*ets /graduate search service

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Graduate Search Service Guide

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Introduction

With graduate recruitment constantly evolving, we're committed to providing you with the best possible data to meet your enrollment goals. That's why we're updating our Background Information Questions (BIQs), the questions prospective graduate students complete to help you more effectively identify and connect with high-intent, best-fit students.

This enhancement is in direct response to feedback from our institutional partners and will make Graduate Search Service data more actionable, targeted, and aligned with your evolving recruitment needs.

What You Can Expect

- **Higher-Quality Leads** - Refined BIQs will capture deeper student intent and academic fit - helping you engage with students more likely to enroll.
- **Stronger Program Matching** - Updated fields will make it easier to identify and reach students from diverse backgrounds.
- **More Insightful Data Fields** - Improved questions will allow for more precise filtering:
    - CIP codes aligned with NCES for clearer program targeting
    - Multi-select responses for richer insights
    - New questions on military status and language proficiency to support more inclusive outreach

Learn More

Explore our resources to see how these updates will enhance your Graduate Search Service experience:

- Updated CIP Major Field List
- Sample Search Service Order

For additional support, please contact us at **searchservice@ets.org**

General Information

How can I reach a Graduate Search Service specialist at ETS?

For assistance, call 1-609-524-8080 or email **searchservice@ets.org**.

Who can use the Graduate Search Service?

Institutions eligible to participate in the Graduate Search Service include (1) institutions and departments within institutions that award graduate degrees, and (2) non-degree-granting organizations that award fellowships or scholarships.

Non-profit organizations interested in using the Graduate Search Service must submit a tax certification document for approval. All other organizations, including enrollment marketing firms, must receive prior approval before gaining access to the service.

Note: Participation is currently available for eligible institutions and organizations with the United States, Canada, the European Union and many other countries. Because of international privacy laws, participation may not be available to institutions in certain locations. For future details, contact a Graduate Search Service Specialist.
View Graduate Search Service criteria.

What are the fees (in U.S. dollars)?

The cost per name is $1.25 and that includes re-use privileges, so you can reach out to prospects multiple times at no additional cost. There are no additional fees for U.S. tax-exempt institutions.

How many intended graduate major fields can GRE test takers select?

There are currently more than 450 intended major fields of study from which a prospective student can select. When you do your search, you can select from among all 450 or you may prefer to select from among the 48 broad major field groupings. The complete list of major fields is available in the “Graduate Search Service User Manual,” which you can access once you log in to the Graduate Search Service.

What evidence is there that the Graduate Search Service is an effective recruitment tool?

The best evidence is what we hear directly from our longstanding school customers and even some marketing agencies that manage their recruitment campaigns. They often tell us that the Graduate Search Service is one of their most cost-effective tools, when it comes to return on investment, especially when used as part of a multi-touchpoint campaign.

In a case study with the College of Charleston, the Graduate Search Service delivered an impressive 50:1 ROI—helping CofC efficiently recruit the right graduate prospects. With a spend of just $388 for 646 prospect names, the team secured 8 applications and 2 enrollments. *Read the full case study here.*

Do the terms and conditions for use of the Graduate Search Service allow me to give access to my advertising agency to order lists on my behalf?

Yes, the terms and conditions, which you sign when you log into the Graduate Search Service for the first time, allow you to assign ordering privileges to up to 10 delegates who can place list orders on your behalf. That means that if you have an agency managing your marketing and recruitment campaigns, they can be assigned to delegate full access status.

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Can I get a demo before I place an order?

Yes. A Graduate Search Service specialist can run a complimentary search based on your specific criteria.

Where can I get more information about increasing the effectiveness of my student recruitment efforts?

For more information, contact a Graduate Search Service specialist at searchservice@ets.org.

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Signing Up for Graduate Search Service

How do I get started?

