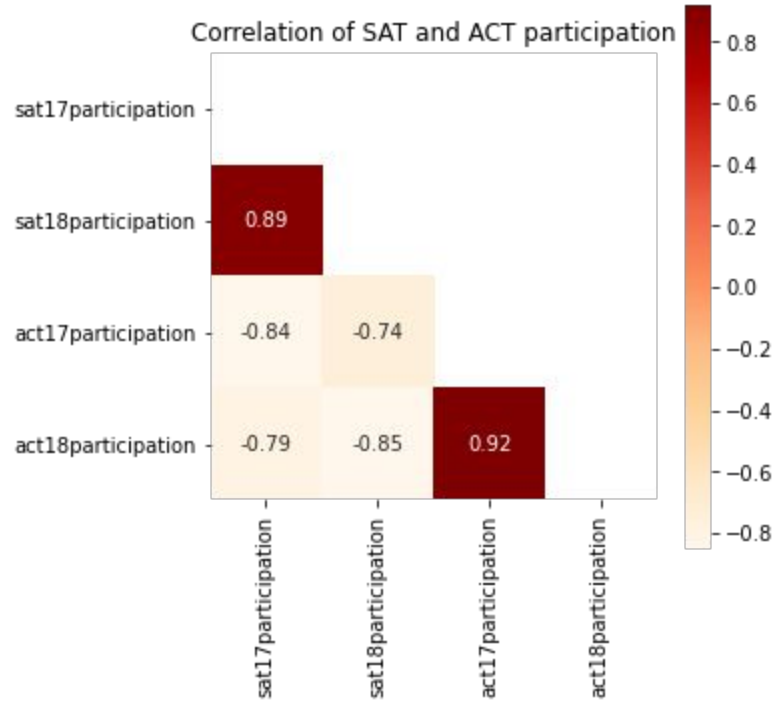


Increasing the SAT Participation Rate



Our Competitors, the ACT



17 states

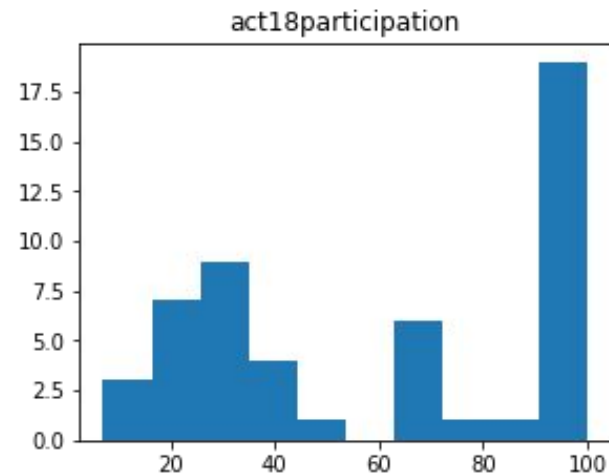
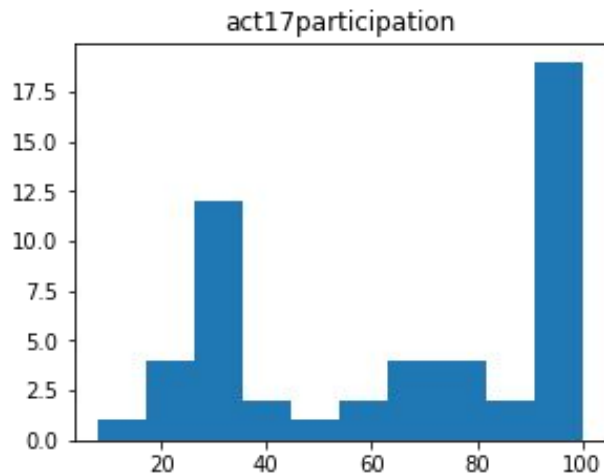
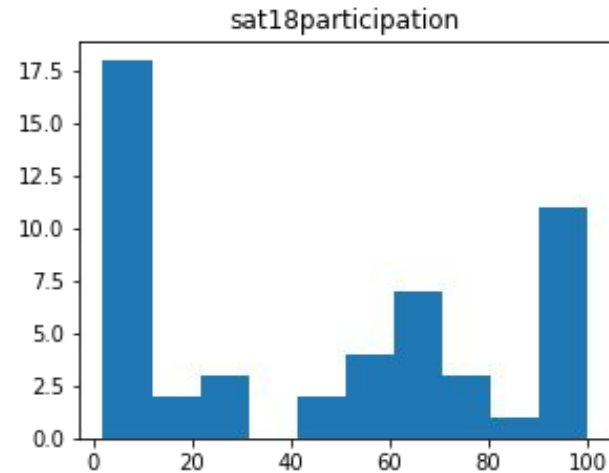
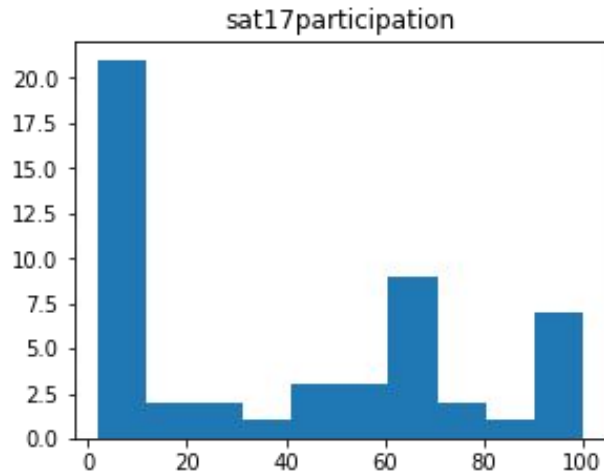
Have less than 8% of their student population taking the SAT



