

SAT State Participation

Review and Strategy

Adrian Chapman - Sep 25, 2020

State of US SAT Participation

- For the year 2021, only 6% of over 400 US colleges studied still require the standardized testing for admittance
- College Board has pivoted to offering the SAT for federally required high school testing as an alternative to the federally funded Common Core test
- We review the success of this strategy from the years 2017-2019 by investigating state participation data for the SATs and our major competitor, the ACTs

SAT Participation

The average state SAT participation rate is just under 50%

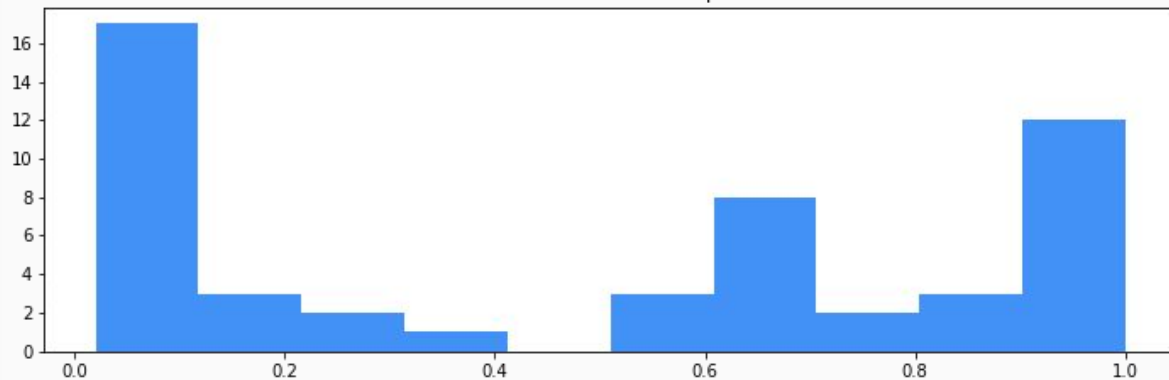
The SAT is dominant (over 90% participation) in 12 states

ACT Participation

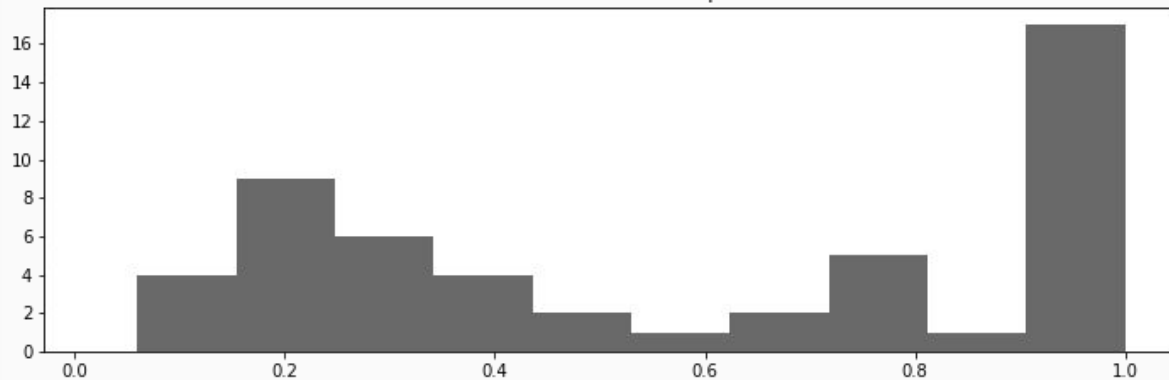
The average state SAT participation rate is almost 59%

