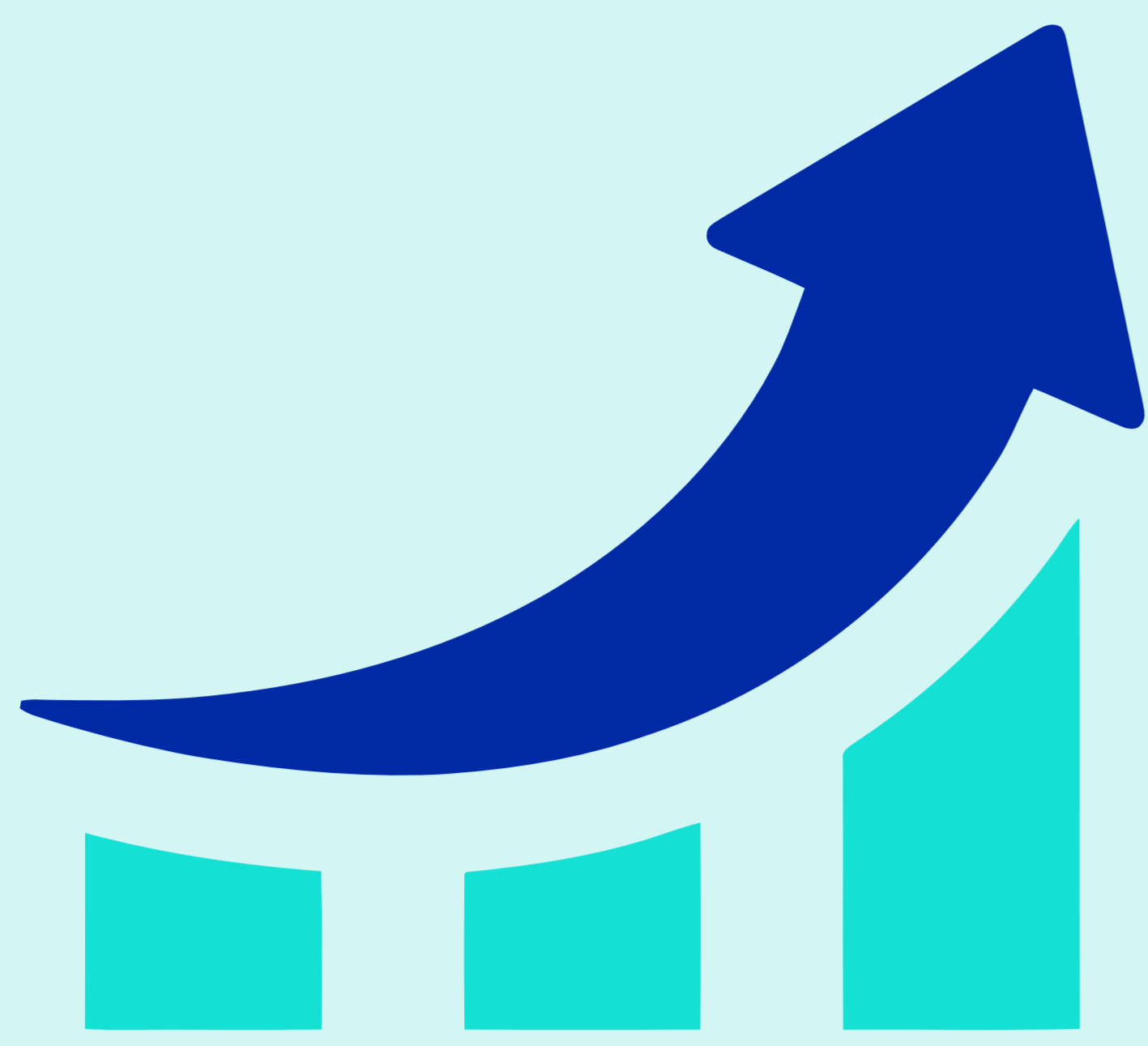
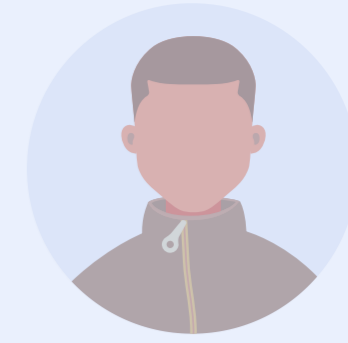


Struggling to get student records?

