



GENERAL ASSEMBLY



Joseph Darby

SAT vs. ACT

National Trends & North Carolina
Spotlight



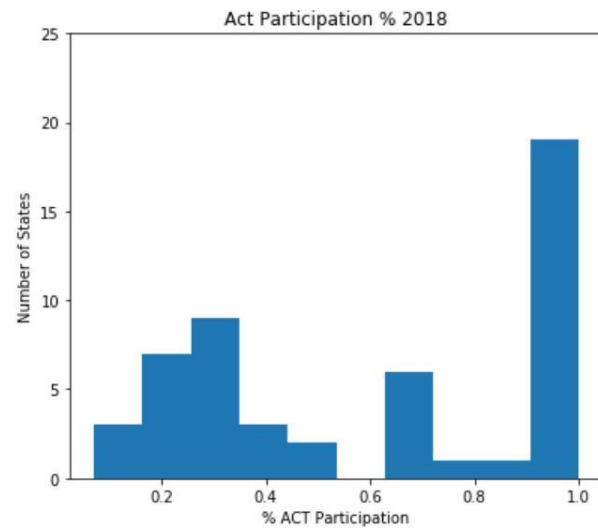
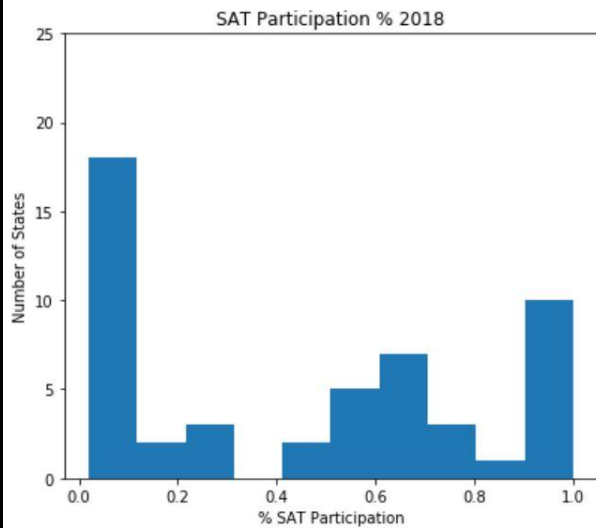
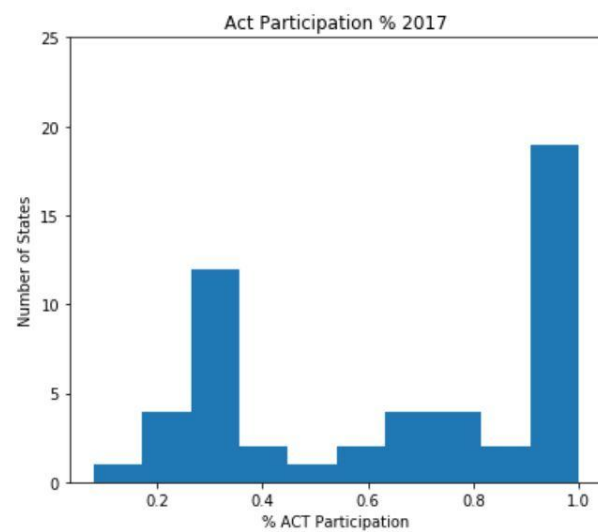
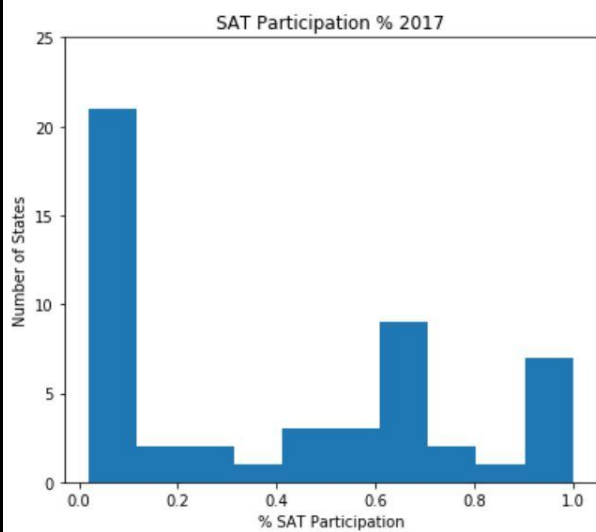
Key Success Drivers: Participation & Performance



