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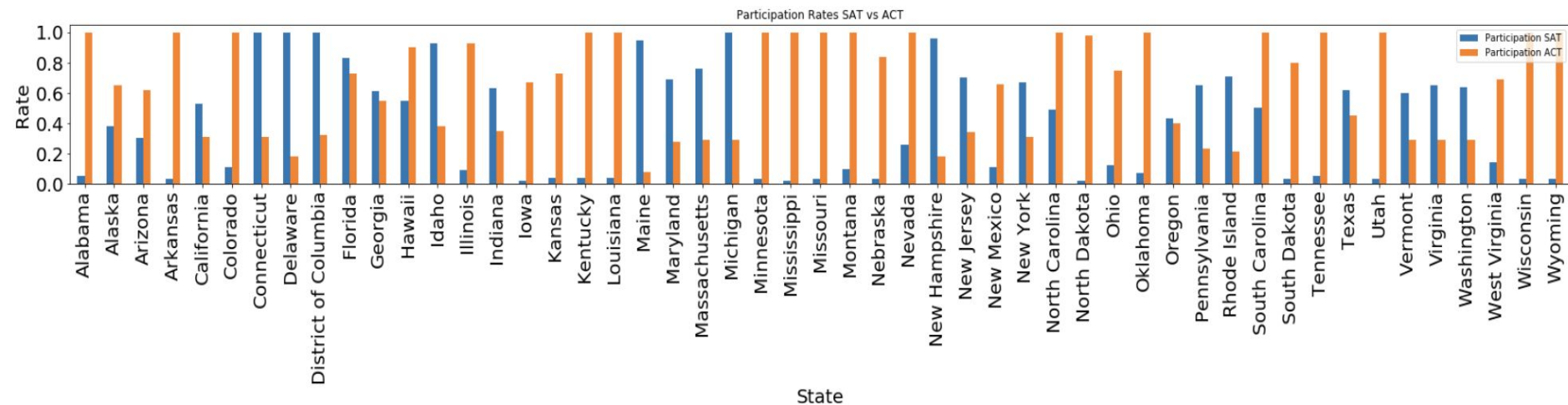
# Increasing SAT Participation

—— Total Eclipse of the Heart(land) ——

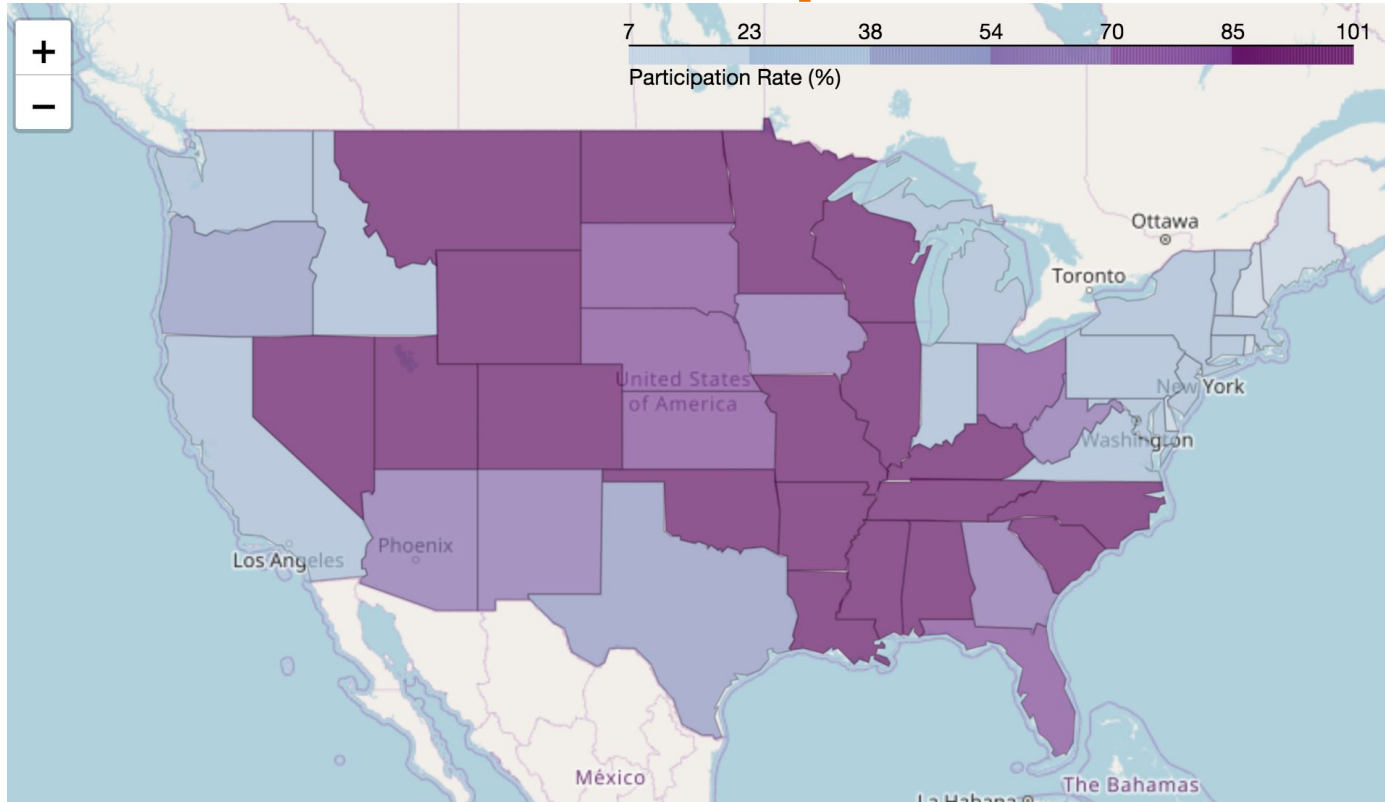
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# SAT vs ACT Participation Rates

