

The College Board

Show Colleges You're Ready

Annual Report for SAT results 2018





2019

How did we fare this year?

How to make next year better?

By the end of today...

you will know

- How did we fare in 2018?
- How did ACT do in 2018?
- How to improve on our participation next year?



Methodology

Using state-of-art Jupyter notebook and the ever popular Python, the team has worked on a dataset that comprises of data from SAT 2017/2018 and ACT 2017/2018 averages of participation rates, test scores from each component of the tests across all 51 states in the US



SAT 2017 Scores: <https://blog.collegevine.com/here-are-the-average-sat-scores-by-state/>

SAT 2018 Scores: <https://blog.prepscholar.com/average-sat-scores-by-state-most-recent>

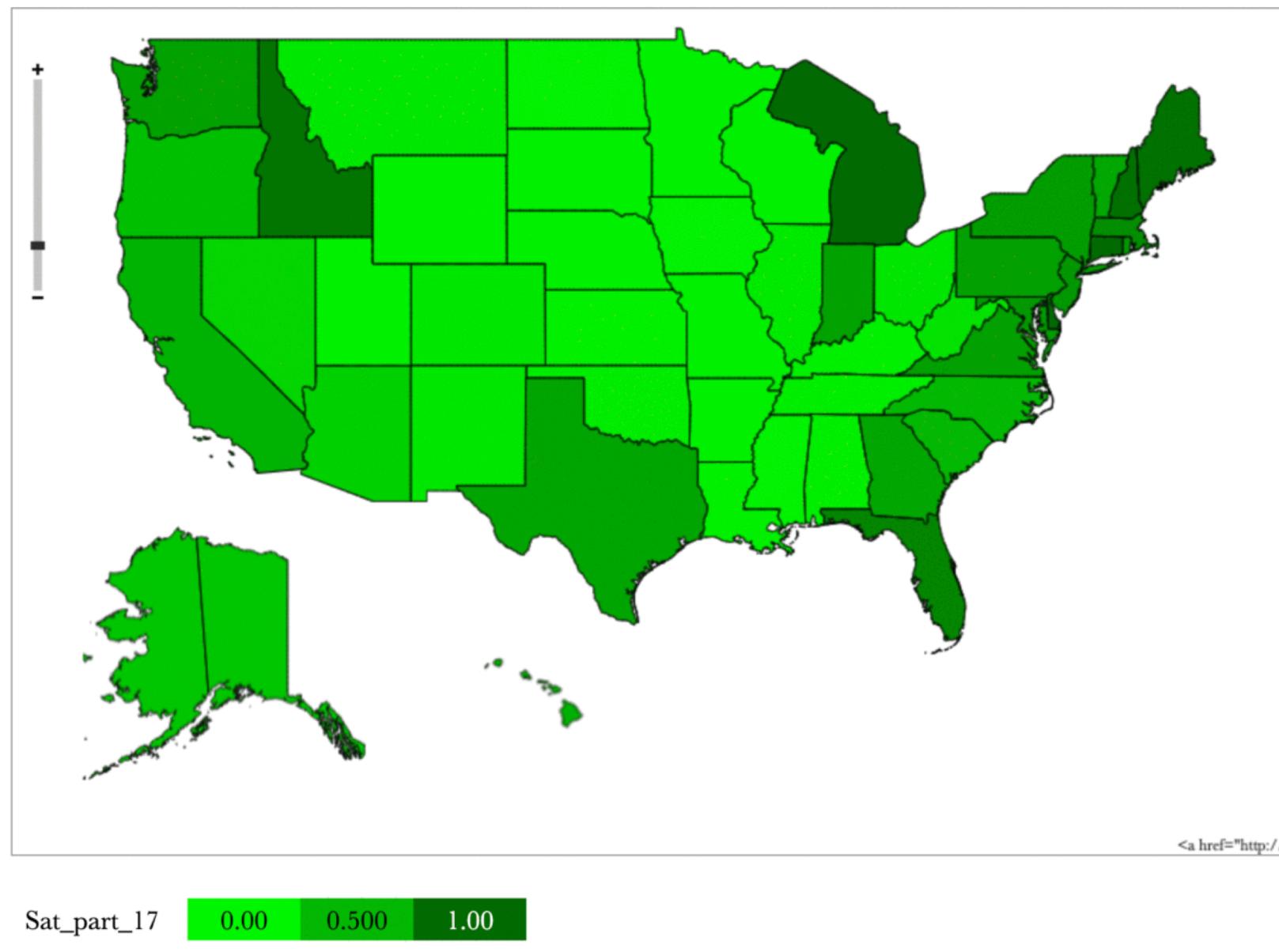
ACT 2017 Scores: <https://blog.prepscholar.com/act-scores-by-state-averages-highs-and-lows>

ACT 2018 Scores: <https://magoosh.com/hs/act/2016/average-act-score-by-state/>

How did we fare in 2018?

