

The Search Cliff

Prepare for the upcoming drop
in name availability

Student Search

-40%



The world's largest network connecting students with colleges.

- **1.6M** students and a new one joins every 30 sec
- **350+** colleges actively recruiting students
- **Thousands** of student ↔ college connections made every week

Alina Johnson Accept connection Ignore

Class of '24 Female Parent/guardian info

Bentonville, AR 72713 \$116,660 Median Family Income (\$85,028 National avg.)

Montgomery High school Public • Rural – Fringe

Criminology Careers: Doctor, Criminal Justice

Insights

Persona Explorer
The Explorer is a quintessential liberal arts student; they value a smaller learning environment to help them explore a variety of pathways for their future.

- Admission chances **77%**
- College affinity **98%**
- Environment Index **36%**

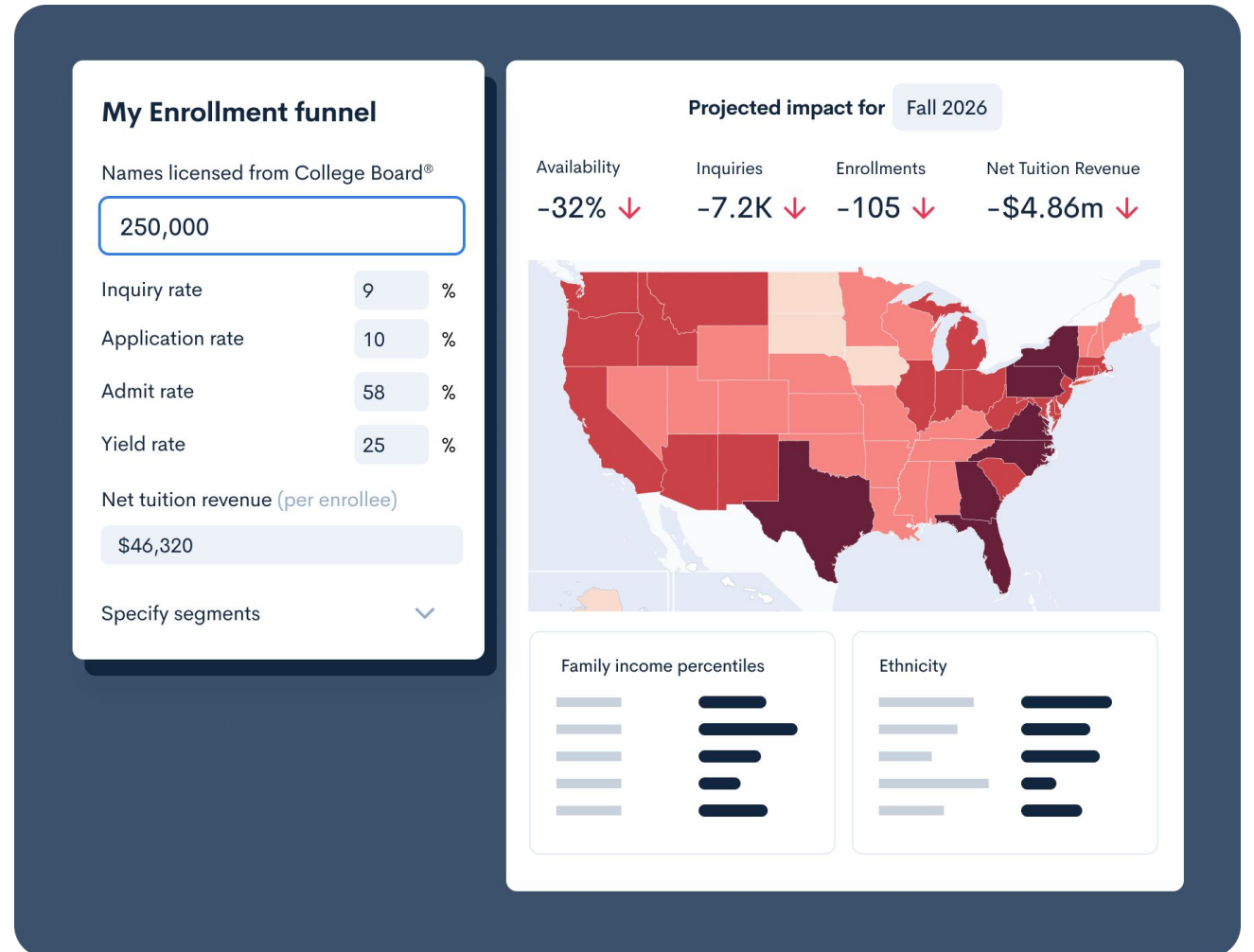
I care about Academic rigor Affordability Ease of switching majors

