



INCREASING SAT PARTICIPATION



WHICH EXAM DID YOU TAKE?



HELLO!

I am David Trichter

I am here to share my insights.

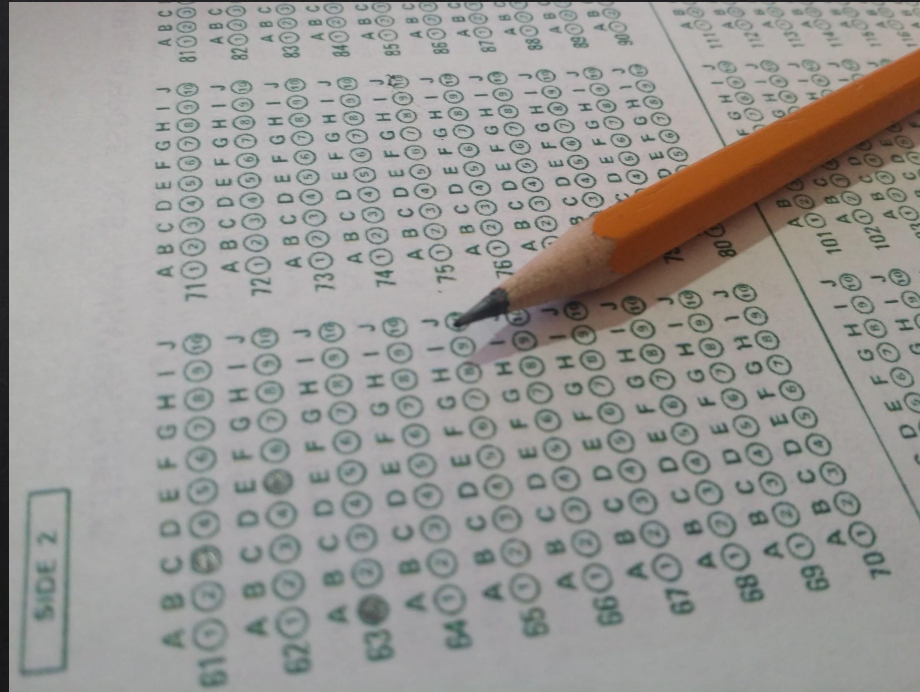
You can find me at [@git.generalassemb.ly/DSTrichter](https://git.generalassemb.ly/DSTrichter)

WHY THE SAT?

- ❑ OPENS DOORS TO COLLEGE
- ❑ BUILDS SKILLS OVER TIME
- ❑ PREPARES STUDENTS WITH FREE PRACTICE ON KHAN ACADEMY
- ❑ HELPS STUDENTS PLAN THEIR CAREERS
- ❑ CONNECTS STUDENTS TO SCHOLARSHIP OPPORTUNITIES
- ❑ INCREASES ACCESS TO AP AND COLLEGE CREDIT
- ❑ INSPIRES PRODUCTIVE PRACTICE
- ❑ PROVIDES POLICY MAKERS WITH VALUABLE INFORMATION

So....

HOW COULD WE DO BETTER?



MAKE IT OUR MISSION...

SAT-urate

+

SAT-isfy

LET'S TAKE A LOOK

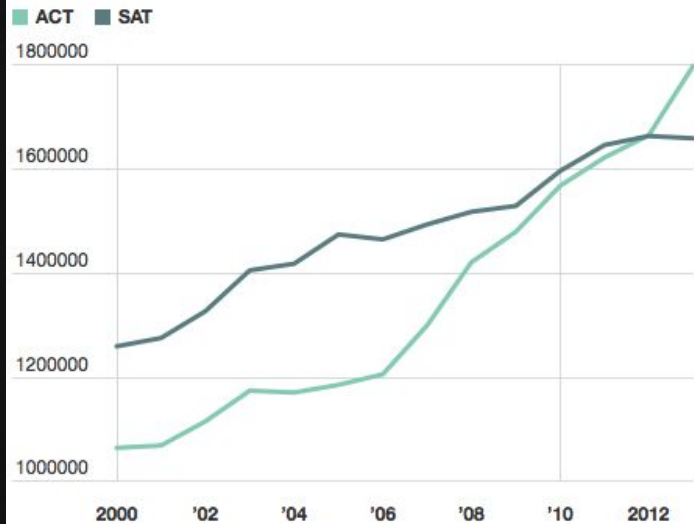
A survey of the landscape





A VERY SHORT HISTORY...

