

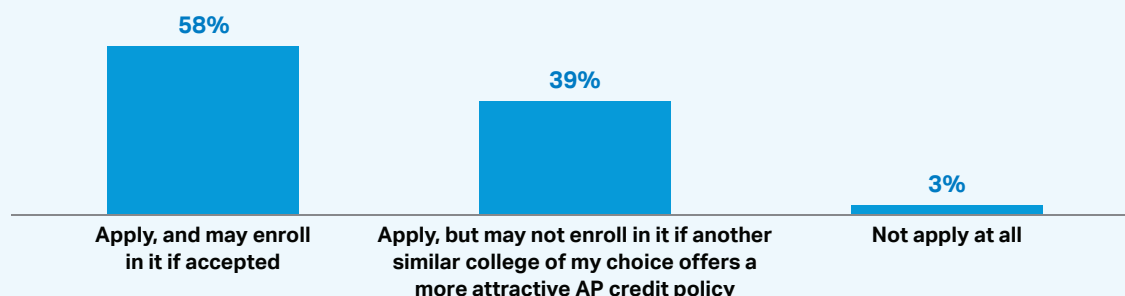
# The Value of AP in Yield Efforts

A strong, data-informed AP<sup>®</sup> credit policy has a clear positive impact on student choice of college—a key driver in yield efforts. Improving yield rates can come from acting on a research-based study of institutional credit policies.

## Key Finding

Nearly 4 in 10 students indicated they would consider enrolling in another college if it were to offer a more attractive AP credit policy.

**Suppose a college you are interested in does not provide college credit for qualifying scores you received on your AP Exams. What would you do?** (Among college-bound students who take an AP Exam in 2017-18.)



Based on Morris, K. and Jacklin, A. (2018). *What Students Are Saying: How AP Credit Policies Influence Application and Enrollment Choices*. New York: College Board.

## Supporting Research

- 63% of student respondents agreed that colleges with a restrictive AP credit policy undervalue their knowledge and experience gained through AP.<sup>1</sup>
- AP students who earn college credit have higher rates of retention to the second year of college compared to students who enter college without credit.<sup>2</sup>

## Planning Guide for Using AP in Yield Efforts

The supporting research demonstrates that for many students, a clearly articulated, easy-to-find credit policy is a key differentiator in their college-going behavior. When examining your AP credit policy, it's important to ask the following questions:

- Is your published AP credit policy in plain language? Is it easily findable using a search engine or using your website's internal search feature?
- Does your published AP credit policy align with how you actually award credit in practice?

1. Morris, K. and Jacklin, A. (2018). *What Students Are Saying: How AP Credit Policies Influence Application and Enrollment Choices*. New York: College Board.  
2. Eimers, M. and Mullen, R., (2003). *Dual Credit and Advanced Placement: Do they help prepare students for success in college*. From the 43rd Annual Association of Institutional Research (AIR) Conference, Tampa, FL.

- Do you think about the potential of using your AP credit policy as a market tool/market differentiator?
- Do you talk about your AP credit policy during summer melt initiatives?
- Have you updated your credit policy to include the newest courses offered by the AP Program?

The following related questions can help you further consider how AP can help your office make positive changes to your yield rates:

- Are AP students from specific demographics yielding at different rates?
- Does your state have a statewide credit policy that governs public institutions? These are typically mandated by the state legislature or state higher education executive officer and can have core benefits for students.
- What are your peer institutions and competitors doing? Now that most AP students live in states with statewide policies that award credit at public universities for AP scores of 3 or higher, be aware of competing credit policies and the potential risk to your yield of not awarding credit for scores of 3 or higher.

## ACTION ITEMS

College Board offers a range of tools to help enrollment professionals use AP when conducting yield efforts on campus.

- Leverage your state or institutional credit policy in communication to admitted students.
- Recognize the risks associated with having a policy that is too restrictive.
- Ensure that your AP credit policy is findable and easy to read. Compare your policy to the College Board recommended formatting and publishing guidelines.
- Encourage faculty to engage with a small list of the most academically motivated students in your pool.
- Encourage your admitted students to send all of their AP Exam scores so that your value proposition in terms of credits awarded can be as strong as possible.

## YOUR AP CREDIT POLICY IS IMPORTANT

Research shows that students who received credit and placement for a score of 3 or higher on AP Exams then proceed to perform as well or better than non-AP students of similar ability. You can support student engagement and success at your institution by offering fair AP credit policies that recognize student achievement and place students into courses that will challenge and excite them. Given research showing the recognition of AP scores factor into students' college choices, these policies can improve your institution's position in a competitive landscape.

## SPOTLIGHT ON ACES

Admitted Class Evaluation Service™ (ACES™) is a free online service from College Board for colleges and universities. It helps you answer important questions about College Board assessments you use to admit, place, and advise students at your institution. ACES provides expert analysis of data you supply so you can validate your admissions and placement policies—or help you refine them. It can also shed light on how your AP credit policy is impacting your progress toward meeting key institutional goals. Visit [aces.collegeboard.org](https://aces.collegeboard.org) to learn more.

## WE'RE HERE TO HELP

College Board is available to assist you in developing a stronger pipeline of prospective students by leveraging the AP Program. Our Higher Ed Services team and AP Higher Ed team can help you take advantage of resources offered by College Board as you plan for successful recruitment and can also provide support as you talk to campus stakeholders about the value of AP in reaching key enrollment goals.

Visit [aphighered.collegeboard.org](https://aphighered.collegeboard.org) for more information.