

# Enrollment Planning Service (EPS®)

Enrollment Planning Service (EPS®) is the analysis tool that pinpoints the schools and geomarkets where your best prospects are most likely to be found. You can research your existing (or new) markets using select criteria and locate your top prospects in various ways — by states, geomarkets, counties, ZIP codes, high schools and international regions. EPS provides you with comprehensive reports on your markets, your position in those markets, and your competition.

EPS is the most effective way to find the students you need to reach. And, it's accessible via the Internet no matter where your work takes you!

EPS provides you with accurate, up-to-date information on college-bound students, including:

- Statistics on PSAT/NMSQT®, SAT and AP test-takers for every high school, geomarket, state and country in the world; and
- The latest facts and figures for over 37,000 high schools nationwide, including addresses, phone numbers, College Board code numbers, college-going rates, in-state and out-of-state mobility rates, academic interests, average family income, religion, Advanced Placement Program® (AP®) information, SAT® score averages, SAT Subject Tests™ and more;
- Projections of high school seniors for every geomarket in the country;
- Reports on your competitors or “overlap” colleges and your top feeder high schools.



For more information, call 800-626-9795  
or e-mail [enrollmentsolutions@collegeboard.org](mailto:enrollmentsolutions@collegeboard.org).

Visit us at [www.collegeboard.com/highered](http://www.collegeboard.com/highered).

## College Board Recruitment and Admissions Tools

Focus your valuable time and resources on the right prospects.



### Benefits and Features:

- **Access** EPS through the Internet. Admission staff can use it at the office, at home or on the road.
- **Analyze** your market share geographically for any state, geomarket, county, ZIP code or high school. Your analysis can be based on any combination of student characteristics, such as ethnicity, gender, academic performance, academic interest, religion and curriculum preference.
- **Identify** and examine your competition in any state, geomarket or high school. You can measure your competitors' visibility and market share as well as identify the areas where they overlap with your own visibility.
- **Search** and sort your data interactively using basic report templates or by building your own report. You can search and sort using student characteristics, competitor information and three-year population projections.
- **Create** year-to-year comparisons of trend data.
- **Import** your institutional prospects, inquiries, applicants, admitted students, and enrolled students, and evaluate your enrollment yield by market, state or high school.
- **Increase** your travel return on investment by effectively analyzing your top markets and top feeder high schools to refine your recruitment strategies.
- **Strengthen** your market research by determining the locations of potential students among national and international test-takers who meet institutional priorities (honors students, women in science, minority students, etc.).

- **Enhance** your Student Search Service® (SSS®) and Descriptor PLUS strategies by taking advantage of the available integration more effectively enabling you to search and communicate more effectively.
- **Better understand** the competition by analyzing your competitors in your key markets.
- **Provide** your admission staff with the necessary analytic tools that will allow them to recruit more efficiently and effectively.

### EPS offers two subscription levels.

- **Executive Summary Service** — this service level provides you with College Board Reports and Executive Summary Reports to include:
  - Summary of All Segments
  - Performance Summary
  - Summary of Growing and Shrinking Segments
  - Summary by Intended Major
  - Summary by Ethnic Background
  - Competition Reports
  - Top Geomarkets (Summary and Detail)
  - Top Feeder High Schools (Summary and Detail)
- **Interactive Service** — provides all of the above, plus the ability to create reports from basic templates, or build your own by selecting the geography, data source, row and column headers, criteria and display output options. Use this level to most accurately identify and evaluate your prospective students in order to create a better and more efficient recruitment strategy.