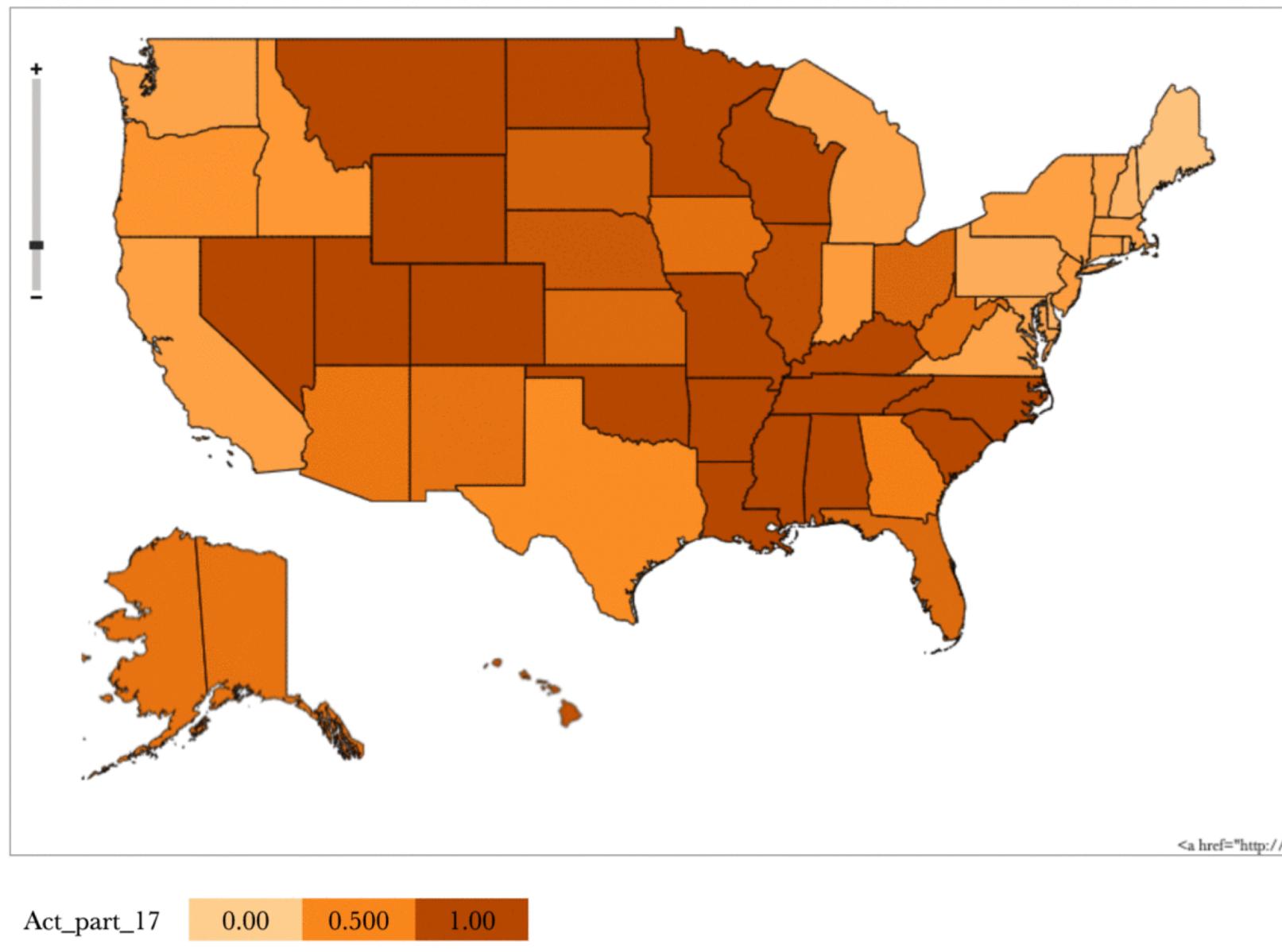
SAT Participation 2017

OPENHEATMAP