Try the Search Cliff Calculator today

Get a personalized estimate of how you will be impacted based on:

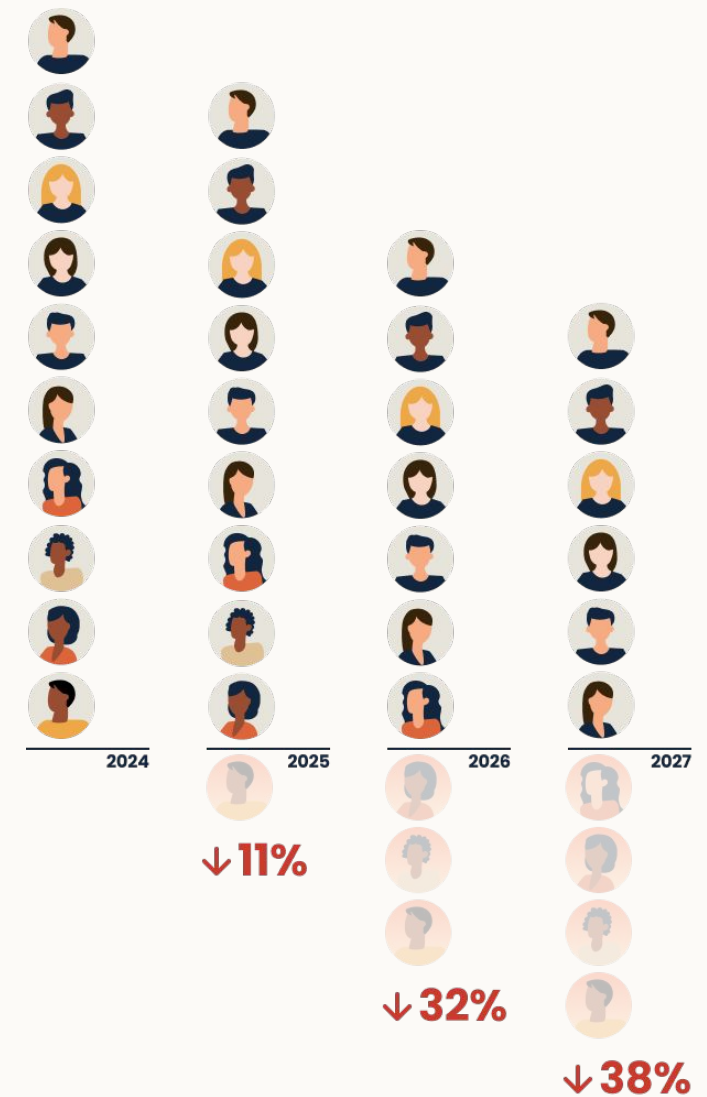
- Where you buy names
- Your enrollment funnel

go.collegevine.com/search-cliff-calculator



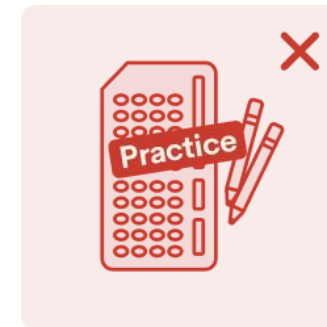
Agenda

- 1 What's happening with Search
- 2 How it will impact recruitment
- 3 How to survive the Search Cliff