The SAT is dominant (over 90% participation) in 17 states

Distribution of SAT State Participation Rates



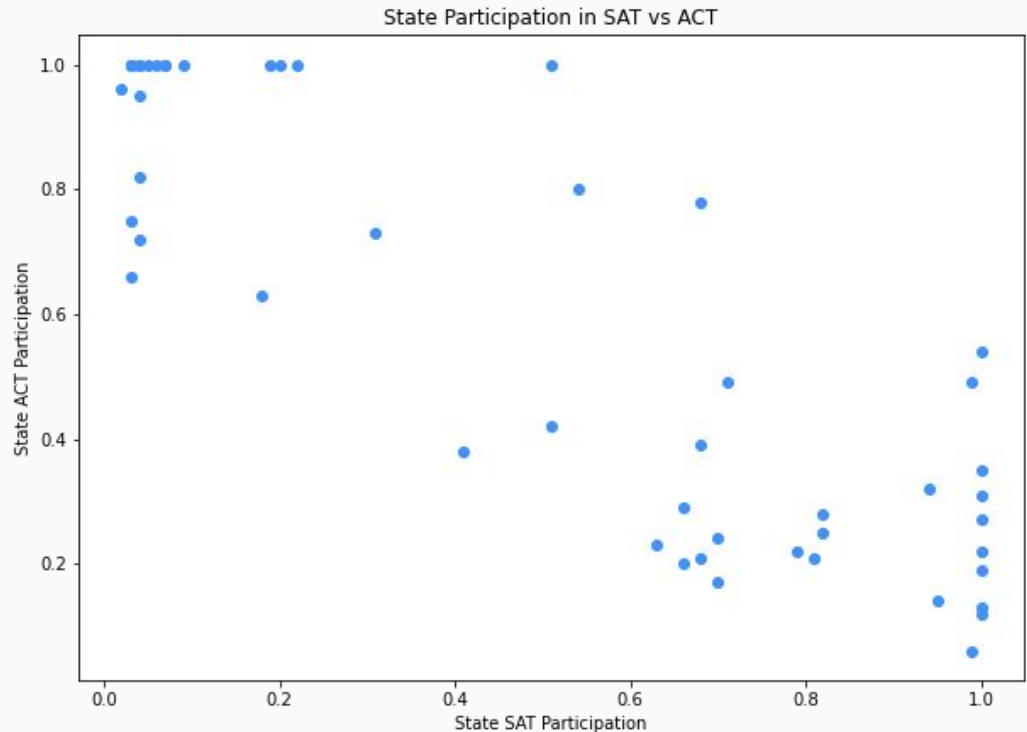
Distribution of ACT State Participation Rates



Room for Growth

While the ACT is currently required in more US states, there is optimism for the future of the SAT:

- There is a large battleground of uncommitted states in which the SAT has a strong foothold
- Recent shifts in state participation show strong SAT momentum
- Opportunities for investment and expansion are made clear

