

SAT Participation: Where do we invest our expansion efforts?

College Board State Participation Department
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Overview

- Analyzed datasets of both ACT and SAT tests
 - Years 2017 and 2018
 - Plotted various graphs to examine different relationships.
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Aiming to answer:

**What state should we invest our
expansion efforts in?**

Major Takeaway #1:

Strong, Negative correlation between ACT and SAT Participation rates.

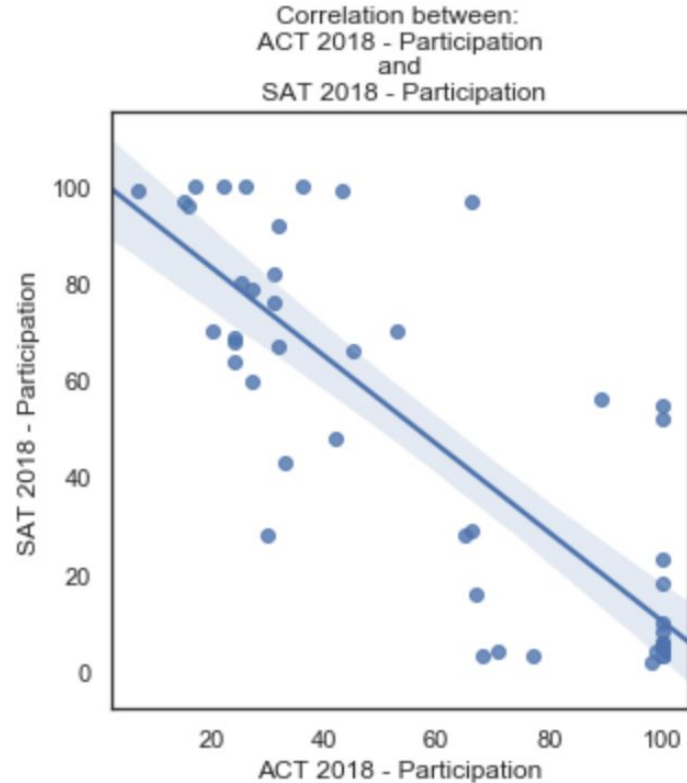
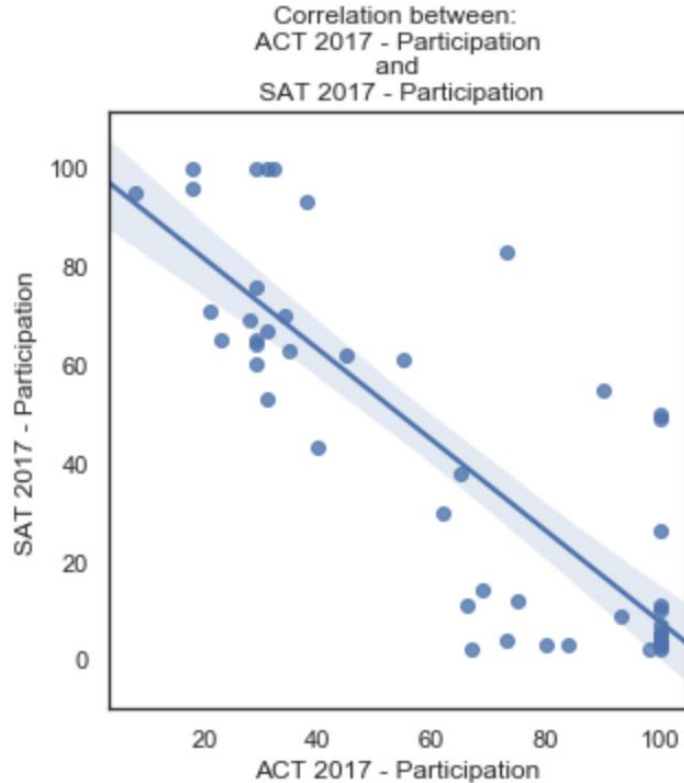
2017:

-0.831

2018:

-0.841

Strong, Negative Correlation ctd..



With that said...

We want to:

