



COLLEGE  
BOARD

# STAKEHOLDERS' MEETING

*Led by Eric Heidbreder, Data  
Science*



# 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

## 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

# 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.





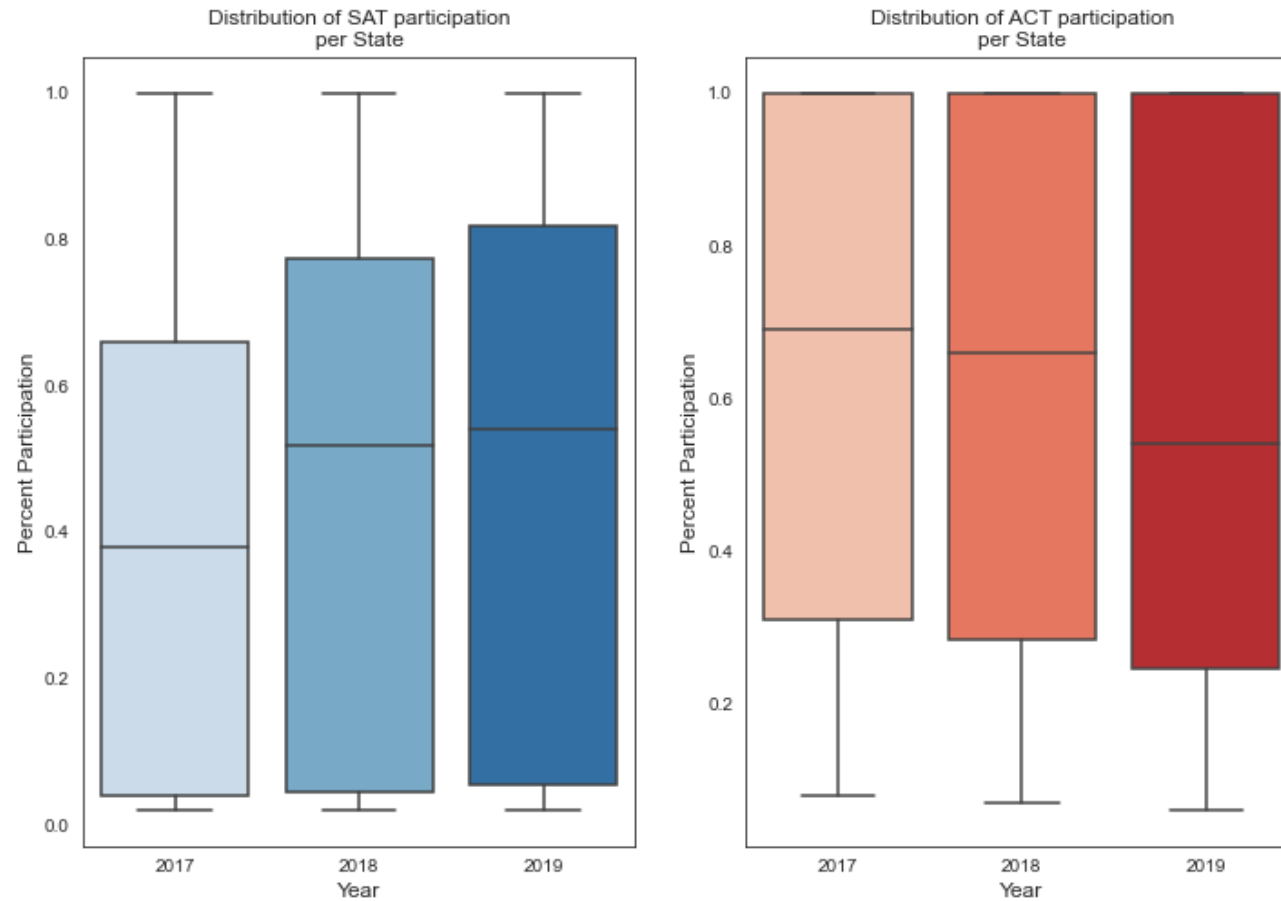