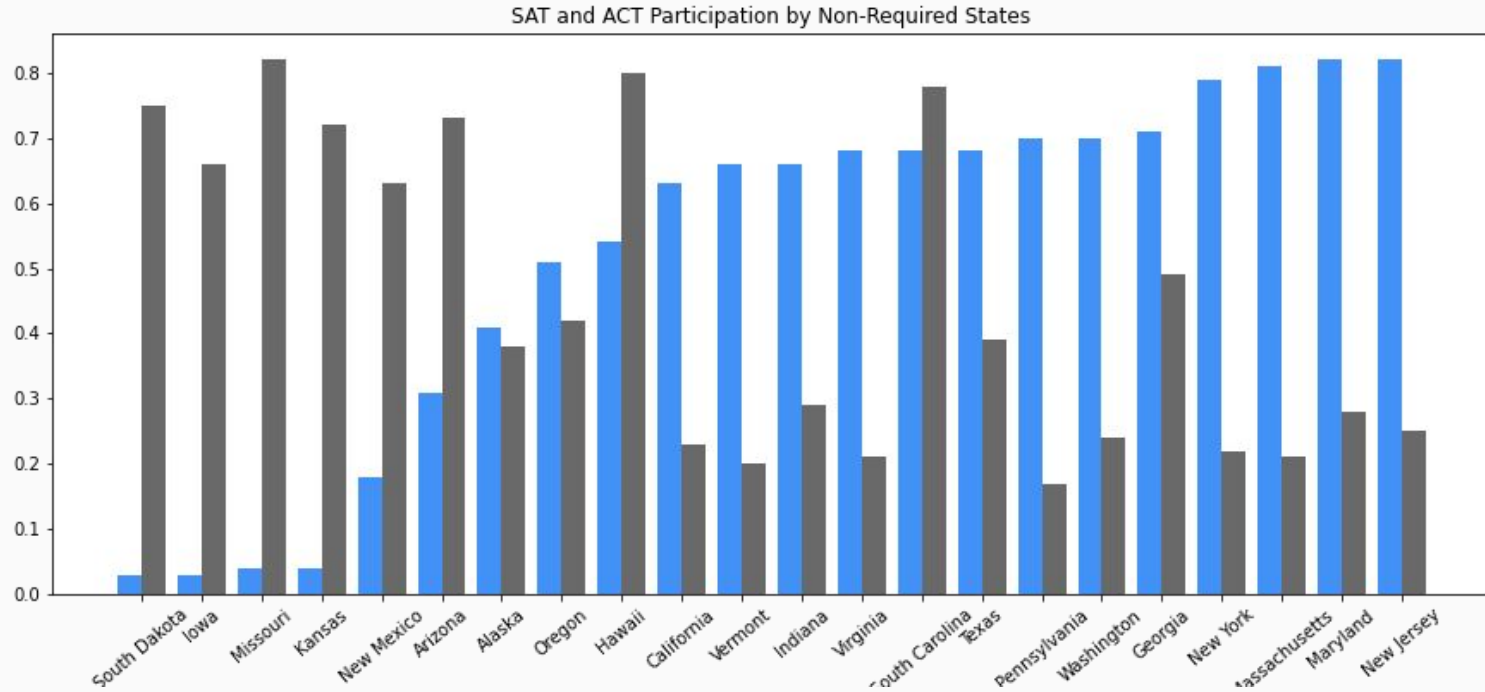


Battleground States

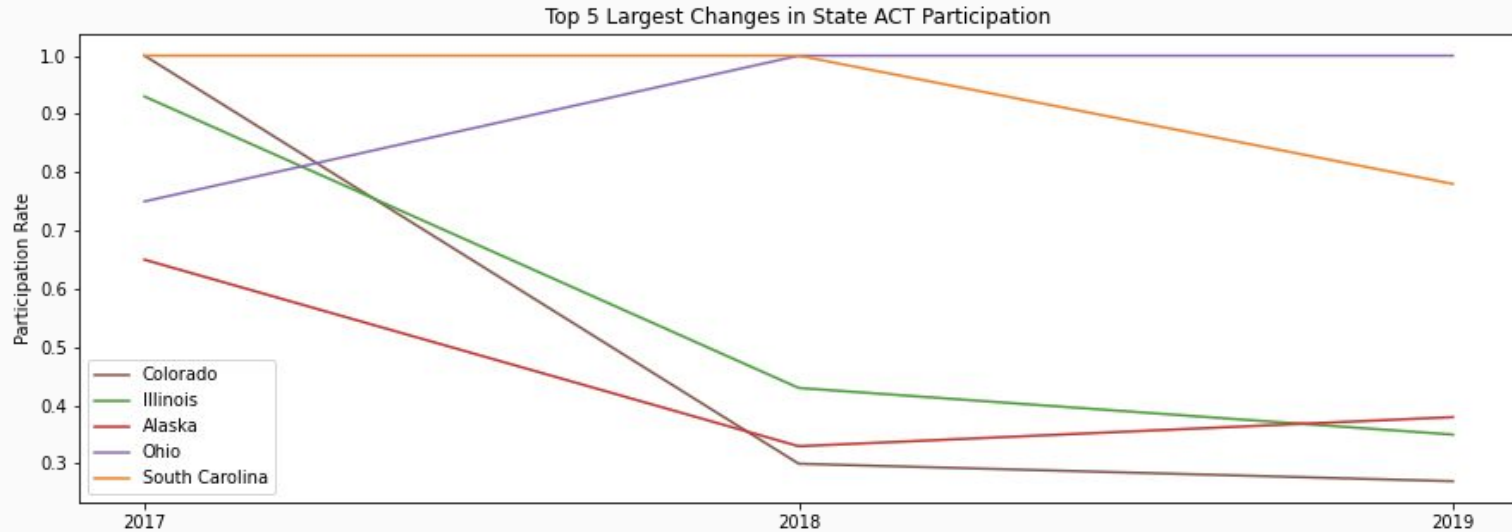
Average Participation for states who do not yet require SAT or ACT:

