

# VISION 2020

an SAT Data analysis

by:

 Consulting

Presentation to the

 **CollegeBoard**

# Problem Statement

*“In spite of negative press, and misleading rhetoric linking higher statewide SAT participation with lower statewide SAT scores <sup>1</sup>, participation in the SAT increased nationally from 2017-2018.*

*In order to continue this growth, the team at Artz and Crafts Consulting proposes that the College Board strengthen existing relationships while advancing into new markets, so that national participation in the SAT does not fall behind that of its rival the ACT<sup>2</sup>”*

1. [Prepscholar.com](https://prepscholar.com)

2. The SAT is administered by The College Board, a mission-driven organization representing over 6,000 of the world's leading colleges, schools, and other educational organizations. The American College Test is administered by ACT Inc.

# Methodology

3

*“Failure to prepare is preparing to fail”*

1

## Data Wrangling

- Review** the .CSV File
- Choose** the Analytical Software
- Explore** the Descriptive Statistics

2

## Foundational Analysis

Measures of Central Tendency  
Application of Supporting Data  
Data Visualization

3

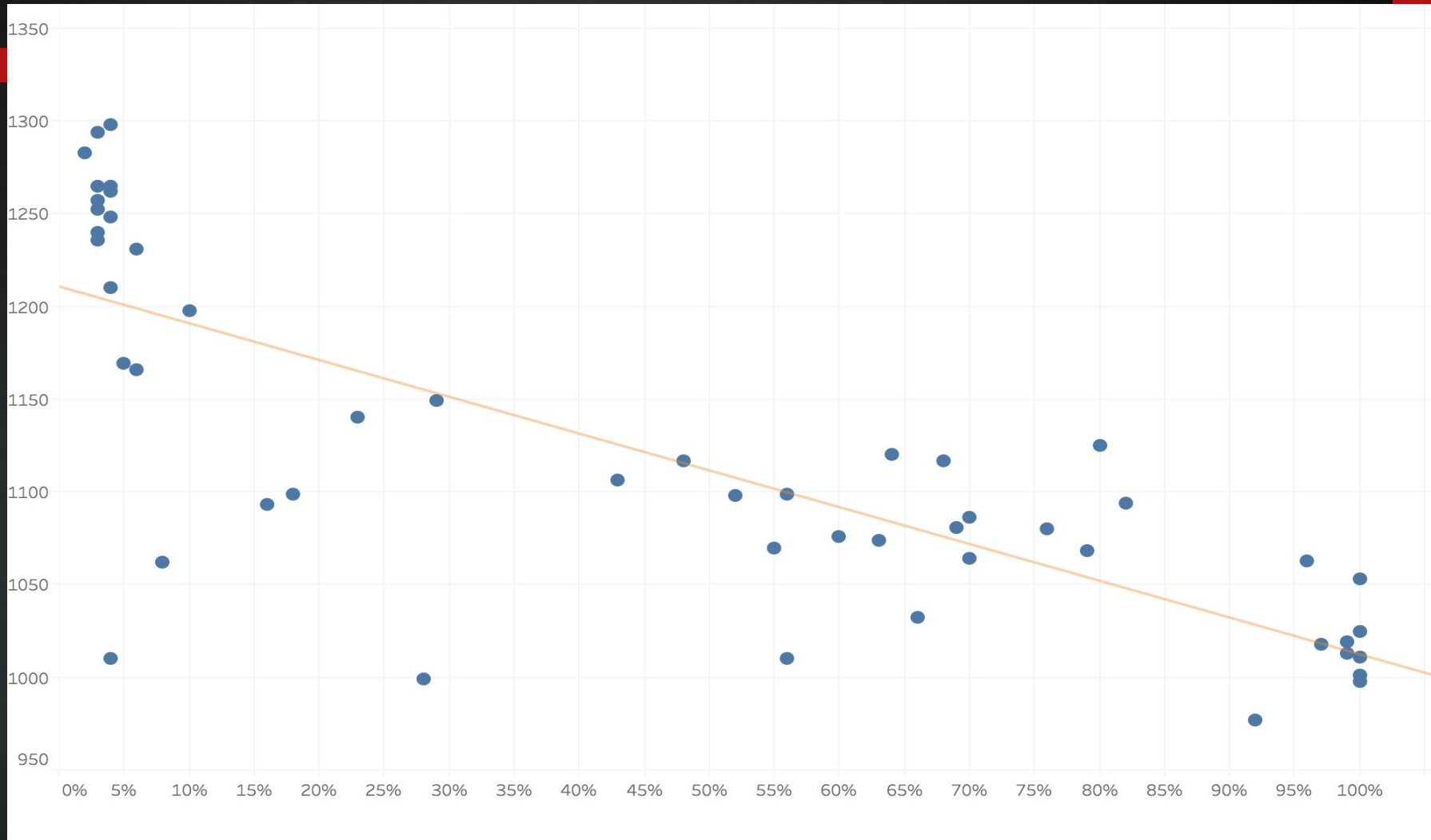
## Summarize and Present Findings

→ You are here

# National Trend in Total Score vs. Participation in the 2018 SAT

4

2018, Statewide  
Average Total Score



2018 SAT Participation

Source: 2018 SAT dataset



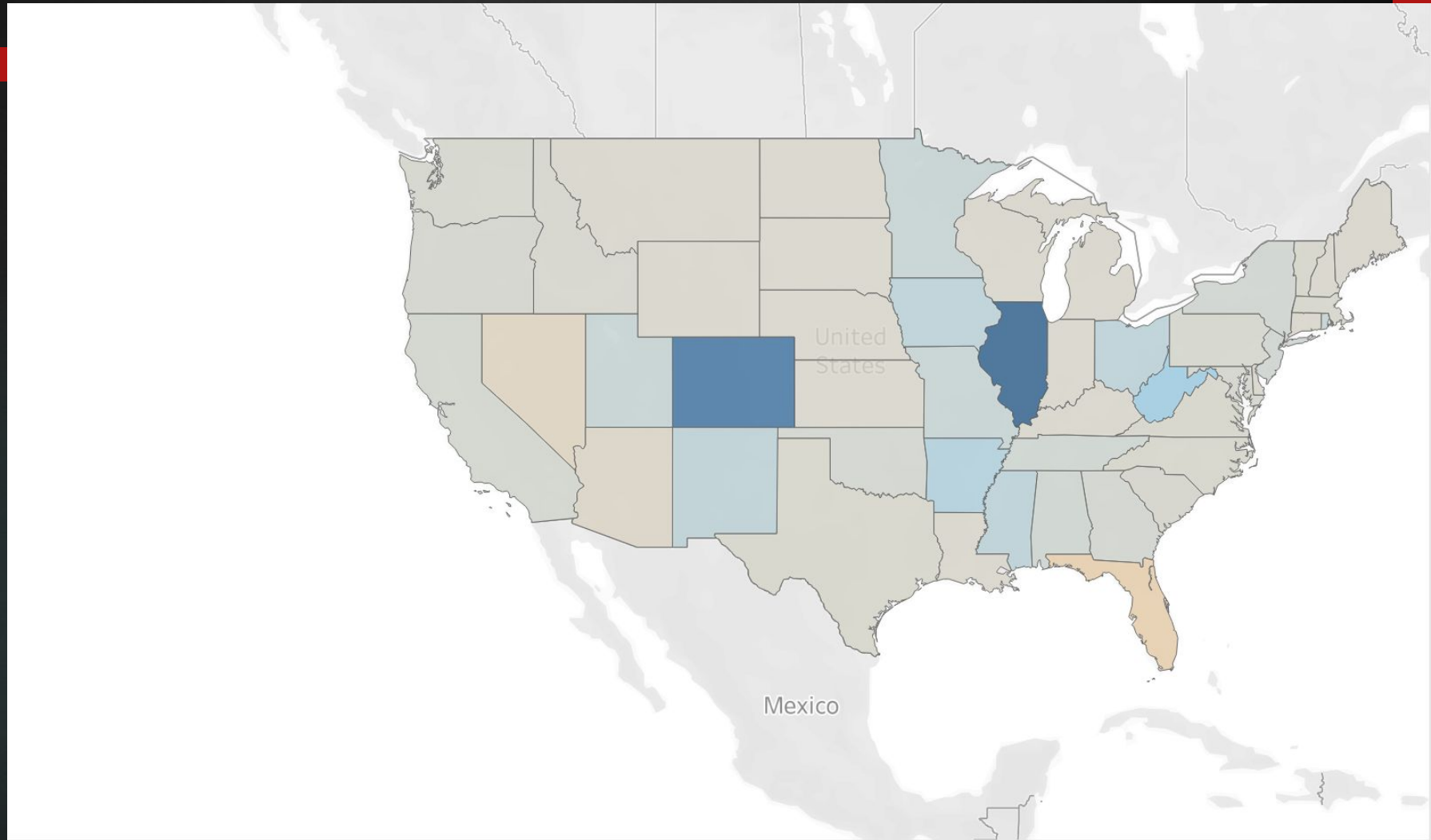
# 2017-18 National Percent Change in SAT Participation