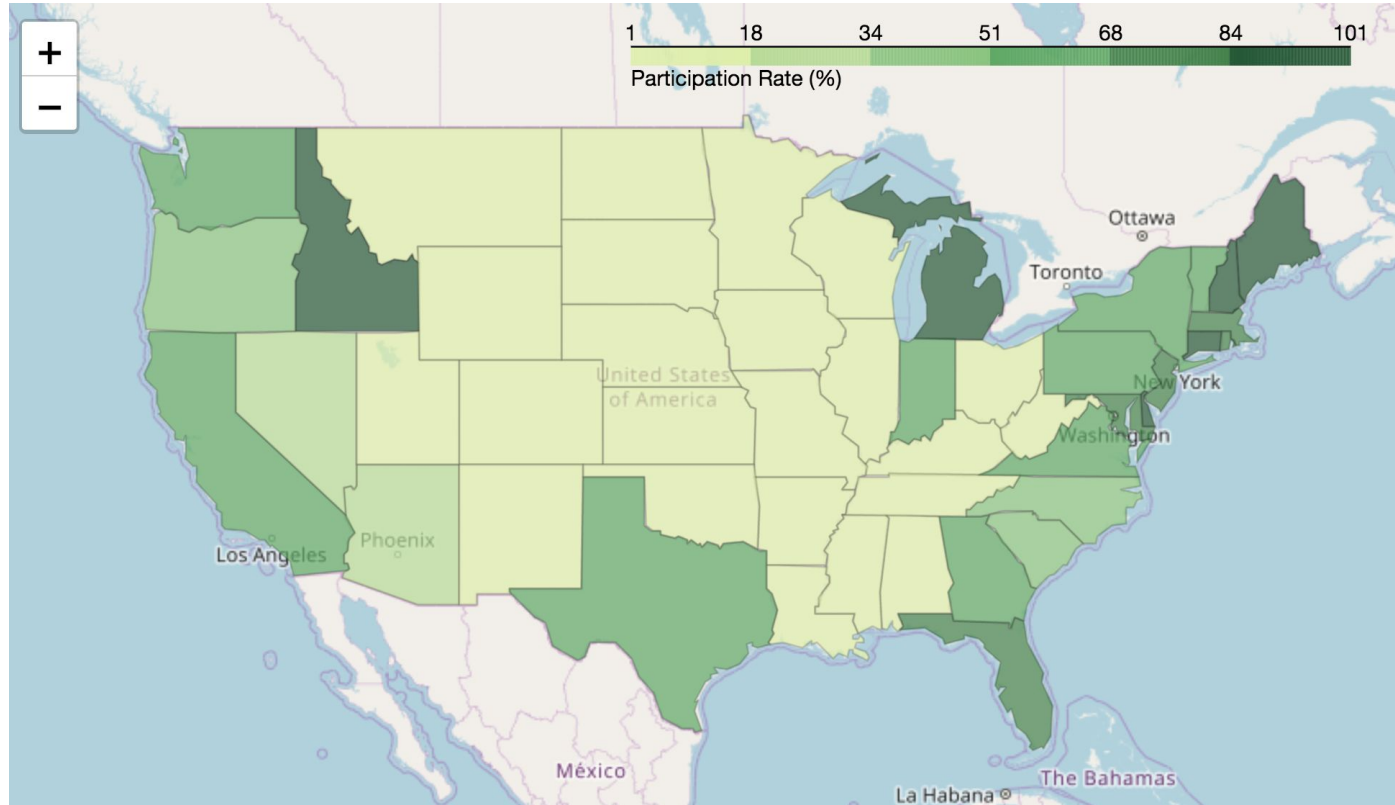


# The Heartland - ACT Participation Rates



Source: Austin Lasseter

# The Heartland - SAT Participation Rates



Source: Austin Lasseter

# Conclusions

Moving forward:

- Target “Heartland” states
  - There are many states in the Northeast that already reach 100% participation
- Explore why states in the midwest prefer to take the ACT
  - Do local universities in those states have a more positive view of the ACT?
  - Should the price of taking the SAT be reduced to match the ACT?
    - ACT - \$46 **vs** SAT - \$52.50