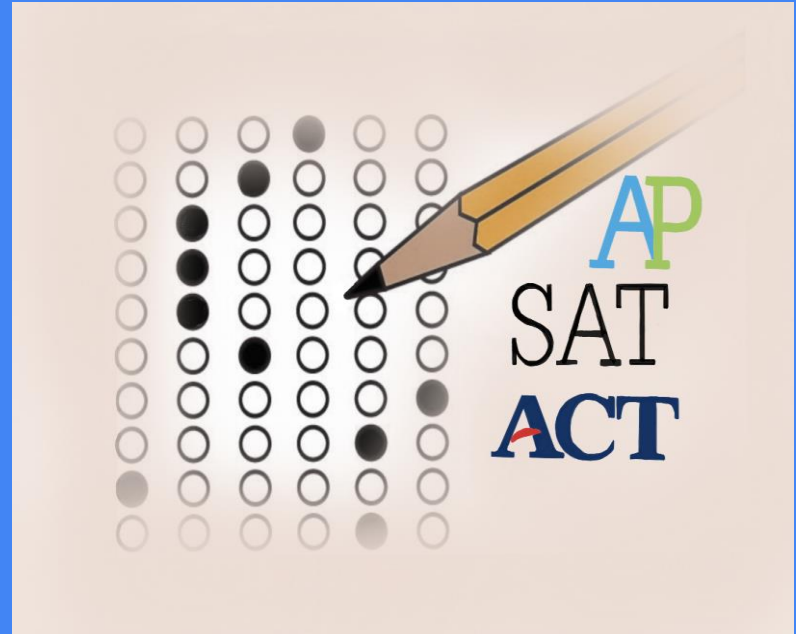


# 2019 Standardized Test Analysis for Recruiting Top Academic Talent

Presentation by Aaron O'Neal

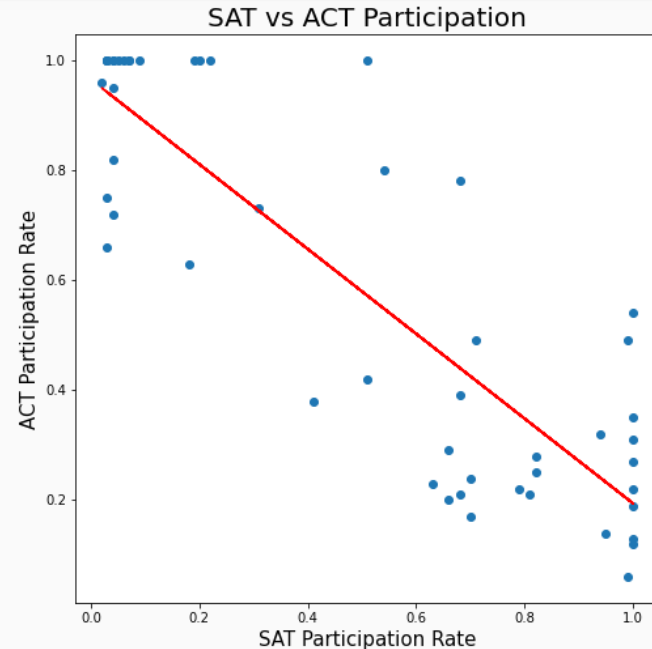


# Project Overview

Top colleges recruit high performing high school students and require higher test scores for those students to be able to get into their school. This project aims at helping those colleges find where they can recruit more high performing students based on standardized test scores across the country and allocate more marketing resources to those states.

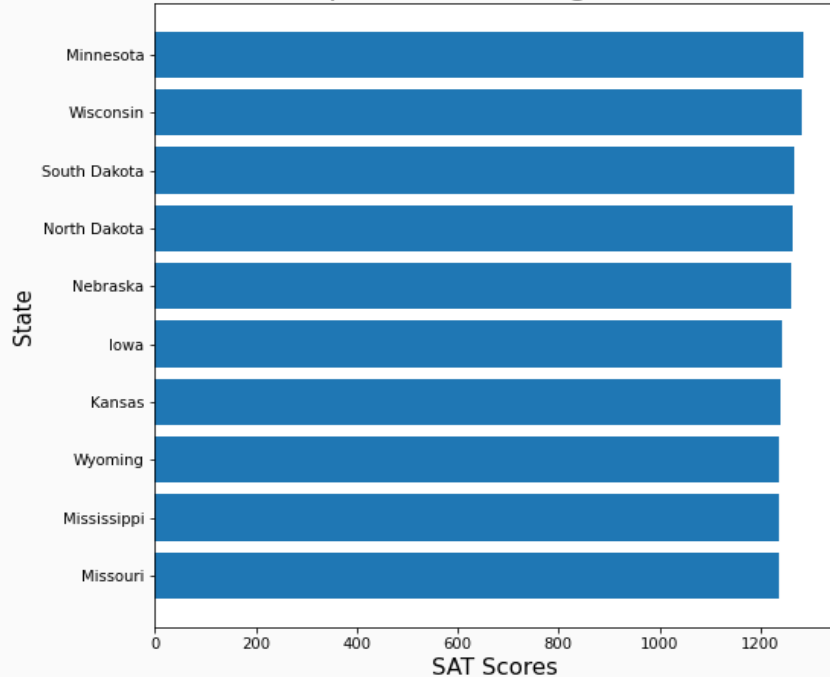
# Which Test? ACT or SAT?

