



College Board Leadership Essentials for **Superintendents**

A TOOLKIT TO MAXIMIZE THE BENEFITS OF COLLEGE BOARD
PROGRAMS & SERVICES



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Why This Toolkit— and Why Now?

In today's education landscape, preparing students for a future of choices is more critical than ever. A truly future-ready graduate is one who is equipped with the skills, credentials, and confidence to succeed in their chosen path, whether that leads to a four-year university, a local community college, a specialized career training program, or directly into the workforce. For decades, College Board programs like the SAT® Suite of Assessments, Advanced Placement® (AP®), and BigFuture® have provided powerful tools for schools to advance student outcomes. However, unlocking their full potential to drive systemic change requires a coordinated, district-level strategy that intentionally connects college and career readiness.

This toolkit was developed to move beyond isolated program implementation. It distills the field-tested practices of high-performing districts—large and small, urban and rural—into a practical executive playbook. Inside, you will find actionable guidance to help you lead your district in building a robust culture of opportunity for every student. This guide is designed to help you align your existing strategic priorities with College Board resources to achieve measurable results, foster open access to advanced coursework, and empower all students on their journey to college, career, and lifelong success.

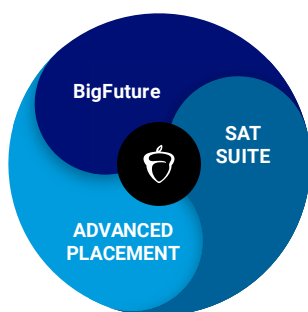
KEY TAKEAWAYS FOR THE SUPERINTENDENT

This toolkit provides a clear and scalable approach to help you and your leadership team:

- ✓ **Implement a Unified Framework.** Follow a repeatable four-step process—Do Your Homework, Align Your Plan, Build Support Systems, and Communicate—that integrates seamlessly into your district's annual planning cycles and respects your local context.
- ✓ **Empower Your Leadership Team.** Utilize function-specific guides for every key department, from Curriculum & Instruction to Communications. These one-pagers clarify roles and responsibilities, ensuring every leader on your team understands their top 3–5 strategic moves to support district goals.
- ✓ **Demonstrate a Clear Return on Investment.** Leverage ready-to-use language, national data, and funding guidance to justify investments in College Board programs. This toolkit provides the resources to help you articulate the academic, financial, and community value of your efforts to your school board and stakeholders.



College Board: A Trusted Educational Partner



The College Board is a nationally respected organization known for delivering reliable, research-based programs that support students on their path to college, career, and lifelong success. Its tools and services help school districts strengthen academic preparation, expand student options, and provide clear pathways to future opportunities.

Proven Tools That Support College and Career Readiness

Programs like the SAT and Advanced Placement (AP) are supported by decades of research and are widely used by colleges and universities in admissions and placement decisions. These assessments not only measure academic readiness but also reinforce critical thinking, problem-solving, and time management—skills that benefit students in any postsecondary path.

Support for Durable and Transferable Skills

College Board programs are designed to help students build competencies that extend beyond the classroom. AP courses, for example, challenge students to think analytically, communicate effectively, and manage complex information—skills that are valued in both college and the workforce. The organization also offers career-focused resources and tools that help students explore fields of interest and make informed decisions about their futures.

Research-Based and Student-Centered

The College Board Learning and Assessment division includes experts in education research, psychometrics, and instructional design. Their work ensures that all programs are grounded in evidence, aligned to academic standards, and responsive to the evolving demands of college and careers.

A Recognized Leader in Education

Through partnerships with K–12 systems, higher education institutions, and national organizations, College Board contributes to the development of meaningful academic programs and postsecondary pathways. These collaborations allow districts to tap into a broader network of tools, insights, and best practices.

Aligned with District Priorities

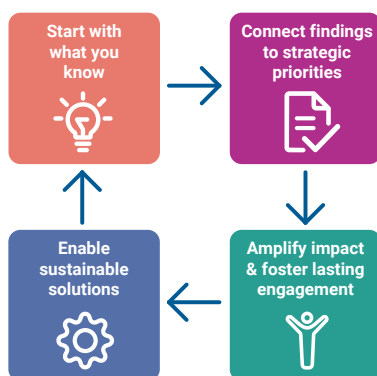
The College Board mission—to connect students to opportunities—supports district goals to raise achievement, expand access to advanced coursework, and improve student outcomes. Programs reach over 7 million students annually and provide robust data to help districts monitor participation, performance, and progress over time.

Focused on Quality and Security

With strong protocols in place to protect assessment integrity, College Board ensures that its programs are delivered consistently and fairly. This commitment builds trust among students, families, educators, and institutions.



The Framework



To drive meaningful, districtwide progress in college and career readiness, a structured and cyclical approach is essential. This framework provides a repeatable, four-step process designed to help you and your leadership team integrate College Board programs and resources directly into your district's existing strategic plan and annual calendar. Each step is built on the last, creating a sustainable cycle of data analysis, strategic alignment, system-wide support, and clear communication.

