
College Board & Rural Students



Source: Only in Idaho, 2016



Source: Anna Gorin Photography, 2015

Rural Education in the U.S.

▶ 2013-14 national statistics

Data Point	Rural	National	% of total
Number of Districts	7,156	13,491	53
Number of Schools	23,306	98,271	27
Number of Students	9,042,607	49,619,917	18

▶ Distribution of rural students

- ▶ Over half of total found in 11 states
- ▶ 13 states house one-third of students in rural districts
- ▶ In 15 states, half or more of all public schools rural

Source: NCES, 2015; Johnson, Showalter, Klein, & Lester, 2014

Rural Students & College Board

Why rural?

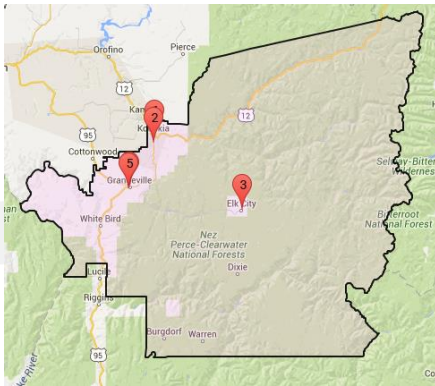
- ▶ State level funding and decision-making; particularly post-ESSA
- ▶ 7,000+ rural districts & “Top 250” approach to district outreach
- ▶ Advanced Placement: no direct to consumer

School type	AP Programs
Fewer than 500 students	50%
More than 1,500 students	95%
Rural-coded	65%
Urban-coded	80%
Suburban-coded	90%

Source: Malkus, 2016

Portrait of a District

Mountain View School District #244



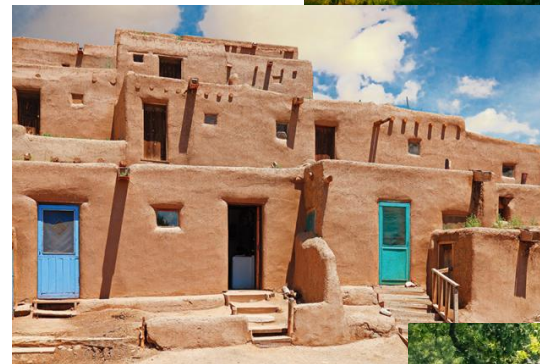
- ▶ 6th largest district in continental U.S.
- ▶ 8,300 square miles; under 10,000 residents
- ▶ 5 schools; 1,200 students
- ▶ New Jersey
 - ▶ 7,400 square miles; 590 districts
 - ▶ 8.96M residents; 1.36M students

Source: Mountain View School District #244, 2015; MelissaDATA, 2016; NCES, 2013 & 2015; U.S. Census Bureau, 2016

Investigating Rural Education

Current relevant topics

- ▶ Federal programs/definitions
- ▶ Virtual learning
- ▶ Dual enrollment
- ▶ Career & technical education
- ▶ Higher education



Collecting Data & Evidence

Rural database glossary

SOURCE TABLE	TOPIC	FIELD	Notes
NCES_2015_120115/ NCES CCD LEA 2013-14		STATE	transformed from abbreviation to full state name
NCES_2015_120115		AICODE	to reflect the most up to date AI to NCES crosswalk from IT in Research database
NCES_2015_120115		NCESID	
NCES_2015_120115		SCHNAME	
NCES_2015_120115/ NCES CCD LEA 2013-14		LEAID	
		LEANM	
		LOCALE	end user can aggregate by category using pivot table in excel
		LOCALE_RC	grouped based on descriptions from NCES data dictionary (see underlying details below)
		LATITUDE	to enable Jeff/Julia to map in Tableau if desired
		LONGITUDE	to enable Jeff/Julia to map in Tableau if desired
		TYPE_RC	NCES code for type of school
NCES_2015_120115		MAGNET_RC	Magnet school
NCES_2015_120115		CHARTR_RC	Charter school
NCES_2015_120115		TITLEI	Title I Eligible School
NCES_2015_120115		STITLI	School-wide Title I
NCES_2015_120115		FRL_PCT	Percent of Enrollment (all grade levels) eligible for Free or Reduced-Price Lunch
NCES_2015_120115	NCES CCD Enrollment: 2013-14 AY	GR_9_ENR	Universe of schools/districts reflects any school with enrollment in grade 9, 10, 11, or 12. Per NCES, district-level enrollment reflects the sum of school level data (not the enrollment data in the LEA file). Schools report the students physically in their buildings, whereas districts report the students they are legally responsible for, which can result in small deltas.
NCES_2015_120115		GR_10_ENR	
NCES_2015_120115		GR_11_ENR	
NCES_2015_120115		GR_12_ENR	
NCES_2015_120115		GR_9to12_ENR	

Organizational Takeaways

Drawn from rural pathway case studies

- ▶ Prior rural strategies have been ad hoc. Past efforts came from **policy inflection points or personal relationships** in specific states.
- ▶ CB had **difficulty collecting student and school level data** from these interventions & rarely sorts data and results by urbanicity. Data privacy concerns increase this difficulty.
- ▶ SDP leads implementation work for participation and performance strategies. **Rural goals can seem counterintuitive** compared to “top 250” strategy & numbers-driven goals.
- ▶ We need to lead with rural. CB should develop small-scale, rural-specific pilots designed more to **build broad rural interaction with products & services** than to specifically increase access and performance in AP.

Moving Forward

Integrating rural students & their schools

- ▶ Superintendent's Committees
- ▶ Content support and online mentoring for AP teachers
- ▶ Scholarship expansion (e.g. Jack Kent Cooke)
- ▶ AP expansion targeted at rural students (e.g. open source textbooks, connecting with CTE providers)
- ▶ Targeting high-achieving, low-income students through A2O programming
- ▶ National rural organization partnerships (e.g. NREA, FFA)

Discussion Questions

- ▶ What best practices have you seen for outreach to rural students?
- ▶ Have you come across organizations effectively serving the needs of rural students?
 - ▶ If so, what are some of their practices?
 - ▶ Should we consider partnering with these groups?

Questions & Discussion