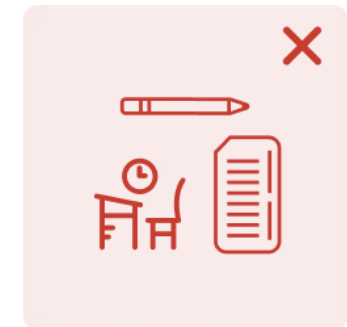


The digital PSAT[®] and SAT[®] mean big changes for Search name availability

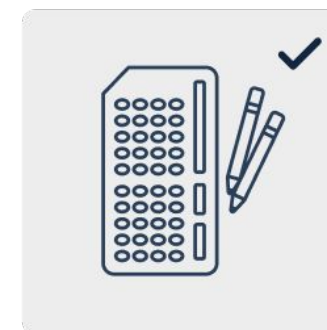
- College Board[®] is shifting to digital PSAT[®] (Fall '23) and SAT[®] (Spring '24)
- Data privacy laws (e.g. SOPIPA) now apply to school-day testing
- PSAT[®] and school-day SAT[®] names will be removed from Search



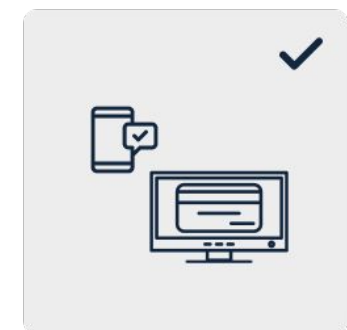
PSAT[®]



School-day SAT[®]



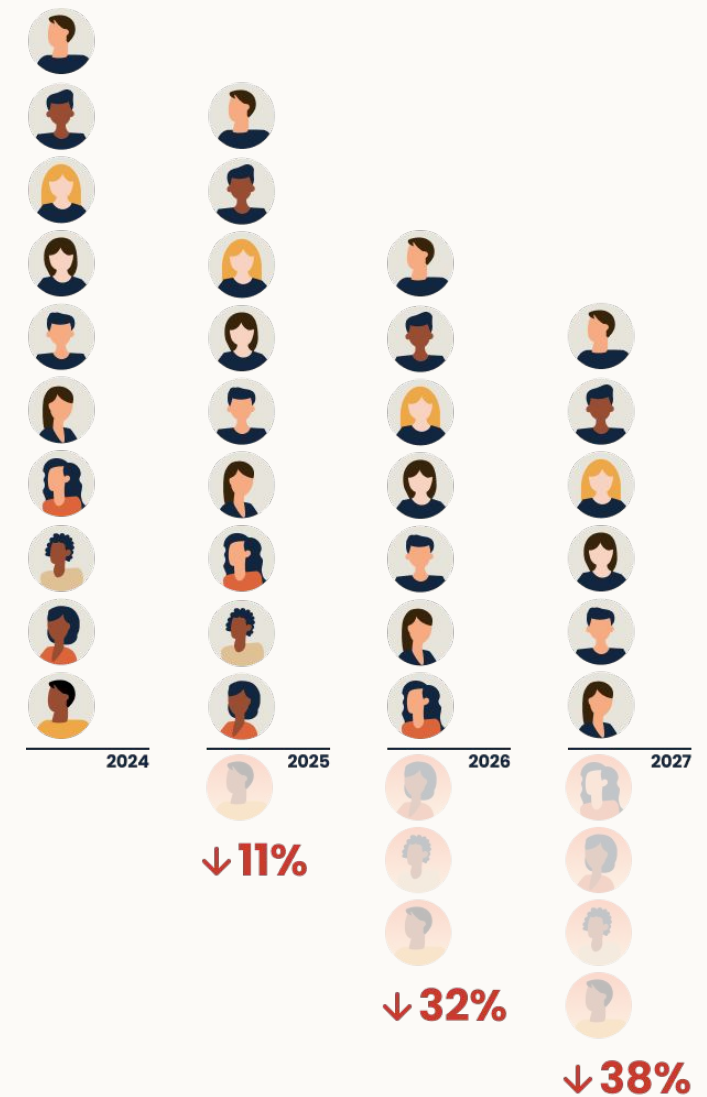
Weekend SAT[®]



