



Standardized Exam Reach In The USA:

How we can forecast trends in test participation to
increase SAT participation rates in students



Goal - Increasing Our Participation Rate Amongst College Applicants in The United States

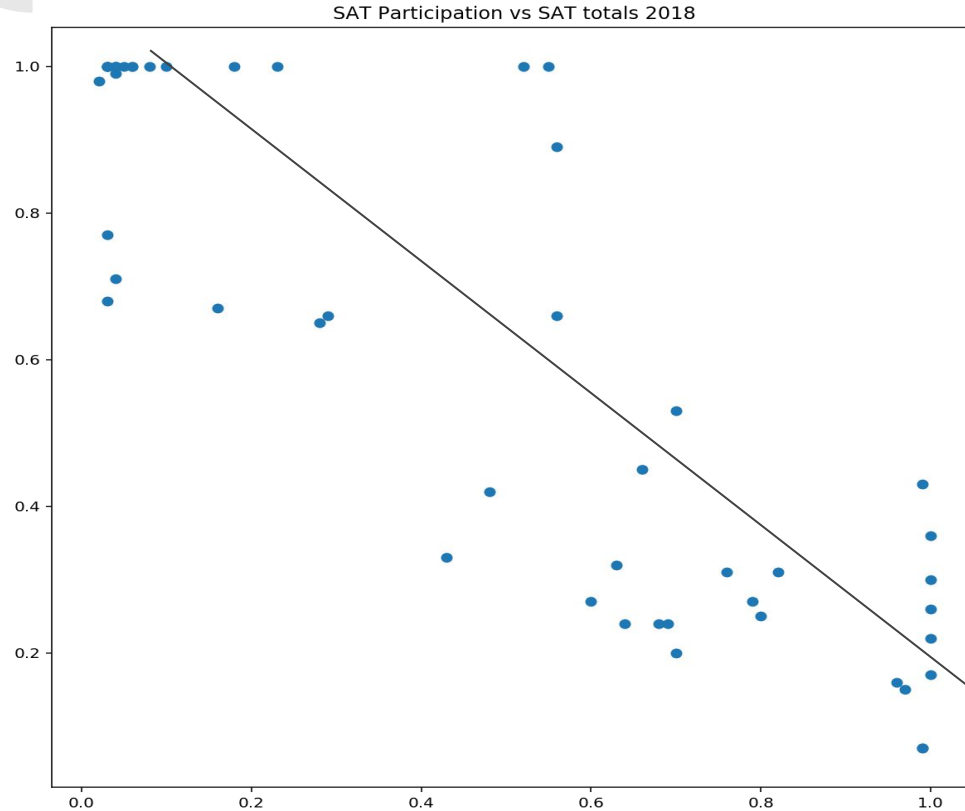


Zoning in on high potential, low participation states

	state	sat2018participation	sat2018total	act2018participation	act2018composite
34	North Dakota	0.02	1283	0.98	20.3
50	Wyoming	0.03	1257	1.00	20.0
41	South Dakota	0.03	1240	0.77	21.9
27	Nebraska	0.03	1252	1.00	20.1
49	Wisconsin	0.03	1294	1.00	20.5
24	Mississippi	0.03	1236	1.00	18.6
14	Iowa	0.03	1265	0.68	21.8
44	Utah	0.04	1010	1.00	20.4
23	Minnesota	0.04	1298	0.99	21.3
17	Louisiana	0.04	1210	1.00	19.2
16	Kentucky	0.04	1248	1.00	20.2
15	Kansas	0.04	1265	0.71	21.6
25	Missouri	0.04	1262	1.00	20.0
3	Arkansas	0.05	1169	1.00	19.4
0	Alabama	0.06	1166	1.00	19.1
42	Tennessee	0.06	1231	1.00	19.6
36	Oklahoma	0.08	1062	1.00	19.3
26	Montana	0.10	1198	1.00	20.0
31	New Mexico	0.16	1093	0.67	19.4
35	Ohio	0.18	1099	1.00	20.3