5

**BLUE** signifies an increase in percent participation

**ORANGE** signifies an increase in percent participation

Color intensity symbolizes greater percent change

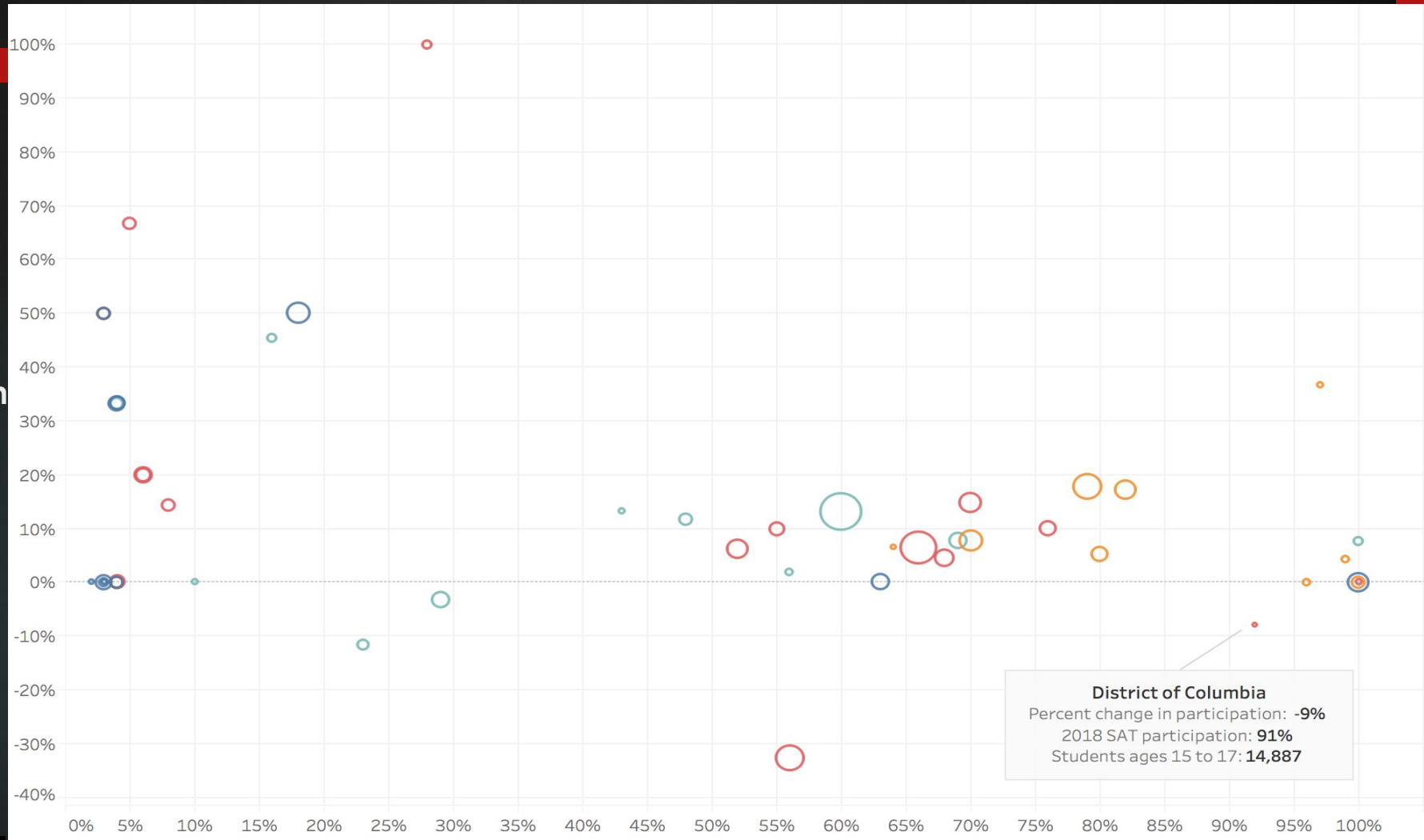


Sources: 2017, 2018 SAT datasets