Other College Board[®] properties

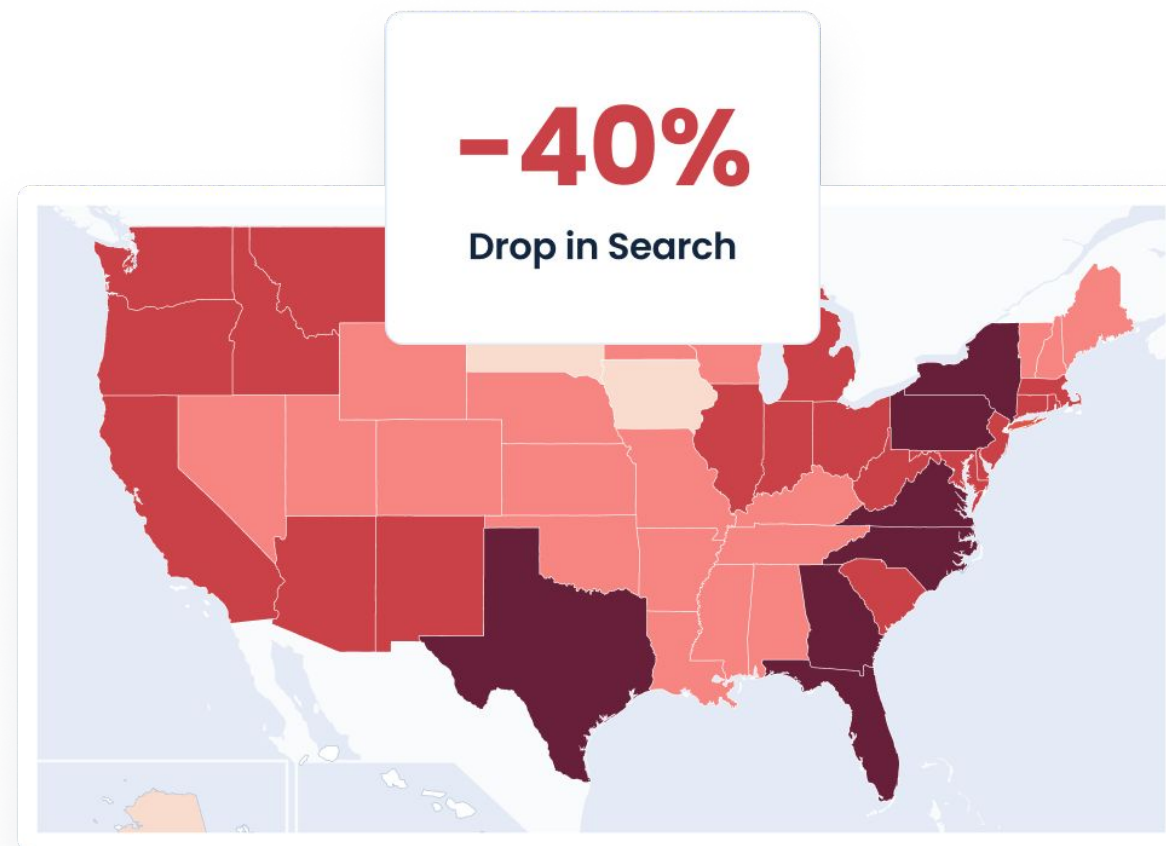
Agenda

- ① What's happening with Search
- ② **How it will impact recruitment**
- ③ How to survive the Search Cliff



