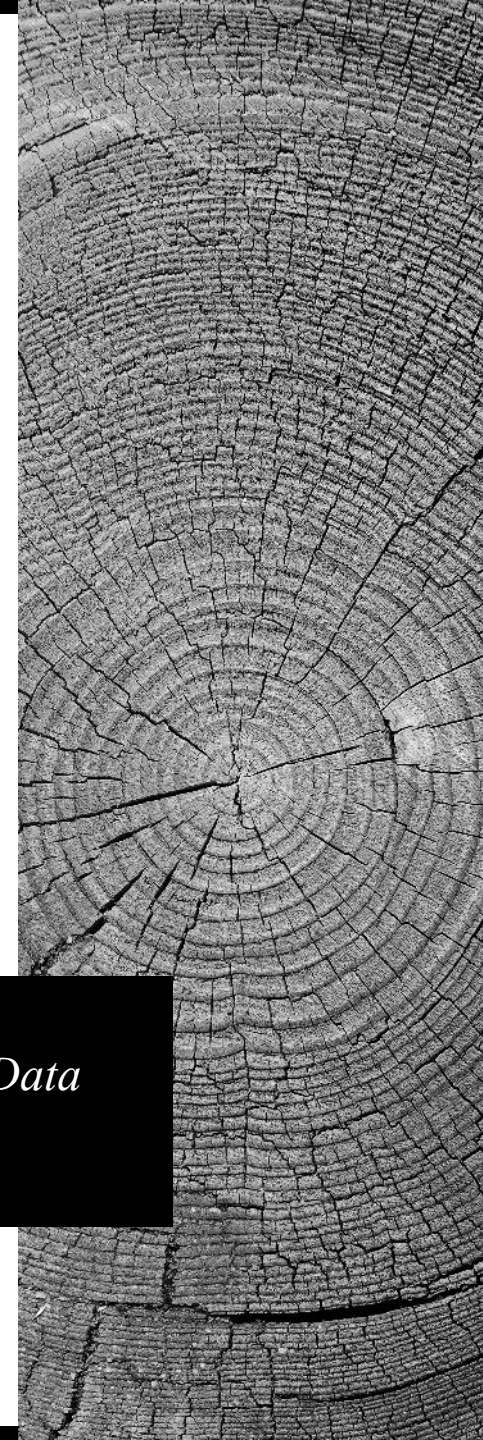


COLLEGE
BOARD

STAKEHOLDERS' MEETING

*Led by Eric Heidbreder, Data
Department*



INTRODUCTION

What question are we asking?

THE QUESTION

What states are most likely to increase their level of participation in the SAT in the next year?

DATA CLEANING WORKFLOW

A few minor issues

- Data structure is fine
- Edited manual input errors. Referenced source data to clean up these mistakes
- Removed Puerto Rico and the Virgin Islands for the purposes of this meeting.

DATA CLEANING WORKFLOW

What data did we look at?

- Participation rates, individual subject test scores, and total test scores for ACT and SAT from 2017-2019
- The ACT stopped reporting individual subject test scores as of 2018