The relationship between SAT participation rate and ACT participation rates show that states tend to have students in their respective state focus on one test more than the other. Some states require their students to take either the SAT or ACT test.

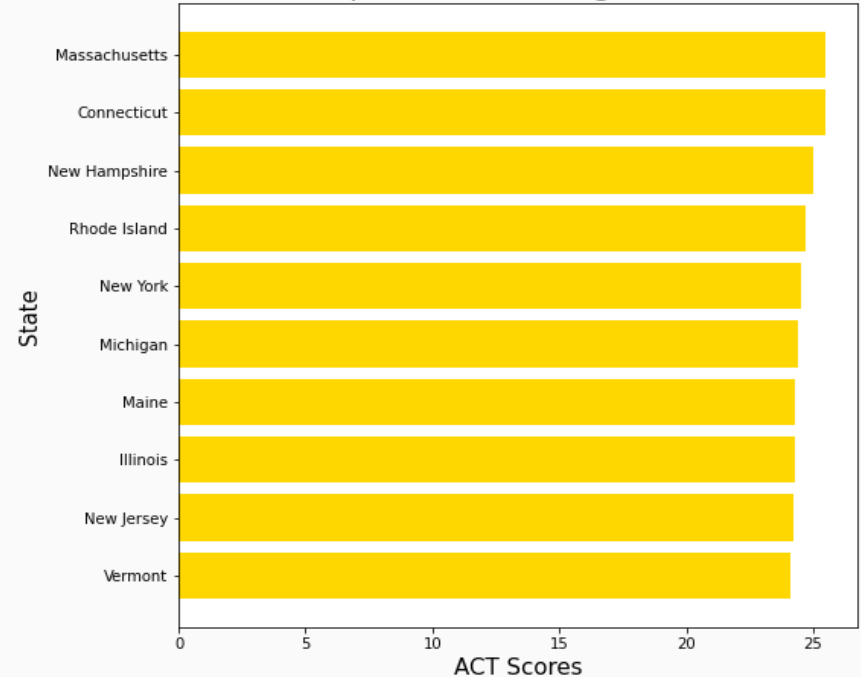


# Top SAT and ACT Scores

## Top 10 SAT Scoring States

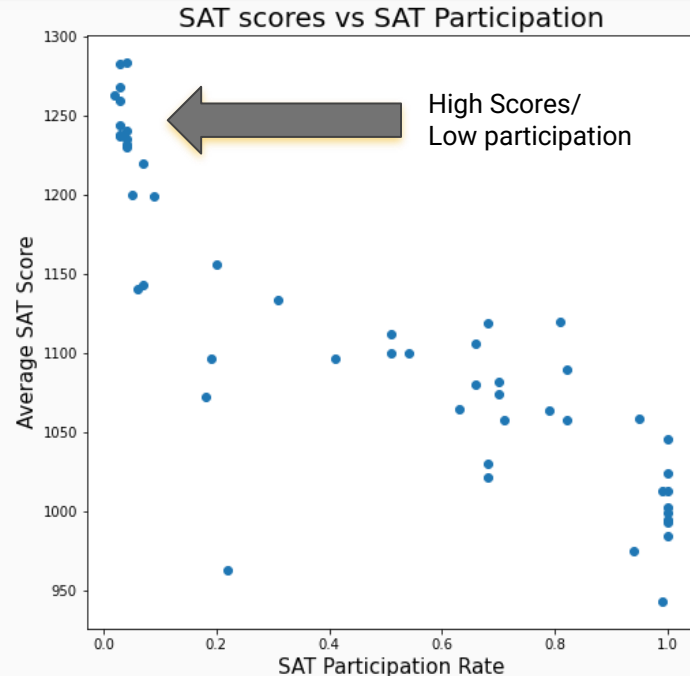


## Top 10 ACT Scoring States



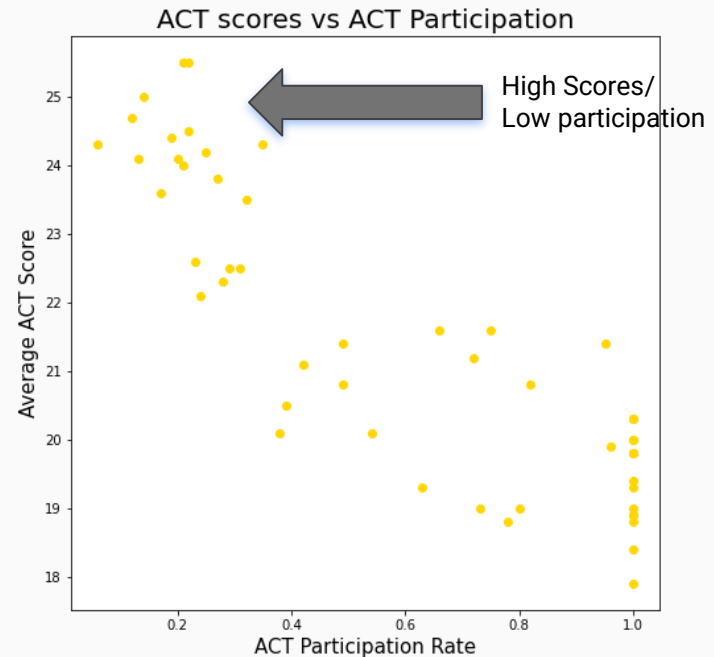
# SAT Scores and Participation by State

- When looking at SAT scores, the higher the average score for the state, the lower the participation rate.
- Need to ensure that there are enough students taking the test in the state to get an accurate estimate of the average test scores