Many states have little to no SAT participation

The SAT has less monopolies on state participation than the ACT

States where the SAT is mandatory still have a relatively high base level of ACT participation



Solutions



Long term option - Education policy reform

Work together with education boards to ensure that SATs are the statewide mandatory test

Pros:

- Large scale, instantaneous change

Cons:

- May take a long time to institute depending on the state

	Colorado	Illinois
sat17participation	11	9
sat18participation	100	99
act17participation	100	93
act18participation	30	43



Short to medium term options

College Board can improve the attractiveness of taking the SAT test and seek out marginal gains in SAT participation

Push factors: Price of taking the test, inaccessibility of test facilities, negative perceptions of Standardised testing ^[1]

Pull factors: Accessibility of prep material, accessibility of guidance, university acceptance of results

	sat17participation	sat18participation	satparticipationchange	act17participation	act18participation	actparticipationchange
Illinois	9	99	90	93	43	-50
Colorado	11	100	89	100	30	-70
Rhode Island	71	97	26	21	15	-6
Florida	83	98	15	73	66	-7
West Virginia	14	28	14	69	65	-4

[1] "More Students Are Taking the SAT Than Ever Before." www.usnews.com/news/education-news/articles/2019-09-24/more-students-are-taking-the-sat-than-ever-before.

States with the lowest SAT participation

	sat17participation	sat18participation	satparticipationchange	act17participation	act18participation	actparticipationchange
Alabama	5	6	1	100	100	0
Arkansas	3	5	2	100	100	0
Iowa	2	3	1	67	68	1
Kansas	4	4	0	73	71	-2
Kentucky	4	4	0	100	100	0
Louisiana	4	4	0	100	100	0
Minnesota	3	4	1	100	99	-1
Mississippi	2	3	1	100	100	0
Missouri	3	4	1	100	100	0
Nebraska	3	3	0	84	100	16
North Dakota	2	2	0	98	98	0
Oklahoma	7	8	1	100	100	0
South Dakota	3	3	0	80	77	-3
Tennessee	5	6	1	100	100	0
Utah	3	4	1	100	100	0
Wisconsin	3	3	0	100	100	0
Wyoming	3	3	0	100	100	0

Improving accessibility

- Test preparation material being made available online for free encourages students to see SATs as a reasonable option
- Reducing prices of taking or providing bundles to schools / students attracts more takers
- Make tests easy to attend, especially in sparsely populated states



College Board can lead the way in inclusiveness by pushing ahead with attaching socioeconomic data of test takers to test results

Students should not feel disadvantaged or discouraged in any way by
standardised testing

Providing additional information gives universities context to
make fair decisions



In Summary:

1. Improve accessibility of prep material
2. Improve accessibility of test taking
3. Improve public perception of SATs