1. Find a state with **low ACT Participation.**

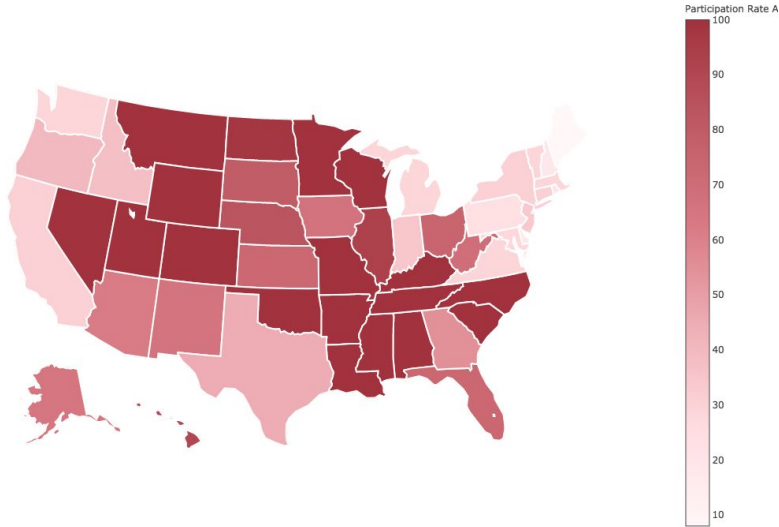
AND

2. Find a state with **low SAT Participation.**

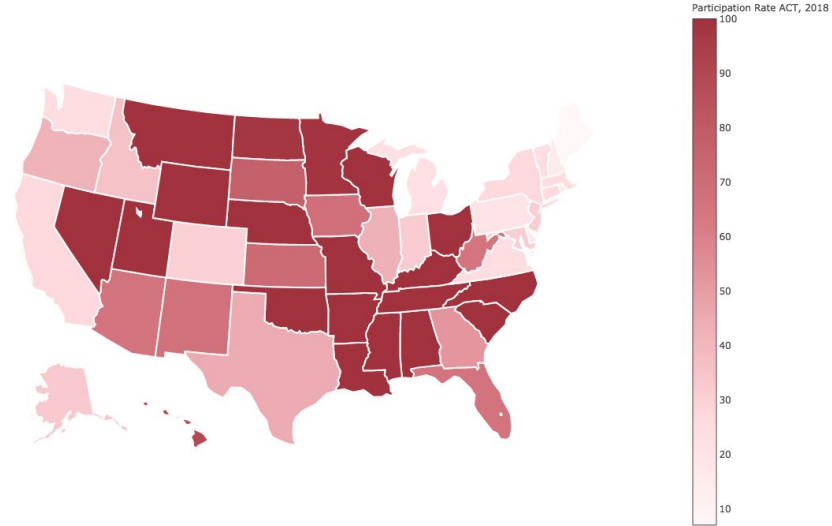
Tough, given the strong, negative correlation!

USA Maps of Participation, ACT

Participation Rate ACT, 2017

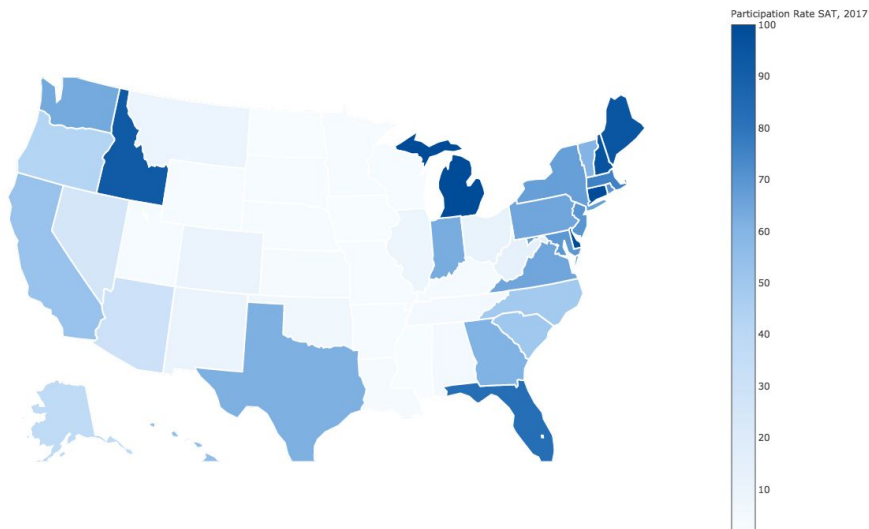


Participation Rate ACT, 2018

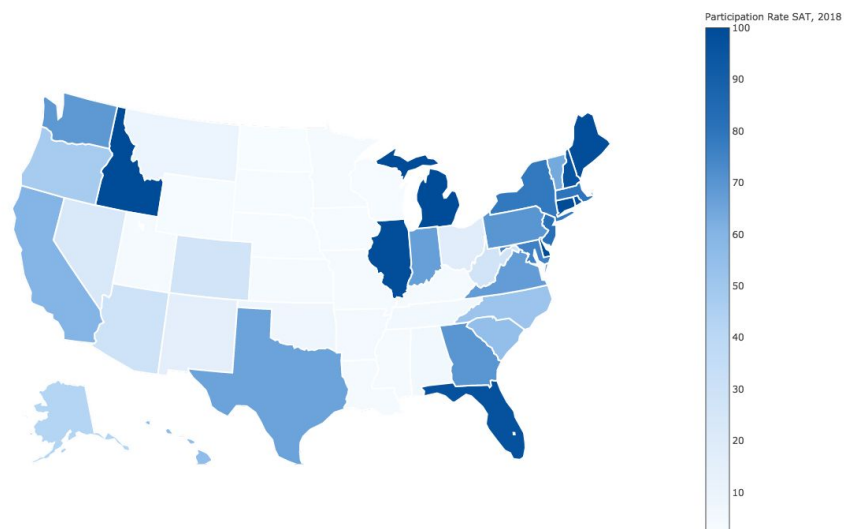


USA Maps of Participation, SAT

Participation Rate SAT, 2017



Participation Rate SAT, 2018



Suggestion: Investing in Oregon

- Unique state where participation between tests is nearly equal; presents **opportunity!**
- ACT Participation, on average, between 60 - 70%
 - About 40% in Oregon
- SAT Participation, on average, between 40 - 50%
 - About 45% in Oregon

Suggestion: Investing in Oregon ctd..

- **Marketing**
 - Reach out to HS Students!
- **Currently**, no test required by the state
 - Lobbying State Officials
- **Khan Academy**
 - Expand program already established

Thank you!

Questions?