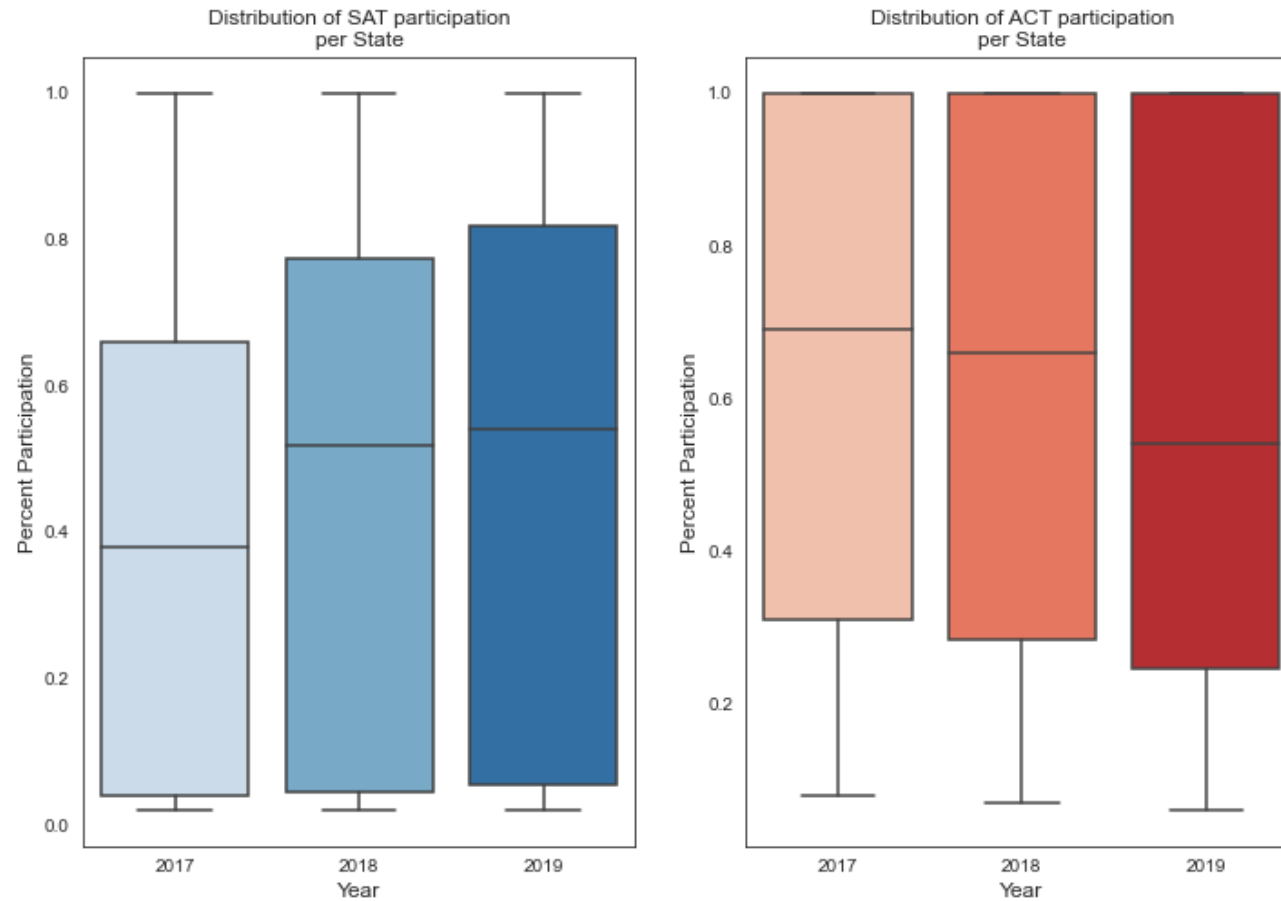


PRIMARY FINDINGS AND INSIGHTS

*What is our data
telling us?*

PARTICIPATION TRENDS

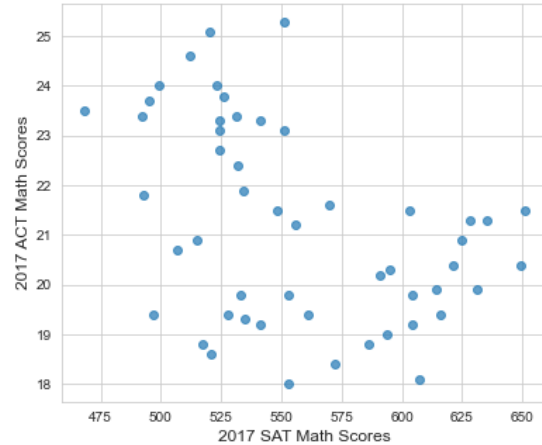
SAT test participation is trending upward, ACT test participation per state is trending downward



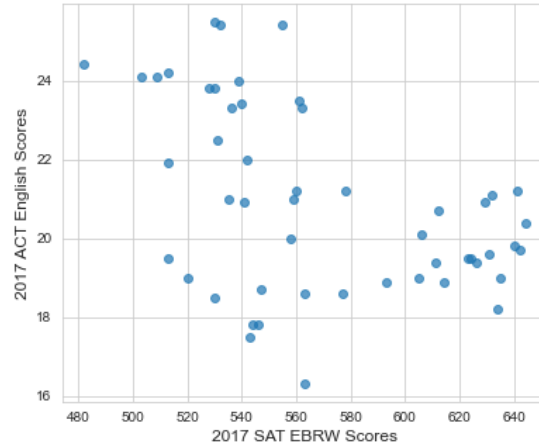
SAT AND ACT SCORE COMPARISONS

SAT and ACT scores don't have a strong correlation.

