



THE EDUCATION CONSERVANCY

EC/CB Project Brief

With the shared goal of putting all students on successful paths toward college success, the College Board and the Education Conservancy are collaborating on the creation of a website designed to improve the college planning process for students and families.

Guided by the values and best practices outlined by the College Board's Task Force on Admissions in the 21st Century and the Education Conservancy's mission to make the college admission process more educationally appropriate and student centered, the site's development is guided by an advisory group of education practitioners from higher education and K-12 who represent a broad cross-section of the education community. Jeff Brenzel, dean of undergraduate admissions at Yale University, serves as chair.

Leveraging new Web technologies, the site will respond to research documenting the needs of all kinds of students in a changing college admission landscape. The noncommercial, interactive site will replace various current sections of the College Board website focused on college planning, and will create a simplified, guidance-focused online experience. "This high-quality, comprehensive site will help level the playing field, especially for students and families who do not have access to college advising at their schools," said James Montoya, vice president of relationship development at the College Board.

Lloyd Thacker, director and founder of the Education Conservancy, is looking forward to partnering with the College Board. "This is an exciting collaboration between our organizations," he said. "Given the College Board's connection to 5,700 colleges, universities and educational organizations, and the Education Conservancy's research in and commitment to improving the college admission process, our organizations are uniquely positioned to deliver an unprecedented online experience for prospective college students."

The project is targeting a phase one launch within a year.