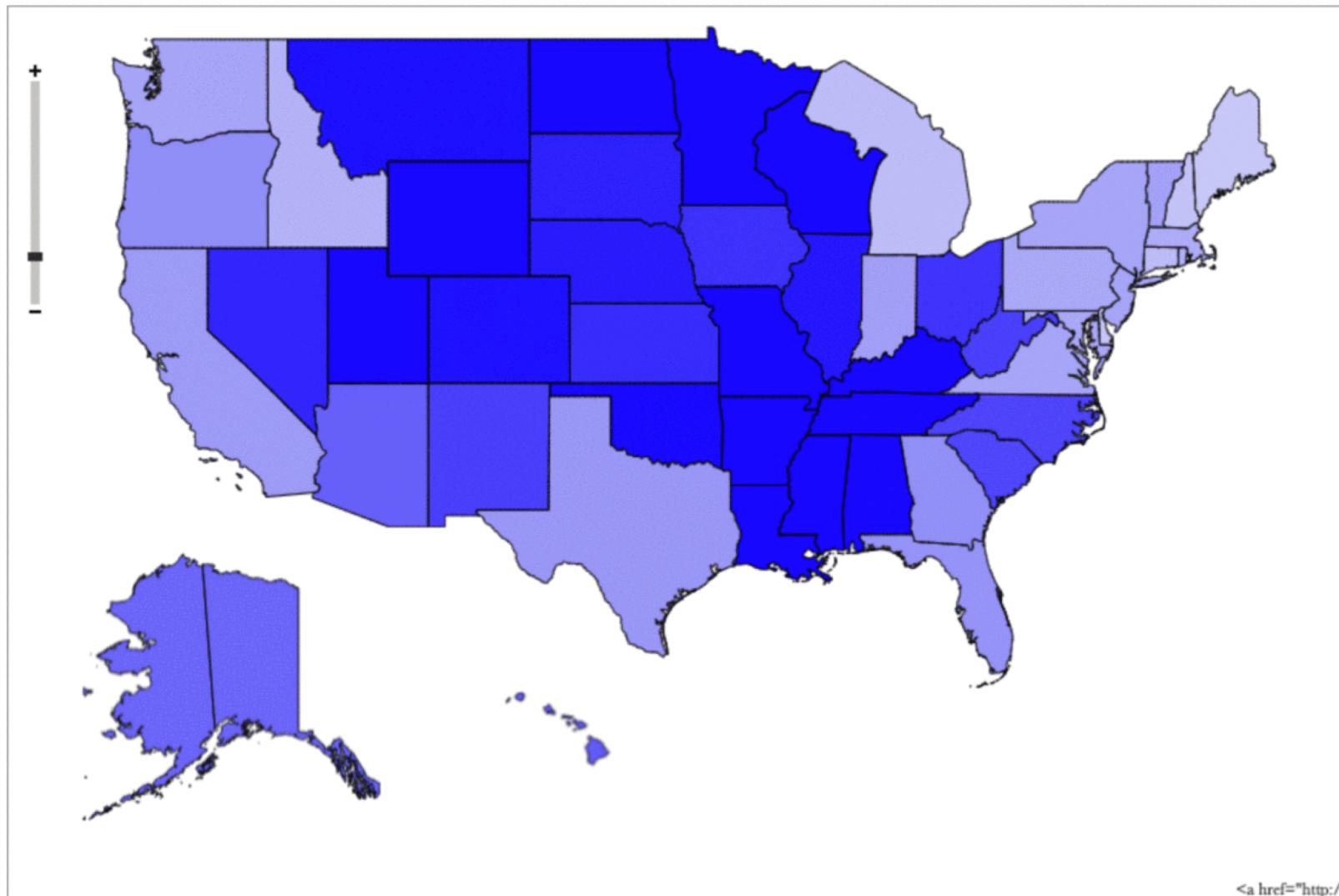
ACT Participation 2017

OPENHEATMAP



