

Starting the College Conversation

HELPING YOUR CHILD LAUNCH THEIR COLLEGE AND SCHOLARSHIP SEARCH BY OPTING INTO STUDENT SEARCH SERVICE



What is Student Search Service?

Colleges and scholarship organizations use Student Search Service® to look for students who might be a good fit for their program. Once your child has 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

- They can receive detailed information from colleges about majors, financial aid, scholarships, campus life, etc.
- They can discover college options, including colleges they may not have considered.
- They can hear from our scholarship partners who offer over \$300 million in scholarships.

Data and Privacy

After your child opts in to the service, institutions use some of the information your child has shared on a College Board exam or on the College Board website to connect with them. Students can stop participating in Student Search Service any time. Once your child 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, your child can unsubscribe from communications directly on these organizations' websites.

Learn more at studentsearch.collegeboard.org.

Help Your Child Participate

It only takes a few easy steps for your child to opt in to Student Search Service. Encourage them to:

- 1 Visit collegeboard.org.
- 2 Log in or create an account.
- 3 Click **Student Search Service** in the green College Planning menu in the middle of the page.
- 4 Click **Yes** in the blue bar at the top of the screen.