1 Start with What You Know—from Data to Insights

This foundational step is about gathering and analyzing the right data to get a clear picture of your strengths, challenges, and opportunities. It involves moving beyond surface-level metrics to uncover the “why” behind the numbers. A thorough review of data ensures that your subsequent planning is not based on assumptions, but on a solid foundation of evidence. For your leadership team, this means:

- **Conducting a Comprehensive Data Review.** Gather 3–5 years of data from the SAT Suite, AP Program, and BigFuture. Cross-reference this with your district's own key metrics, such as graduation rates, CTE pathway enrollment, and postsecondary enrollment data.
- **Disaggregating for Opportunity and Access.** Break down the data by student subgroups, individual school campuses, and declared career interests. This analysis is crucial for identifying opportunity gaps and ensuring that all student populations have a clear path to success.
- **Engaging in Campus-Level Inquiry.** Go beyond the spreadsheets. Conduct listening tours and focus groups with principals, counselors, teachers, and students to understand their lived experiences and gather qualitative insights that data alone cannot provide.
- **Completing a Budget and Resource Review.** A districtwide budget review is essential for aligning financial resources with your strategic priorities. This process ensures your investments directly support key district goals for college and career readiness. As you review your budget, consider the following:
 - ♦ **Current Investments:** Where are funds currently allocated for advanced coursework, college advising, and career exploration? Do these investments align with the needs revealed by your data analysis?
 - ♦ **Strategic Integration:** Leveraging College Board programs can maximize efficiency. AP, the SAT Suite, BigFuture, and CLEP® offer research-based solutions that can expand access to rigorous courses and strengthen college and career planning.
 - ♦ **Streamlining for Impact:** By strategically integrating these resources, districts can streamline spending and improve student outcomes. This ensures that financial decisions are directly contributing to preparing every student for postsecondary success.



2 Connect Findings to Strategic Priorities—from Insight to Action

Your district already has a strategic plan with established goals and key performance indicators (KPIs). The goal of this step is not to create a new, separate plan for College Board programs, but to strategically align these powerful resources to help you achieve the goals you have already set. This ensures that your efforts are integrated, coherent, and directly supportive of your district's primary mission.

For your leadership team, this means:

- **Crosswalking Goals and Metrics:** Systematically map College Board data and metrics to your district's strategic priorities. For example, if your plan includes a goal to "increase participation in advanced coursework," the AP Potential™ tool becomes a key strategy. If a goal is to "improve postsecondary readiness," the SAT Suite's College and Career Readiness Benchmarks become a critical KPI.
- **Identifying Gaps and Setting Targets:** Use the insights from your data review to identify specific areas where College Board programs can help close gaps. Set clear, measurable, and time-bound targets for improvement (e.g., "Increase the number of Black and Hispanic students scoring a 3 or higher on AP Exams by 15% over 2 years").



3 Enable Sustainable Solutions—from Action to Implementation

A district's culture is foundational to advancing college and career readiness. It shapes how students view their futures and how educators nurture ambition. As superintendent, you are the primary champion of a district culture that models high expectations and reinforces a shared commitment to every student's potential.

Foster a Supportive Culture and Climate

A district's culture is foundational to advancing college and career readiness. It shapes how students view their futures and how educators nurture ambition. As superintendent, you are the primary champion of a district culture that models high expectations and reinforces a shared commitment to every student's potential.

- **Lead with a Clear Vision.** Consistently communicate that college and career readiness is a districtwide standard, not the responsibility of a single department. This work should be embedded in every interaction, decision, and classroom.
- **Prioritize Student Opportunity and Belonging.** Foster an environment where all students are encouraged and equipped to pursue ambitious goals. This involves removing barriers to advanced coursework and ensuring that every student feels seen, supported, and connected to postsecondary pathways.
- **Conduct Meaningful Classroom Visits.** Regularly visit classrooms to observe the implementation of college and career readiness programs. These visits are not for evaluation, but for support. Engage with teachers to understand their challenges, celebrate their successes, and gather firsthand insights that can inform district-level strategy and resource allocation.

Make Strategic and Sustainable Investments

Thoughtful investment ensures that your programs are resourced for long-term impact. By aligning your fiscal strategy with your education priorities, you can address key challenges like student access, readiness, and postsecondary success.

- **Braid and Maximize Funding:** Strategically combine federal (e.g., ESSER, Title IV-A, Perkins V), state, and local funding streams to create a sustainable financial model. This approach can support key initiatives like offering the SAT during the school day, providing AP Exam fee reductions, and funding ongoing professional development.
- **Target Resources for Impact:** Align your budget to directly support your strategic goals. Targeted investments in College Board programs can enhance instructional quality and expand opportunities for all student populations, ensuring that resources are flowing to the areas of greatest need.

Empower and Equip Your People

Your strategic plan is ultimately implemented by the people in your schools. Ensuring they have the training, resources, and clear sense of purpose they need is critical for success.

- **Allocate People and Define Roles.** Use the function-specific guides in this toolkit to clarify responsibilities across your cabinet. Ensure that there are clear owners for each initiative, from AP Exam administration to BigFuture implementation in advisory periods.
- **Invest in High-Quality Professional Learning.** Provide dedicated training for your educators. This includes high-quality professional development for AP teachers through AP Summer Institutes, guidance for counselors on using BigFuture for career and college advising, and support for administrators on using data to drive instructional improvements.



4 Amplify Impact & Foster Lasting Engagement—from Implementation to Momentum

Effective communication is a cornerstone of successful district leadership. It is the engine that drives stakeholder buy-in, builds trust during times of change, and cements a district's reputation for excellence. For a superintendent and their cabinet, this is about strategically guiding the district's story to build the community support necessary to sustain long-term initiatives and celebrate student success.

For your leadership team, this means:

1. **Owning the District's Narrative.** A key leadership function is to articulate a clear, compelling, and consistent narrative about your district's goals and progress. This ensures that the "why" behind your work is understood and supported by the entire community.