What test are students taking?



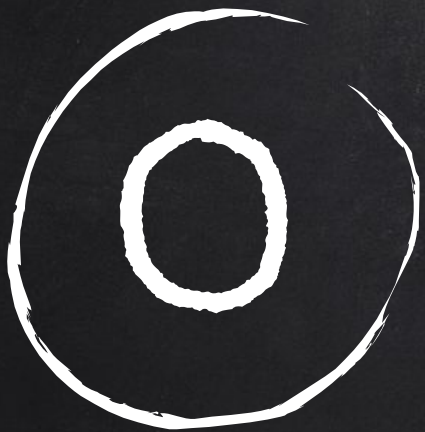
Created with [Datawrapper](#) Source: FairTest analysis of SAT and ACT data. [Get the data](#)

TRADITIONALLY, THE SAT WAS THE GO TO EXAM

2008 TO 2012 SHOWED A HUGE GAIN IN ACT PARTICIPATION NATIONWIDE

2012 WAS THE FIRST YEAR THAT THE ACT HAD MORE PARTICIPATION THAN THE SAT

IN 2018, THE ACT HAD A 60% NATIONWIDE PARTICIPATION RATE, WHILE THE SAT ONLY HAD A 45% PARTICIPATION RATE.



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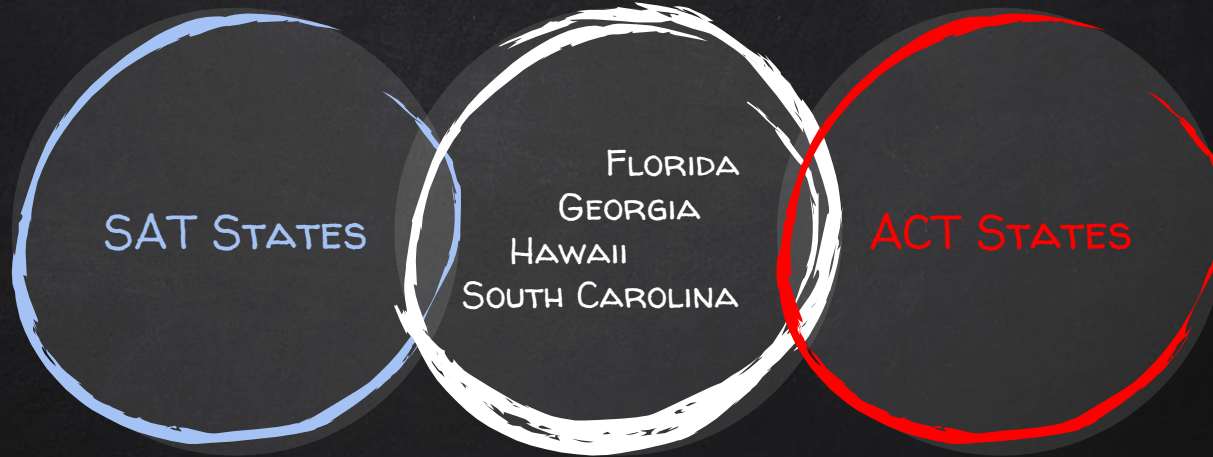
We must leverage the full
SAT suite of materials
to compete and entice.

SUM

The competition
between the SAT and ACT
is trending towards all or
nothing.



