

Presentation to The College Board on SAT Participation Rates

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June 14, 2019

Average Participation Rates

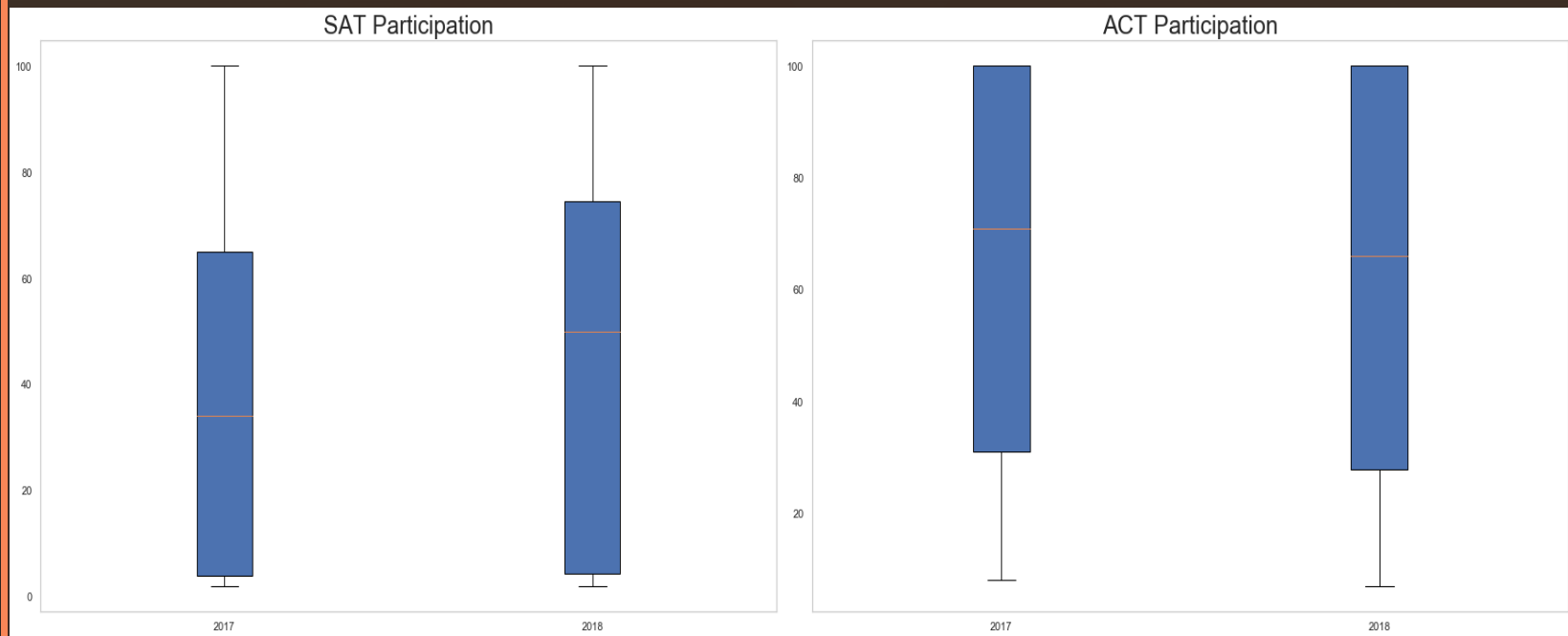
SAT

- 38.6% 2017
- 44.8% 2018

ACT

- 65.9% 2017
- 62.3% 2018

Participation Rate Distributions



■ SAT Top and Bottom Ten States

SAT Top Ten States

Michigan	Connecticut
Delaware	New Hampshire
Maine	Idaho
Florida	Massachusetts
Rhode Island	New Jersey

SAT Bottom Ten States

North Dakota	Mississippi
Iowa	Missouri
Utah	South Dakota
Nebraska	Wisconsin
Wyoming	Minnesota

