automate and personalize e-mail and print communications; manage telephone campaigns; and maintain contact with high schools, colleges and other student-related groups.
- **Descriptor PLUS** is a geodemographic tagging service that identifies profiles of prospective students who are academically, financially and geographically appropriate for your institution. Descriptor PLUS helps you target your marketing, increase applications and save money on recruitment.
- The **Admitted Student Questionnaire®** is a customized survey completed by your admitted students to determine what they think about your academic programs, recruitment literature, financial aid packages, facilities, cost of attendance and more.

For more information on the College Board's recruitment and enrollment management services, visit <http://professionals.collegeboard.com/higher-ed/recruitment>.

"The College Board's commitment to community colleges enhances our ability to support the vitality, prosperity and democracy of our nation."

— Jeanne Jacobs, President,
Miami Dade College (Homestead Campus), Fla.

FOR CHANCELLORS, PRESIDENTS AND GOVERNMENT RELATIONS STAFF

FOR INSTITUTIONAL RESEARCHERS

We can help you advance education issues focusing on access, equity and academic excellence.

As a national membership organization consisting of more than 5,700 K–12 schools and higher education institutions, the College Board provides you with a chance to network with thousands of educators who experience challenges similar to yours. In regional and national meetings, you can add your voice to discussions of key issues and concerns. The College Board provides a unique venue for you to build stronger links to K–12 and to four-year colleges and universities.

Advocacy is central to the work of the College Board. Working with members, state and federal policymakers, and the education community, the **Advocacy and Government Relations** unit promotes programs, policies and practices that increase college access and success for all students. Specific advocacy initiatives focusing on community colleges include:

- The Community College Advisory Panel's **Destinations of Choice Initiative**, which calls for a "re-examination of community colleges in American education" and has initiated a public conversation about the essential role these institutions will play in the 21st century. The result of this ongoing initiative is a series of policy papers focusing on critical community colleges issues, along with symposia, conference sessions and workshops designed to spotlight the importance of these institutions. Visit www.collegeboard.com/communitycolleges.
- The **National Commission on Community College's** report, *Winning the Skills Race and Strengthening the Middle Class: An Action Agenda for Community Colleges*, which documents the critical role that community colleges play in American education. The commission's recommendations delineate how these institutions can be expanded to respond to the challenges facing the nation, and they have generated new College Board initiatives in the areas of transfer, financial aid and retention. Visit www.collegeboard.com/communitycolleges.

We can help you promote a culture of discovery and knowledge.

Each year, the College Board conducts research studies that explore a broad range of education issues such as college success, student academic preparation, college placement and education policy.

- The College Board initiates and funds graduate research fellowships over a wide array of proposed topics including community college research. Through these fellowships, the College Board seeks to contribute to a better understanding of the role of community colleges in higher education and to build collaborative scholarly relationships.
- College Board research reports, research notes and research summaries can be found at: www.collegeboard.com/research.
- The College Board exhibits each year at the annual forum of the Association for Institutional Research to serve as a resource to institutional researchers and to provide our research findings and publications.