

The
**Enrollment
Management**
Association



Yield Your Best

Find More Students

Student Prospect Lists



Reach New Markets

Student Prospect Lists provide you with an active pool of families registered to take the SSAT—families who are already interested in independent schools. Nearly 50,000 families participate in the service each year. Member schools requiring the SSAT as part of their admission process may purchase these exclusive lists.

SSAT Test-Taker Registrant Data Includes:

- Student & Parent Names (*parent/guardian completing the online student account*)
- Address
- Drive Time
- Parent Email (*given at time of registration*)
- Current grade level
- Gender
- Date of Birth
- Boarding or Day preference
- Current School Type

How it Works

This one time payment enables Student Prospect Lists subscribers to use the list to communicate with applicants one time per month. Payment must be received prior to accessing to the list.

Schools within the United States can easily download the lists directly from their Member Access Portal. International member schools will receive a list via email from September-June.

Pricing	Boarding Schools <i>(students interested in boarding, plus day-interested within 2-hour drive)</i>	Day Schools <i>(all students within 2-hour drive)</i>
Type-Specific (Boarding or Day)	\$1,500	\$1,000
Type-Specific + International	\$2,000	\$1,500
Single Gender	\$1,000	\$750
Single Gender + International	\$1,500	\$1,250
International Only	\$1,000	\$1,000

For more information please contact your membership associate:

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SSAT User Exclusive Service



In order to ensure those schools who are using the Student Prospect Lists play an active role in contributing to the pool of student prospects, members of The Enrollment Management Association can qualify for this service in one of the following ways:

- The SSAT is listed as your preferred admission test on your website - **OR** -
- The SSAT is listed as one of the tests you accept for admission & your school serves as an SSAT standard date test site - **OR** -
- Your school contributes to generation of the SSAT test taker lists at a high level (The Enrollment Management Association will reach out for additional data about your applicants from the previous year to fulfill this requirement).

If the SSAT is the Preferred Admission Test at Your School, Tell Your Families

Be sure to note on your website that SSAT is your preferred admission test. How do you phrase it? Here are some examples from other users:

- All candidates are required to take the Secondary School Admission Test (SSAT) for admission.
- The SSAT is our preferred test for 9, 10, & 11th grade applicants.
- Be sure to submit your standardized testing score report (SSAT preferred).
- Our school accepts the SSAT (preferred assessment), (*other test*), or (*other test*) for standardized testing results.

Student Prospect Lists User Agreement Policy



The Enrollment Management Association takes our responsibility to families and students very seriously as they have entrusted their personal information with us. The following guidelines have been established to ensure Student Prospect Lists are used for its intended purpose:

- Student Prospect Lists are available only to members of The Enrollment Management Association.
- All schools using the Student Prospect Lists MUST meet one of the terms outlined in the SSAT User Exclusive Service Section.
- The list is to be used solely for the purpose of introducing your school to prospective students and can only be used in the academic year purchased.
- Use of list is limited to communication (by email, mail, etc.) once per month.
- You must download a new list for each communication to ensure any families who have opted out are eliminated from future communications.
- The list may not be shared with anyone including: third parties, colleague/consortium schools, and consultants working with your school.
- The list may not be used for research such as surveys.
- You must provide an opportunity for recipients to unsubscribe.
- The Enrollment Management Association reserves the right to request a copy of the marketing materials and emails sent to prospective families.
- The Enrollment Management Association monitors the list and reserves the right to rescind list services. In this case, no refund will be provided.