In practice, this means: Proactively framing your district's story around key themes like opportunity, innovation, and student achievement. Instead of simply reporting on AP scores, for example, you can tell the story of how expanding access to advanced coursework is transforming student aspirations and saving families money on college tuition. The prompts and data points in this toolkit are the building blocks for this larger narrative.

2. **Sequencing Engagement for Maximum Impact.** Strategic timing and sequencing ensure your message is not only heard but acted upon. By thoughtfully ordering your outreach, you build a cascade of support that starts with your core team and expands outward.

In practice, this means: Before any major public announcement, first ensure your internal team is aligned and equipped to be ambassadors of the work. Begin with your cabinet and principals (Phase 1), then move to your school board, faculty, and families (Phase 2), and finally, engage the broader community and media (Phase 3). This phased approach prevents misinformation and builds a unified front.

3. **Translating Data into a Public Story.** Data and metrics are essential, but they are most powerful when translated into an accessible public narrative that resonates with the entire community.

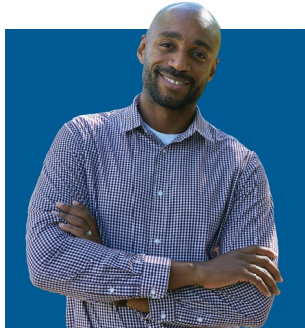
In practice, this means: When presenting to the board or community, lead with the human impact. Instead of starting with "Our SAT participation increased by 15%," you can frame it as, "This year, 300 more of our juniors are one step closer to college because we removed barriers to taking the SAT." This approach connects your strategic decisions to tangible student benefits.

4. **Building Trust Through Authentic Engagement.** Creating consistent opportunities for your community to provide input is one of the most effective ways to build the trust and credibility required to lead through challenges and celebrate successes together.

In practice, this means: Go beyond formal surveys. Consider establishing a superintendent's advisory council with parents and students, hold open town halls on key initiatives, and demonstrate that you are actively listening by incorporating stakeholder feedback into your district's plans. This builds a reservoir of goodwill that is invaluable for long-term success.



Storytelling and Data-Driven Decisions



As a superintendent, you serve as your district's storyteller-in-chief. A proactive communication strategy ensures you control the narrative, build support, and highlight your district's commitment to student success. This is achieved by weaving together a clear vision, authentic stakeholder stories, and transparent data.



Articulate Your Vision. Your district's vision is the foundation of its story. It should clearly connect College Board programs to your goals for college and career readiness and be communicated consistently to all stakeholders.

Action: Use readily available data from the [College Board Reports hub](#) to develop and share a compelling narrative that aligns with your district's strategic goals.



Engage Through Storytelling. Success stories from students and teachers are your most powerful assets. They illustrate the tangible benefits of your district's initiatives and inspire community-wide support.

Action: Collect and feature these powerful testimonials in presentations, reports, and community events. Find inspiration from existing [College Board Case Studies](#) to help shape your own.



Build Trust with Data Transparency. Regularly and clearly presenting data builds trust and fosters a culture of continuous improvement.

Action: Establish a schedule for sharing key metrics, such as AP pass rates and SAT scores. Access your data through the [AP Score Reports for Educators](#) and the [SAT Suite K–12 Reporting Portal](#), and use visuals to make the information accessible for all audiences.

Articulating Your District's Story—Sample Prompts

Use the prompts below to help build your district's story:

The prompts that follow are designed to guide superintendents and their leadership teams in crafting a cohesive, data-informed narrative—one that clearly communicates the district's vision, elevates authentic stakeholder voices, and presents key metrics with precision and purpose.

AP Sample Prompts

Increased Enrollment: Over the past three years, we have seen a xx% increase in student enrollment in AP courses, with xx% of our high school students now having access to at least xx AP courses.

Performance Metrics: Our students' performance on AP Exams has improved, with a xx% increase in the number of students scoring 3 or higher, which is a testament to our dedicated teachers and support systems.



Diverse Participation: We have made significant strides in ensuring wide access to AP courses. The percentage of minority students enrolled in AP courses has increased by xx%.

AP Course Expansion: This year, we have expanded our AP course offerings by xx%, providing more students with the opportunity to challenge themselves and earn college credit. This expansion enhances academic rigor and prepares students for the demands of higher education.

AP Exam Success: Our district has seen a xx% increase in the number of students scoring 4 or 5 on AP Exams, demonstrating our commitment to academic excellence. Higher scores on AP Exams can lead to college credit, saving students time and money in their postsecondary education.

All-Access to AP: We have successfully increased the enrollment of students not broadly participating in AP courses by xx%, ensuring that all students have access to rigorous academic opportunities. This progress helps close achievement gaps.

AP Teacher Training: Our district has invested in professional development for AP teachers, resulting in a xx% increase in teacher participation in AP Summer Institutes and improved student outcomes. Well-trained teachers are better equipped to support student success.

AP Exam Fee Reductions: We have reduced AP Exam fees for low-income students, resulting in a xx% increase in AP Exam participation among economically disadvantaged students. Reducing financial barriers ensures that all students have the opportunity to succeed.

AP Research Projects: Students in our AP Research course have completed xx research projects on diverse topics, showcasing their ability to conduct independent research and contribute to academic discourse. These projects develop critical thinking and research skills.

