

Identify Readiness Earlier with AP Potential



Understanding students' academic potential is essential to guiding and supporting their growth and achievement in high school. The challenge is identifying that potential early—and acting on it. As a built-in part of the SAT® Suite of Assessments, AP Potential™ helps schools do just that by highlighting students who are likely to thrive in AP® coursework.

AP Potential is included in score reports for schools administering the SAT, PSAT/NMSQT®, PSAT™ 10, or PSAT™ 8/9. Using research-based analyses of SAT Suite assessment results, this free, online tool gives schools a data-informed way to improve access to AP courses, often surfacing undiscovered talent.*

In 2025, 63% of the 2.5 million students who took an SAT Suite assessment demonstrated readiness for one or more AP courses.

Turning SAT Suite Data into Opportunity

As part of the SAT Suite, AP Potential helps educators use assessment data to spot readiness earlier, accelerate academic pathways, and improve student outcomes. College Board research shows that taking even one AP course can improve students' first-year college GPA and chances of graduating in four years.

With AP Potential, educators can:



Identify students ready for AP earlier and expand access to those often missed by traditional selection methods.



Plan and manage AP programs more strategically, including course offerings, scheduling, and enrollment.



Improve college and career readiness outcomes by increasing participation in advanced coursework.

AP Potential helps schools turn insight into action—and opportunity.

Learn more at: appotential.collegeboard.org

“AP Potential helps us ensure students have access to challenging courses they may not have considered otherwise, opening doors to new academic opportunities. It has helped to increase our AP participation by 68%.”

Tracey Morman, Director of Counseling/College and Career Readiness, Amarillo ISD, Texas

“AP Potential took months of planning off my plate with just a click of a report. ... In the past, selecting students for AP relied on non-negotiable criteria like GPA and teacher recommendations. AP Potential removes that bias. When we used it with our largest high school, we almost doubled the number of students who qualified for and scored well on AP Exams. It opens the playing field.”

Dr. Lydia Alvarez, Director of Assessments, Newark Public Schools, New Jersey

* AP Potential is calculated for 27 AP courses, now including AP Precalculus and AP African American Studies. For 9th-grade students, scores from PSAT-related assessments can help you identify students likely to succeed in seven AP courses: AP Art History, AP Computer Science Principles, AP European History, AP Human Geography, AP Precalculus, AP Seminar, and AP World History: Modern.

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