Follow these easy steps:

1. Although the GRE test is not required to use Graduate Search Service, an ETS assigned Institution Code is required. If you have a DI code, skip to Step 2. If you need a code, please visit https://www.ets.org/gre/score-users/scores/accept-scores.html and submit an application for your institution.

2. Go to ets.org/gre/search scroll to the bottom and select the "Sign up for Search Service today" link. Complete and submit the "Request Access to ETS Services" form.
    - To find your institution code, type the name of your institution in the space provided. If you are unable to find your code, try leaving out common words such as "university," "college," "institute," and words like "the," "of," "and," "at," etc. For instance, if searching for the "University of Nebraska at Lincoln," try using on the keywords, "Nebraska Lincoln."
    - A full list of DI codes can be located here: https://www.ets.org/gre/test-takers/general-test/scores/send-scores/approved-recipients.html. If you cannot find your institution code, contact a Graduate Search Service specialist.

3. If you are not a current DI, you may still use the same sign-up link to complete your profile. Enter your name and provide details about your intended use of the GSS names. ETS will review your request and follow up as needed.

4. You will receive an email from ETS in approximately 7-10 business days confirming that your access to the Graduate Search Service has been activated and providing you with your username and password. If you haven't received an email from ETS within this timeframe, contact a Graduate Search Service specialist.

5. If you already have access to a service in the ETS Institution Portal, you will use the same username and password to access the Graduate Search Service.

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New Users

Where can I get guidance for using the service once my access to the service has been activated?

There are two ways to get guidance:

- Refer to the Graduate Search Service User Manual to learn about the features of the service. You can access the user manual after you sign in to the ETS Institution Portal. The user manual contains details about search criteria, characteristics of the Graduate Search Service prospect pool, record layouts, etc.
- Contact a Graduate Search Service specialist at searchservice@ets.org.

What if I'm having a problem with my username or password?

Your username is auto assigned by the system, and both your username and password are case sensitive. If you are not logging in for the first time, please make sure you are using the most recent password for your username. If you still cannot log in, select "Forgot Password" on the login page and indicate your username and the email address you used to establish the account. Select "Continue," and a temporary password will be immediately emailed to you. If you continue to have issues, please contact us at searchservice@ets.org.

How do I change my password?

Once you are logged into the ETS Institution Portal, select "Change Password" from the home page. You will be prompted to enter your current password and select a new one. Note that the password must be eight or more characters and contain uppercase, lowercase, and number characters.

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AI-Powered Smart Search

What is the AI-Powered Smart Search?

The AI-Powered Smart Search is a beta feature that provides real-time recommendations to help users enhance their student search criteria. It leverages high impact practices and insights from other successful searches to make the student search process more efficient and effective.

How does it help users?

Users receive on-the-spot recommendations while building their search, ensuring they don't miss key filter items that could improve their search. Smart Search is designed to help recruiters, marketing, and enrollment specialists create stronger, more targeted student searches, saving you time and money.

How does the AI-Powered Smart Search generate recommendations?

- The Smart Search text box appears at the very top of the "New Search" page and is available to all users.
- To enable, a **user must provide details** about their search in the "Share your search goals" text box and **select "Start Assistant"**.
- As the user selects search criteria, the AI Smart Search analyzes the choices and suggests additional items intended to improve the search.
- Smart Search uses historical best practices, successful searches from similar programs, and insights from our graduate enrollment experts to guide recommendations.
- Smart Search does not auto-apply suggestions—users can choose to "Apply" or "Ignore" the recommendations.

Can Smart Search add search criteria on behalf of users?

No. Recommendations only appear after users have selected a search filter. The AI does not suggest or create additional criteria at this time.

How do users accept or reject recommended items for a given filter?

- If a suggested filter is relevant, the user can click "Apply", and it will be added to their search.
  - If needed, users can continue to make edits to the selections.
- If the suggestion doesn't apply, the user can click "Ignore" without any impact on their search.

Does the AI-Powered Smart Search improve over time?