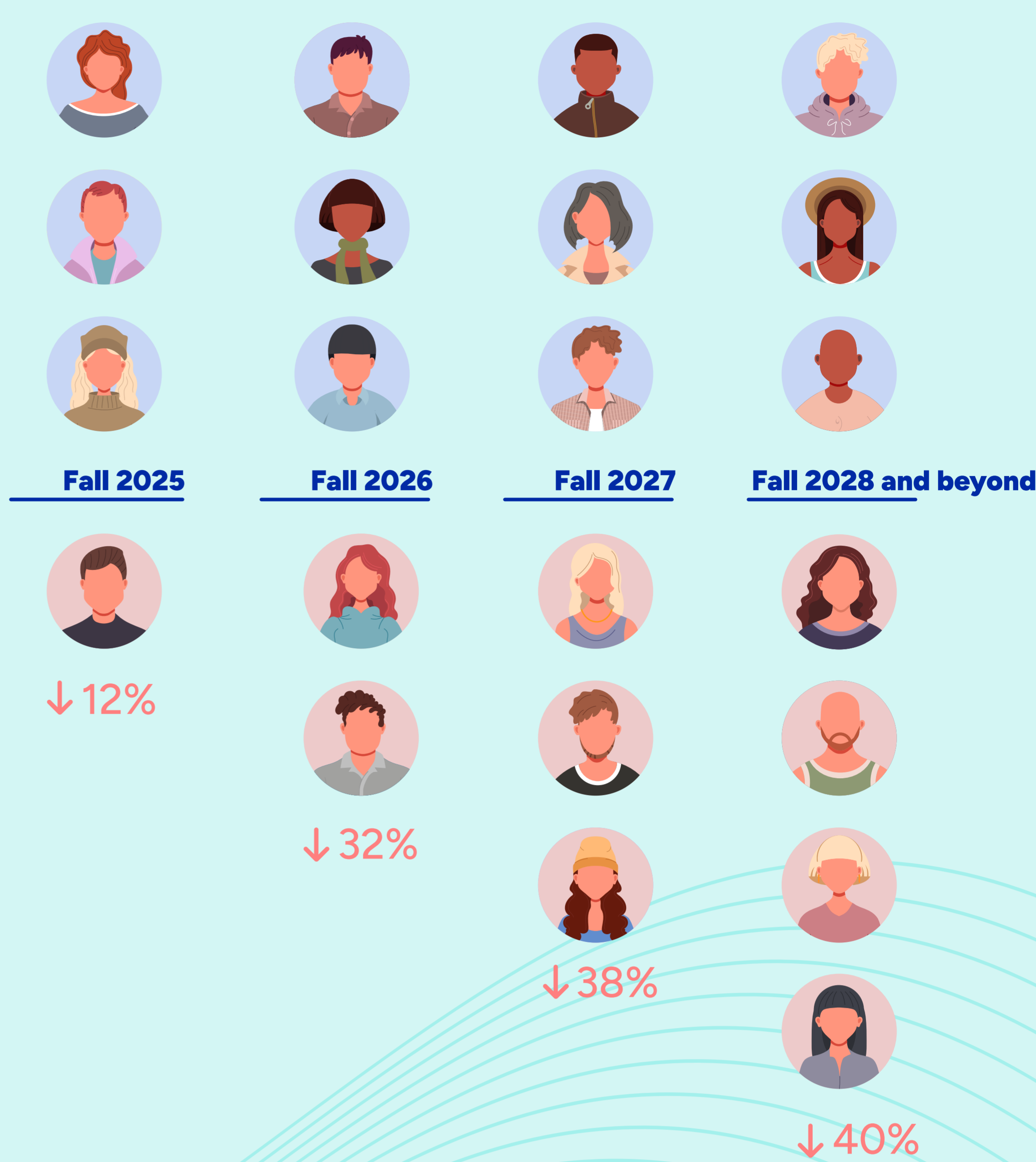
As data privacy restrictions grow around standardized tests, students must opt-in to make their data available to schools. These changes will cause a 40% decrease in the number of records some sources will have.



Couple this with the decline in student population over the past few years, and many colleges will see a 50% decline in the number of student names available for their recruitment efforts.



The Impact Will Grow Over Time



* compared to Fall 2023

Access to students will vary by age and demographic

Typically hard-to-reach groups will only become more difficult to reach.

Due to data privacy restrictions affecting school-day test-takers and online test-takers, access to students of color, low-income students, rural students, and younger high school students will decrease even more rapidly than other groups.