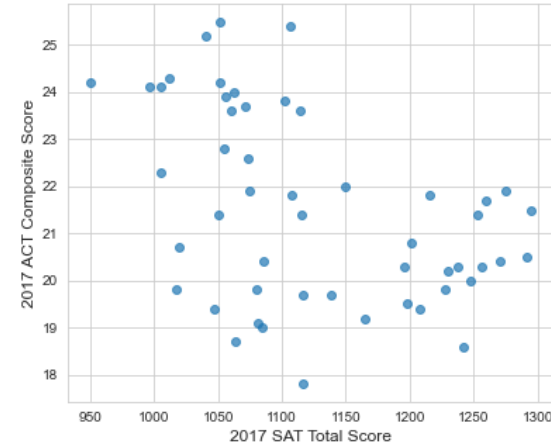
2017 SAT Math Score vs. 2017 ACT Math Score



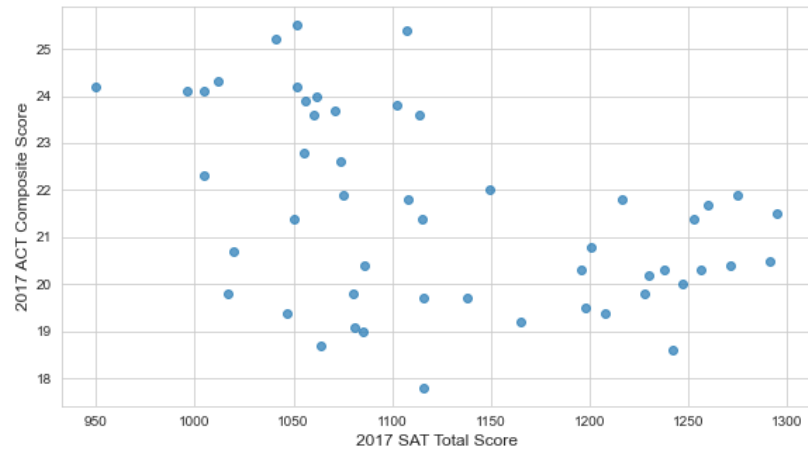
2017 SAT EBRW Score vs. 2017 ACT English Score