Yes. Smart Search learns from user behavior and feedback, refining its recommendations to be more helpful over time.

What are the main advantages of using this feature?

- **Efficiency:** Users get instant recommendations without needing to leave the page.
- **Expert-Driven:** AI-powered recommendations leverage best practices from our team and successful searches from other programs.
- **Workflow-Friendly:** Recommendations appear in real time without disrupting the user's process.

Is this feature fully polished?

No, this is a beta feature. Like many AI-powered tools, there may be 'hallucinations' - irrelevant or inaccurate suggestions. We are continuously improving the feature and appreciate your feedback as we work toward making it even better!

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How should we address concerns about AI mistakes?
This is a learning system, and we are actively collecting user feedback to improve its accuracy. If you receive irrelevant suggestions, we recommend ignoring them and providing feedback to help us enhance this feature. We may adjust the filters or refine the recommendation logic over time to make the system smarter and more precise.

Are all filters included in AI-powered recommendations?
- No. Some fields **will not** receive AI-powered recommendations, including:
- **Gender, Citizenship, Ethnic Background, Planned Date of Enrollment, GPA, Work Experience, Graduate Degree Objective, or**
- Searches where the user has already selected all possible criteria

Is this feature included in all plans?
Yes, Smart Search is completely free and is automatically available to all users.

Will pricing change in the future?
No. There are no plans to charge for this feature.

Do users need to set up anything to use this feature?
No, Smart Search is built into the interface and ready to use on all New Searches.

How can users improve their suggestions?
We encourage users to share details about their recruitment goals, as this will refine the suggestions they receive. They should also be encouraged to reach out to their Graduate Search Service specialist to pass along their feedback to the product team.

What should users do if they receive an irrelevant or incorrect suggestion?
Please provide feedback to your Graduate Search Service specialist.

Can users turn off the AI assistant?
Yes, the feature is only enabled when you have provided your search goal details in the text box and clicked ‘Start Assistant’.

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BIQ

What are the changes being made to the BIQs?

To support more strategic outreach, we've enhanced filtering options and standardized major fields of interest—giving you a clearer view of students who align with your programs. These updates are designed to save time, boost yield potential, and strengthen recruitment impact.

Here's what's changing:

- **New biographical characteristics** will be available, giving you additional filters to help identify students who are a stronger fit for your institution.
- **Major Fields** 2- and 4-digit CIP codes will be updated to align with most current IPEDS/NCES standards for improved program alignment and more precise targeting.
- **For Describe Yourself field**, the response options "Mexican," "Mexican American or Chicano," "Puerto Rican," "Other Hispanic," "Latino," and "Latin American" have been consolidated into a single option: Hispanic or Latino. A new option, Multi-Ethnic, has been added.
- **For the Degree Objective field**, all master's programs are now grouped under a single response option. Separate responses for MBA and specialized master's programs are no longer used.

How will these changes affect how I use Graduate Search Service?

- **Major fields** are transitioning to standardized CIP codes, giving you more precise alignment with your institution's academic programs and improved targeting in your searches.
- **New questions** will be available to further enhance or refine your search.
- **Output layouts** will reflect updated field values, including multi-select responses and the new biographical data. If you're importing this data into another system, you may need to adjust your settings to accommodate the changes.

Will the updates to the BIQ impact recurring orders or saved searches I've already set up?

- Your existing saved and recurring orders **will be automatically** updated to map any existing criteria to new values, where applicable, including the change from Major Fields to CIP codes.
- New questions will be available to help further refine your search; however, these will **not be automatically added** to your saved and recurring orders. To use them in your saved or recurring orders, you'll need to edit your search and add them to your existing search criteria.
- Be sure to review your current Field of Interest selections, as the new CIP structure may pull in a broader or slightly different pool of students, which may result in a change to the number of expected registrants in your future orders. You can adjust your existing search criteria at any time to fine-tune your desired recruitment strategy.

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Additional Questions?

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