# 2018 Statewide SAT Participation vs. 2017-18 Percent Change in SAT Participation

6

2017-18, Statewide  
Change in Participation



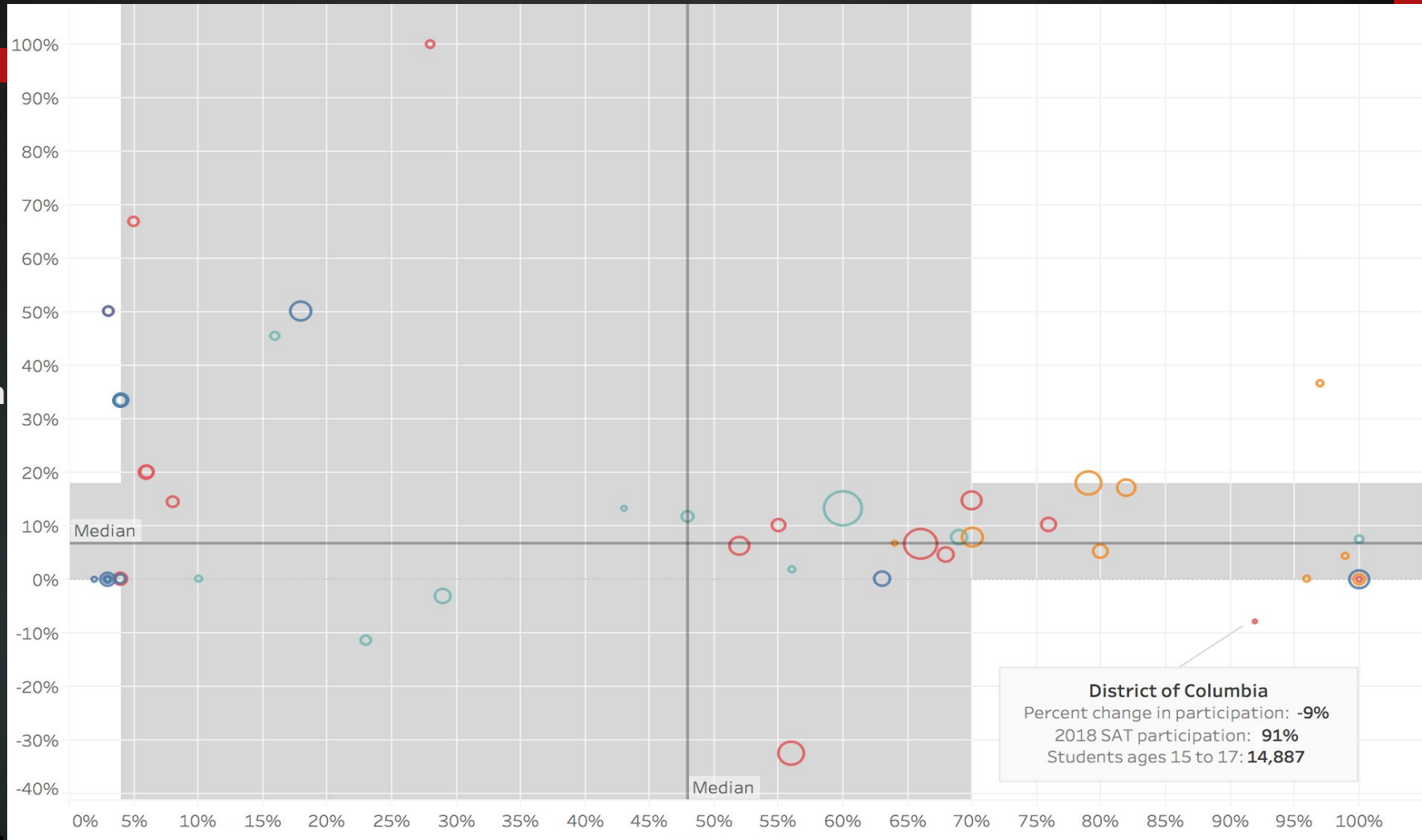
2018 Statewide SAT Participation

Sources: 2017, 2018 SAT datasets; US  
Census Bureau