SO, IN OTHER WORDS...
IN 2018 WE HAVE

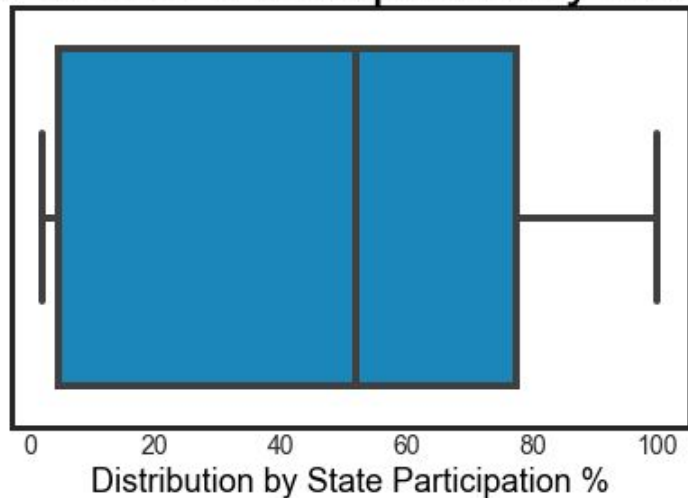


4 UNICORN STATES HAVE 50%
PARTICIPATION IN BOTH EXAMS

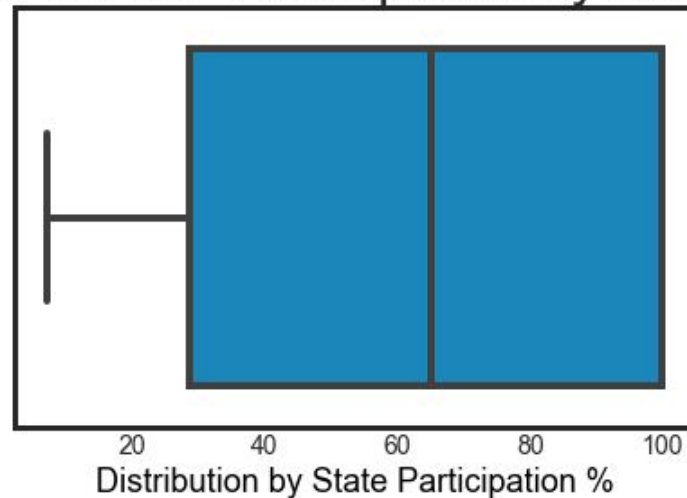
WARNING!