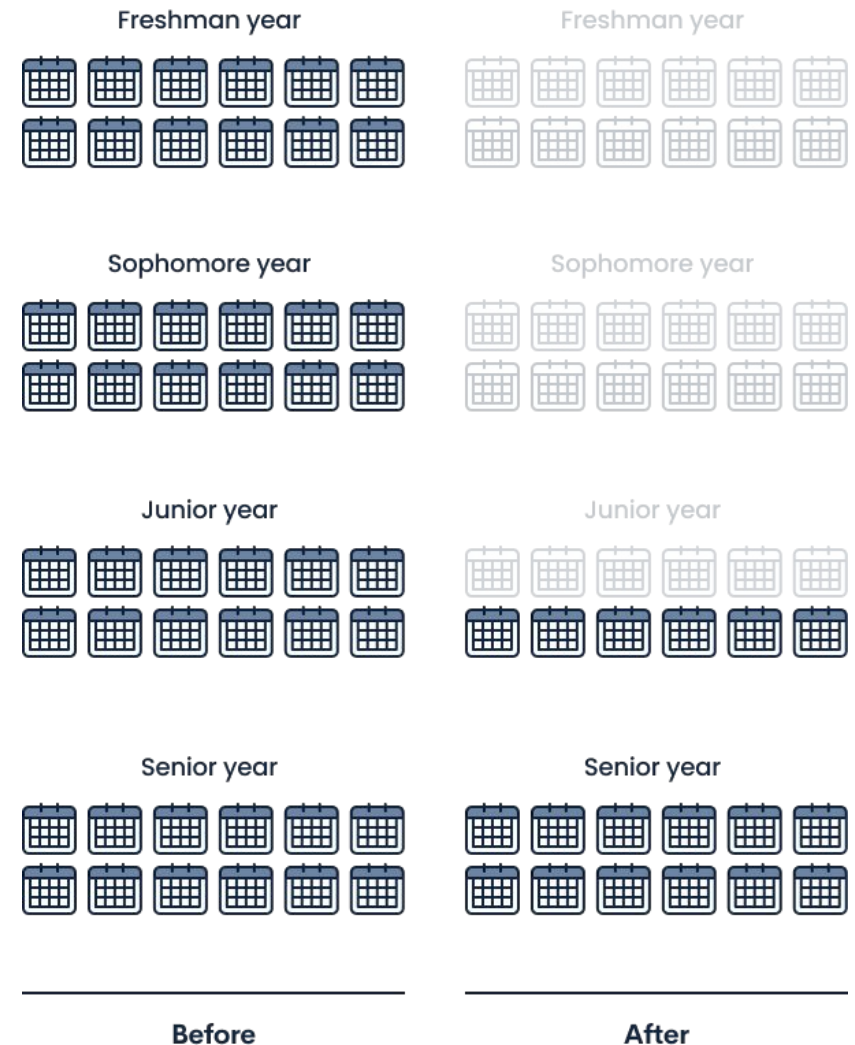
Name availability in Search will drop by 40%

- There will be 840,000 fewer 12th grade names in Search by 2027
- Applying the typical enrollment funnel, that translates to:
 - 8.4m fewer inquiries
 - 121k fewer enrollments
 - \$5.6 billion in lost NTR



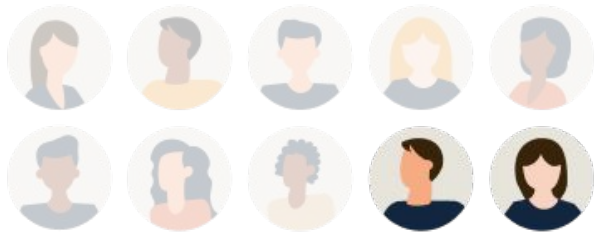
Students will enter Search later in High School

Even if students eventually end up in Search after taking a weekend SAT[®], they will do so later in their high school career



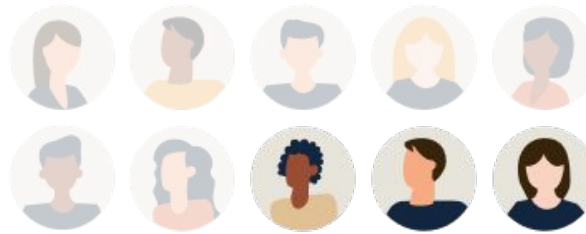
Name availability for 9th, 10th, 11th graders will be slammed