SAT: 52%

ACT: 45%

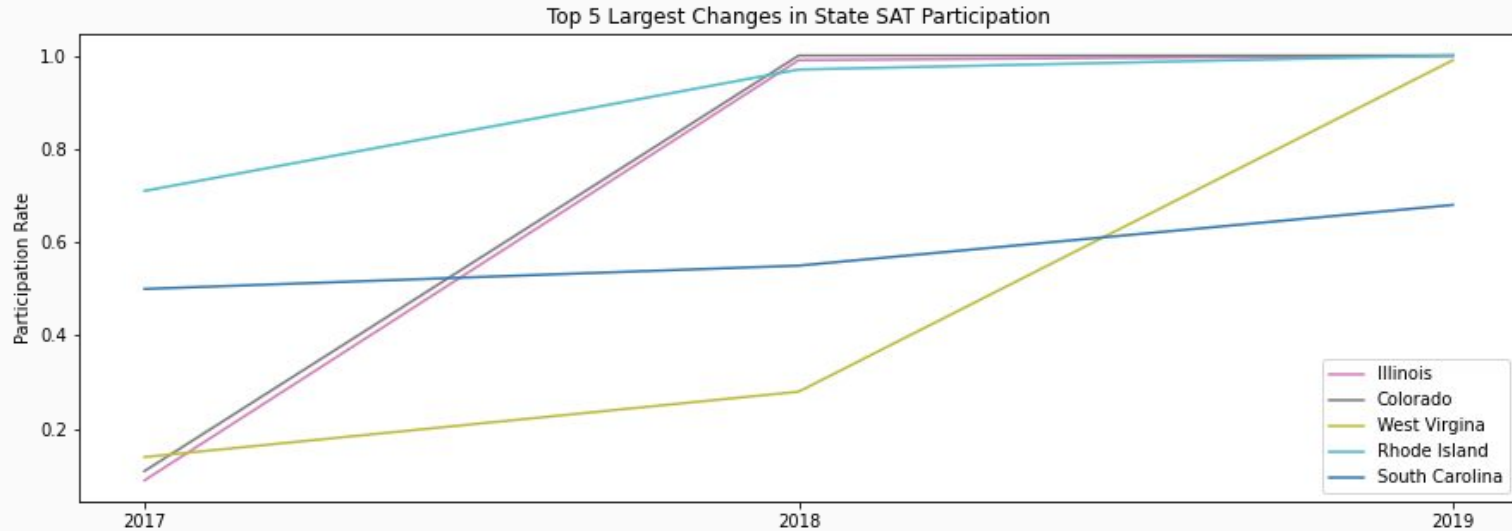


Movers and Shakers



Average State ACT Participation Change over 3 years: -7%

Movers and Shakers



Average State SAT Participation Change over 3 years: 9%

Recommendations

Don't be afraid of ACT dominated states:

- SAT turned Illinois and Colorado from 100% ACT to 100% SAT in 3 years.
- Oklahoma has seen a 15% rise in SAT participation despite 100% ACT participation.
- Missouri dropped ACT requirement in 2019 as well.

Capitalize on weakening ACT markets:

- South Carolina (-22%) and Alaska (-27%) are dropping rapidly.
- Missouri, Michigan and Hawaii also have double digit drops.

Continue momentum:

- SAT won West Virginia, Rhode Island, Florida in the last 3 years.
- Double digit positive growth in Maryland, New York, New Jersey, California, and Georgia.

Thank you!