Strategy:
Increase SAT Participation Rates

May 4, 2018

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Agenda

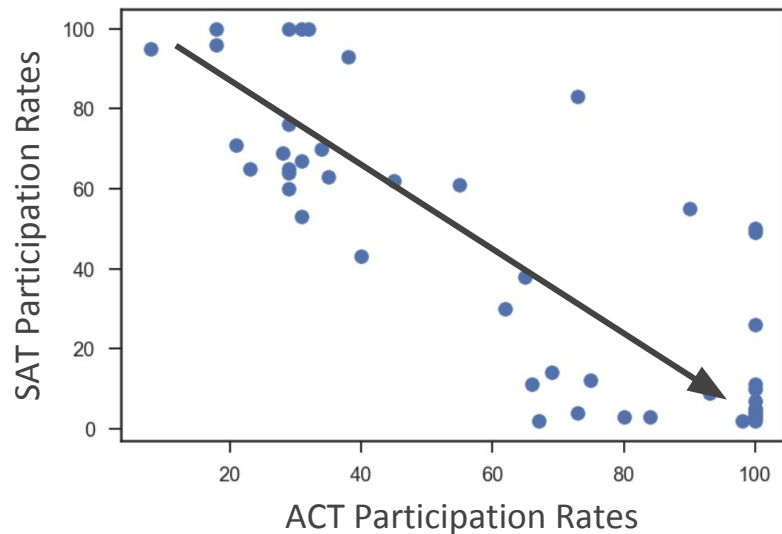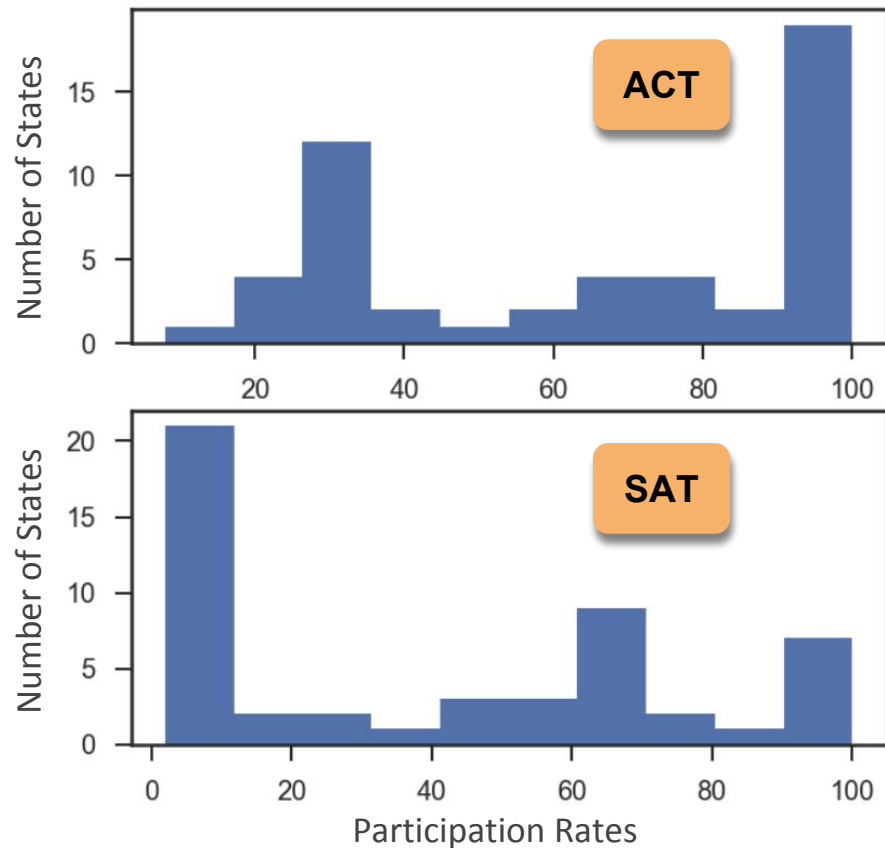Goal: Develop a strategy to increase SAT participation rates across the US