THIS IS NOT A MIRROR

2018 SAT Participation by State



2018 ACT Participation by State

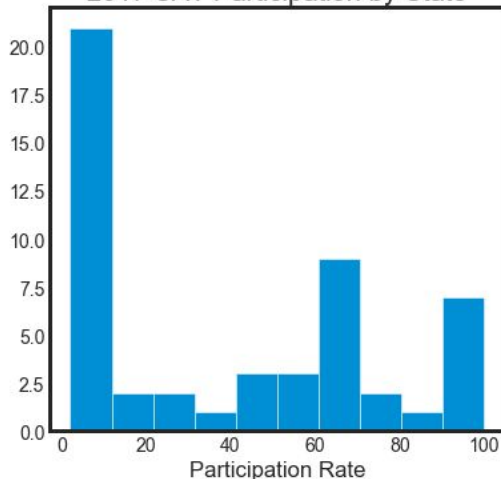


SAT

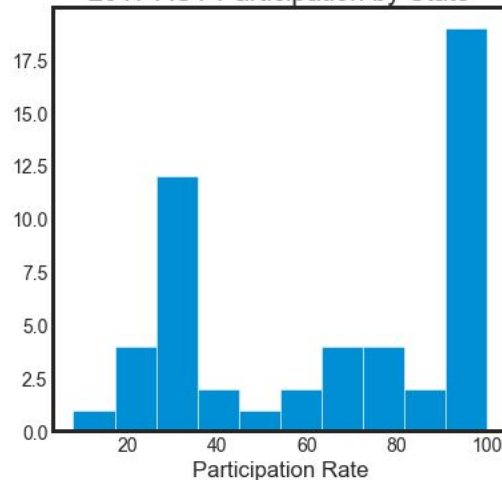


SIDE

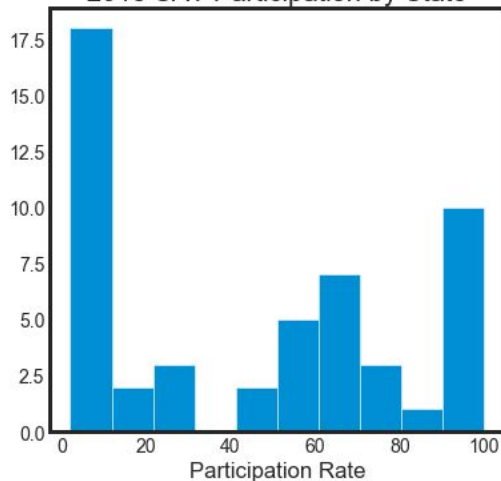
2017 SAT Participation by State



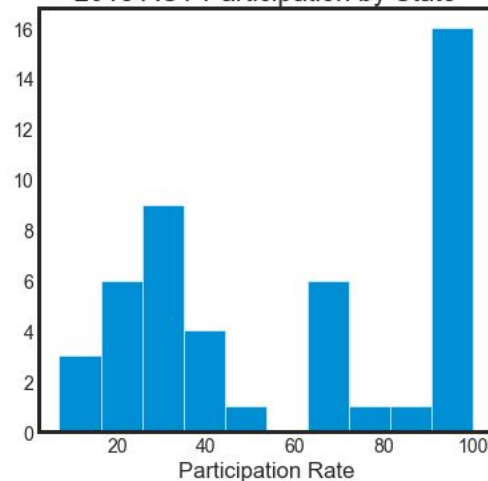
2017 ACT Participation by State



2018 SAT Participation by State



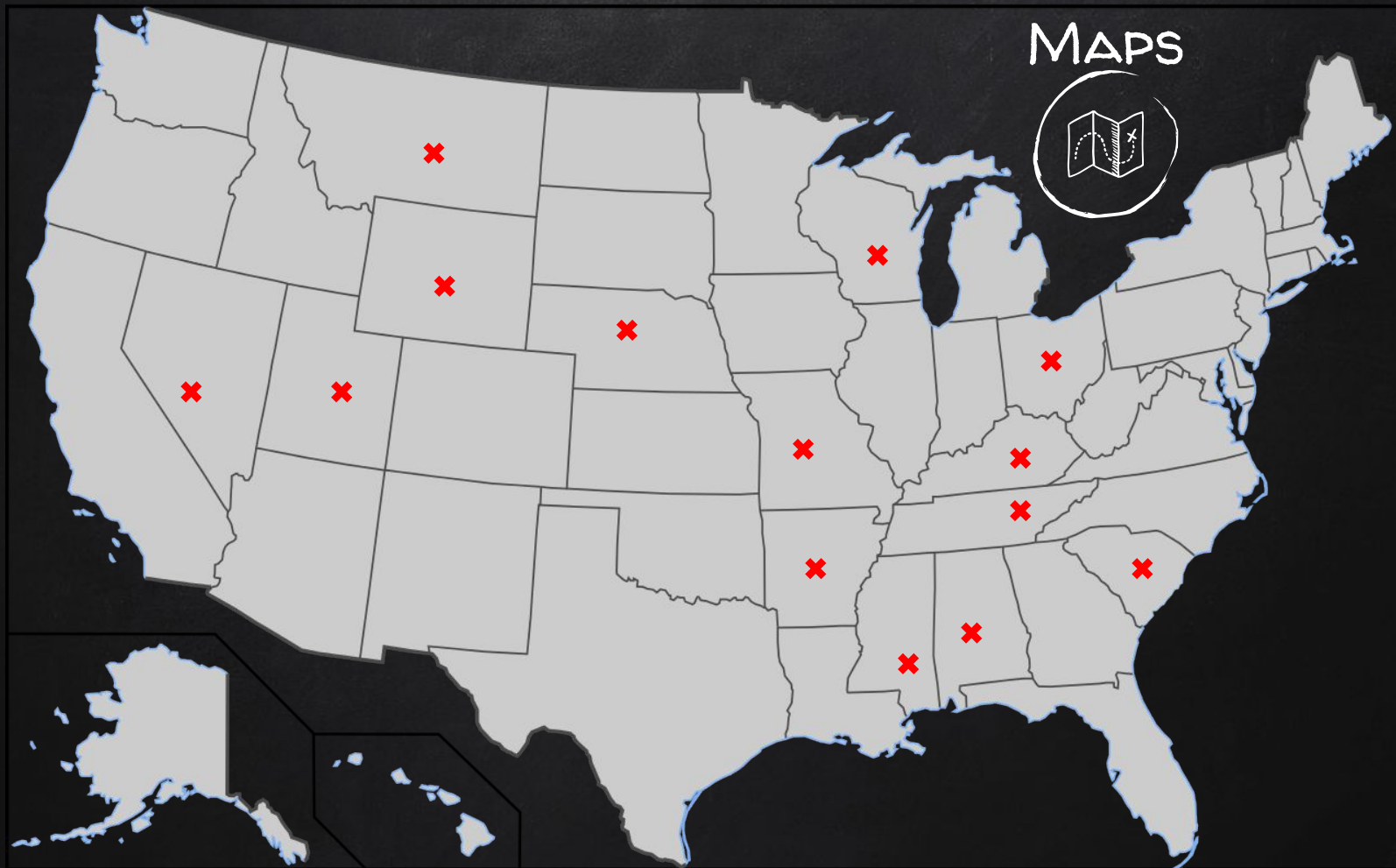
2018 ACT Participation by State



ACT



SIDE





GEARS ARE IN MOTION

The data clearly illustrates that a
turn-around is in progress

MAPS





THE TURNAROUND

	2017 SAT PARTICIPATION %	2018 SAT PARTICIPATION %	2017 SAT Avg. TOTAL SCORE
COLORADO	11	100	1201
ILLINOIS	9	99	1115
NATIONAL AVG	39.8	45.7	1126



We're on the right track!