Freshman year



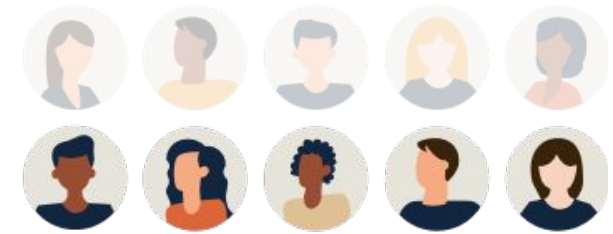
-80%

Sophomore year



-70%

Junior year



-50%

Regional impact varies: ACT[®]-dominated states hardest hit



California

-54%

↓ **300,000 names**

↓ 100,000 seniors



Louisiana

-84%



Wisconsin

-89%

Every state will be impacted



Texas

↓ **250,000 names**

↓ 115,000 seniors



New York

↓ **150,000 names**

↓ 75,000 seniors



Florida

↓ **140,000 names**

↓ 60,000 seniors

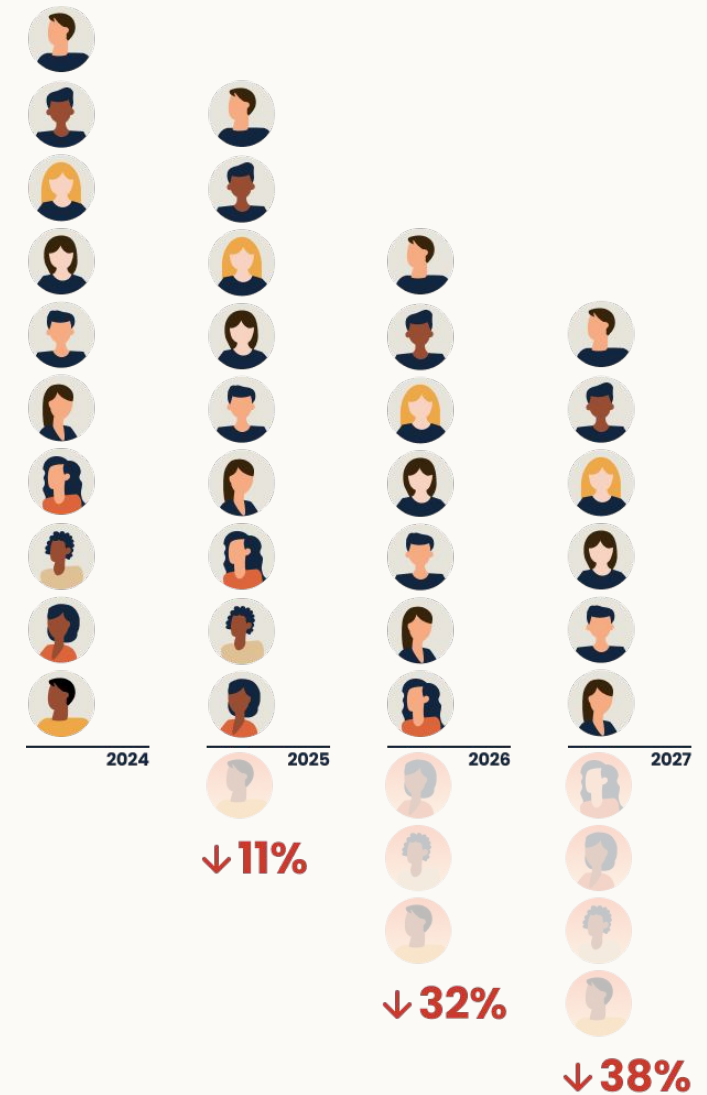
Every state will be impacted

**Name availability will drop
by more than 15% by 2027
in all 50 states**

**The Search Cliff math is
apocalyptic for institutions**

Agenda

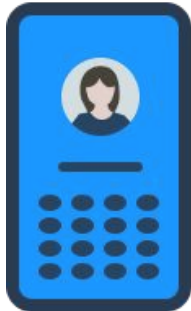
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- ② How it will impact recruitment
- ③ **How to survive the Search Cliff**



