



# Landscape<sup>TM</sup> Consistent Neighborhood and High School Information for Colleges

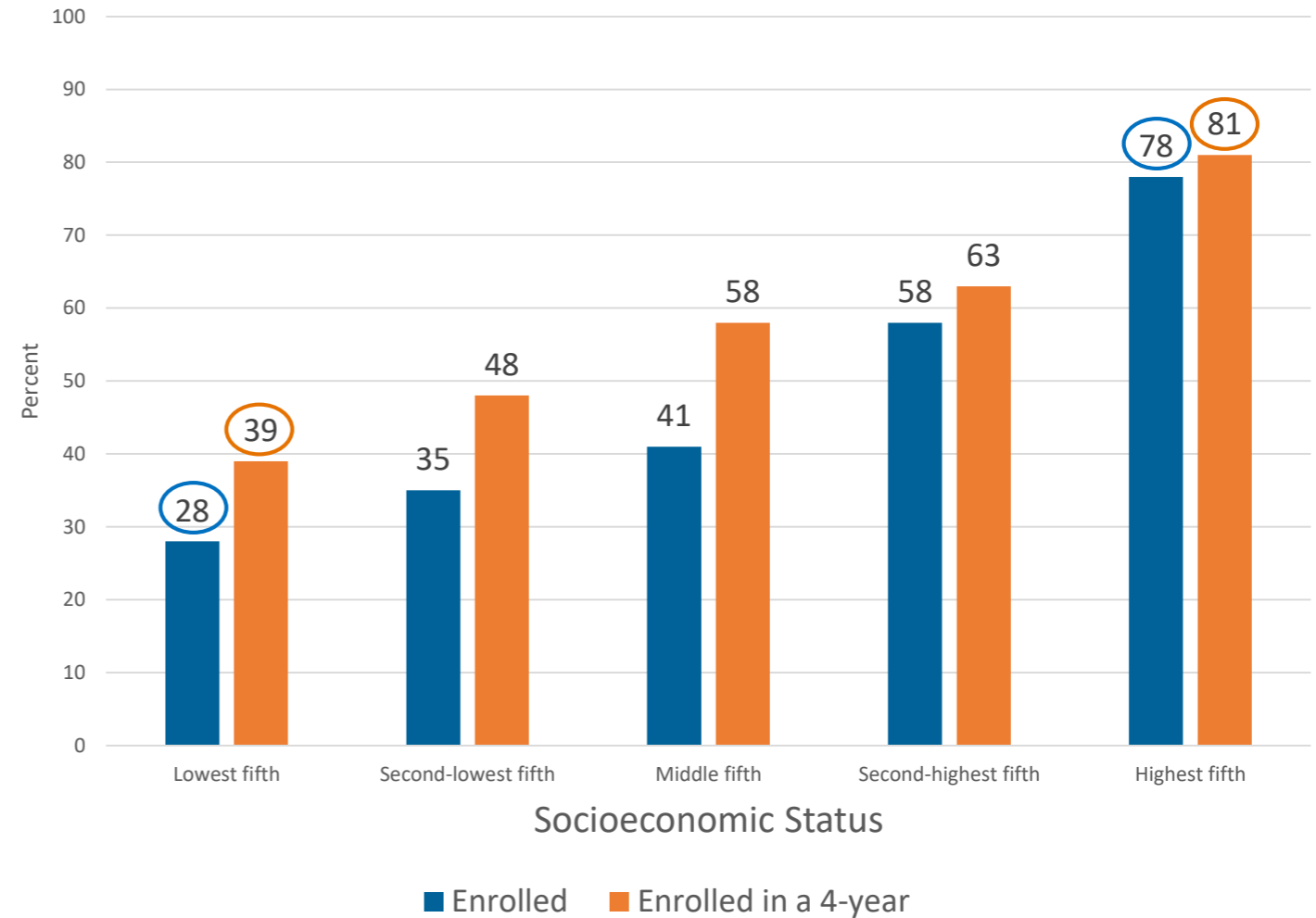
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## Data Reveal College Access Gaps

# College Access Gaps by Socioeconomic Status



# The Need for Contextual Information



## Colleges want to understand applicants fully to consider them fairly

Colleges consider many things when reviewing an applicant, including their GPA, personal essay, letters of recommendation, test scores, and more. They also consider what students achieved in the context of where they've learned and lived—their high school and neighborhood.



## Students are applying to more colleges than ever before

This year, colleges will receive more than 10 million applications from students attending nearly 30,000 high schools. With more applications coming from more places, getting consistent, quality information for every applicant on their high school and neighborhood is becoming much more difficult.



## Knowledge of each high school and neighborhood varies

With colleges receiving more applications from more places, there's simply no way for any admissions officer to know every single high school. In fact, admissions officers in the Landscape pilot estimate that about 25% of the applications lack a high school profile.

# Landscape™

## Delivering a Resource to Fill an Admissions Need

*Fundamental tenet of holistic admissions is evaluating each application in context*

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We heard a need for better and more systematic, reliable information about context:

- “We think about what a student has accomplished within the context of the opportunities and challenges he or she has faced.”
- “We are looking for better information about context from high schools we know less well.”
- “We have tried to develop in-house measures but lack national data and the staff resources and systems to do this on our own.”
- “We have some data but need national benchmarks.”