- 2 most important KPI's

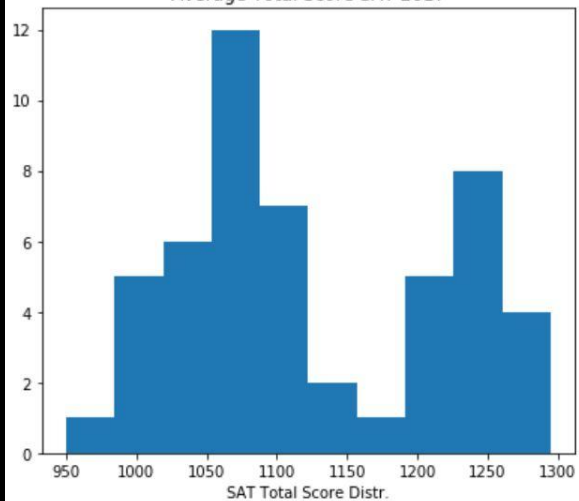
Who's interests are involved?

- 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

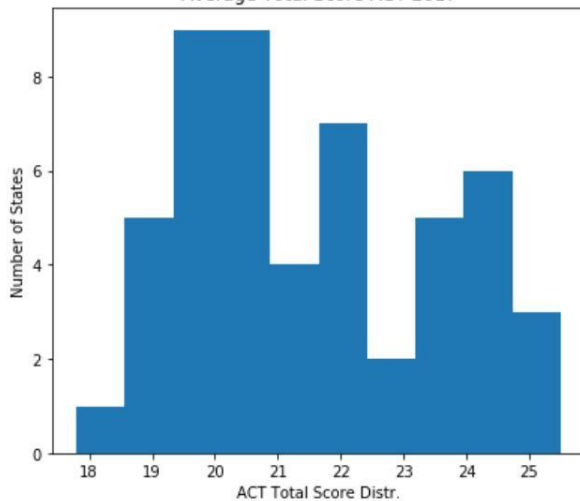




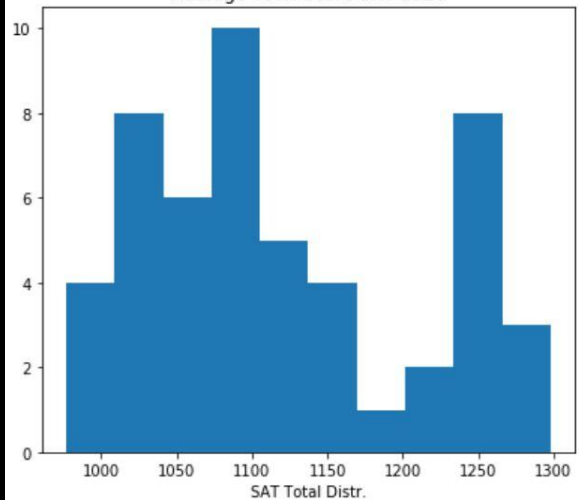