AP School Honor Roll: Our district has achieved [Bronze/Silver/Gold/Platinum] level on the AP School Honor Roll, reflecting our commitment to college readiness and access. Over xx% of our graduates took at least one AP Exam, with xx% scoring 3 or higher. Additionally, xx% of students took five or more AP Exams, spreading their efforts across grades. This recognition highlights our dedication to advanced coursework and student success, showcasing our efforts to create a college-going culture and demonstrating our students' academic achievements.



SAT Suite Sample Prompts

CCR Benchmarks: The percentage of students meeting the SAT College and Career Readiness Benchmarks has risen by xx%, indicating a higher likelihood of success in first-year college courses. (If it remains flat or has decreased—write a description of reasons and steps the district is taking to support growth in student readiness.)

Grade-Level Progress: Our students are showing consistent growth across grade levels, with PSAT™ 8/9 and PSAT™ 10 scores reflecting steady progress toward SAT benchmarks.

SAT Participation: Our district has achieved a xx% increase in SAT participation rates, with more students taking advantage of this important college readiness assessment. Increased participation ensures that more students are prepared for college admissions.

PSAT/NMSQT Participation: We have seen a xx% increase in PSAT/NMSQT® participation, helping more students identify their strengths and areas for improvement early on. Early identification allows for targeted interventions and better preparation.

SAT College Readiness Benchmarks: The percentage of students meeting the College and Career Readiness Benchmarks on the SAT has risen by xx%, indicating a higher likelihood of success in college. Meeting these benchmarks demonstrates that students are well-prepared for college-level coursework.

SAT School Day: By offering the SAT during the school day, we have increased participation rates by xx%, ensuring that all students have the opportunity to take the test in a familiar environment. This accessibility removes barriers.

PSAT 8/9 Growth: Our students are showing consistent growth across grade levels, with PSAT 8/9® scores reflecting steady progress toward college and career readiness benchmarks. Early progress sets a strong foundation for future academic achievement.

PSAT/NMSQT Participation Soars in [District Name]: Preparing Students for College & Career Success! We are excited to celebrate a major milestone in our district's commitment to academic excellence and college readiness—a record number of [District Name] students participated in the PSAT/NMSQT this year, exceeding state benchmarks and setting the foundation for future success!

Expanding College & Career Readiness: The PSAT/NMSQT is more than just a test—it's a powerful tool that helps students identify their strengths, connect to scholarship opportunities, and prepare for the SAT and beyond. This year, xx% of our students took the PSAT/NMSQT, surpassing state participation rates and ensuring more students are on the path to higher education.

Academic Excellence in Action: Our students performed above state averages, demonstrating strong skills in critical reading, math, and writing. These results reflect our district's dedication to rigorous instruction, early preparation, and open access to college readiness resources.

Pathways to Opportunity: Through the PSAT/NMSQT, students gain access to National Merit Scholarships, Advanced Placement (AP) potential indicators, and personalized SAT practice, helping them take the next steps toward college and career goals. Our investment in early exposure to college-level assessments is empowering students to make informed decisions about their future.



BigFuture Sample Prompts

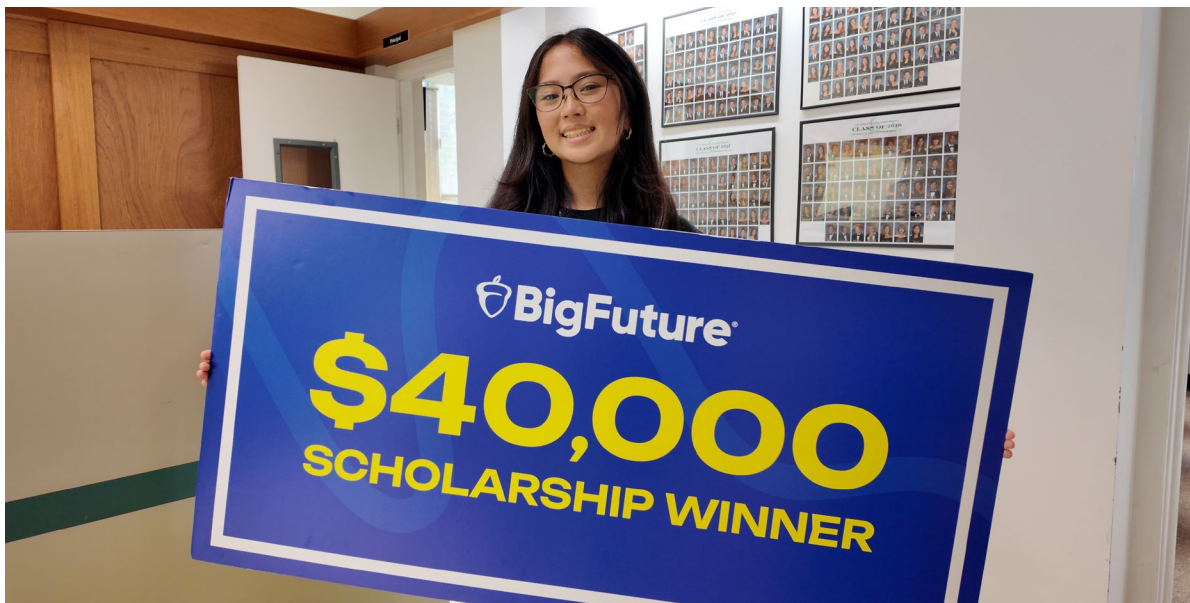
Scholarship Awards: Through our partnership with College Board, our students have earned over \$xx in scholarships, making higher education more accessible and affordable. Scholarships reduce financial barriers and increase college enrollment rates.