# Landscape™ *Consistent High School and Neighborhood Information for Colleges*

## Three Categories of Information



### Basic High School Data

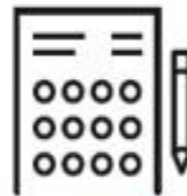
Locale (e.g., Rural)

Senior class size

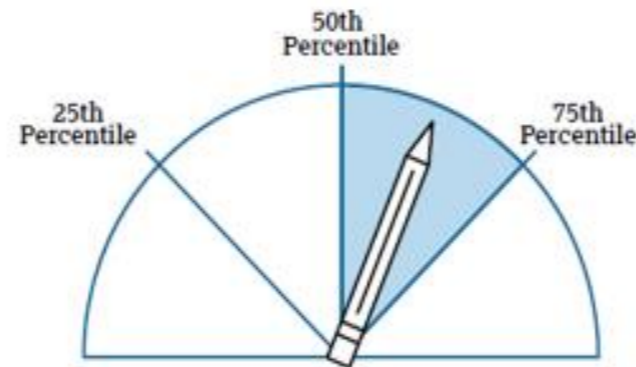
Percent of students eligible for free and reduced-price lunch

Average SAT® scores at colleges attended

AP® participation and performance



### Test Score Comparison



Applicant's test score compared to others from the same high school



### High School and Neighborhood Indicators

College attendance

Household structure

Median family income

Housing stability

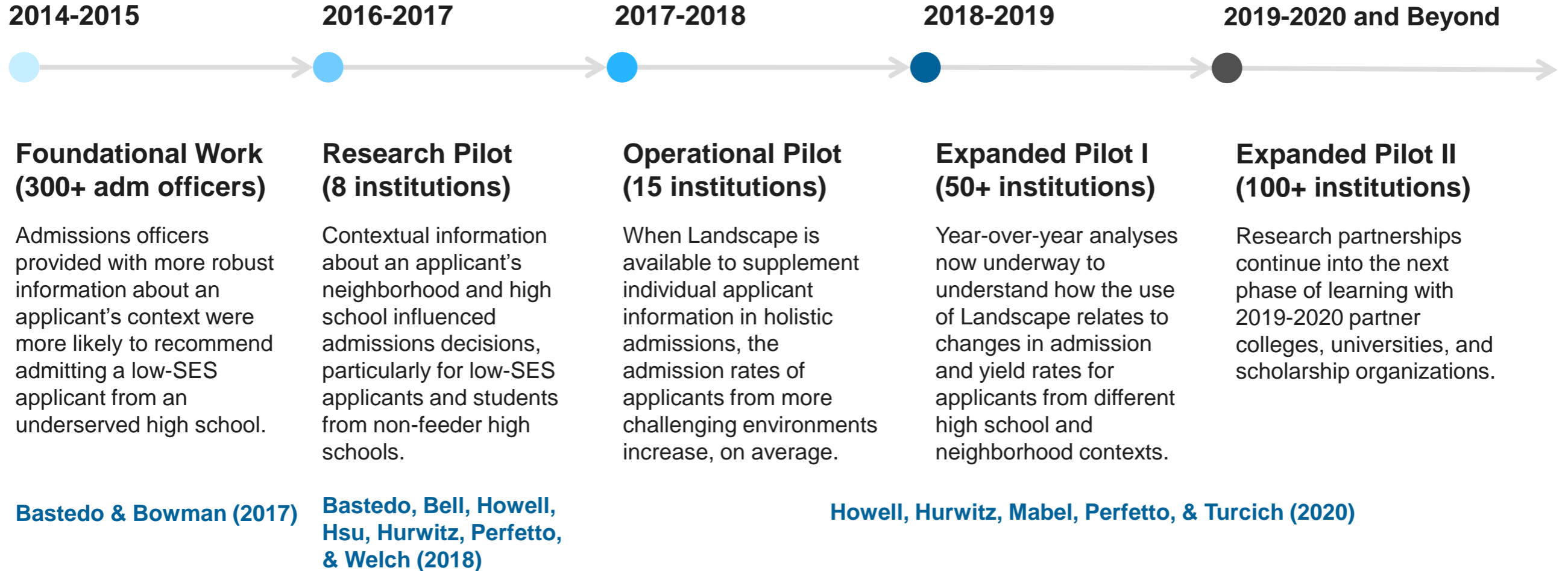
Education levels

Crime

Research shows these indicators are related to students' education outcomes. Two averages are created based on these six indicators. Values are shown on a scale from 1 to 100 relative to the U.S. average.

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# Evolution of Research on Context



# Landscape™

*Consistent High School and Neighborhood  
Information for Colleges*

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## Additional Landscape Information

- General information: [www.collegeboard.org/landscape](http://www.collegeboard.org/landscape)
- Data and methodology information: <https://secure-media.collegeboard.org/landscape/comprehensive-data-methodology-overview.pdf>
- Appropriate usage guidelines: <https://professionals.collegeboard.org/landscape#usage>
- More information for education professionals: <https://professionals.collegeboard.org/landscape>
- For more information or to join the research partnership, email: [FutureAdmissions@collegeboard.org](mailto:FutureAdmissions@collegeboard.org)