

Connect with Colleges

HELP YOUR STUDENTS TAKE THE FIRST STEP IN THEIR COLLEGE AND SCHOLARSHIP SEARCH BY OPTING INTO STUDENT SEARCH SERVICE



What is Student Search Service?

Colleges, universities, and scholarship organizations use Student Search Service® to find students who might be a good fit for their program. Once students have opted in, colleges and scholarship programs can send them information by mail and email. Organizations pay College Board to use the service, but it's free for students.

Benefits for Students

- Receive detailed information about majors, financial aid, scholarships, campus life, etc.
- Discover your options, including institutions or programs you may not have considered.
- Hear from our scholarship partners who offer over \$300 million in scholarships.

Data and Privacy

After your students opt in to the service, institutions use some of the information these students have shared on a College Board exam or on the College Board website to connect with them. Students can stop participating in Student Search Service at any time by visiting cb.org/studentsearch. If a student opts out, their information is no longer searchable, but organizations that have already received their information may continue to reach out. To stop hearing from these organizations completely, students can unsubscribe from communications directly on these organizations' websites.

Help Your Students Participate

Many students choose to opt in to Student Search Service while registering for a College Board exam, but students can also opt-in online at any time. Your students can follow these easy steps to start connecting with colleges:

- 1 Visit cb.org/studentsearch.
- 2 Log in or create an account by clicking **Sign In** on the top navigation.
- 3 At the top of the page, you'll be able to see if you're currently participating in Student Search Service. If you're not, click the yellow button to join.



- 4 If you're already participating, click the yellow button to update your info and preferences. Keeping your information up-to-date helps colleges and scholarships send you relevant communications.