- Landscape

- Recommendations

- Additional information request

Consider:
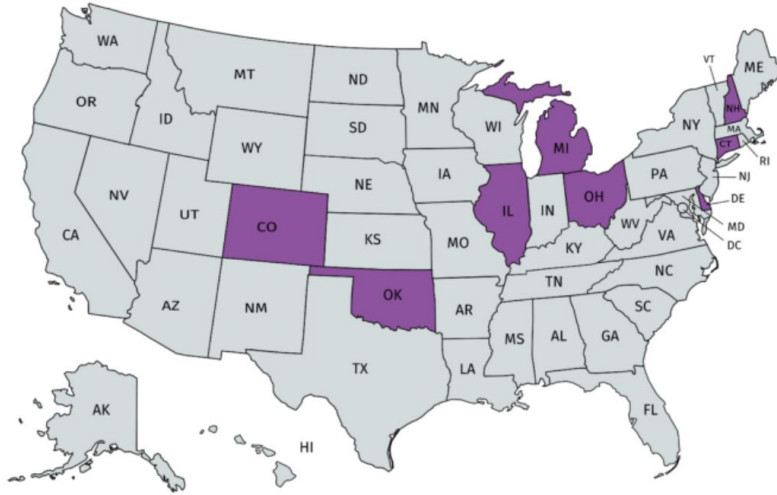Is it more important to increase participation rate or participation count?

Current participation rates signal opportunity
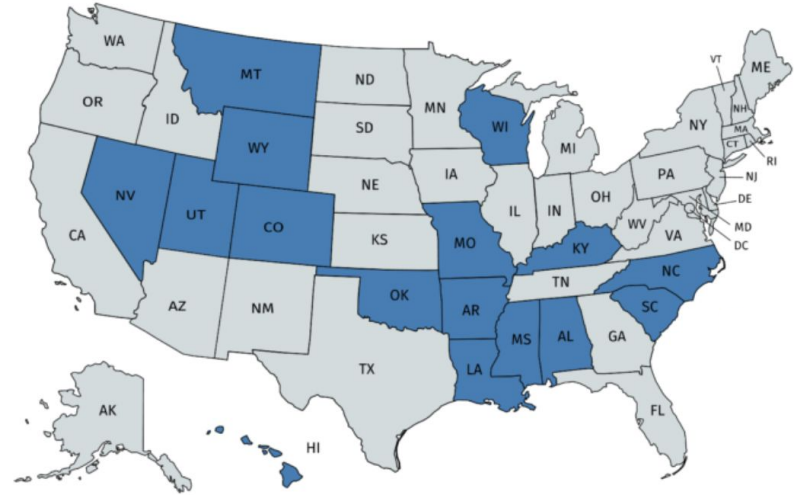
Partner with more states to provide free tests

States That Provide SAT for Free

States That Provide ACT for Free

The SAT is not free in most states, although fees can be waived
for those who fall under certain income thresholds

Emphasize the benefits of taking the SAT

School	# of SAT Subject Tests Recommended/Required	Superscoring Policy
Brown	2 recommended	Superscores SAT; considers highest ACT section scores but does not calculate superscore
Columbia	None	Superscores SAT and ACT
Cornell	Varies by program (usually 0 or 2 required)	Superscores SAT but not ACT
Dartmouth	2 recommended	Superscores SAT; considers highest component ACT score
Harvard	2 recommended	Superscores SAT; considers highest component ACT score
Princeton	2 recommended	Superscores SAT; considers highest component ACT score
UPenn	2 recommended	Superscores SAT and ACT
Yale	Recommended (no # specified)	Superscores SAT; considers highest component ACT score

<u>Think of the SAT as a brand</u>

Associate your brand with reputable names in the education industry, such as Khan Academy

Emphasize SAT strengths

Address any misconceptions that may affect participation rates (e.g. curved / normalized results)

Additional data that would be useful

- Which students took both the SAT and ACT
  - What scores did they get in each section on each test
- Population / Count of students qualified to take the test
- Accessibility to testing centers
- Perceptions of the SAT and ACT
- Perceptions of standardized tests in general
- How SAT positions itself in the market
  - Target audience
  - Conversion rates
- Tools / resources and their reach / effectiveness
  - Teachers
  - Students
  - Parents