

# Access in Practice

**Delivering Opportunity in the  
United States and Canada**

April 5, 2018





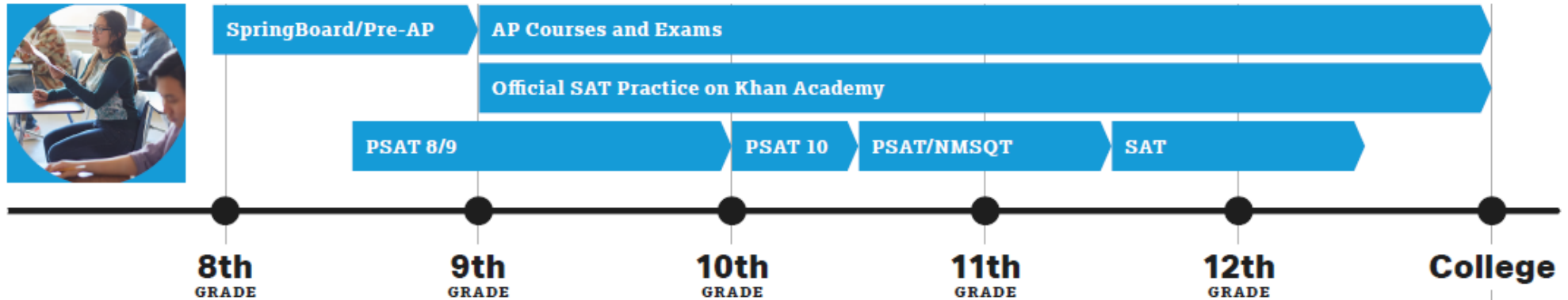
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The College Board is a non-profit organization with a mission to create opportunity for all students

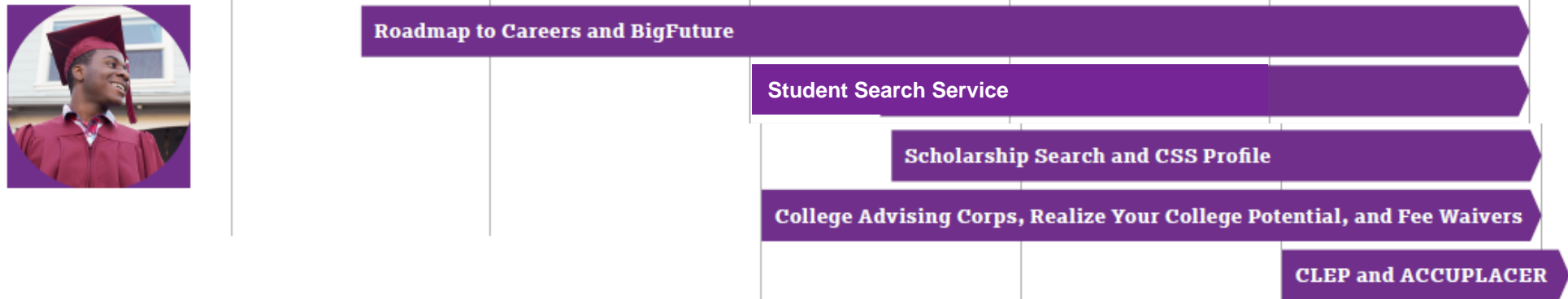
**Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of over 6,000 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education.**

# The College Board prepares students for success and propels them along the college pathway.

## Prepare



## Propel



We help students and colleges match based on their strengths and needs

## BigFuture™

My Colleges

My Plan

My Tests

My Calendar

My Ways to Pay

My Majors & Careers

My Info

## Student Search Service®

Colleges recruit based on data  
students opt-in to share:



PSAT/SAT/AP score band



Geographic information

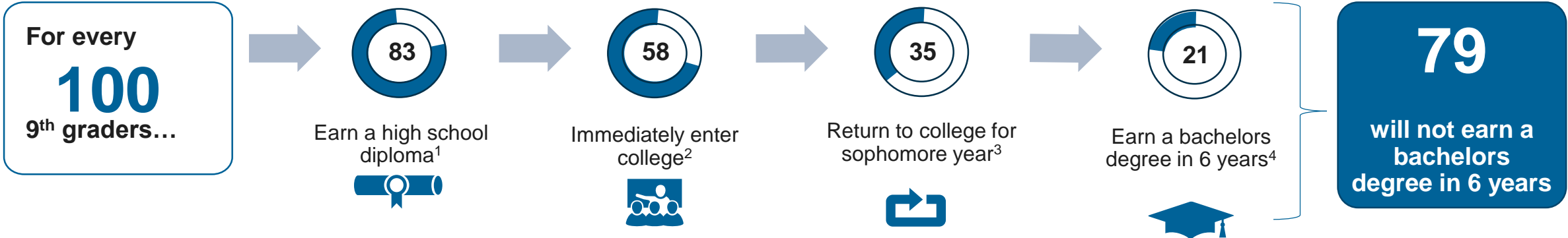


Demographic information

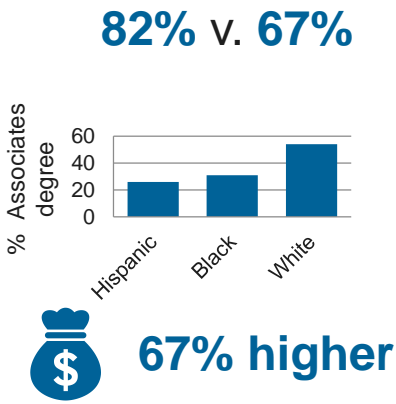


College preferences

# College & Career Pathway Today



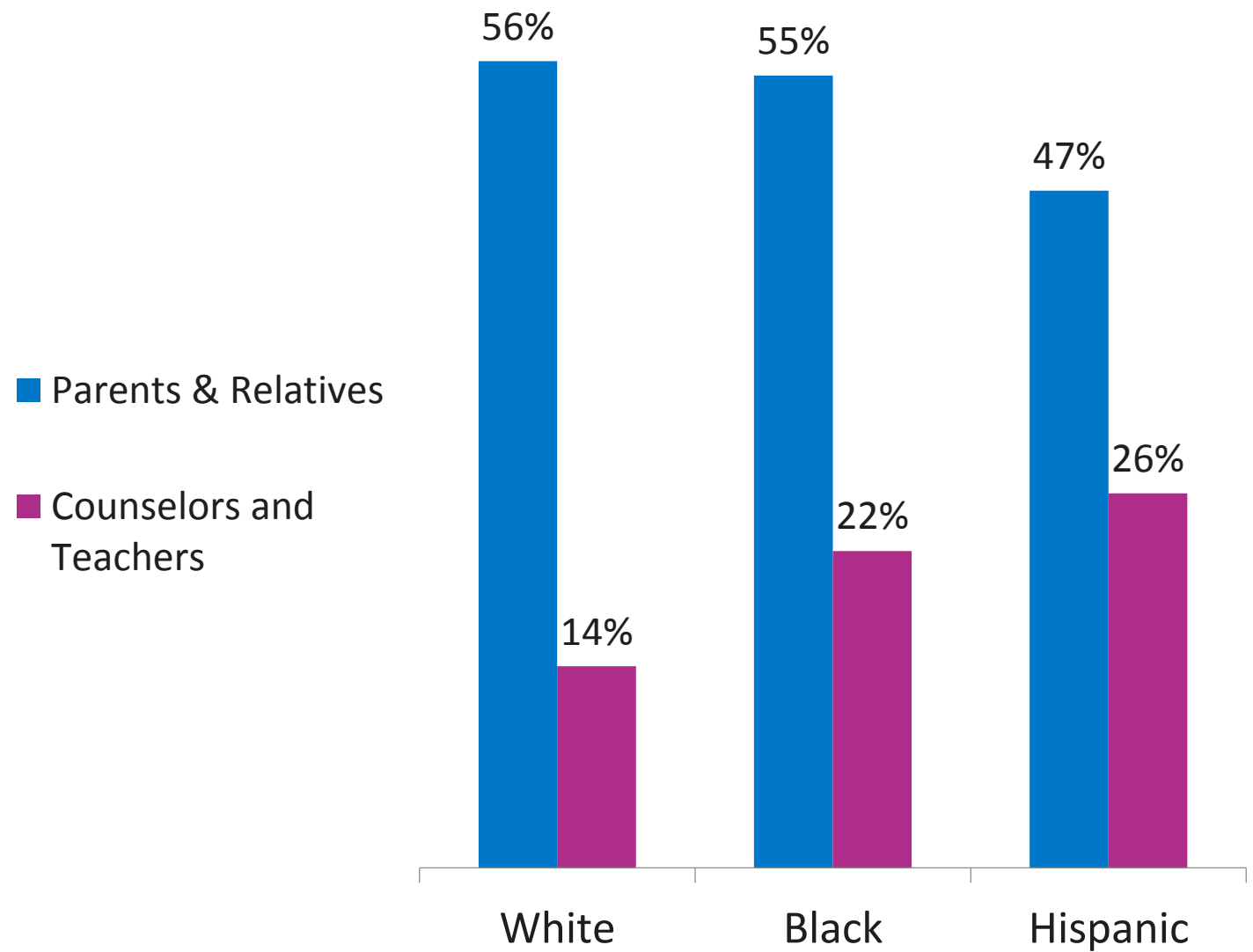
*Although college enrollment rates continue to rise, gaps in enrollment rates and patterns persist across demographic groups.*