College Application Support: Through BigFuture, we have provided comprehensive college application support, leading to a xx% increase in college application submissions from our students. This support helps students navigate the complex college admissions process.

Career Readiness Initiatives: Through our district initiative to encourage students to use BigFuture, we have helped xx students explore and prepare for their future careers. These initiatives ensure that students are well-prepared for life after high school.

Investing in the Future: [District Name] Students Earn BigFuture Scholarships! At [District Name], we are committed to college and career readiness—ensuring every student has the tools and support needed to achieve their postsecondary goals. That’s why we’re thrilled to celebrate three of our outstanding students who have each been awarded a \$40,000 BigFuture Scholarship from the College Board!

- **Empowering Students Through BigFuture:** The College Board BigFuture Program helps students explore career pathways, discover colleges, and access scholarship opportunities simply by taking steps toward their future. By engaging in activities like building a college list, exploring careers, and applying for financial aid, our students are turning their aspirations into reality.
- **District Commitment to College & Career Planning:** Through strategic initiatives, advising, and college planning resources, our district has prioritized open access to information and opportunities. This year, xx% of our students actively participated in BigFuture, connecting them to valuable tools and potential scholarships—proving that early planning leads to big rewards!
- **Celebrating Student Success:** Congratulations to [Student Name], [Student Name], and [Student Name] for their incredible achievement! Their hard work and commitment to their future have earned them a life-changing opportunity, and we couldn’t be prouder.



Other or Multi-Program Prompts

Celebrating Student Success: [District Name] Outperforms State Averages in College Readiness! We're thrilled to share that our students continue to excel in college readiness, as demonstrated by recent College Board achievements that align with our district's strategic priorities.

- **Advanced Placement (AP) Excellence:** [District Name] students have outperformed state averages in AP Exam participation and performance, with xx% of students earning scores of 3 or higher—opening doors to college credit and advanced coursework. Our commitment to expanding AP access has resulted in a xx% increase in student participation, ensuring opportunities for all learners.
- **SAT Success:** Our students continue to exceed state benchmarks on the SAT, with an average score of xx, surpassing the state average by xx points. This reflects our district's investment in rigorous academics and test preparation resources to help every student reach their full potential.
- **College & Career Readiness:** Through targeted support and innovative programs, more students are engaging in college-level coursework and career pathways that align with our district's vision of preparing every learner for success beyond high school. These achievements reflect the dedication of our students, educators, and families. As we continue to prioritize academic excellence, unlimited access, and student success, we remain committed to providing the resources and opportunities needed for every student to thrive. Congratulations to our students and educators, your hard work is making a lasting impact!

Professional Development Commitment: Our district has invested significantly in professional development, with xx% of our educators participating in the College Board AP Summer Institutes and workshops. This commitment ensures that our teachers are well-equipped with the latest instructional strategies to support student success.

Data-Driven Instruction: Thanks to our investment in professional development, our teachers are now better equipped to use data to inform instruction. This data-driven approach has led to a xx% improvement in student performance on College Board assessments.

Support for New Teachers: We have invested in mentoring and support programs for new teachers, with xx% of our new educators participating in College Board professional development. This support ensures that new teachers are well-prepared to succeed in the classroom.

Community of Practice: Our district has created a strong community of practice, with xx% of our educators participating in College Board professional learning networks. This collaboration fosters a culture of excellence and shared success.





Year-at-a-Glance: Recommended Action Steps by Quarter

Successfully integrating College Board programs into the fabric of a school district is not the work of a single department; it is a collaborative, system-wide effort. Maximizing student opportunity requires coordinated action across every key leadership function—from the superintendent setting the vision to the school leaders managing its daily implementation.

To support this collaborative work, this toolkit is organized around four critical leadership functions:

- Academic & Instructional Leadership
- Assessment & Data Accountability Leadership
- Student Support & Advising Leaders
- Administrator Supervisors & School Leadership

The following **Year-at-a-Glance** provides a month-by-month timeline of recommended actions, with responsibilities assigned to these core functional areas. Following the timeline, you will find corresponding **One-Page Guides** for each function, offering a more detailed look at their specific roles and responsibilities. Together, these tools provide a clear road map for your entire leadership team to work in concert, ensuring every student is prepared for college, career, and life.



September

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Request the District Integrated Summary Report from your College Board representative to gain a comprehensive overview of the previous year's activities. Launch districtwide communications for the fall PSAT/NMSQT and PSAT 8/9 administrations.	Executive Leadership School Leadership	Direct College Board Partner/ Representative SAT Suite Communications Toolkit	

October

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Oversee the successful administration of the PSAT/NMSQT and PSAT 8/9.	Assessment & Data Accountability	Test Day Resources	

November

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Analyze master schedules and course enrollment data to identify and address any gaps in student access to advanced courses. Review initial PSAT/NMSQT score data to identify system-wide trends and student groups for targeted support.	Academic & Instructional Leadership Assessment & Data Accountability	District Data Dashboards Understanding SAT Suite Scores	

December

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Ensure counselors are using PSAT/NMSQT data and the AP Potential tool to guide students during spring course selection.	Student Support & Advising	AP Potential Resources	

January

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Direct principals to launch initiatives promoting Official SAT Prep on Khan Academy® for all students. Review midyear data dashboards and present a progress-to-goals update to the school board.	School Leadership Executive Leadership	Official SAT Prep on Khan Academy District Data Dashboards	

