

# Presentation to The College Board on SAT Participation Rates

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## Average Participation Rates

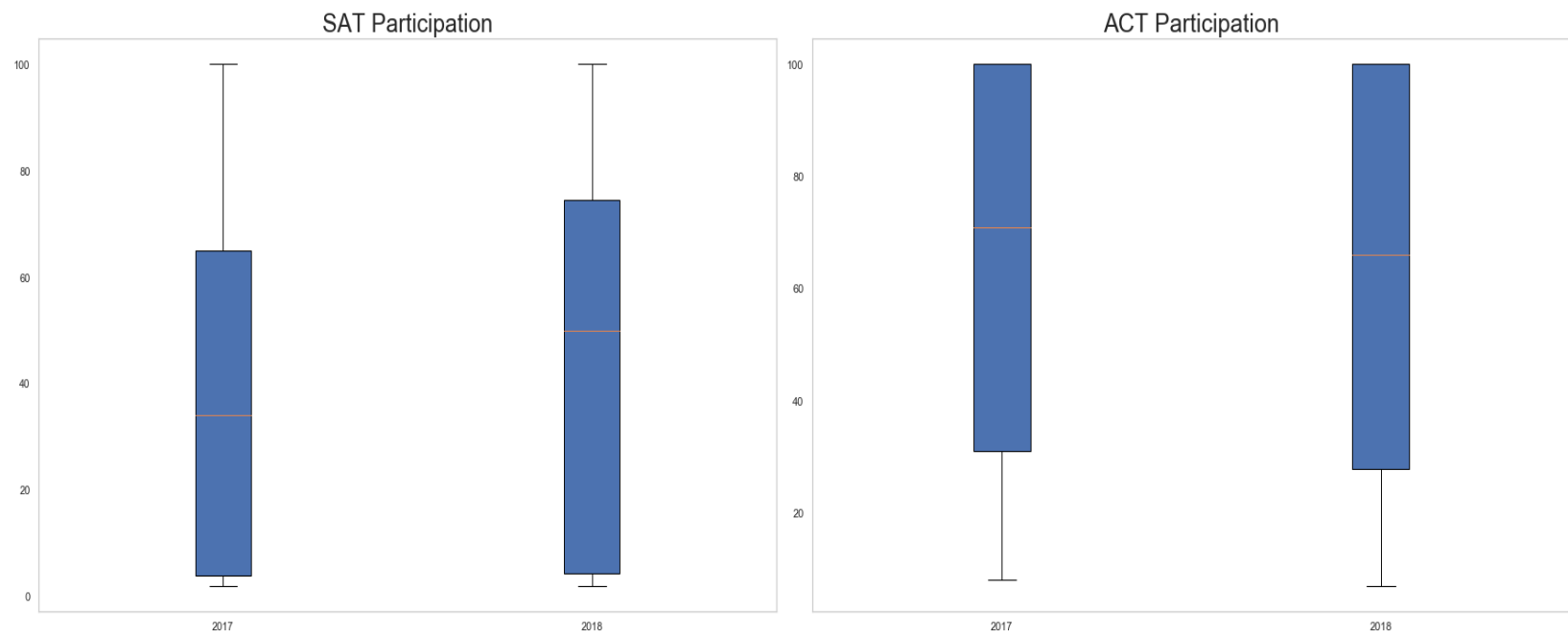
### SAT

- 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

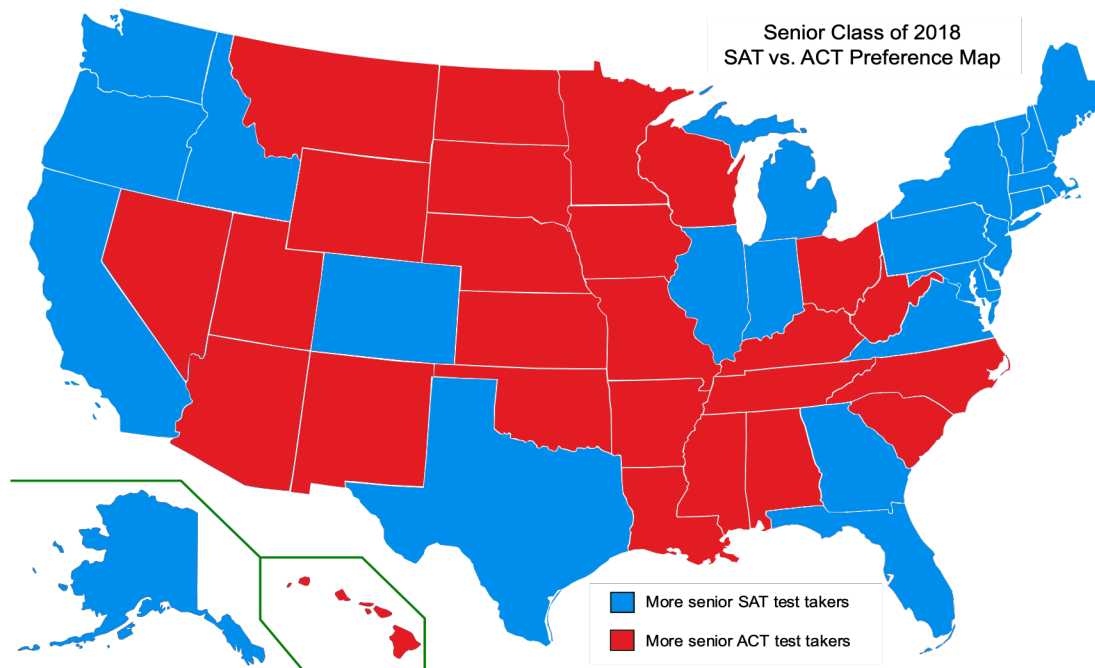
## ACT Top Ten States

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

## ACT Bottom Ten States

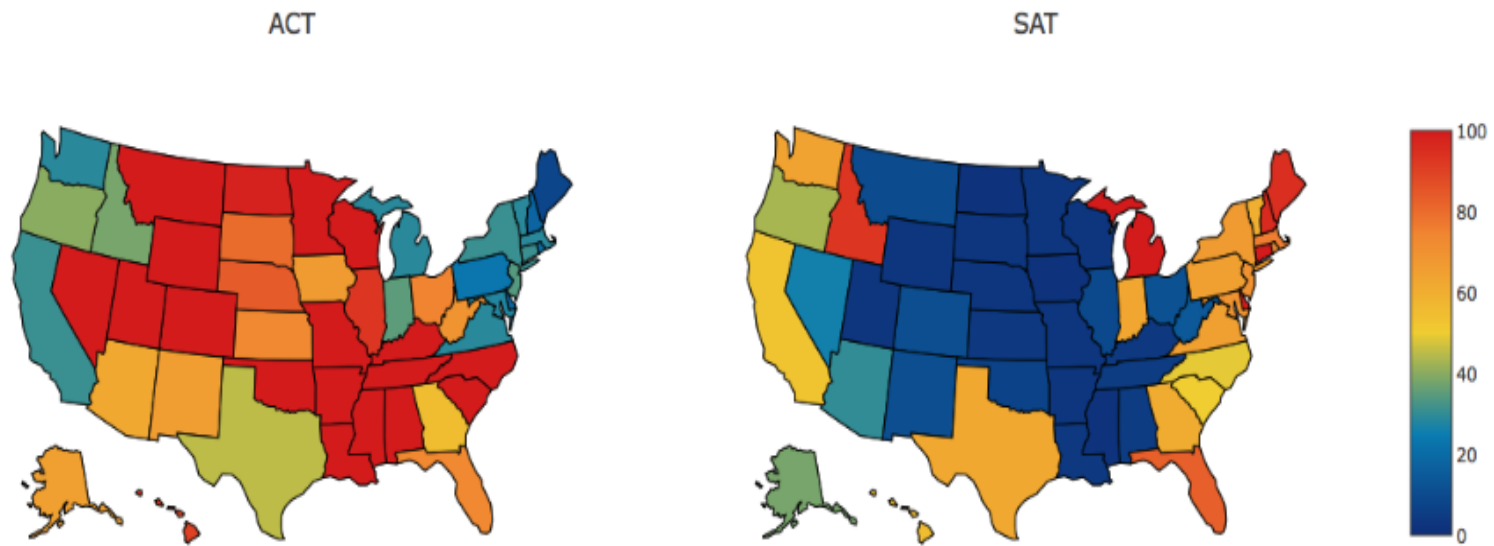
|               |              |
|---------------|--------------|
| Maine         | Delaware     |
| Rhode Island  | Pennsylvania |
| Michigan      | South Dakota |
| Nebraska      | Vermont      |
| Massachusetts | Michigan     |

# Geography



Source: Wikipedia

# Geography



Source: Ken Lai

# Population Not Participation

- 2.1 Million Students 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