

Increasing SAT Participation Across the Board

The background of the slide features a silhouette of a large group of graduates standing on a hill, celebrating with their arms raised and caps tossed into the air. The scene is set against a sunset sky with warm orange and yellow hues. Three white dots are positioned above the central part of the graduate group.

By : Bryan Lange

How Can we effectively *continue* to increase participation?

Understanding:

- What does the data reflect?
- Identifying patterns and key factors
- What are the market trends that influence our current participation rates?

Formulating:

- Based on the our updated info, what recommendations are best for sustained growth?

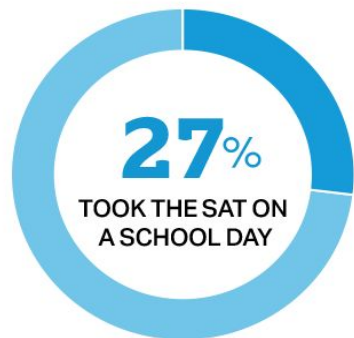
Actionable:

- Ways to ensure we are delivering on our insights to promote increased participation rates

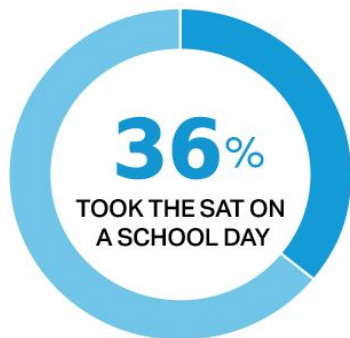
Understanding our market today

- There have been plenty of initiatives to bolster participation nationwide
- School Day Growth and free exam retakes have helped drive our numbers
- <https://reports.collegeboard.org/>