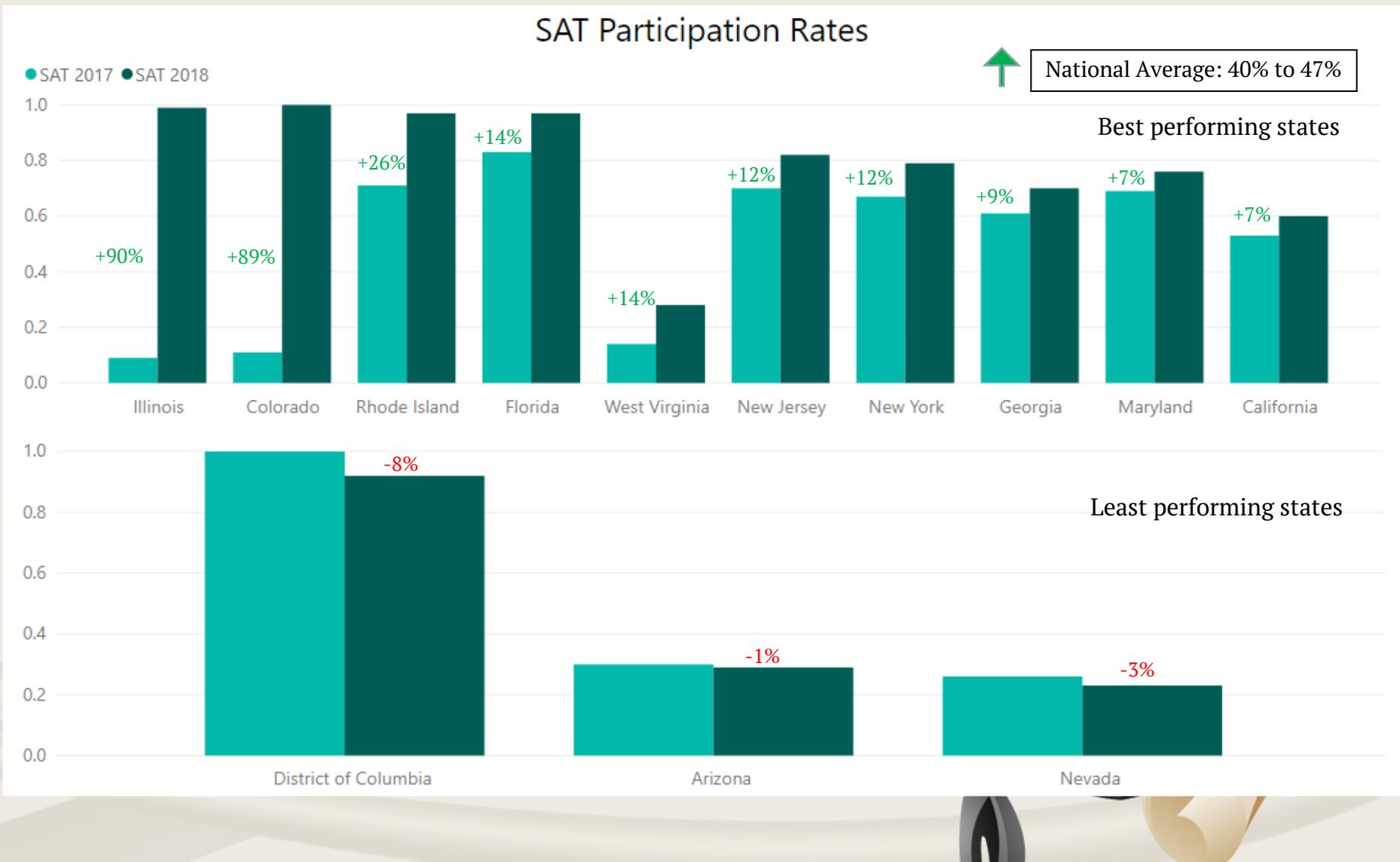
ACT vs SAT Participation 2017

[OPENHEATMAP](#)