- 82% of high school graduates with family incomes >\$100K immediately enrolled in college compared with 58% of **those from the lowest income quantile (<20,582)**<sup>5</sup>
- Between the ages of 25-29, **26% of Hispanic and 31% of black individuals** have completed at least an associates degree compared to 54% of white individuals<sup>5</sup>
- earnings of **full-time workers with bachelors degrees** relative to high school graduates<sup>5</sup>

1. National Center for Education Statistics, [Public High School Graduation Rates](#), 2017. 2. Bureau of Labor Statistics, [College Enrollment and Work Activity](#), 2017. 3. National Student Clearinghouse, [First Year Persistence and Retention](#), 2017. 4. National Center for Education Statistics, [Undergraduate Retention and Graduation Rates](#), 2017. 5. The College Board, [Education Pays](#), 2016.

# Who do you rely on MOST for advice about what to do after high school?



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## US Student-to- Counselor Ratio

492 to 1

# What Can We Do About It?

Three Major Lessons for Reaching out to Underrepresented Groups



Go where students are  
(they're in school)



Speak with an authentic  
voice (it's not mine)



Break through the noise  
(no more email, please)



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# Official SAT Practice All In Challenge

## 2017 Highlights

Council *of the*  
Great City Schools



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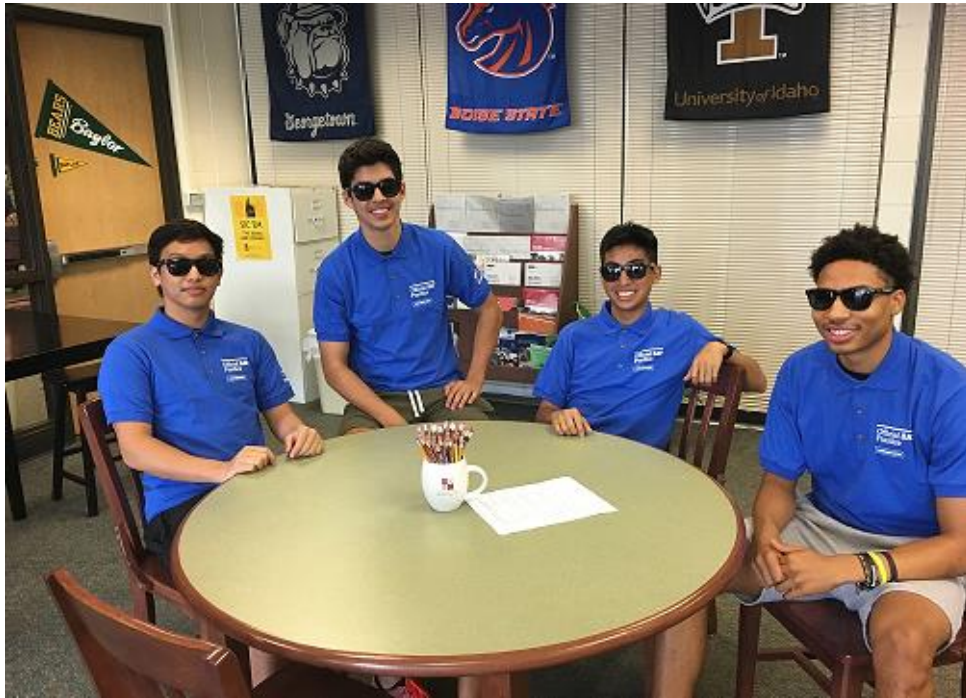
**28 districts encouraged 168,000 students** to link their College Board and Khan Academy accounts to receive free, personalized SAT practice.