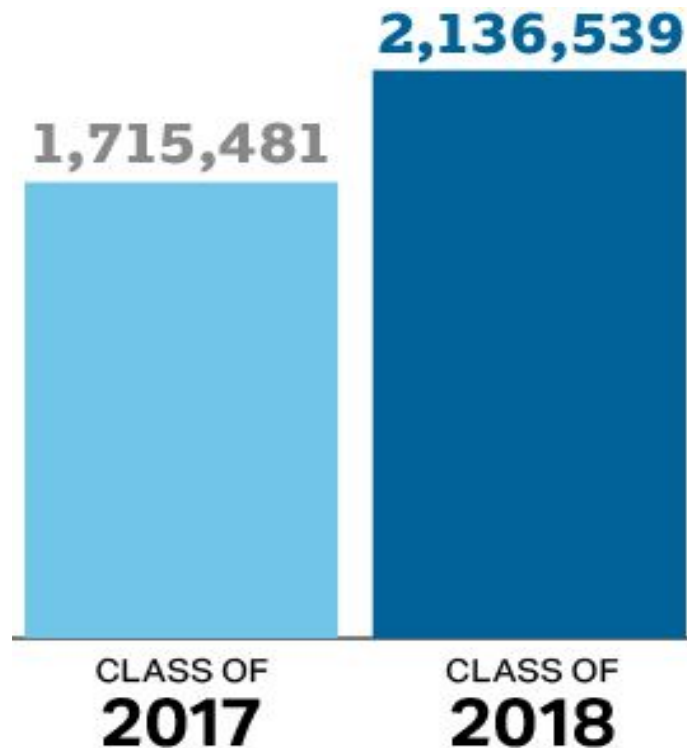
Participation in SAT School Day



CLASS OF 2017



CLASS OF 2018



Participation
in the New SAT

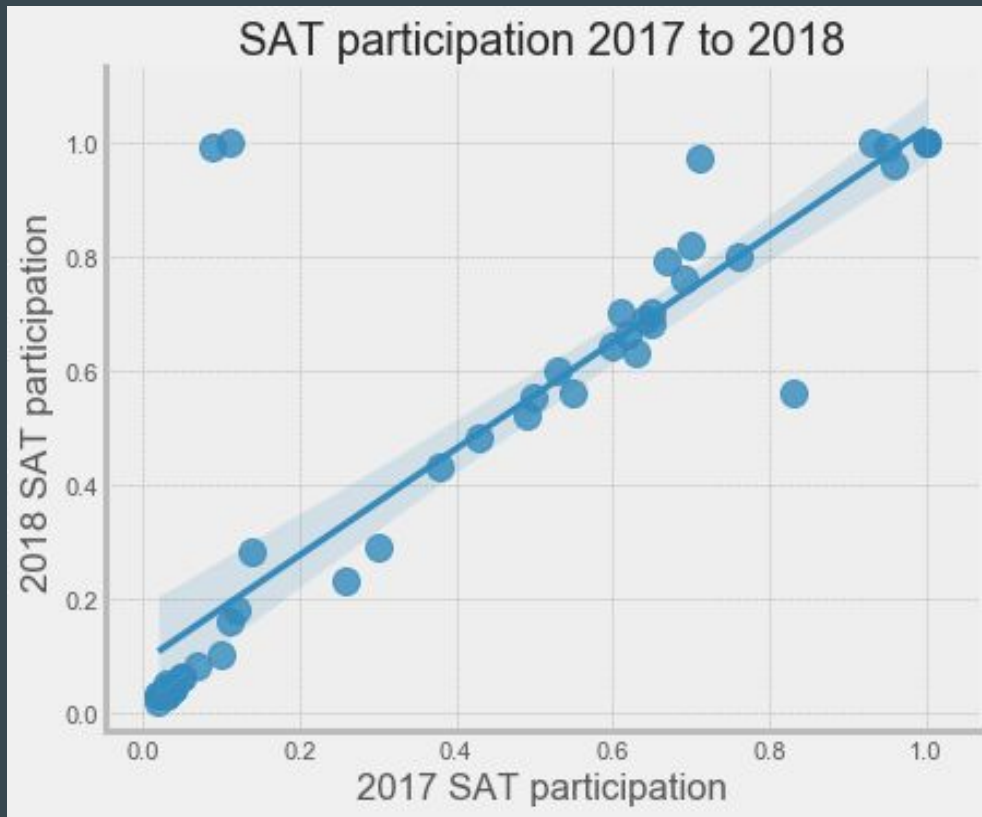
Market trends