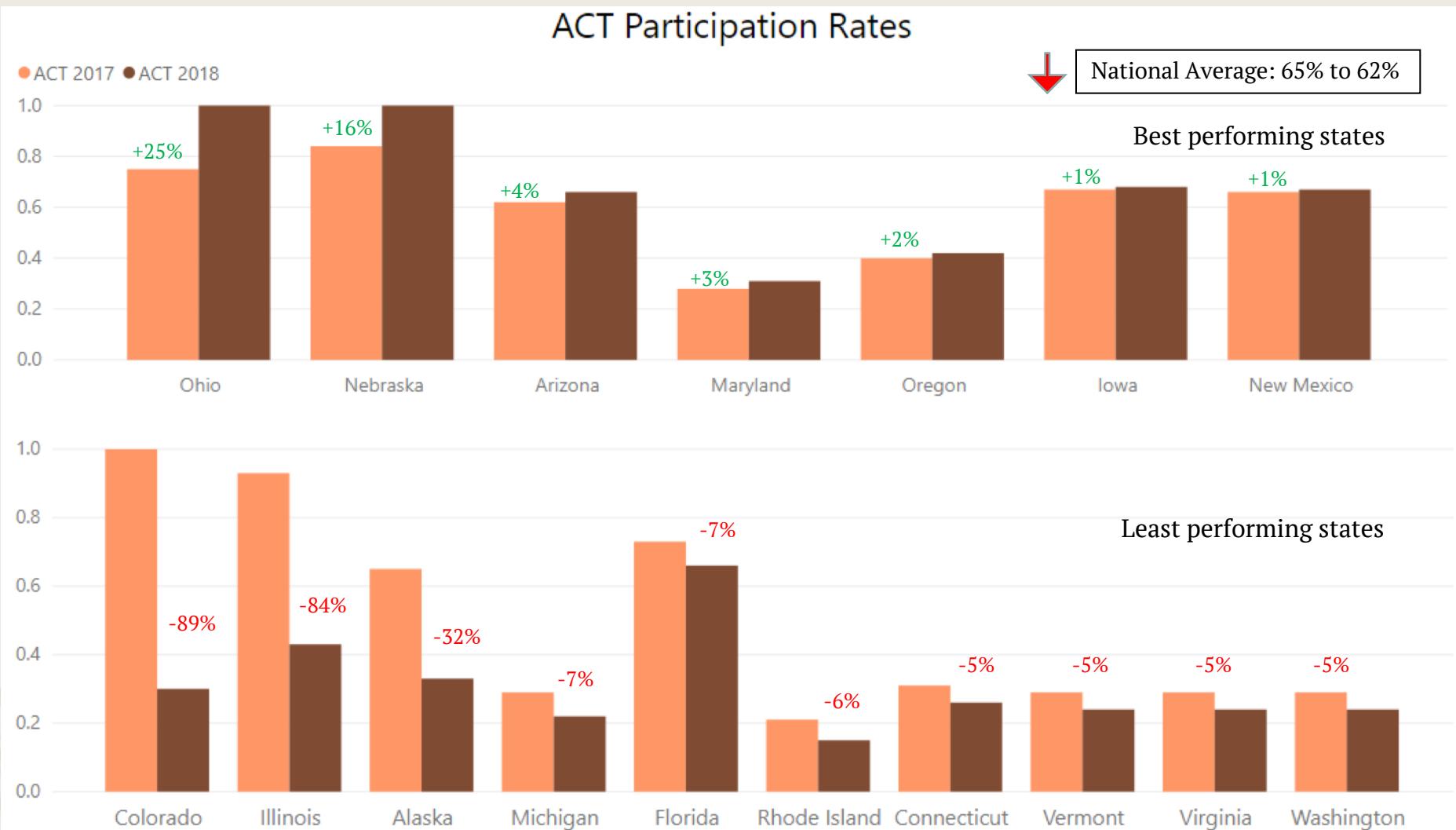
How did we fare in 2018?

Top 10 states changes in SAT participation 17 vs 18



How did we fare in 2018?

Top 10 states changes in ACT participation 17 vs 18





Key considerations:

- *State laws*
- *Current participation rates*
- *Budget*



State Laws

Some states will require students to take either ACT or SAT as part of their high school test

10 states that require the SAT:

- Colorado
- Connecticut
- Delaware
- District of Columbia
- Illinois
- Maine
- Michigan
- New Hampshire
- Rhode Island
- West Virginia

11 states that require the ACT:

- Alabama
- Hawaii
- Kentucky
- Mississippi
- Montana
- Nebraska
- Nevada
- North Carolina
- Utah
- Wisconsin
- Wyoming

Case study: College Board has won a 3yr, \$14.3m bid to give its exam to all public high school juniors in Illinois

