



Welcome to the College Board

The College Board believes that with hard work, rigor and focus, a student can achieve anything. The most reliable road to success leads through college, and for over 100 years, the College Board has provided students with a map for their journey. As a not-for-profit membership organization, the College Board partners with schools and educators to push open the door to higher learning and create opportunities for all students to do great things.

Our work falls broadly into three areas:

College Readiness

**College Connection
and Success**

**Advocacy and
Research**

College Readiness

The College Board has developed an interwoven approach to prepare students to succeed in college and in life. We continually partner with teachers, schools, districts and states to provide a flexible, proven approach to college readiness. Our College Readiness programs provide an integrated suite of assessments, curricula and support tools organized around the knowledge, skills, behaviors and awareness that students need to succeed in college and careers.

- **Advanced Placement Program® (AP®):** Provides opportunities for motivated and prepared students to experience college-level courses while in high school, thereby fostering critical thinking, and college persistence and success.
- **SpringBoard®:** The official Pre-AP® program for grades 6–12 consists of English Language Arts and Mathematics and is based on the College Board Standards for College Success™ with the goal of providing a college readiness program for all students.
- **College Readiness Pathway:** A series of integrated diagnostic assessments that measure a student's college and career readiness from grades 8–12. When these assessments — Readiness™, PSAT/NMSQT® and SAT® — are used as a comprehensive solution, they systematically and progressively measure the reading, writing and mathematical knowledge and skills that are critical for success in college and careers.
- **PSAT/NMSQT®:** A reasoning skills assessment that provides students practice for the SAT, insight on performance and a scholarship opportunity.
- **Readiness™:** A middle school assessment that measures the skills students need to be on track for college success and provides insight into their academic progress.
- **EXCEerator™:** Provides a research-based, multiyear district improvement process that emphasizes a district approach to college readiness through diagnosing specific district strengths and areas for improvement, and then developing and implementing solutions using data-driven processes.
- **College Board Schools:** New public schools for grades 6–12 that prepare students in low-income and minority communities for access to and success in college.



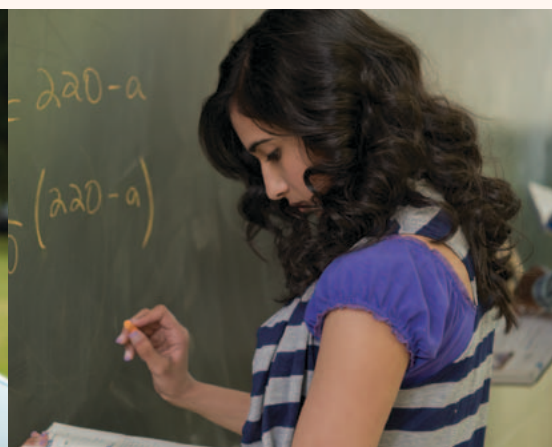
We support educators in their efforts to help all students prepare for college and beyond.



College Connection and Success

College Connection and Success connects students and colleges in new and better ways by partnering with education leaders across the nation to promote systemic change in higher education while providing programs and services that ensure all students will have every chance to succeed in college.

- **SAT®:** Tests the reading, writing and mathematics skills that students learn in school, and that are critical for success in college and beyond.
- **SAT Subject Tests™:** Hour-long, content-based tests that allow students to showcase achievement in specific subject areas where they excel.
- **SAT Readiness Tools:** Free and affordable practice tools, including The Official SAT Question of the Day™, official study guides, The Official SAT Online Course™ and more.
- **Online College Planning:** Free online resources to help students navigate the road to college, including the popular online College Search tool, and the new YouCanGo!™ website that inspires underresourced students to go to college.
- **ACCUPLACER®:** A state-of-the-art computer-adaptive assessment that quickly, accurately and efficiently assesses reading, writing and math skills that are used as early indicators of students' preparedness and developmental needs.
- **CLEP®:** An assessment designed for potential college students to receive college credit for what they already know.
- **Student Search Service® (SSS®):** The most widely used, economical student search tool that allows colleges and universities to recruit qualified, college-bound students from all backgrounds.
- **Enrollment Planning Service and Descriptor PLUS:** Used by institutions to leverage College Board data and build strategic recruitment initiatives to help them meet their enrollment goals.
- **PowerFAIDS®:** Powerful software used by institutions to streamline and manage their financial aid office.
- **CSS/Financial Aid PROFILE®:** Used by colleges and universities to collect comprehensive information on a family's financials to distribute financial aid resources fairly and consistently.
- **Net Price Calculator (NPC):** A tool used by students and their parents to estimate the "net price" to attend a particular college or university.



Advocacy and Research

The Advocacy & Policy Center

Guided by the College Board's principles of excellence and equity in education, the Advocacy & Policy Center is a trusted resource for education policy analysis and research, and is instrumental in helping transform the education system to increase the proportion of Americans who earn a college degree and are prepared to succeed in the 21st century. The Center makes critical connections between policy, research and real-world practice to develop innovative solutions to the most pressing challenges in education today. The Center releases several reports annually that address the major challenges facing the education landscape, and tracks progress toward increasing college access and success for students of all backgrounds.

Key areas of focus include:

- College Preparation & Access
- College Affordability & Financial Aid
- College Admission & Completion

Research and Development

Research and Development's highly trained and credentialed staff generates new knowledge and forward-thinking ideas that actively support the College Board's mission. With cutting-edge technology coupled with leaders in methodology, test development and psychometrics, our research addresses issues within the following eight categories: admission, alignment, evaluation, fairness, measurement, research, trends and validity.

Among other functions, Research and Development:

- Provides data-based solutions to important educational problems and questions
- Designs and evaluates improvements to current assessments, and develops new assessments and educational tools
- Analyzes and resolves critical issues for all programs

Become a College Board Member

Join us as we effect change, support members, and promote college access and success for all students.



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We are dedicated to reaching the goal of 55 percent of Americans with postsecondary degrees by 2025.