February

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Oversee final logistical preparations for the spring SAT School Day administration.	Assessment & Data Accountability	SAT School Day Resources	



March

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Ensure counselors are using PSAT/NMSQT data and the AP Potential tool to guide students during spring course selection.	Student Support & Advising	AP Potential Resources	

April

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Direct principals to launch initiatives promoting Official SAT Prep on Khan Academy for all students. Review midyear data dashboards and present a progress-to-goals update to the school board.	School Leadership Executive Leadership	Official SAT Prep on Khan Academy District Data Dashboards	

May

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Oversee final logistical preparations for the spring SAT School Day administration.	Assessment & Data Accountability	SAT School Day Resources	

June

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Request the District Integrated Summary Report from your College Board representative to gain a comprehensive overview of the previous year's activities. Launch districtwide communications for the fall PSAT/NMSQT and PSAT 8/9 administrations.	Executive Leadership School Leadership	Direct College Board Partner/ Representative SAT Suite Communications Toolkit	

July

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Oversee the successful administration of the PSAT/NMSQT and PSAT 8/9.	Assessment & Data Accountability	Test Day Resources	

August

ACTION	PRIMARY RESPONSIBLE FUNCTION	AVAILABLE RESOURCES	DISTRICT NOTES/POC
Analyze master schedules and course enrollment data to identify and address any gaps in student access to advanced courses. Review initial PSAT/NMSQT score data to identify system-wide trends and student groups for targeted support.	Academic & Instructional Leadership Assessment & Data Accountability	District Data Dashboards Understanding SAT Suite Scores	



Key Collaborators and Stakeholders

Effective implementation of College Board programs and services requires strong collaboration among key leaders within a district. While specific roles and organizational structures may vary, it is essential to consider the involvement of leaders from every core function to ensure cohesive communication and joint efforts toward the district's strategic goals.

By fostering a cross-functional leadership team, districts can maximize the benefits of College Board programs, align resources, and ultimately enhance student achievement while supporting educators.

The following functional roles represent the key collaborators in this important work:

ACADEMIC & INSTRUCTIONAL LEADERSHIP

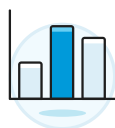
(e.g., Chief Academic Officer, Curriculum Directors)



Focus on curriculum alignment, instructional quality, professional development, and program implementation.

ASSESSMENT & DATA ACCOUNTABILITY

(e.g., Assoc. Supt. of Assessment, Data Teams)



Focus on the administration of tests, management of data systems, and analysis of performance metrics.

STUDENT SUPPORT & ADVISING

(e.g., Director of Counseling, Student Services)



Focus on direct student guidance, college and career advising, and socio-emotional support.

SCHOOL LEADERSHIP

(e.g., Principals & Assistant Principals)



Focus on campus-level implementation, master scheduling, school culture, and direct teacher/student management.



Academic & Instructional Leadership

(e.g., Chief Academic Officer, Directors of Curriculum & Instruction)



Key Functions

As academic and instructional leaders, you are uniquely positioned to influence how College Board programs translate into meaningful outcomes for students and educators. This role offers the opportunity to align classroom practice with your district's strategic vision—by supporting strong program implementation, promoting rigorous, standards-aligned instruction, and fostering professional learning that empowers teachers and elevates student success.

Key Actions

Work is cyclical and aligns directly with the district's master timeline. Core areas include the following.

-  **In March: Oversee AP Summer Institute Enrollment.** Ensure teachers are registered for crucial summer professional development to strengthen their instructional practices for the following school year.
-  **In July: Analyze AP Exam Results.** Lead the review of final AP[®] Exam results to identify system-wide successes, celebrate high-growth areas, and determine key focus areas for instructional improvement in the upcoming year.
-  **In August: Manage AP Course Integration.** Confirm that all new AP course codes are correctly added to the district's official course catalog and student information system to ensure accurate reporting and student registration.
-  **In November: Analyze Master Schedules and Course Access.** Conduct a thorough analysis of school master schedules and course enrollment data to identify and address any potential gaps in student access to advanced coursework.

Key Resources

- [AP Professional Development](#)—Find and schedule AP Summer Institutes training. Use this to ensure your teachers receive the highest-quality training to enhance their instructional practices.
- [AP Course Ledger](#)—Search an up-to-date database of all authorized AP courses. Use this to verify course authorization when adding new offerings to your district's catalog.
- [AP Course Pages](#)—Access the detailed Course and Exam Descriptions (CEDs) for every AP subject. This is essential for aligning your local curriculum and instructional strategies with AP standards.
- [AP Program Benefits Research](#)—Find research and data on AP benefits for students and schools. Use these studies to make a data-driven case for program expansion to the board and community.
- [AP Score Reports for Educators](#)—Use this direct portal for accessing and analyzing your district's AP score data. Use these reports to identify instructional trends, celebrate successes, and pinpoint areas for targeted improvement.

Assessment & Data Leadership

(e.g., Assoc. Superintendent of Assessment, Data Team)



Key Functions

As assessment and data leaders, you are uniquely positioned to ensure that College Board data drives meaningful decisions across the district. This opportunity allows you to safeguard data integrity, streamline test operations, translate results into actionable insights for decision-makers, and steward the systems that track progress and elevate student outcomes.

