**A Sociological Analysis of Structural Racism in ‘Student List’ Lead Generation Products**

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**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.