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National ACT/SAT Participation Analysis

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PROBLEM STATEMENT

We look at collective participation rates between ACT and SAT testing results between individual states.

Our goal is to identify patterns in participation rates and identify possible influences a College Board can leverage to increase High School senior participation.

Review Sections

*don't spend too much time, as they have dedicated slides

Sanitation:

- Normalized floats
- Identified Unique rows and dropped unnecessary columns
- Standardized Columns and Emphasized Participation Rates

Executive Summary

States found heavy preferential treatment between **SAT** and **ACT** scores:
Participation rates are consistently skewed in favor of one or the other.

Further investigation after identifying a large swing in Colorado from **ACT's** to **SAT's** in 2018, we find that State School Boards coordinate directly with owners of **SAT/ACT** tests.

Additionally: we found States can and do directly influence participation by setting high-school requirements to take the test statewide, provide funding to schools to take the test

- Unlike ACT's, the SAT's show a larger imbalance of participation rates.
- Participation drops below 90% after only 4 states
- Participation hits 60% by our 20th state

2018 SAT: Similar to 2017 SAT's consistently show low participation rates, hitting low 60% by our 20th state.

Participation Considerations - The Colorado Switch

Initial Participation Findings

- Initially, we found high State Participation rates for ACT's, with our top 20 participation States showing 100% Participation
- Unlike ACT's, the SAT's show a larger imbalance of participation rates.
- With the exception of 5 states, ACT 2017/2018 states with over 50% participation rate both years fail to break 50% participation for SAT's respectively.

Colorado

- Colorado is the only state that indicated a heavy change in SAT/ACT participations between 2017-2018
 - 100% / 30% >> 11% / 100%
- State School Board and ACT Board of Supervisors
- State-wide level requirements at the High School Level

state	act_2017_participation	act_2018_participation	sat_2017_participation	sat_2018_participation
colorado	1.00	0.30	0.11	1.00
district of columbia	0.32	0.32	1.00	0.92
minnesota	1.00	0.99	0.03	0.04

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Additional State Talking Points

Alabama hit 100% requirements both years. Upon further investigation we confirm it is a high school requirement mandated at the State-level by the State School board.

- [Source: Alabama Class of 2017](<https://parcalabama.org/alabama-class-of-2017-high-school-graduation-college-and-career-act-and-workkeys-results/>)

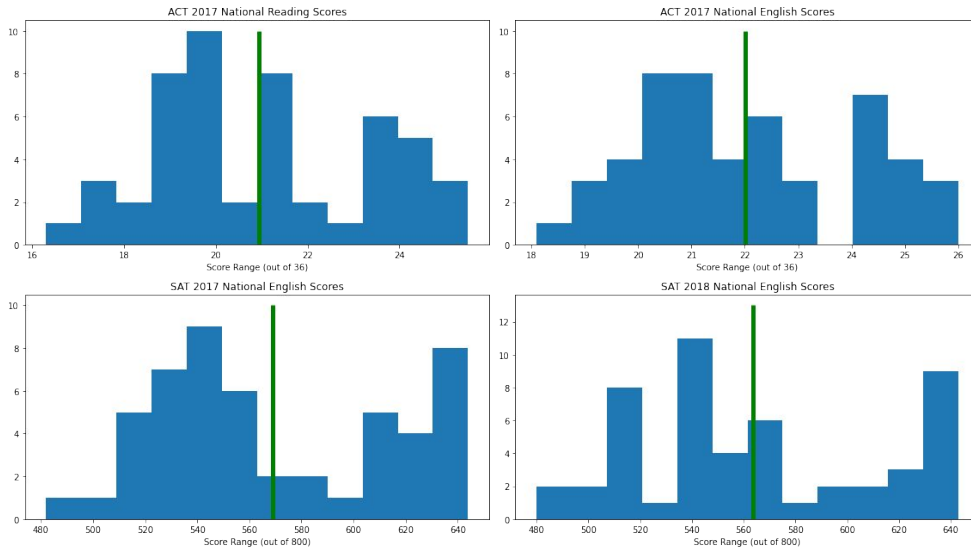
Arkansas was our Third state in high consistent preference in ACT both years that led into our confirmation of State School Board coordination with owners of ACT/SAT tests and holding direct influence at the High-School level.

- [Source: State Testing Breakdown](<https://www.edweek.org/ew/section/multimedia/state-testing-an-interacti>)

ve-breakdown-of-2015-16.html)

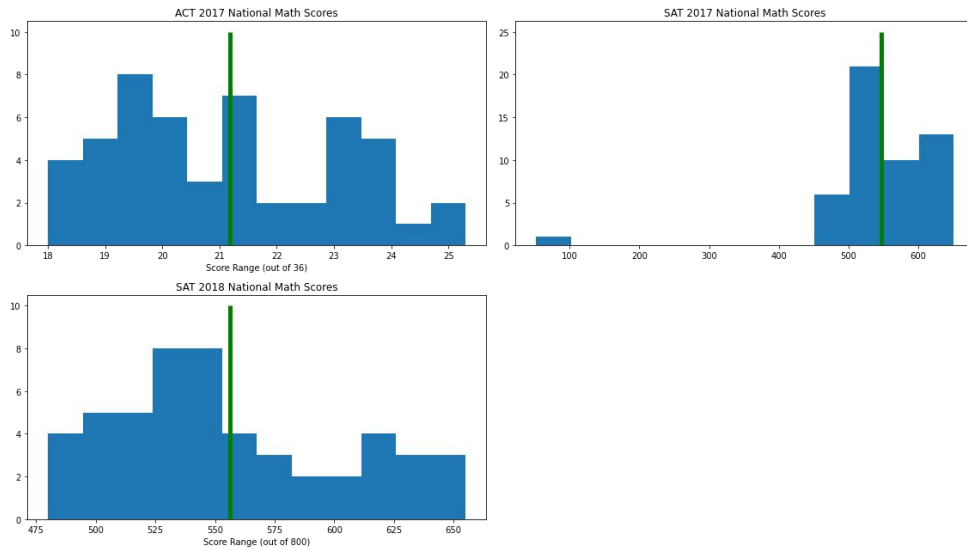
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Additional Highlights and Takeaways - Categorical Test Scores



