

SAT vs. ACT National Treds & North Carolina Spotlight



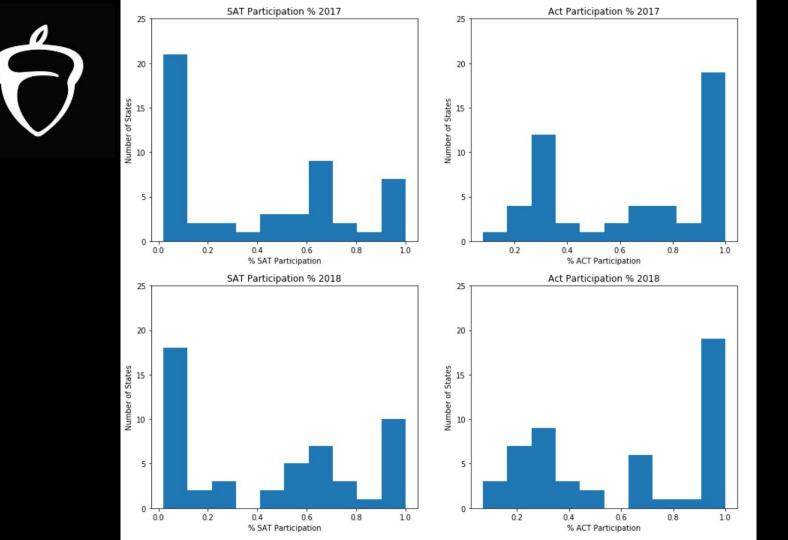
Key Success Drivers: Participation & Performance



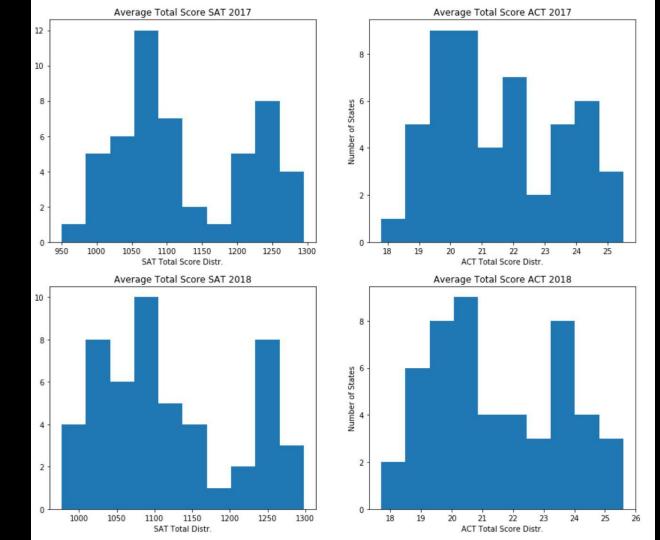
2 most important KPI's

Who's interests are involved?

- College Board: More test takers = more \$
- Students: will take our test if success is achievable
- Schools (both colleges & high-schools): want a dependable evaluation of the student
- Governments want an accomplishment to point to

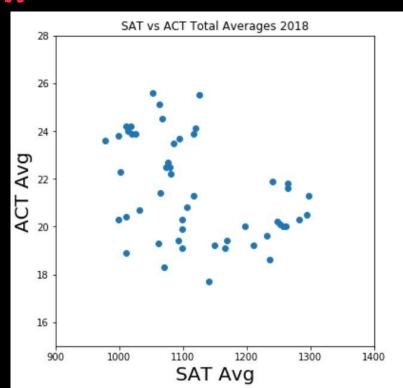


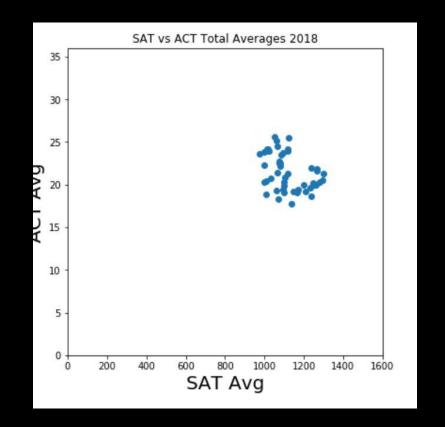






Camera 1 or Camera 2?







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participation_sat_17 -
read_write_sect_sat_17 -0.87
      math_sect_sat_17 - 0.86 0.99
       total_avg_sat_17 -0.87
   participation_act_17 -0.84 0.72 0.68 0.7
                               69 -0.46 -0.42 -0.44 -0.84
        eng_sect_act_17
                                  -0.49 -0.42 -0.45 -0.86 0.97
      math_sect_act_17
                                  -0.49 -0.44 -0.47 -0.87 0.99 0.98
       read_sect_act_17 -
                                  -0.42 -0.37 -0.39 -0.84 0.98 0.99 0.99
         sci_sect_act_17
                                  -0.47 -0.42 -0.45 -0.86 0.99 0.99
        total_avg_act_17
                                         0.67 0.69 0.92 -0.8 -0.82 -0.82 -0.79 -0.81
   participation_act_18
                                   -0.45 -0.39 -0.42 -0.78 0.93 0.93 0.93 0.94 0.94 -0.86
        total_avg_act_18
                             0.87 -0.82 -0.79 -0.81 -0.76
                                                                                 0.65 0.68 -0.87 0.76
    participation_sat_18
                             0.67 0.81 0.8 0.81 0.52 -0.35 -0.36 -0.36 -0.32 -0.35
                                                                                                  -0.41 -0.76
read_write_sect_sat_18
                                                                                                   -0.41 -0.79 0.95
                             0.69 0.87 0.88 0.88
                                                            -0.37 -0.34 -0.37 -0.32 -0.35
      math_sect_sat_18
                             0.68 0.85 0.85 0.85
                                                            -0.36 -0.35 -0.37 -0.32 -0.36
                                                                                                   -0.41 -0.79 0.99 0.99
        total_avg_sat_18
                                                                                                                        math sect sat 18
                                                                                                                  ead write sect sat 18
                                                                                                                              total avg sat 18
                                           math sect sat 17
                                                                                                    total avg act 18
                                                                                                           participation sat 18
                               participation_sat_17
                                                        participation_act_17
                                                                           read sect act 17
                                                  avg
```

- 0.8

- 0.4

- 0.0

-0.4

- -0.8



GA What's the data saying?

- Back to basics strong correlation between math, reading and overall scores.
- Students are likely to take one or the other, and are not likely to switch brands
- Participation percentage by state largely depends on geographical preference.
- Act strong in fly-over states, while SAT has focused on states with larger cities

M And now, North Carolina

- SAT participation grew slightly, from 49% to 52% in 2018
- 2017 SAT Verbal Avg. = 68% | Math Avg. = ~67%
- 2018 SAT Verbal Avg. = 69% | Math Avg. = ~68%

- ACT participation was 100% in 2017 and 2018
- 2017 ACT Verbal Avg. = 52% | Math Avg. = 53%
- 2018 ACT Total Avg.= 53%



GA Our Strategy in Summary

- First things first, we can compete!
- We need to get the message to students that they perform better on the SAT in North Carolina
- Encourage legislators, lobby groups, NC Board of Education members to fund all education and support math and reading development programs
- Make a push, create programs, and offer incentives to students, college boards, and the North Carolina Public School to prefer the SAT