- Low participant states tend to have high performing students - they very likely represent **high achieving minority takers of both ACT & SAT**
- Can suggest to students likely to take ACT that their peers succeed on SAT over ACT statistically, so they can too! Taking both tests represents expanded opportunity
- Ohio, Louisiana, Tennessee, Arkansas all fit this pattern and have total populations of 3,000,000+ *
- * = <http://worldpopulationreview.com/states/>

Correlation - States with low SAT participation rates have significantly higher scores



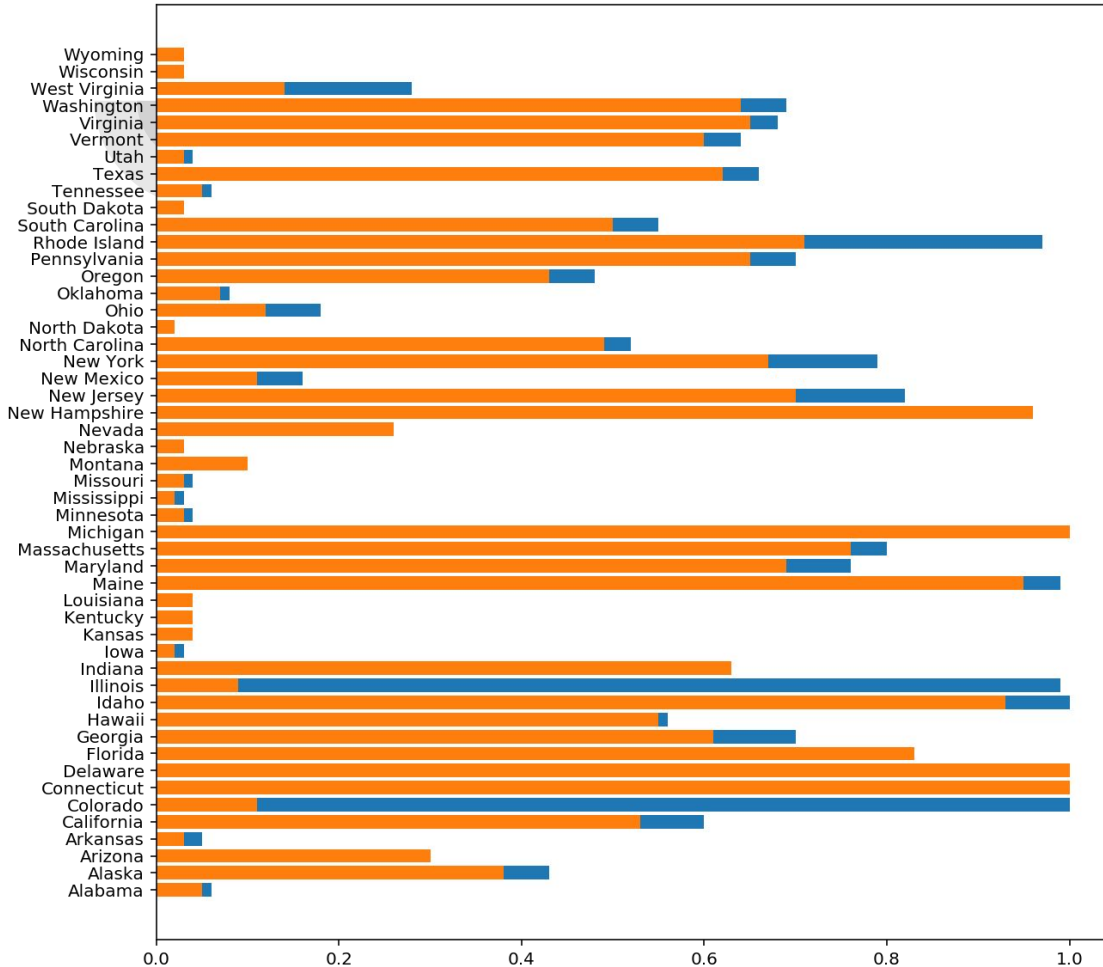
X axis - Participation
Y axis - Total Score