Key Actions

The work is cyclical and aligns directly with the district's master timeline. Core areas include the following:

- ☒ **In August: Open AP Registration.** Confirm that AP® Registration and Ordering is open and that school-level processes for fees and waivers are clearly communicated to school leaders and families.
- ☒ **In October: Oversee PSAT-Related Tests Administrations.** Manage the successful districtwide administration of the PSAT/NMSQT® and PSAT™ 8/9.
- ☒ **In November: Analyze PSAT Data.** Lead the review of initial PSAT/NMSQT score data to identify system-wide trends and pinpoint student groups for targeted support by instructional leaders.
- ☒ **In February: Prepare for SAT School Day.** Oversee the final logistical preparations for the spring SAT® School Day administration, including test material delivery and school readiness checks.
- ☒ **In March: Administer SAT School Day.** Ensure the successful and secure administration of SAT School Day across all participating schools.
- ☒ **In May: Oversee AP Exam Administration.** Manage the successful administration of all AP Exams across the district, ensuring a secure and standardized testing environment.

Key Resources

- [K–12 Reporting Portal](#)—This is the central hub for accessing all SAT Suite of Assessments data, from school-level summaries to individual student reports. Use it to analyze trends and export data.
- [AP Coordinator Resources](#)—This page provides all necessary materials for the AP coordinator, including timelines, fee information, and system guides for AP Registration and Ordering.
- [SAT School Day Resources](#)—Access implementation guides, planning checklists, and communication tools to ensure a smooth and successful SAT School Day administration.
- [Understanding SAT Suite Scores](#)—This resource provides detailed information on interpreting scores, benchmarks, and sub-score data. Use it to help other leaders make sense of assessment results.

Student Support & Advising Leader

(e.g., Director of Counseling, School Counselor, College and Career Advisors)



Key Functions

As student support and advising leaders, you are uniquely positioned to turn exploration into clear postsecondary pathways for every learner. This opportunity lets you connect students with College Board resources—BigFuture®, the SAT® Suite, AP Potential™, and more—while supporting informed decision making, promoting open access, and fostering personalized advising that unlocks college, career, and scholarship opportunities for all.

Key Actions

The work is cyclical and aligns directly with the district's master timeline. Core areas include the following:

-  **In October: Lead College & Career Planning Events.** Direct school counselors to host events promoting BigFuture and the college application process, leveraging the momentum from the fall PSAT/NMSQT® administration.
-  **In December: Guide Spring Course Selection.** Ensure all counselors are using PSAT/NMSQT data and the AP Potential tool to actively guide students during course selection for the upcoming spring semester.
-  **In January: Drive SAT Practice Initiatives.** Lead the districtwide push to get students using Official SAT Prep on Khan Academy®, providing counselors with resources to help students create personalized study plans.
-  **In February: Confirm Accommodations for Students.** Work with the Services for Students with Disabilities (SSD) coordinator to ensure all eligible students have had their accommodation requests submitted and approved for spring exams.

Key Resources

- **BigFuture for Educators**—This is your central hub for tools, lesson plans, and resources to help guide students through career exploration, college planning, and the financial aid process.
- **College Advising Essentials**—Turnkey resources to assist advising staff in helping students and families with the college planning process.
- **SAT Suite Advising & Recruitment Tools**—Access resources designed to help you use PSAT/NMSQT scores for academic advising and to recruit students into advanced courses.
- **AP Potential**—This tool uses PSAT/NMSQT data to identify students likely to succeed in AP®. Use it to ensure all students are encouraged to enroll in appropriate advanced courses.
- **BigFuture Scholarships**—Familiarize yourself with this program so you can help students earn money for college simply by taking steps to plan for their future.

Administrator Supervisors & School Leadership

(e.g., Principal Supervisors, Principals, Assistant Principals)



Key Functions

As school leaders, you stand where strategy meets daily practice—uniquely positioned to turn college and career readiness into a lived experience for every student. This opportunity lets you champion a culture of high expectations by guiding the day-to-day implementation of College Board programs, supporting teachers and counselors, shaping master schedules, and engaging families so every learner can access the opportunities your campus provides.

Key Actions

The work is cyclical and aligns directly with the district's master timeline. Core areas include the following:

-  **In August: Set Campus-Level Readiness Goals.** Using prior year data, guide your school leadership team in setting specific, measurable, campus-level goals for the current year's AP enrollment, SAT® performance, and BigFuture® engagement.
-  **In September: Lead the College-Going Culture Kickoff.** Drive your school's communication efforts for fall PSAT/NMSQT® registration and other key initiatives, setting a tone of high expectations and broad opportunity for all students and families.
-  **In December: Lead Data-Driven Advising for Course Selection.** Lead data chats with your counseling team using PSAT/NMSQT scores and AP Potential™ data to ensure all students are advised to enroll in the most appropriate and challenging courses.
-  **In January: Drive Schoolwide SAT Practice.** Champion the schoolwide adoption of Official SAT Prep, directing your team to integrate it into advisory periods to support student preparation.
-  **In April: Ensure a Successful AP Exam Window.** Oversee preparations for the AP® Exam window, ensuring a smooth testing experience for all students.