**22%** of linked students practiced for at least 10 hours in these districts.

**21.2 million minutes** were completed on Official SAT Practice.

Students completed **over 17.1 million practice problems** and **over 11,000 practice tests** on Khan Academy.

# Official SAT Practice Student Ambassadors



- OSP is a free set of practice tools
- We want to develop new ways to engage more students in deep use
- Because we know that students listen to their peers, we wanted to test a peer-to-peer approach to motivating practice and engaging students
- Also a unique opportunity for the College Board to support student leadership opportunities

# Roles and Responsibilities



## College Board provides:

- Data
- Recruitment Support
- College Board swag
- Opportunities to connect with Ambassadors and District leads from other districts
- An Ambassador's Toolkit and How-to-Get-Started Guide

## ***Acorn Level Student Ambassadors:***

- *Speak at 3-4 student-facing events*
- *Recruit sophomores to become future Practice Ambassadors*
- *Advertise Official SAT Practice by having your face on a poster*


## ***Gold Leaf Level Student Ambassadors:***

- *Organize a school wide [practice test](#)*
- *Set up [study-groups](#)*
- *Organize and speak to other audiences*
- *Run a social media campaign*

# College Search Mailing To Students

Targeting Students Harmed By the Student to Counselor Ratio


Every year tens of thousands of students receive a packet in the mail with information designed to help them begin exploring colleges, including a personalized starter list of colleges. The list is based on where other students from their area, with similar PSAT/NMSQT performance, attended college, and successfully graduated. The list is intended to provide examples that may help students in the early stages of college exploration.



Christopher,  
you've earned  
a bright future.  
IT'S TIME TO APPLY FOR IT.

WITH THIS PERSONALIZED COLLEGE GUIDE, YOU CAN:

- 1 Get an idea of how much you'll pay for college.
- 2 See colleges where students like you have been successful.
- 3 Explore colleges that fit your interests.



Apply to a balanced list of colleges like these.

We selected these colleges especially for you based on your SAT or PSAT/NMSQT® scores and where you live. As you're deciding where to apply, look for colleges that fit this profile: **Students like you have a record of success at colleges like these.**

COLLEGE	MIDDLE 50% OF SAT SCORES <sup>1</sup>	ACADEMIC FIT BASED ON YOUR SCORE	GRAD. RATE <sup>1</sup>	APPLICATION DUE DATE <sup>2</sup>	SALARY AFTER ATTENDING <sup>3</sup>	ESTIMATED PRICE FOR YOU <sup>4</sup>
Yale University (CT)	1470–1600	Reach	96%	1/1	\$66,000	\$6,779
Washington University in St Louis (MO)	1480–1580	Reach	95%	1/15	\$62,300	\$13,596
Duke University (NC)	1450–1580	Reach	95%	1/3	\$76,700	\$13,005
Northwestern University (IL)	1460–1580	Reach	93%	1/1	\$64,100	\$13,881
Vanderbilt University (TN)	1480–1580	Reach	93%	1/1	\$60,900	\$6,287
University of Notre Dame (IN)	1410–1550	Fit	96%	1/1	\$69,400	\$12,413
Case Western Reserve University (OH)	1350–1520	Fit	81%	1/15	\$67,000	\$19,984
Kenyon College (OH)	1300–1470	Safety	89%	1/15	\$43,700	\$7,923
Ohio State University–Main Campus (OH)	1250–1460	Safety	83%	2/1	\$42,600	\$12,722
Miami University–Oxford (OH)	1190–1410	Safety	79%	12/1	\$45,800	\$18,946
Xavier University (OH)	1060–1270	Safety	71%	2/1	\$48,800	\$26,115
University of Cincinnati–Main Campus (OH)	1120–1360	Safety	60%	12/1	\$39,400	\$18,305