# PRIMARY FINDINGS AND INSIGHTS

*What is our data  
telling us?*



# PARTICIPATION TRENDS

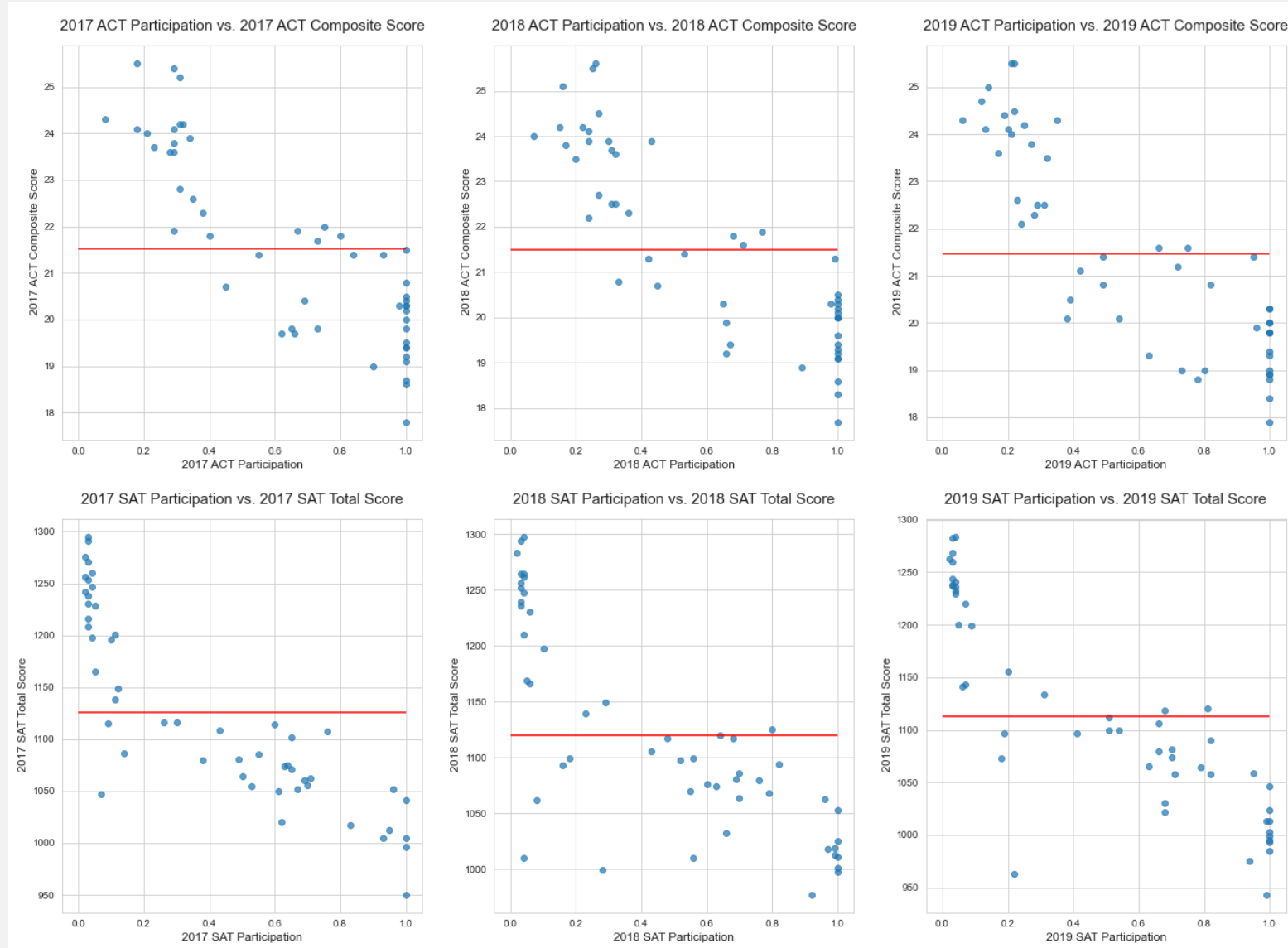
*SAT test participation is trending upward, ACT test participation per state is trending downward*