Key Resources

- [College Board K-12 Leaders Homepage](#)—Access news, success spotlights, and high-level program information specifically curated for school and district administrators.
- [K-12 Reporting Portal](#)—Access your school-specific data for the SAT Suite of Assessments. Use these reports to lead data chats with your instructional teams and monitor campus-level progress.
- [AP Potential](#)—This tool uses PSAT/NMSQT data to identify students likely to succeed in AP. Champion its use with your counseling team as a key strategy to broaden participation.
- [SAT School Day Implementation Guide](#)—Use the planning checklists and guides to ensure your campus is fully prepared for a smooth and secure SAT School Day administration.
- [BigFuture for Educators](#)—Access ready-to-use resources, presentations, and guides for hosting schoolwide college and career planning events like an “AP Information Night” or “Financial Aid Workshop.”



Examples of Districts Expanding Access

The following spotlights are more than just success stories; they are practical case studies in strategic implementation. The districts and schools featured here faced common challenges—from expanding access to advanced coursework to ensuring all students are on a path to quantitative readiness. Their stories are included to provide you with tangible, field-tested strategies for how College Board programs like the new AP Precalculus and the foundational AP Seminar can be used to drive meaningful results for students.

Alvin ISD, Texas: Expanding Access to AP

By strategically coupling AP Seminar with their English 10 course, Alvin ISD was able to efficiently broaden access to the AP Program for a wider range of students. This structural change made advanced coursework more accessible and integrated it seamlessly into the core curriculum for sophomores.
<https://k12.collegeboard.org/media/pdf/success-spotlight-alvin-isd-ada.pdf>

Large Urban District: Boosting Participation with SAT School Day

A large urban district implemented SAT School Day to remove barriers and create universal access to the SAT. The move resulted in a significant increase in participation among Hispanic students, whose participation grew by 78%. This made the district's test-taking population far more reflective of its overall student demographics.
https://secure-media.collegeboard.org/digitalServices/pdf/advocacy/pathway/12b_6931_SchoolDay_CaseStudy_WEB_LargeUrban.pdf



Spoto High School, Florida: Using Pre-AP to Lift All Students

As a Title I school aiming to improve its school grade, Spoto High School implemented the Pre-AP® Program as a schoolwide initiative. By using the Pre-AP framework to provide grade-level appropriate instruction and applying its shared principles across all content areas, the school saw a marked increase in performance among its lowest-quartile students and overall improvement on state test scores.

https://pre-ap.collegeboard.org/media/pdf/MAR-310_5369_CB_Pre-AP_SuccessStory_Spoto-HS_R2_021822_Final%20ADA-v0.1.pdf

Miami-Dade County Public Schools, Florida: A System-Wide Commitment to Opportunity

As one of the largest districts in the nation, M-DCPS has made a systemic commitment to providing access to AP coursework for all students. By paying for all AP Exam fees and providing open access to courses, the district has dramatically increased participation, particularly among Hispanic and Black students. In a single year, the district saw more than 47,000 AP Exams taken, creating immense potential for students to earn college credit and save on tuition.

<https://www.asugsvsummit.com/news/miami-dade-county-public-schools-named-college-board-advanced-placement-district-of-the-year>

Atlantic Coast HS, Florida: Empowering Students and Expanding Access with AP Precalculus

To create more distinction between honors versus AP Precalculus, Atlantic Coast High School decided to remove the honors option and only offer AP Precalculus. This resulted in an influx of students with diverse proficiency levels. Remarkably, students representing untapped populations enrolled and succeeded in the course.

<https://k12.collegeboard.org/media/pdf/success-spotlight-atlantic-coast-precalculus-ada.pdf>

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Chaffey Joint Union High School District, California: Broadening AP Access with AP African American Studies

This district recognized the powerful influence AP African American Studies could have in attracting students who may not have considered Advanced Placement courses previously. This single course also satisfied district and statewide learning goals and graduation requirements.

<https://k12.collegeboard.org/media/pdf/success-spotlight-chaffey-ada.pdf>

Glendale Unified School District, California: Leveraging BigFuture School

Glendale Unified uses the BigFuture School mobile app to empower students to take control of their own college and career planning. After students receive their PSAT/NMSQT scores, counselors use the insights from the app to have more informed and targeted advising conversations, ensuring students can quickly access their scores and explore personalized postsecondary options.

<https://allaccess.collegeboard.org/bigfuture-school-giving-students-control-their-planning-repost>

Stafford County Public Schools, Virginia: Revealing Student Success and Potential

Insights from the SAT Suite and AP assessments help the district uncover student potential and pinpoint academic challenges.

<https://www.youtube.com/watch?v=fW4VtQLya00>



Uniondale Union Free School District, New York: Closing Gaps with Data

After comparing their AP enrollment against rosters from AP Potential, Uniondale UFSD discovered a significant gender gap, with far fewer male students of color enrolling in AP courses. Using this data, the district set ambitious goals to increase enrollment for these students by 15% over 2 years by eliminating prerequisites and conducting intentional outreach to students and parents to change the perception of AP being only for a select few.

<https://k12.collegeboard.org/media/pdf/Success-Spotlight-Uniondale-SD-ADA.pdf>

Bellmore-Merrick CHSD, New York: Providing Advanced Learning Opportunities for Students of All Abilities

This AP District of the Year winner implemented policies that broadened access to AP and delivered positive results for students.

https://youtu.be/KCGVxN5jF18?si=3NaJZke_3g1PPOOr

B.M.C. Durfee High School, Massachusetts: English Sequence Options for AP Seminar

This school adopted AP Seminar as a core English course and replaced their honors courses with Pre-AP English 1 to help students build the skills they'd need to succeed.

<https://apcentral.collegeboard.org/media/pdf/english-10-ap-seminar-case-study-1.pdf>