# 2018 Statewide Participation vs. 2017-18 Percent Change in Participation: Interquartile Range

7

2017-18, Statewide  
Change in Participation



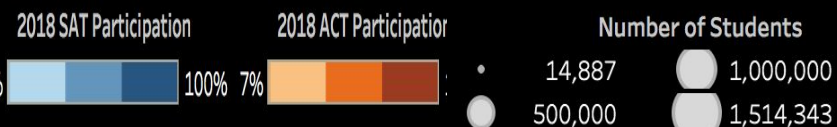
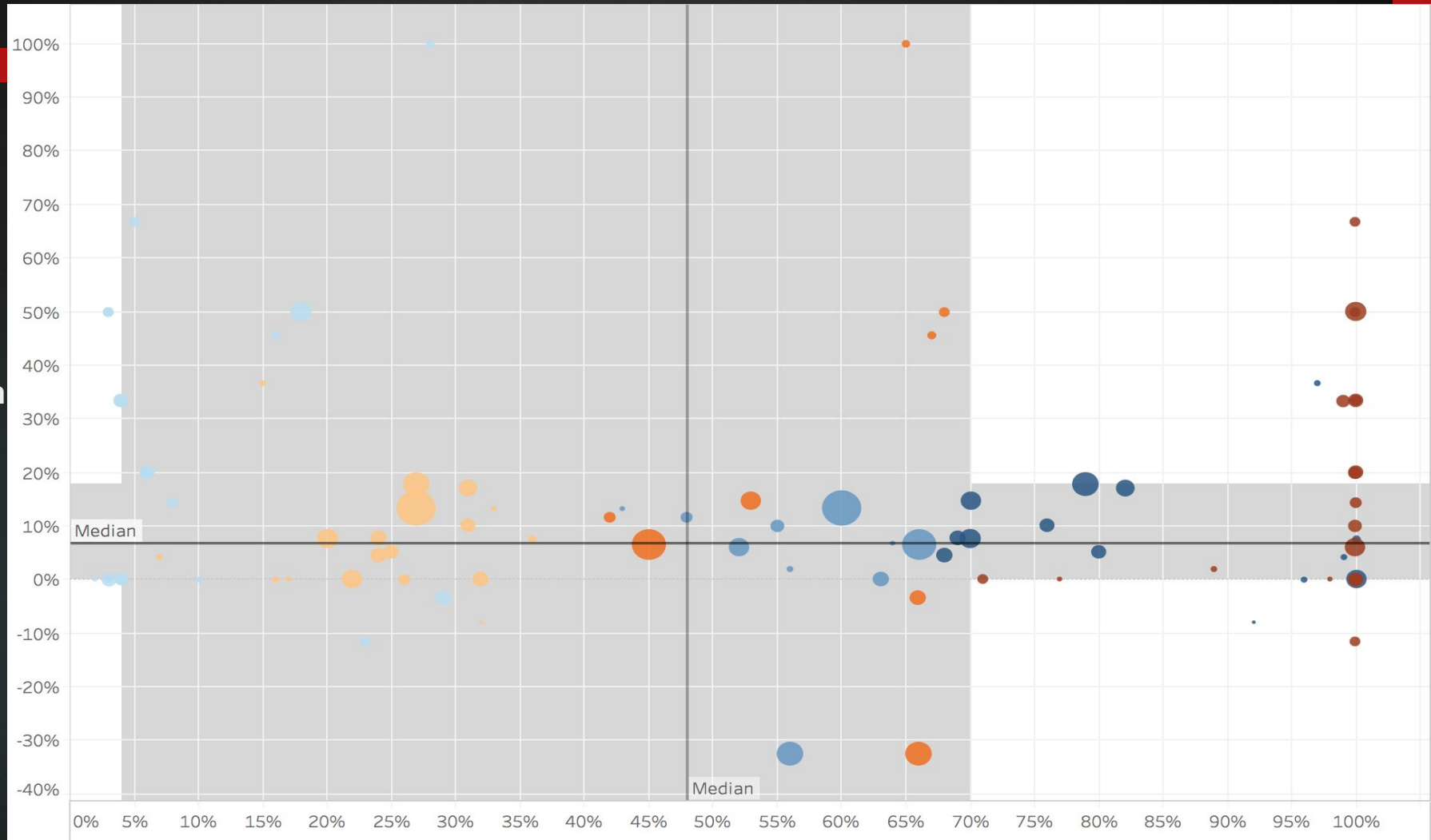
2018 Statewide SAT Participation