2017 SAT Total Score vs. 2017 ACT Composite Score



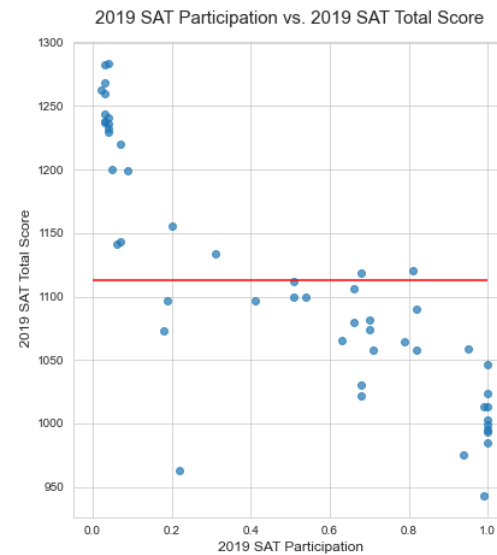
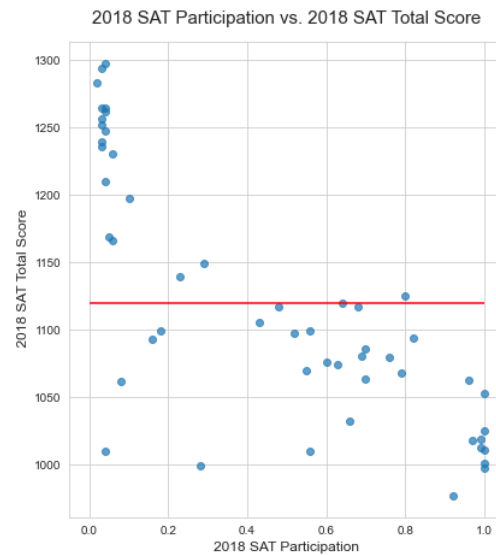
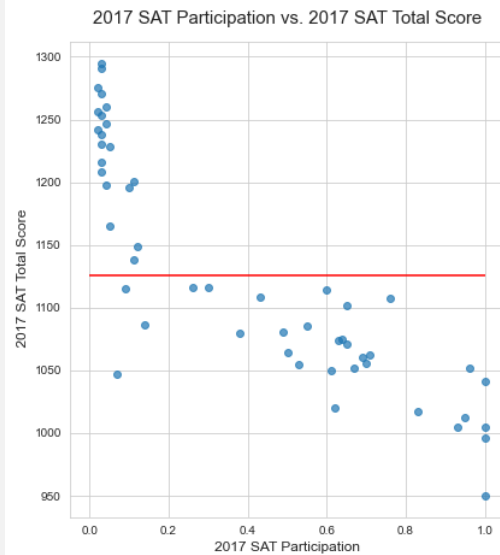
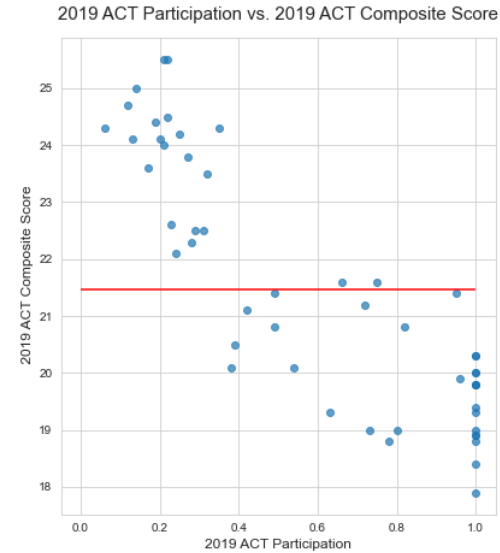
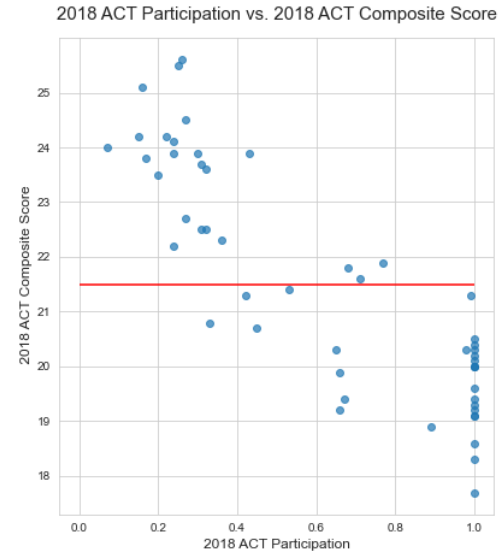
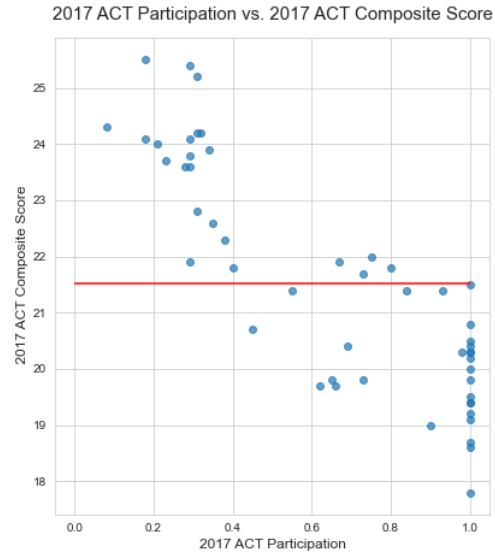
2017 SAT Total Score vs. 2017 ACT Composite Score