# Financial Aid Mailing to Students

## You Can Afford College

Students receive a follow-up packet with valuable information about how to apply for financial aid and a checklist to help them complete the FAFSA and CSS/Financial Aid PROFILE applications. A list of free resources from the U.S. Department of Education and the College Board is also in the packet.



### Christopher,

#### You've ...

- ☒ Worked hard in high school
- ☒ Decided to go to college
- ☒ Done well on the PSAT/NMSQT® or SAT®
- ☒ Identified colleges to apply to
- ☒ Started working on your college applications

#### Now it's time to ...

☒ Apply for financial aid

☐ Start college!


You've made so much progress — now it's time to make it **pay off!**

## Apply for financial aid today.

The average financial aid award in 2014-15 was **\$14,210**, with \$8,170 in grants that you don't have to pay back — FREE money. If you work at a job that pays \$10/hr., you'd have to work over 1,400 hours to earn that much. Instead, take one hour to fill out the FAFSA.

To be eligible for federal student aid, you need to complete the FAFSA (Free Application for Federal Student Aid). **To get started:**

### 1. Create a Federal Student Aid (FSA) ID on [fsaid.ed.gov](https://fsaid.ed.gov).

 Time Estimate: 10-15 minutes

An FSA ID is simply a login to Federal Student Aid sites, including the FAFSA, and can serve as your legal signature. Both you and your legal parent need to create an FSA ID to fill out the FAFSA online.

### 2. Gather information for the FAFSA.

 Time Estimate: 30 minutes

- ☐ Social Security number (and your alien registration number, if you are an eligible noncitizen)
- ☐ 2015 federal income tax returns, W-2s, and other records of money earned
- ☐ Records of 2015 untaxed income or benefits, such as housing, food, and other living allowances provided to members of the military, clergy, and others (if applicable)
- ☐ Most recent bank statements and records of investments (if applicable)

