**Structural Racism in Student List Products**

Ozan Jaquette, University of California, Los Angeles

Karina G. Salazar, The University of Arizona

**Ozan Jaquette, University of California, Los Angeles (Corresponding Author)**

* Graduate School of Education & Information Studies, University of California, Los Angeles

2053 Moore Hall

Los Angeles, CA 90095

Email: [ozanj@ucla.edu](mailto:ozanj@ucla.edu)

Phone:  (310) 206-3030

**Karina G. Salazar, The University of Arizona**

* College of Education, University of Arizona

1430 E. Second Street

Tucson, Arizona 85721

Email: [ksalazar@arizona.edu](mailto:ksalazar@arizona.edu)

Phone: (520) 621-7313

**Abstract**

Colleges identify and recruit prospective students by purchasing “student lists” from College Board and other vendors, which has substantial effects on college access. However, researchers and policymakers concerned with college access have ignored student lists for half a century-- since the College Board launched the Student Search Service in 1972. This study analyzes College Board list products via student list orders purchased by public universities that were collected by issuing public records requests. Findings suggest that the design of student list products systematically exclude students from Communities of Color, low-income communities, and rural communities from student list purchases. We recommend federal and state level policy actions that can regulate and create a public alternative to the student list business.