Free SAT Practice Tests

Prepare for test day with a full-length practice test

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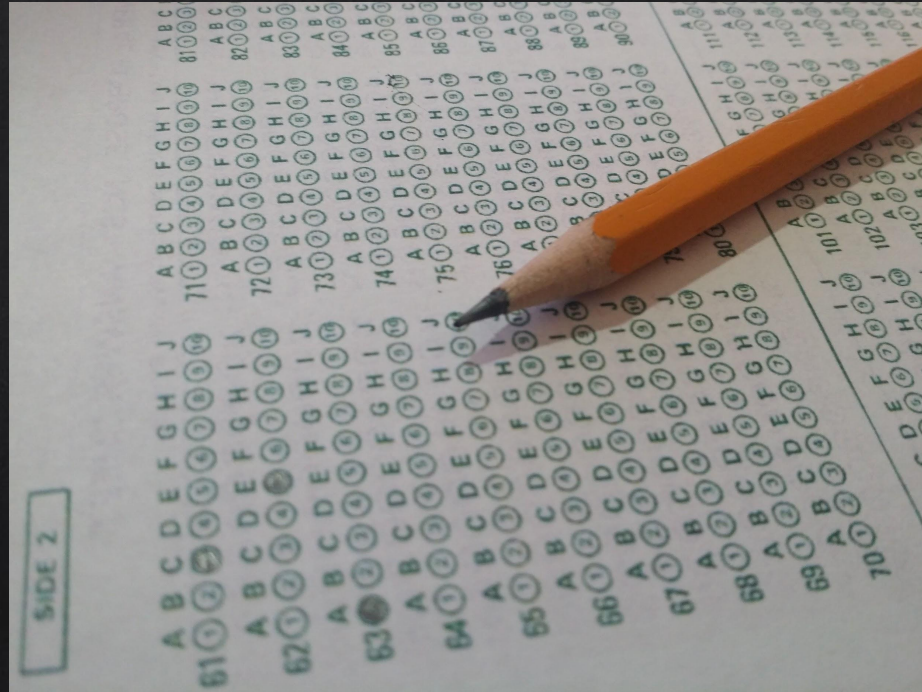


THREAT

	2017 SAT AVG. TOTAL SCORE	2018 SAT AVG. TOTAL SCORE	% CHANGE
COLORADO	1201	1025	-14.65
ILLINOIS	1115	1019	-8.61
NATIONAL AVG	1126	1120	-.53

So....

HOW COULD WE DO BETTER?



SATURATE

- TARGET LOW PARTICIPATION STATES SUCH AS WISCONSIN AND UTAH THAT NEIGHBOR HIGH PARTICIPATION STATES.
- TARGET UNDERPRIVILEGED COMMUNITIES THAT DON'T TRADITIONALLY HAVE ACCESS TO PREP CLASSES, AS EARLY AS 8TH AND 9TH GRADE.
- EXPAND OUR NATIONAL REACH AROUND THESE BASIC INTERVENTIONS.

SATISFY

- CUSTOMIZING POLICY SOLUTIONS FOR THE MOST VULNERABLE IN INDIVIDUAL STATES
- PROVIDE AMPLE PRE-TESTING, PREPERATORY WORK, AND 1 FREE RETAKE SENIOR YEAR
- PROVIDE ACCESS TO SCHOLARSHIPS AND ADVANCED PLACEMENT COURSES THAT THE COMPETITORS CANNOT
- CREATE CROSS STATE COALITIONS BETWEEN 'HEAVY' SAT STATES AND THOSE THAT AREN'T

MAPS



MAKE IT OUR MISSION...

SAT-urate
by
SAT-isfying



100 %

100 %
PARTICIPATION

Let's get to it!



THANKS!

Any questions?

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