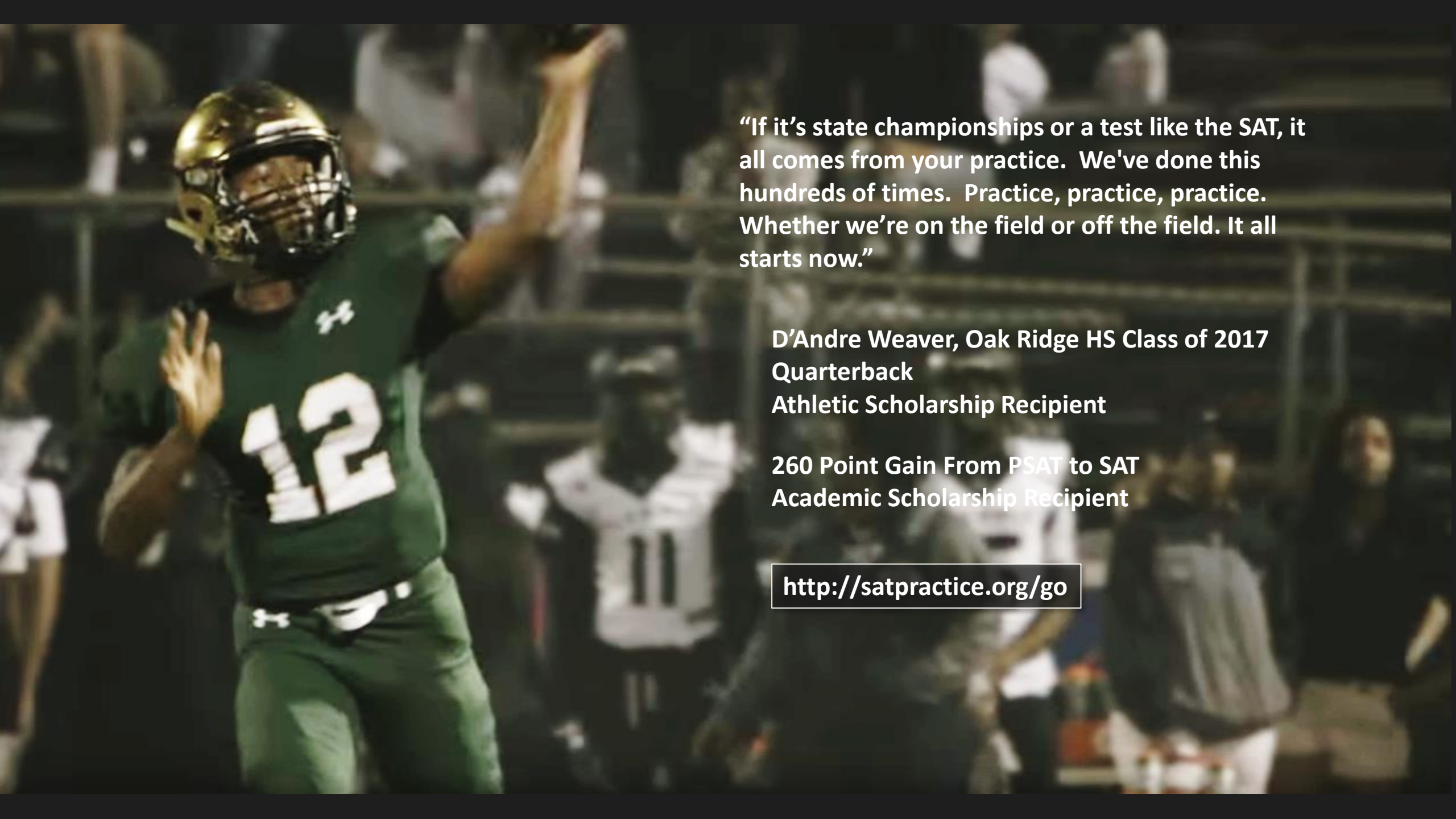
### 3. Set a date to complete the FAFSA.

 Time Estimate: 5 minutes

Don't delay in submitting your FAFSA — some states and colleges award financial aid on a first-come, first-served basis.

**Expert Tip:** Complete the FAFSA by the priority deadline for each school to avoid missing out on the maximum amount of aid you can receive.





**“If it’s state championships or a test like the SAT, it all comes from your practice. We’ve done this hundreds of times. Practice, practice, practice. Whether we’re on the field or off the field. It all starts now.”**

**D’Andre Weaver, Oak Ridge HS Class of 2017  
Quarterback  
Athletic Scholarship Recipient**

**260 Point Gain From PSAT to SAT  
Academic Scholarship Recipient**

**<http://satpractice.org/go>**

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# Appendix



# TIFFANY'S PATH TO SUCCESS

SEND SCORE DATA

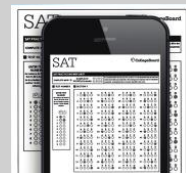
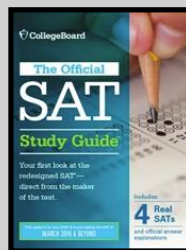
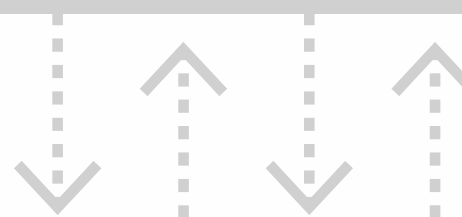


COLLEGE  
BOARD



KHAN  
ACADEMY

PERSONALIZED  
LEARNING ROADMAP



OFFICIAL  
SAT PRACTICE  
TESTS

WITH SCORING  
FOR PAPER  
& PENCIL

POWERED BY SCHOOLS,  
EDUCATORS, COMMUNITY GROUPS

CONTINUOUS  
PRACTICE



SUCCESS!