College Board® Connections are not a Search replacement



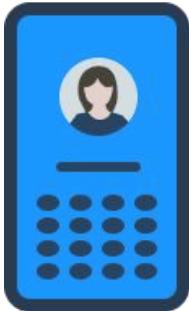
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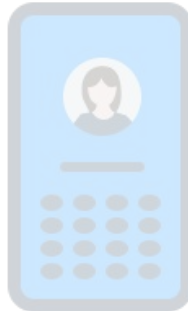
College Board® Connections are not a Search replacement



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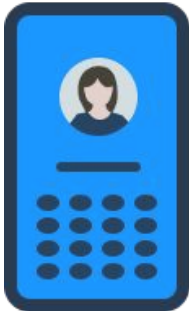
Return after receiving score



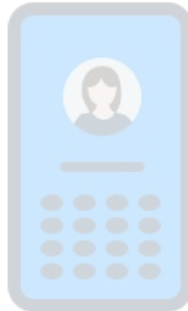
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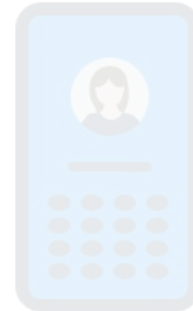
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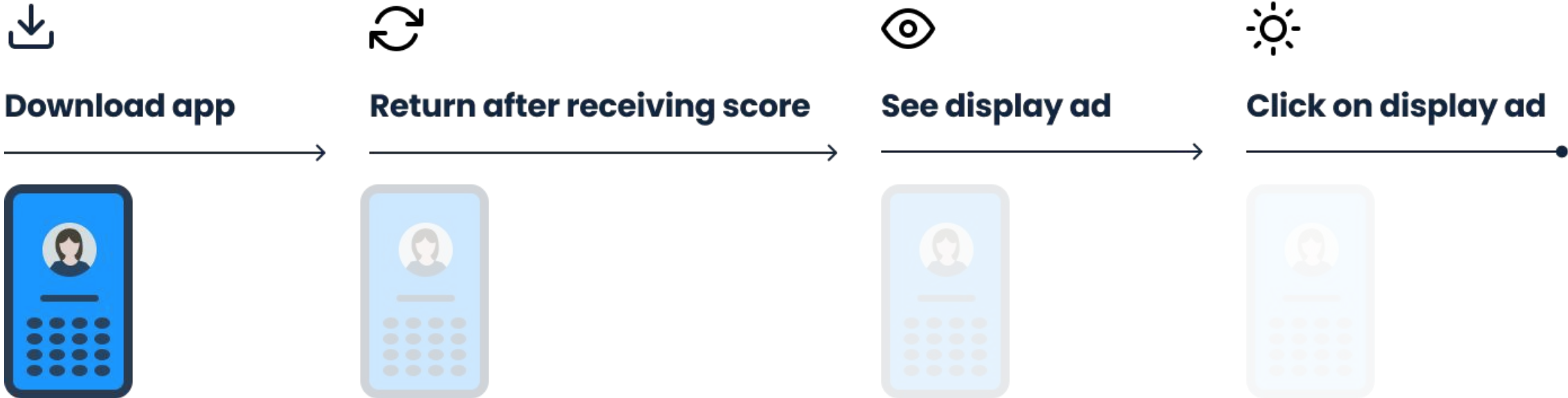
Return after receiving score



See display ad



College Board® Connections are not a Search replacement



You have to develop new lead sources now



- 1.** Inform leadership about the Search Cliff
- 2.** Make sure you have enough budget allocated to new channels
- 3.** Confirm the viability of your new channels

1. Inform leadership about the Search Cliff



Inform institutional leadership about the Search Cliff and the risks to enrollment. **You will need their support.**

2. Make sure you have enough budget allocated to new channels



15%

Allocate **15% of your budget this year** to test out new channels



25%

Allocate **25% of your budget** next fall to cover your gap

3. Confirm the viability of new channels



New channels need to be solving for inquiries, not just cold names.