ACT Top and Bottom Ten States

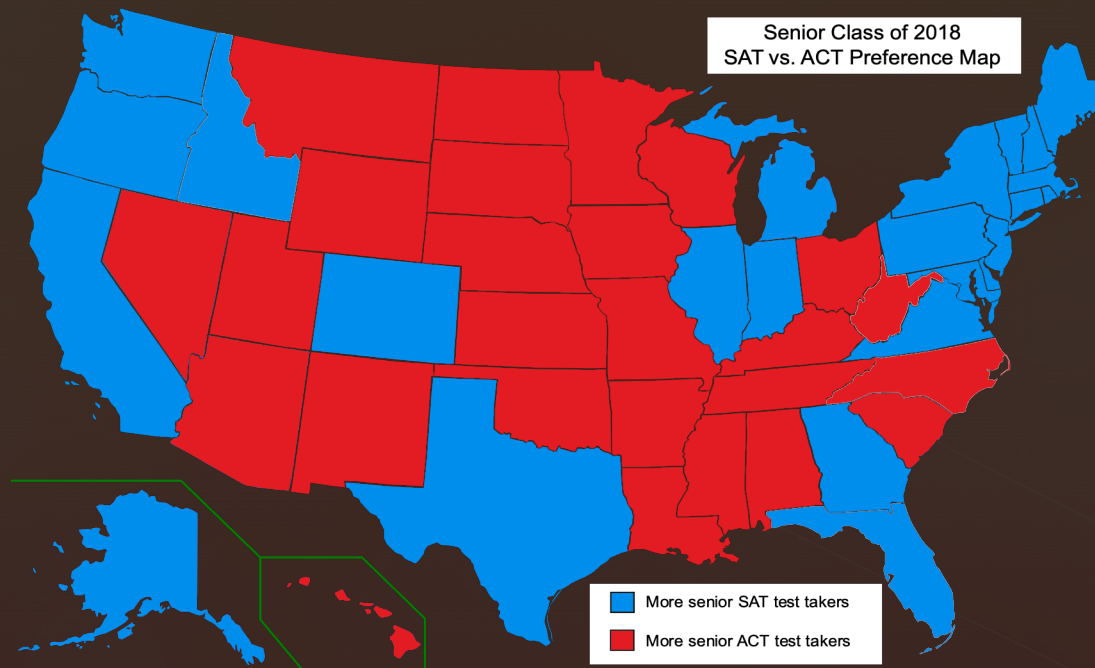
ACT Top Ten States

Alabama	Kentucky
Wisconsin	Utah
Tennessee	South Carolina
Oklahoma	North Carolina
Nevada	Ohio

ACT Bottom Ten States

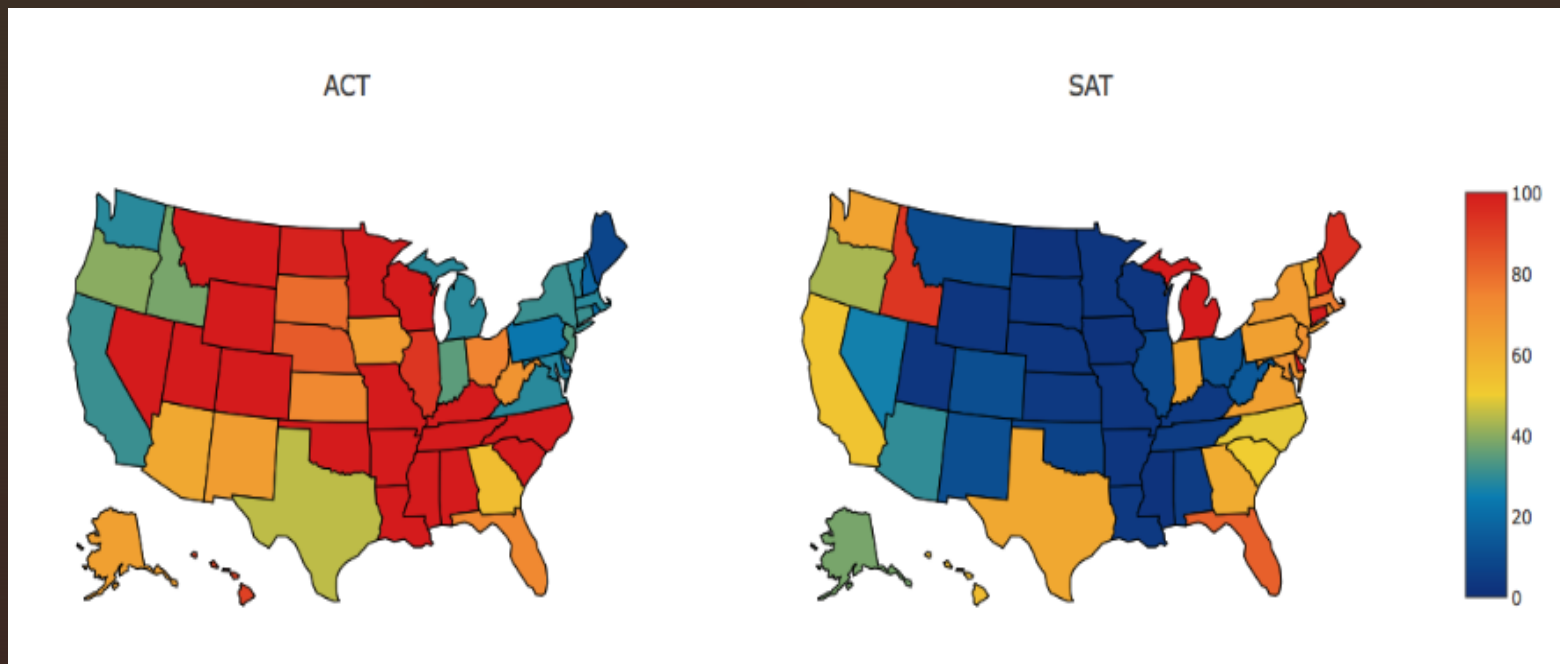
Maine	Delaware
Rhode Island	Pennsylvania
Michigan	South Dakota
Nebraska	Vermont
Massachusetts	Michigan

Geography



Source: Wikipedia

Geography



Source: Ken Lai

Population Not Participation

- 2.1 Million Student Took the SAT in 2018
- 1.9 Million Students Took ACT in 2018
- First Time in 7 Years SAT Was Ahead of the ACT
- Concentrate Efforts in Higher Population Green and Orange States Mainly The West Coast
- Not Worth Battling Over Red/Blue State

Further Recommendations

- Become Mandatory Test In More States
 - Colorado and Illinois Switched Over In 2018
 - Time Consuming Process
- Compete on Price
 - SAT \$47.50 (\$64.50 With Optional Essay)
 - ACT \$50.50 (\$67 With Optional Writing Section)
- Offer More SAT School Days
 - Test Given During The Week During School Hours
 - More Opportunities For Lower Income Students To Take The Test



Questions