# Students Answer the Call

**Official SAT® Practice on Khan Academy**

**4 million** unique users

**1.5 million** linked accounts

**46%** test takers report using Official SAT® Practice

**3 times** more students using Official SAT® Practice than commercial test prep



**Valencia**, Senior  
Booker T. Washington  
High School  
Houston, TX

**Valencia's SAT score was 470 points higher than her PSAT/NMSQT® score.**

"I want to play sports at a Division 1 university. Khan Academy gave me a winning edge. With Khan Academy, every time I got a question wrong, **I was able to go back and do it again and get better and better.** I was able to study and stay focused. Since getting my SAT scores back, I've gotten at least 10 emails and calls from colleges trying to recruit me."



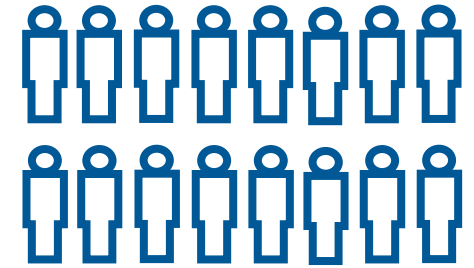
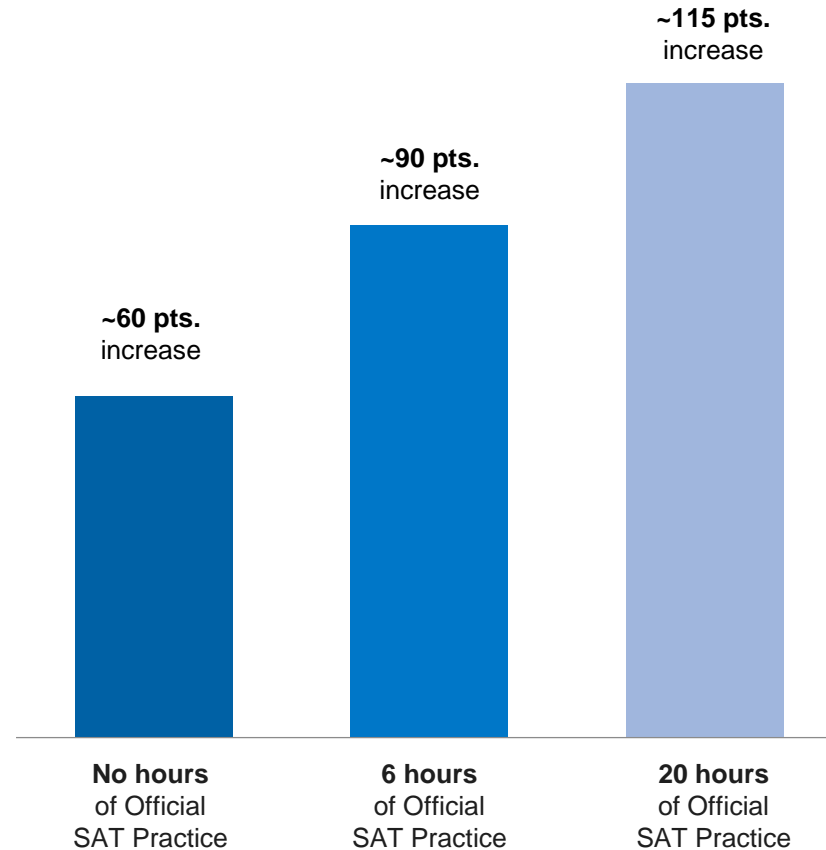
**Sabrina**, Senior  
César E. Chávez  
High School  
Houston, TX

**Sabrina's SAT score was 230 points higher than her PSAT/NMSQT® score.**

"**I felt pretty confident in the exam** – I saw questions that I would have skipped before but with Khan Academy I understood what kind of questions I was going to face."

# SAT Score Improvements and Official SAT® Practice

Number of points gained from PSAT/NMSQT® to SAT correlated to hours spent practicing



**16,000**  
students saw  
gains of  
200 points  
or more

Based on 250,000 students from the Class of 2017

Practice advanced students regardless of gender,  
race, income, and high school GPA