Younger high school students will become harder to reach

38% fewer seniors

50% fewer juniors

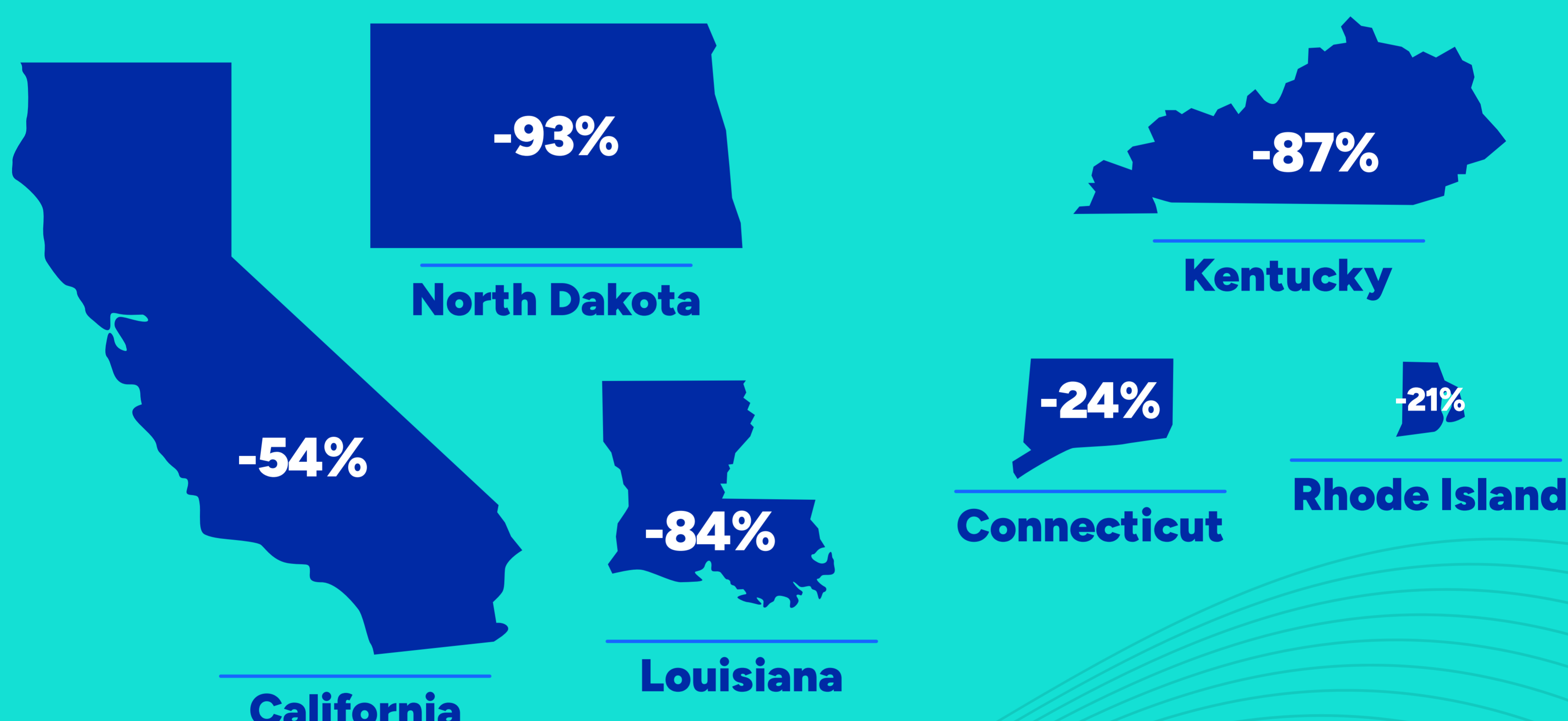
70% fewer sophomores

80-90% fewer freshmen

Availability of records will vary by state

Depending on the state your college or university targets for recruitment, you may experience an even larger decrease in student names available.

Loss of student names by state



* projected decrease by Fall 2027

It's time to diversify your data sources

Not all data providers get their data through standardized tests.

At CBSS, our data won't be limited by the shift to online testing and the looming student data cliff. And, our exclusive data sources allow us to provide records for hard-to-reach students like late test-takers and students who opted out of standardized tests.

Search for students by:

GPA

Majors

Sports/Activities

Type of College

Religion

Ethnicity

Location

...and more!

Our data powers recruitment efforts for colleges nationwide, ranging from large public institutions to small private ones. Contact us to learn how our data can help you make up for the loss of records from other sources.

Ready to learn more?

Contact us to get started:



Sources:

Sources: https://www.forbes.com/sites/vinaybhaskara/2023/05/08/search-cliff-how-the-digital-psat-and-sat-will-cripple-student-recruitment/?sh=1bfd814321b3&utm_content=263396155&utm_medium=social&utm_source=linkedin&hss_channel=icp-93114154

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