# PARTICIPATION VS. TOTAL SCORE

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

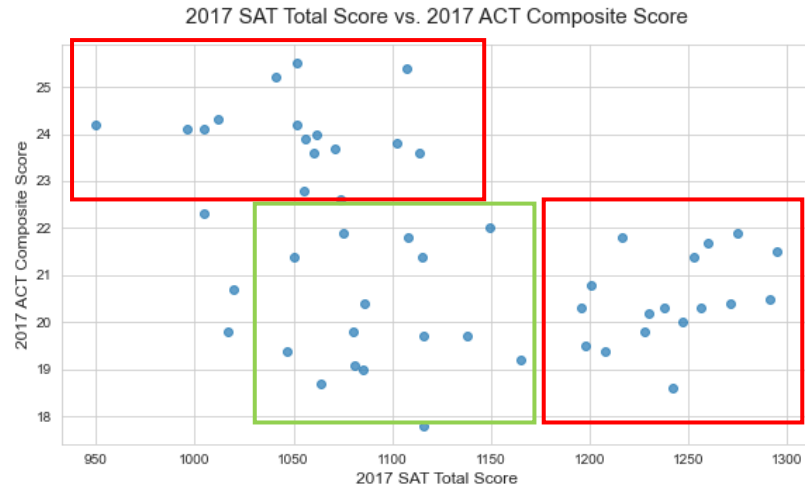
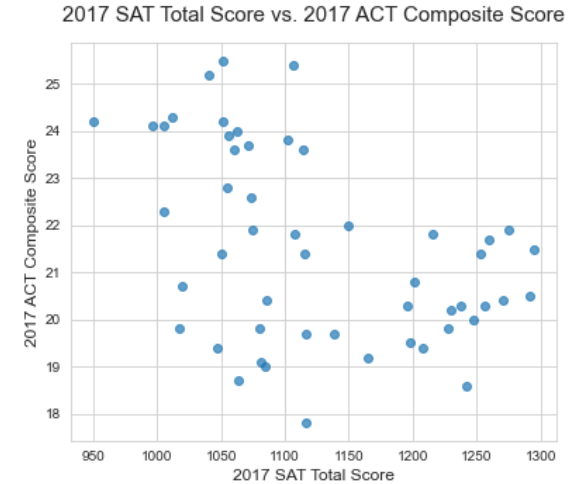
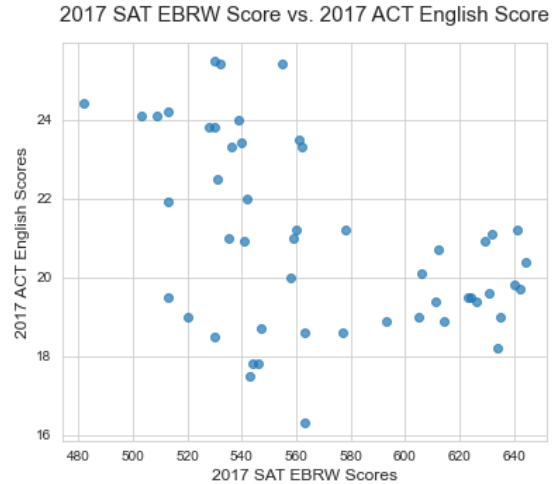
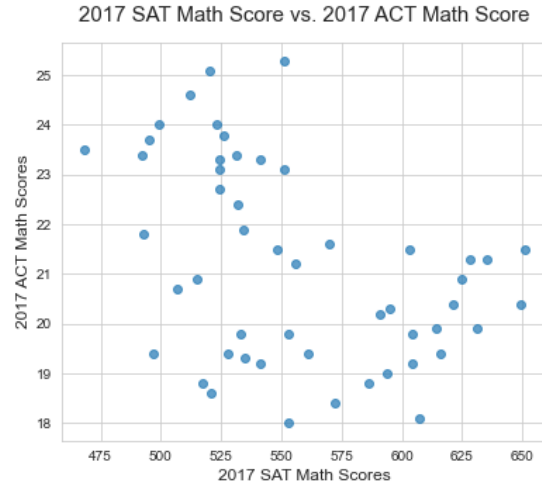
\* The red lines indicates the average score across all states





# SAT AND ACT SCORE COMPARISONS

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



Red = States favor one test heavily

Green = States test both SAT/ACT

# 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?

- **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
- **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

# THANK YOU!

Eric Heidbreder  *ewheidbreder@gmail.com*

 *ericheidbreder.com*