PARTICIPATION VS. TOTAL SCORE

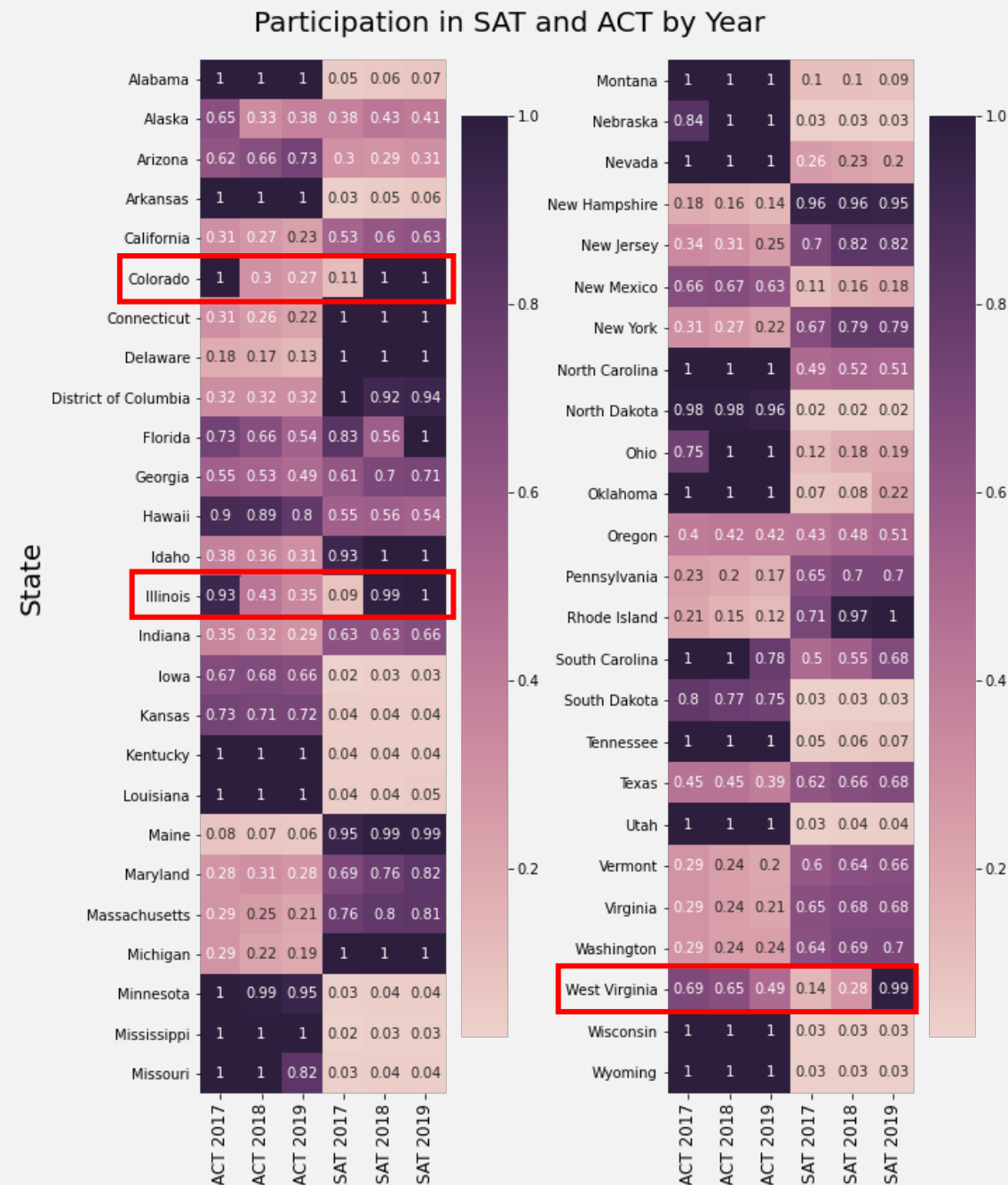
In both ACT and SAT, as participation increases, total score decreases.

** The red lines indicates the average score across all states*



ACT DEFECTORS

Illinois, Colorado, and West Virginia switched from ACT to SAT during 2017-2018. Many states are split.





CONCLUSIONS AND RECOMMENDATIONS

*What should we do
next?*

CONCLUSIONS AND RECOMMENDATIONS, CONT'D.

What states are most likely to increase their participation in the SAT in the next year?

Why did states switch?

- SAT aligns with Common Core state standards (*Illinois and Colorado*)
- SAT measures skills and knowledge that evidence shows is critical for college and career readiness (*Colorado*)
- Abundance of student and teacher resources (*Colorado and West Virginia*)

Selling points moving forward

- SAT and ACT are entirely different tests and measure different things.
 - SAT measures more relevant skills related to college and career readiness
- SAT aligns with Common Core Standards
- SAT is cheaper than the ACT and provides resources to students and teachers through partnerships with Khan Academy

Sources:

[Chicago Tribune: Illinois Chooses SAT](#)

[Illinois has Embraced the SAT and the ACT is Mad About It](#)

[Coloradokids.org](#)

[West Virginia High School Juniors to Begin Taking SAT Exam](#)

CONCLUSIONS AND RECOMMENDATIONS, CONT'D.


What states are most likely to increase their participation in the SAT in the next year?

Who is next? Why?

- **The West Coast, California**
 - Split between ACT and SAT, favoring SAT
 - Department of Education homepage shows a focus on the selling points noted in the previous slide
 - Expanding to California could help us get a foothold in the west coast. Oregon and Washington are showing similar trends
- **States where ACT contracts are expiring**
 - We've had success in Illinois, Colorado, and West Virginia when the ACTs contract proposals are compared side-by-side with ours
 - If we can identify when those contracts are up, we can get started on preparing proposals

THANK YOU!

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