Sources: 2017, 2018 SAT datasets; US  
Census Bureau

# 2018 Statewide Participation vs. 2017-18 Percent Change in Participation: Interquartile Range (SAT and ACT)

8

2017-18, Statewide  
Change in Participation



## 2018 Statewide ACT and SAT Participation

Sources: 2017, 2018 SAT datasets; 2018 ACT dataset



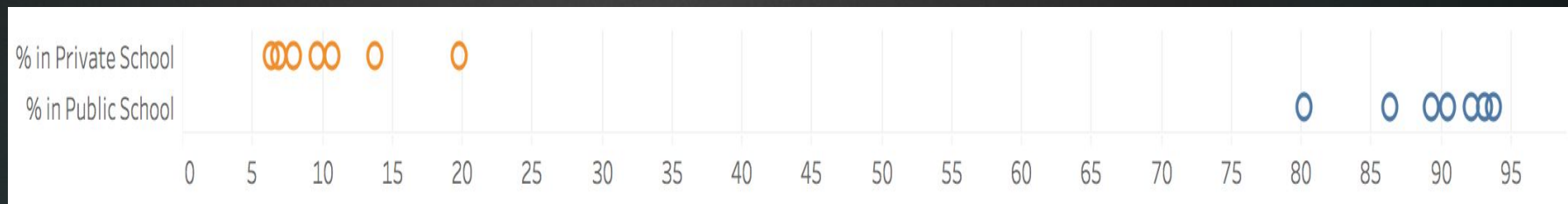
# Statewide Enrollment of Target Market in Public and Private Schools

9

**ORANGE** signifies an increase in percent participation

**BLUE** signifies an increase in percent participation

Washington DC average composite score: 970



**Statewide Percentage of students, ages 15-17 enrolled in Public or Private School**

# Recommendations

## Campaign in Washington DC

Strengthening this relationship may **improve political capital**

- Small population of adults and students
- Previously at 100%, but declining

## Publicize Midwestern Success

Encourage states to **Support Success**, not to Punish Participation

- R-squared of .63 is not a strong relationship
- Work to grow in places where the ACT is currently strong

### Washington DC:

Students 14,887

#### 2018 ACT

Participation 32%  
Change 0%

#### 2018 SAT

Participation 92%  
Change -0.08%

### Illinois

Participation 100%  
Change 10%

### Colorado

Participation 99%  
Change 8%

On behalf of  
Artz and Crafts Consulting

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**Thank You**

*Are there any questions?*