Advantage of Momentum - States showing opportunity for growth!

	state	sat2017participation	sat2018participation	act2018participation	act2017participation
35	Ohio	0.12	0.18	1.00	0.75
28	Nevada	0.26	0.23	1.00	1.00
2	Arizona	0.30	0.29	0.66	0.62
37	Oregon	0.43	0.48	0.42	0.40
40	South Carolina	0.50	0.55	1.00	1.00
4	California	0.53	0.60	0.27	0.31
32	New York	0.67	0.79	0.27	0.31

- Keep our eyes on shifting markets
- These states demonstrate significant growing SAT participation between 2017 and 2018 and have some of the largest populations that can be reached! 40% of California's population alone is **16,000,000** which is at least 160,000 graduating students!!
- Populations listed by state here - <http://worldpopulationreview.com/states/>

SAT Participation in 2017 vs 2018



Other states of interest besides Ohio, New York, California, and Oregon include:

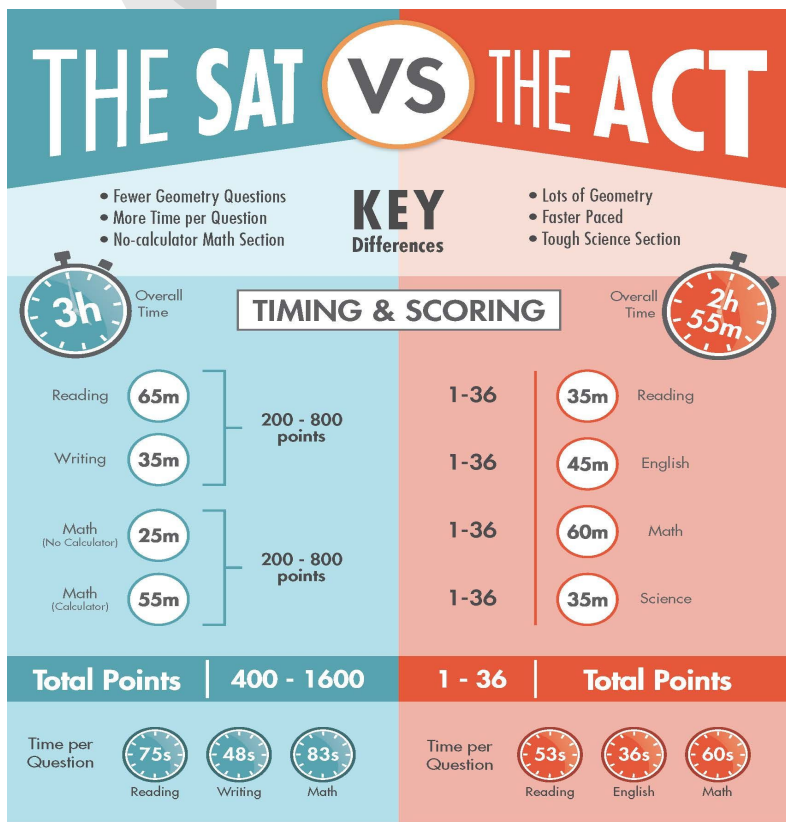
Georgia, New Jersey, Texas, Washington, Maryland, Alaska.

Illinois, Rhode Island and Colorado have instated test mandates - we have **full saturation** so minimal additional funding is needed for those states

Blue = 2018 Participation

Orange = 2017 Participation

Concluding Recommendations



- Target states with large populations of students who would be receptive to SAT as an alternative to ACT, especially those states that have shown to be shifting to our now redesigned exam this past year, in markets that still have room to grow. **THIS DOES NOT INCLUDE STATES THAT MANDATE THE SAT AND CURRENTLY HAVE 100% PARTICIPATION**

- Gather population data, especially data on proportion of high school students for further analysis

- Refer to increased similarity of format to would be ACT test takers, presenting an opportunity for students to get better scores and get into the college of their choice -

<https://www.studyusa.com/en/a/1305/act-vs-sat-ultimate-guide-to-choosing-the-right-test>