Average Total Score SAT 2017



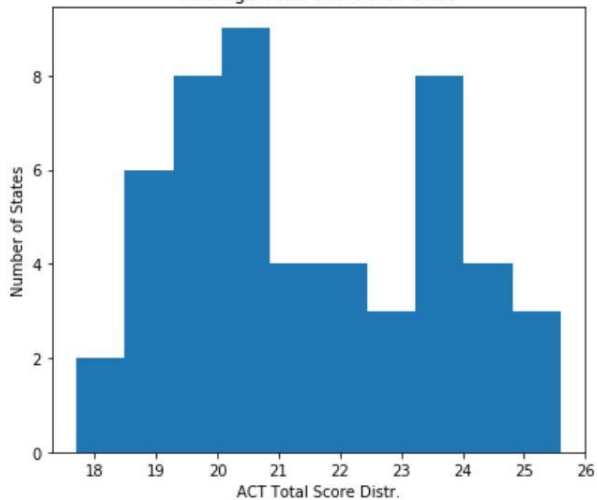
Average Total Score ACT 2017



Average Total Score SAT 2018

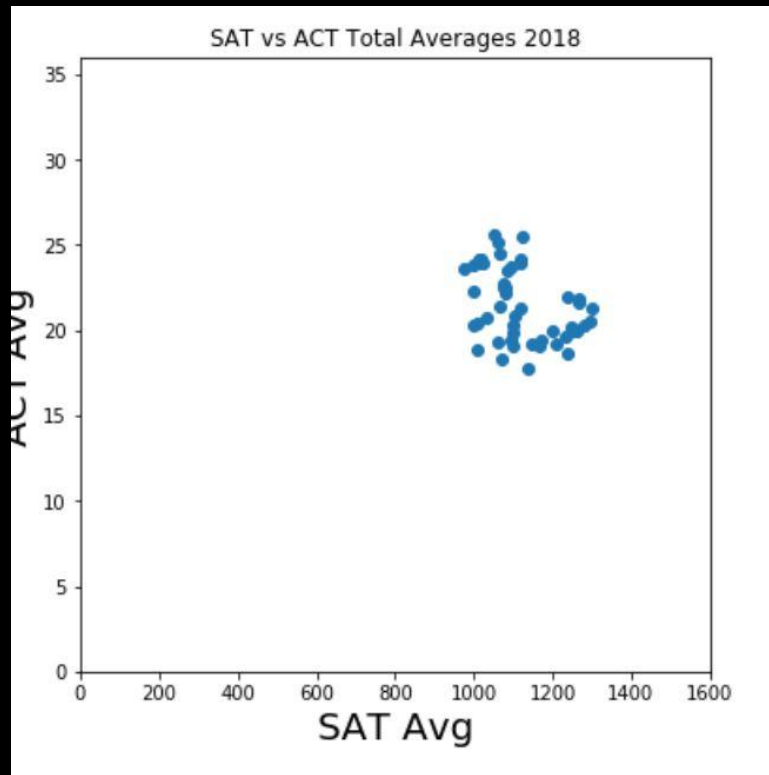
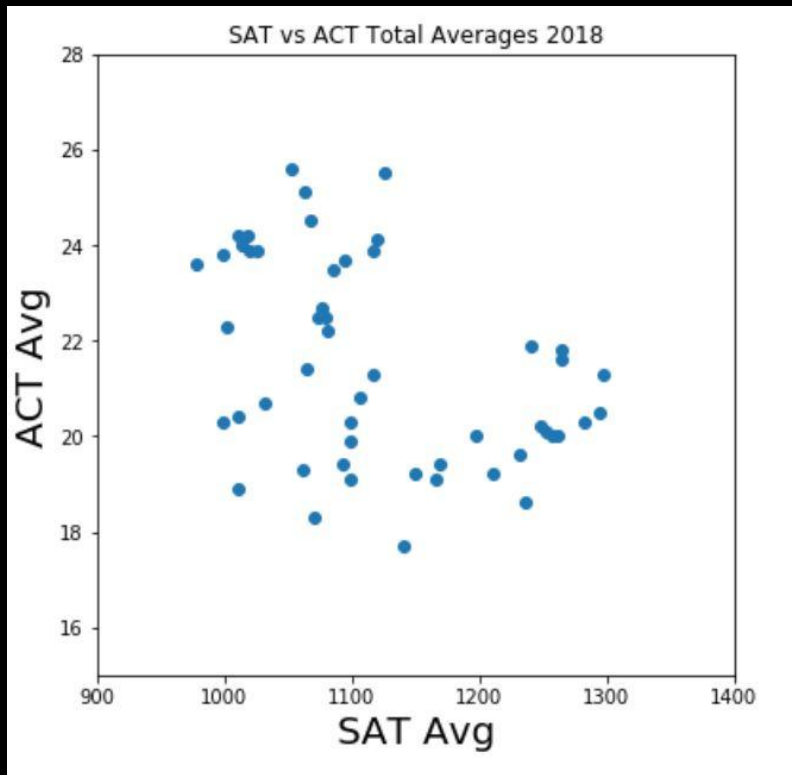