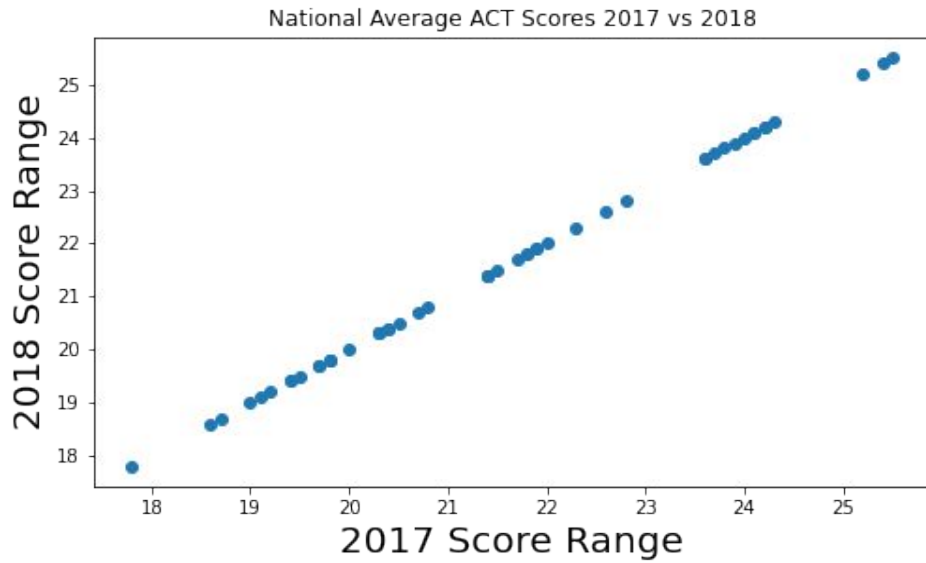
Verifying English Categories, I started here and began looking for any changes to pursue

Additional Highlights and Takeaways - Categorical Test Scores

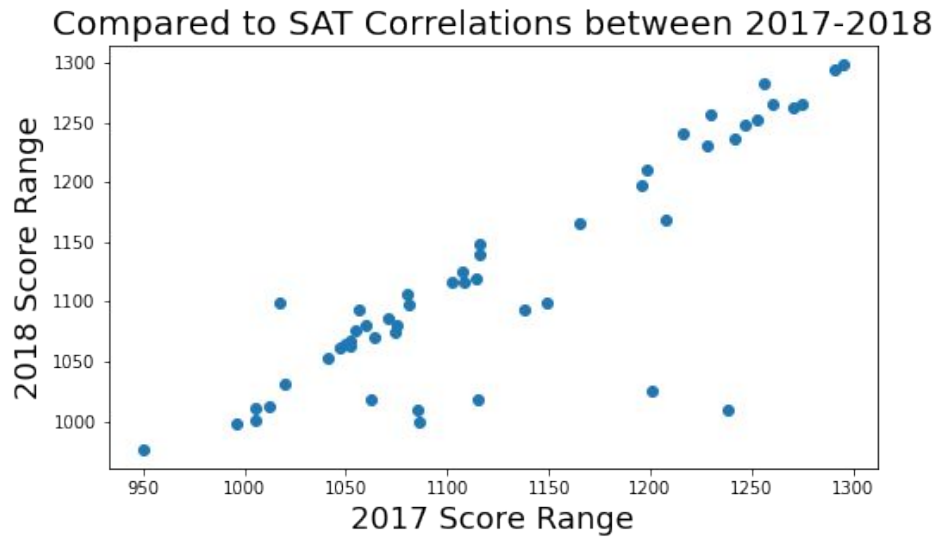


Limited on ACT Math reports, however, we see a spike in Math score distribution by 2018

Additional Highlights and Takeaways



Additional Highlights and Takeaways (cont...)



Conclusions

- Observe and Coordinate with State School Boards
- Colleges Entry Requirement vs High School Graduation
- Improving from Here

- State School Boards hold heavy weight in student participation, unlike College Boards which can only dictate their singular school acceptance requirements.
- As colleges also report on student acceptance and typically do not require ACT/SAT's, a College Board should align their SAT/ACT requirements with their State School Board's selection.
- As we saw in Colorado, regardless of College acceptance requirements in regards to SAT/ACT scores: State School Boards pay for these tests and can mandate requirement for High School Graduation.
- Additional Data that would better inform us:
 - State College Board member financial stake in ACT/SAT owners
 - SAT/ACT test owner lobby and influence in each state
 - College Acceptance Rates vs ACT/SAT test requirements