Overall Participation:

- Overall, SAT participation increased by 25% from 2017 to 2018
- Illinois leads the way with a **90%** jump in participation rate!

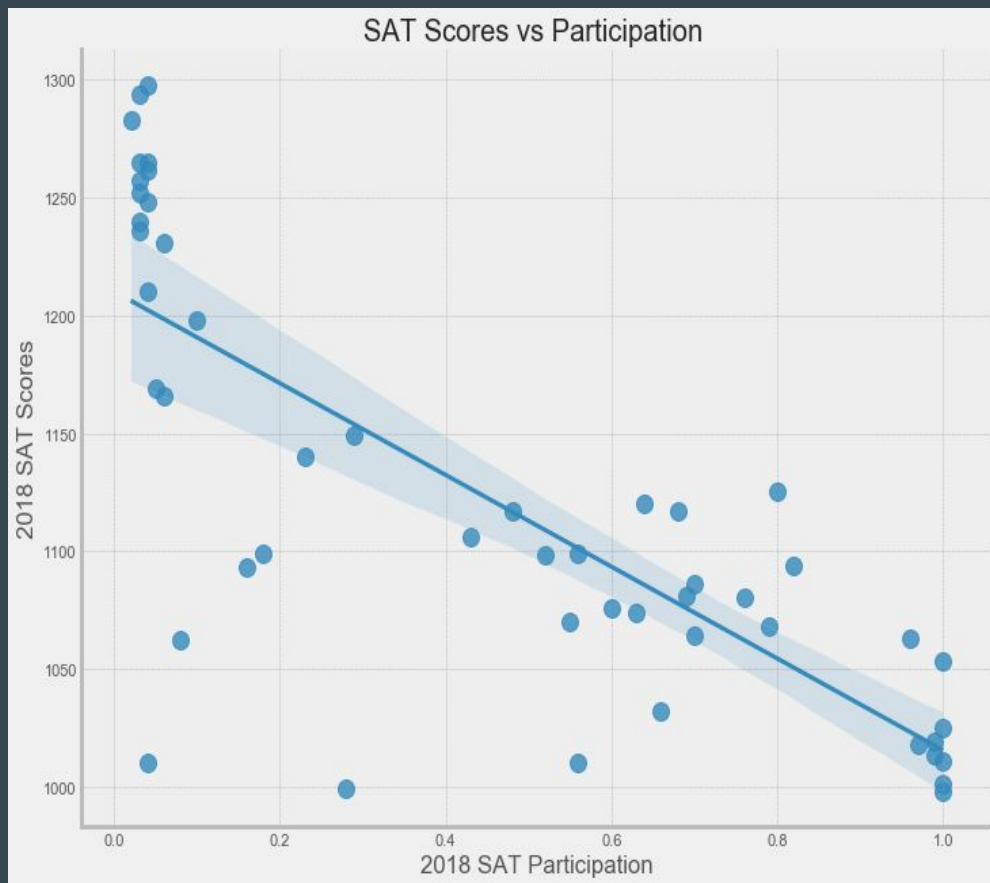
Implications:

- Statewide mandatory testing measures, as in the case of **Illinois**, have immediate effects on Statewide participation levels



Student Scores

- While we observed a direct positive relationship in our participation rates, we happen to find that the opposite holds true when analyzing mean student scores
- The more students take our test, the lower we found the scores to be ~ but this was to be expected



Exams required by State:

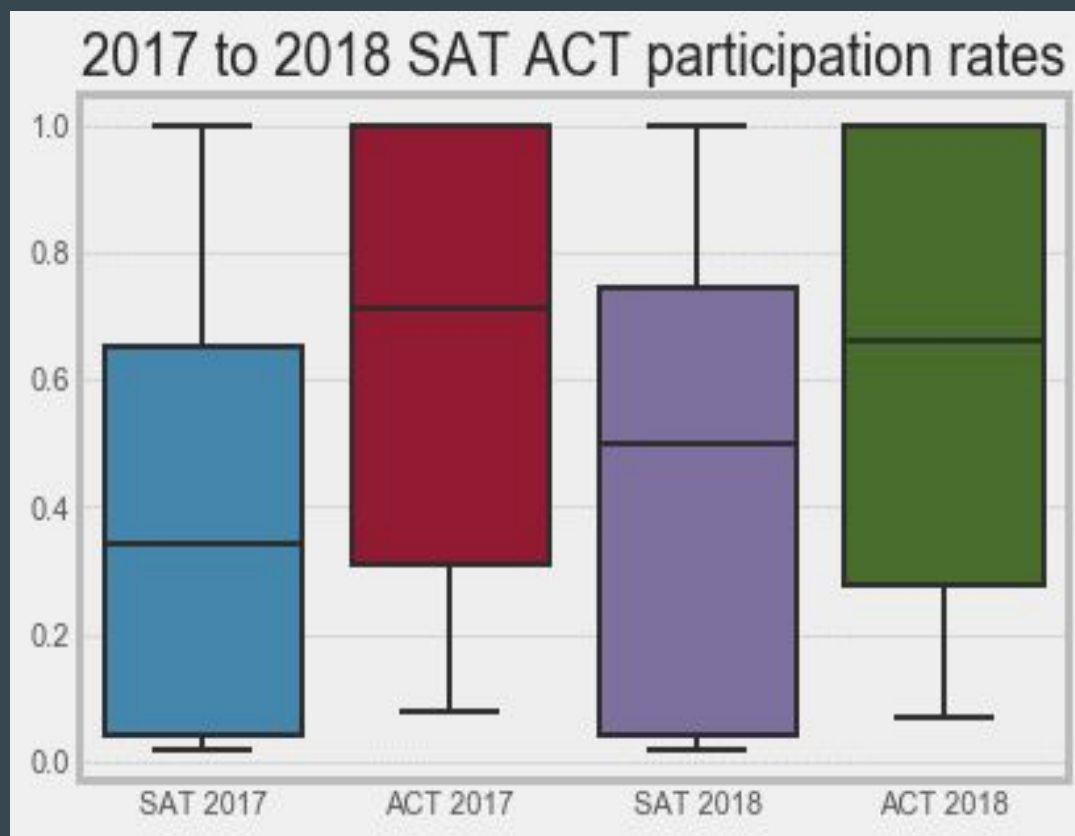
States that require ACT

1. Alabama
2. Hawaii
3. Idaho
4. Kentucky
5. Louisiana
6. Mississippi
7. Missouri
8. Montana
9. Nebraska
10. Nevada
11. North Carolina
12. North Dakota
13. Ohio
14. South Carolina
15. Tennessee
16. Utah
17. Wisconsin
18. Wyoming

States that require the SAT

1. **Colorado**
2. Connecticut
3. Delaware
4. DC
5. Idaho
6. **Illinois**
7. Maine
8. Michigan
9. New Hampshire
10. Ohio
11. Tennessee

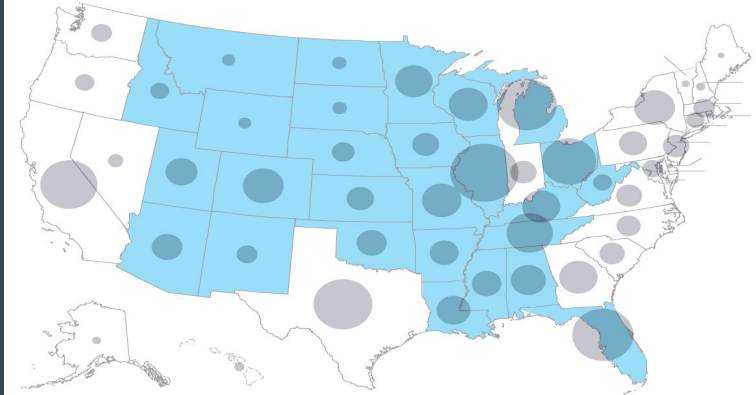
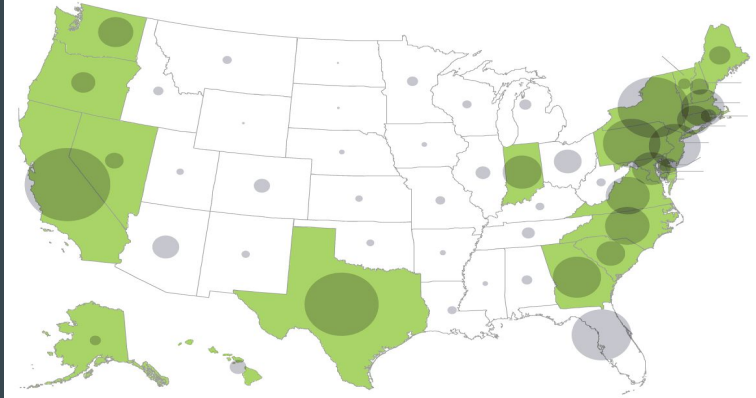
- No surprise, the ACT clearly outpaces the SAT in terms of participation levels
- This data conveys there is *plenty* of opportunity for the SAT's growth