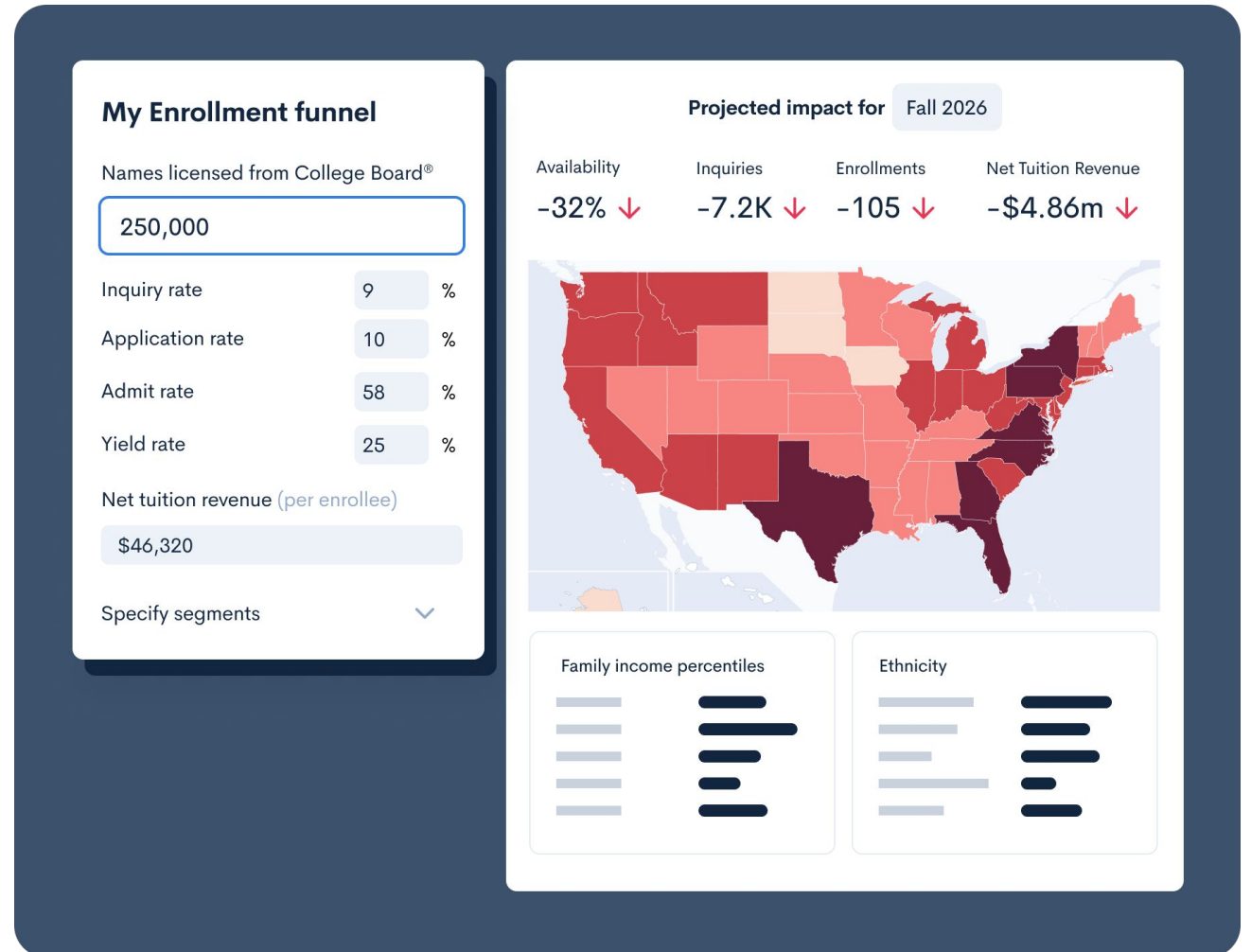
Run an ROI analysis on new channels to ensure that they will backfill your gap from search.

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Q&A