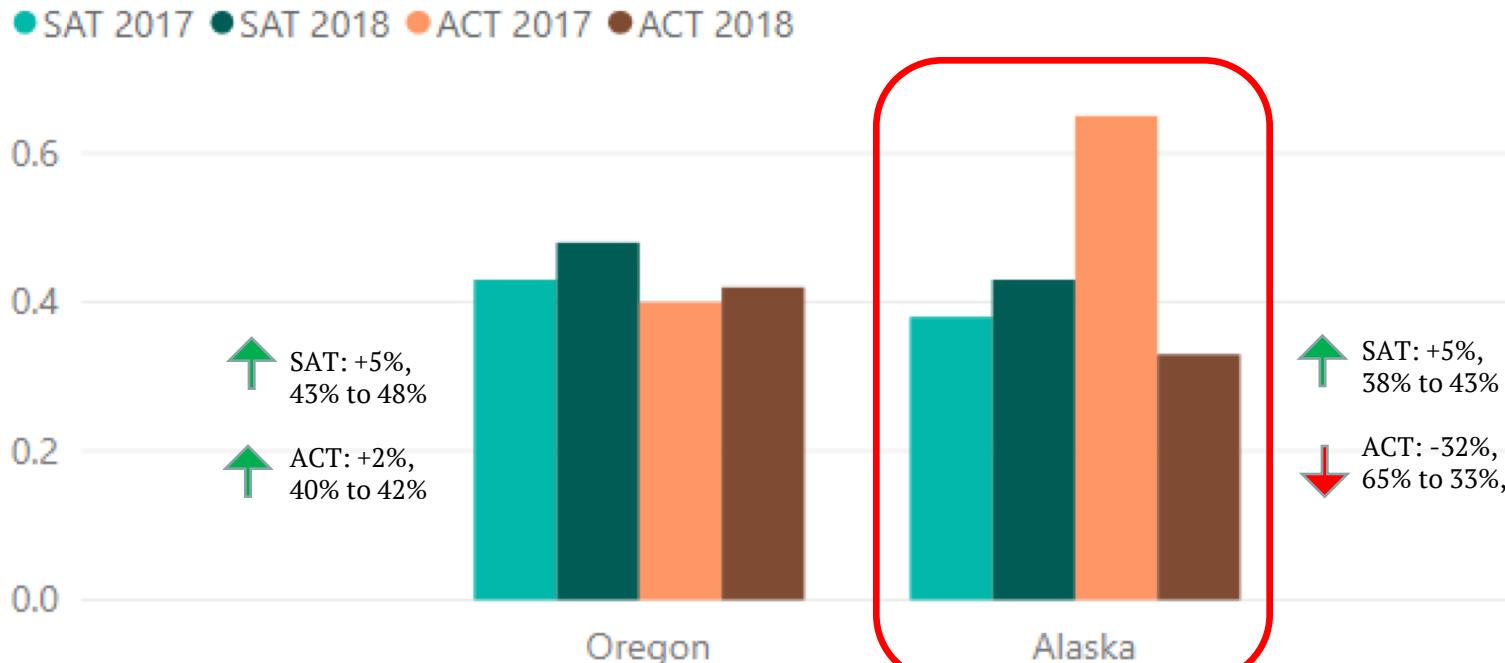


Current participation rates

To maximise efficiency and stretch out dollars spent, we have applied the current filters to the participation rates:

1. Remove states that has compulsory papers
2. Remove states that has more than 50% participation rates in 2018 for both papers

States with 2018 Participation Rates < 50%



How?



Recommendations:

Alaska has high school test called PEAKS but there isn't any exit exam, the College Board will then be able to enter and promote the test by^[1]:

- a) Elite school students usually take SAT [2]
- b) SAT is arguably better than ACT [3]
- c) SAT's growing presence in the West coast makes SAT more relevant

An Elite Sampler

Percent of first-time freshmen submitting test scores.

CORNELL		HARVARD		M.I.T.		NORTHWESTERN		PRINCETON		STANFORD		U.C.L.A.		U.N.C.-CHAPEL HILL		YALE		
2006-7	2011-12	2006-7	2011-12	2006-7	2011-12	2006-7	2011-12	2006-7	2011-12	2006-7	2011-12	2006-7	2011-12	2006-7	2011-12	2006-7	2011-12	
SAT	95% 88%	99% 90%	97% 89%	82% 65%	98% 91%	96% 87%	99% 92%	99% 94%	96% 85%	20 36	18 32	28 36	51 80	11 29	25 40	30 45	23 35	21 35
ACT	15 24	17 22	25 25	33 45	9 20	21 27	29 37	22 29	17 20									
BOTH																		

Source:

[1]<https://www.edweek.org/ew/section/multimedia/states-require-students-take-sat-or-act.html>

[2]<https://archive.nytimes.com/www.nytimes.com/interactive/2013/08/04/education/edlife/where-the-sat-and-act-dominate.html>

[3]<https://www.studyusa.com/en/a/1305/act-vs-sat-ultimate-guide-to-choosing-the-right-test>





Until the next project....