SAT DOMINATED
REGIONS

VS

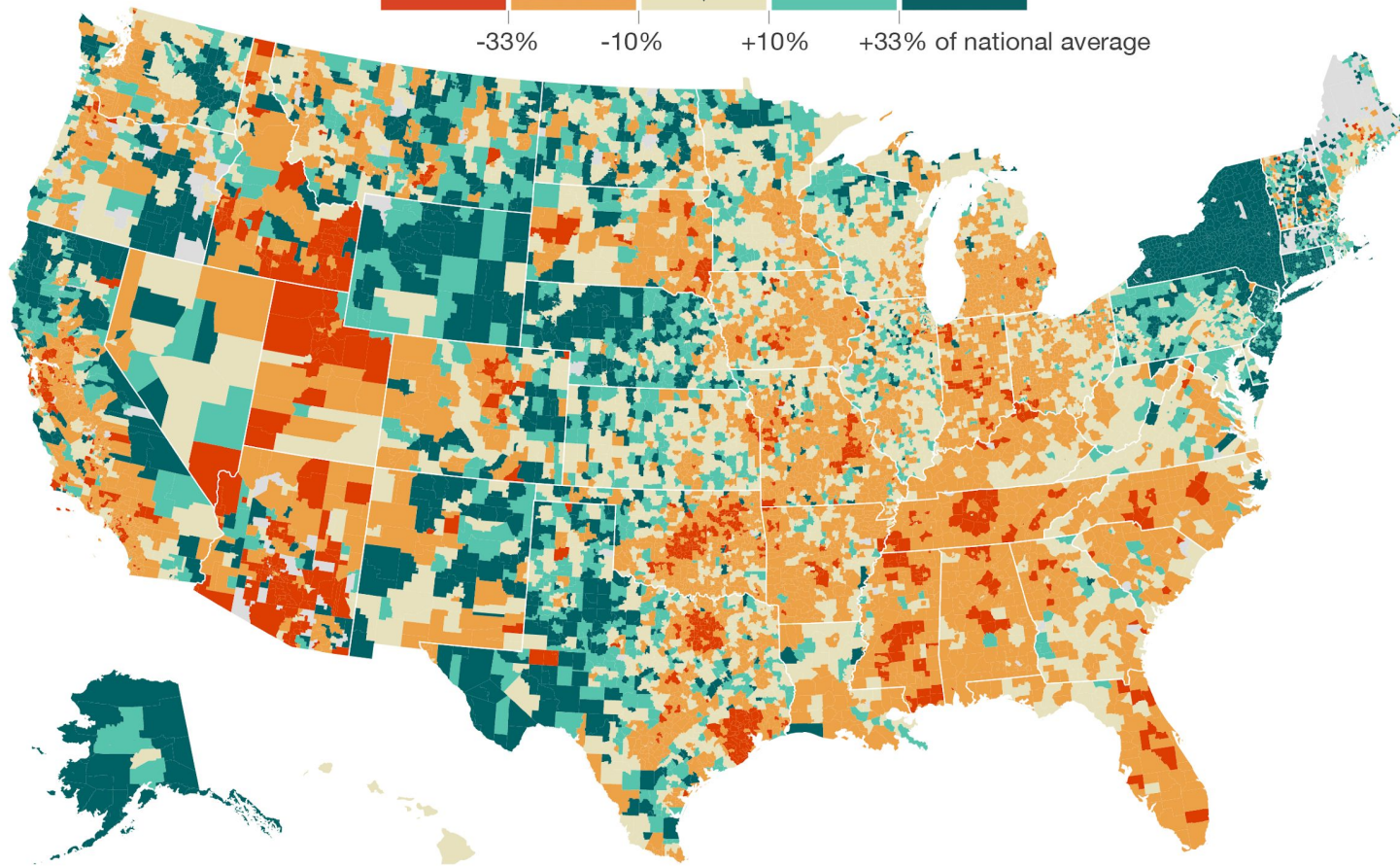
ACT DOMINATED
REGIONS



SPENDING PER STUDENT, BY SCHOOL DISTRICT

Adjusted for regional differences, for primary and unified school districts

National average: \$11,841



Recommended Actions:

Deliverable 1

- Focus on strengthening parts of Midwest and South
- State required exams are a catalyst for participation

Deliverable 2

- Use budget edge to win ending ACT contracts
- Promote savings and benefits of growing SAT

Deliverable 3

- Spearhead local efforts to foster widespread participation
- More room for growth and helps bridge gaps

A silhouette of a person sitting on a grassy hill, leaning against a tree trunk on the left, and reading a book. The background is a warm, golden sunset sky with soft clouds. The person is facing right, and the book is held open in their hands.

Final Thoughts:

- The more common the SAT becomes across the nation, the easier it will be to continue our participation growth
- The College Board should focus on converting the States with requisite ACT exams for the most significant and immediate impact

<https://unsplash.com/photos/6jYoiL2GhV>