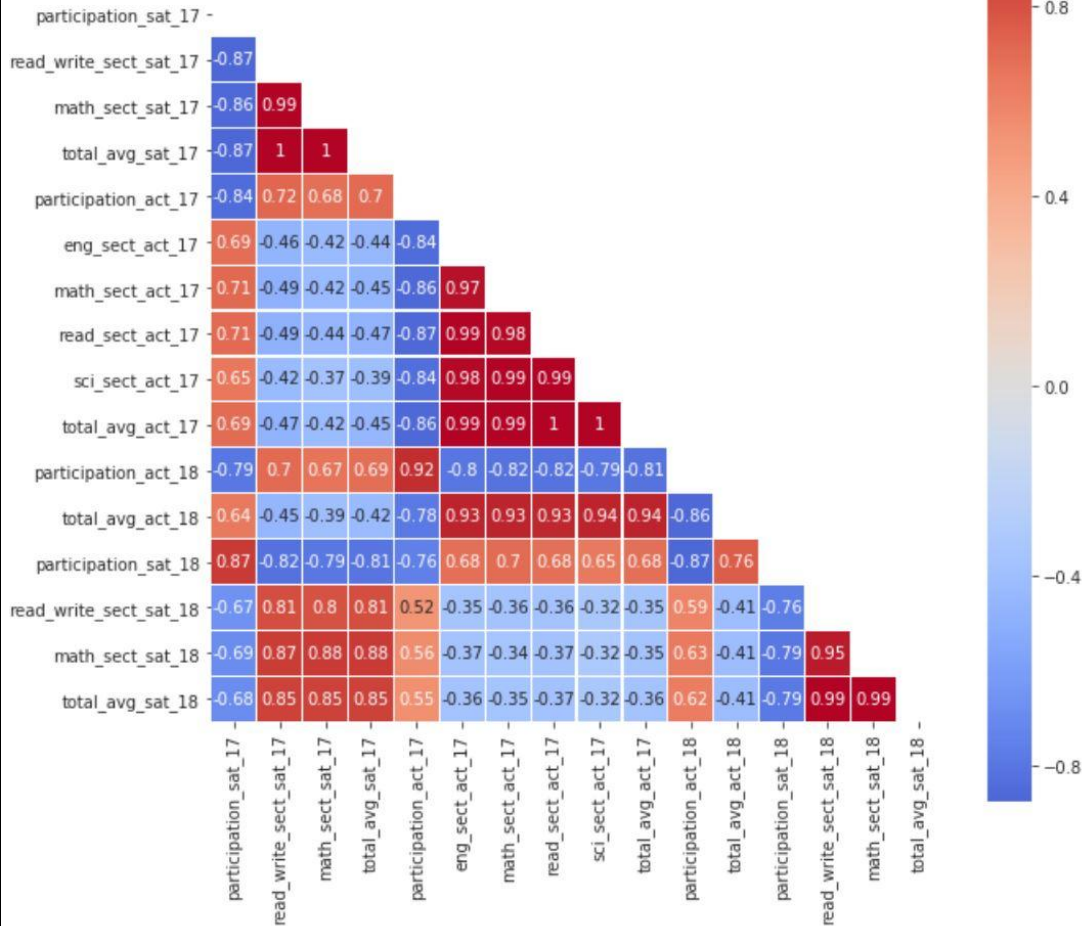
Average Total Score ACT 2018





Camera 1 or Camera 2?







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



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



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