

Powering Career Possibilities Through College Board Programs

The Challenge

In-demand careers are changing to meet a shifting labor market. At the same time, students across the country feel disconnected from schoolwork. Less than half of Gen Z students say their coursework challenges them or gives them the opportunity to do what they do best. How can we motivate students to gain the skills they need to succeed after high school?

The Opportunity

Through our programs, College Board connects with more than 7 million students each year. Our reach, experience, and relationships position us to provide consistent, high-quality career information, preparation, and benefits—at scale.

“I really love what the College Board is doing with Career Kickstart! It’s great for a student who wants to get into this career or really any career.”

AP Cybersecurity pilot teacher



NAVIGATE: Information, guidance, and step-by-step checklists to help students consider their future options.

BigFuture and BigFuture School Personalized exploration tools to show students possible career options aligned to their interests and skills.

Over 2.1 million users have completed the BigFuture® Career Quiz since its launch in August 2022.

Career Insights Delivered on SAT® Suite of Assessments score reports, this tool introduces students to a set of in-demand careers in their state aligned to their academic skills. College Board and HumRRO (Human Resources Research Organization) mapped the skills needed for 1,000 careers to the math, reading, and writing skills measured on the SAT Suite.

Nearly 3 of 4 surveyed test takers found their skills insights on careers helpful. And the insights motivated 80% of surveyed test takers to learn more about a career.



ACCELERATE: Coursework, college credit, career credentials, and connections to help students make postsecondary choices.

BigFuture and BigFuture School Students can jump-start a postsecondary path by connecting with colleges, scholarships, and others.

AP Courses—including English 10: AP® Seminar and AP Computer Science Principles—integrate projects and help build research, collaboration, and problem-solving skills important for success in high school, college, and career. AP students can earn college credit and placement for qualifying exam scores.

Career Kickstart A new series of AP courses designed to accelerate high school students on their paths to in-demand fields like business and cybersecurity. Created in partnership with employers, college faculty, and high school educators, Career Kickstart™ courses and exams will lead to industry-recognized credentials and opportunities to earn college credit.

3 Career Kickstart courses will soon be available nationally: AP Business Principles/Personal Finance and AP Cybersecurity in the 2026-27 school year and AP Networking in the 2027-28 school year.



Find more information at collegeboard.org/careertools.

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