# ACT Scores and Participation by State

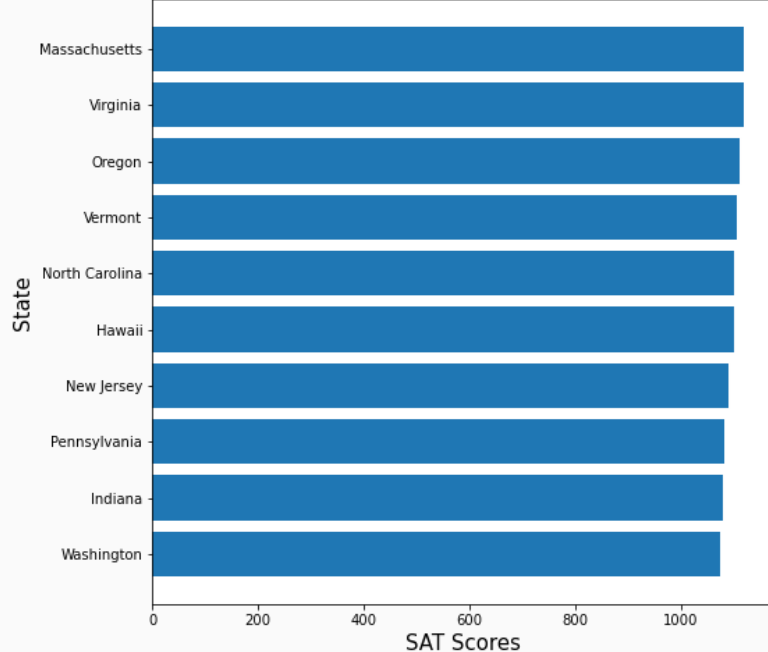
- When looking at ACT scores, the higher the average score for the state, the lower the participation rate.
- Need to ensure that there are enough students taking the test in the state to get an accurate estimate of the average test scores



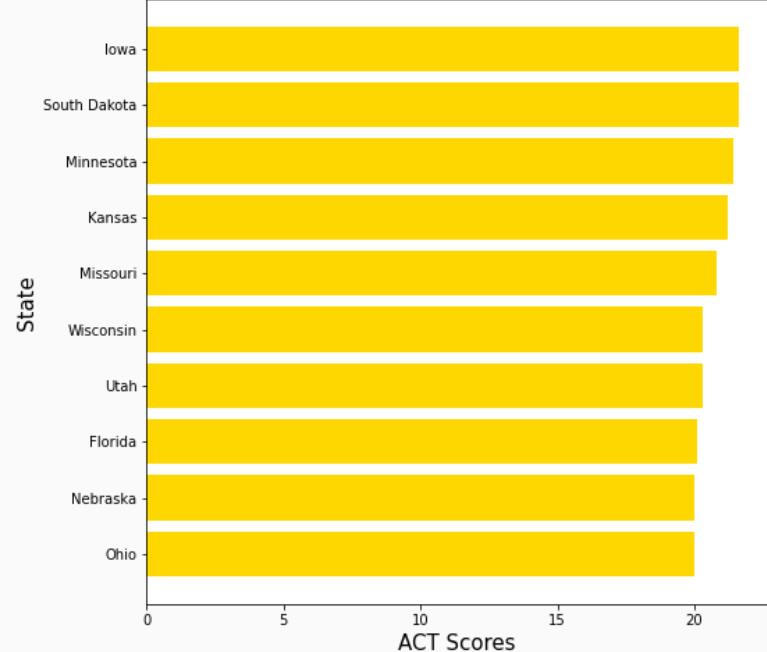
# Top SAT and ACT Scores

with majority participation

Top 10 SAT Scoring States based on Participation Rate

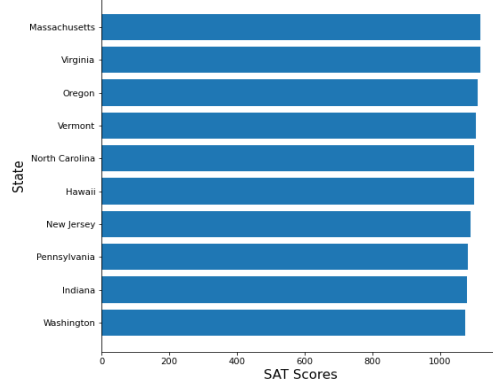


Top 10 ACT Scoring States based on Participation Rate

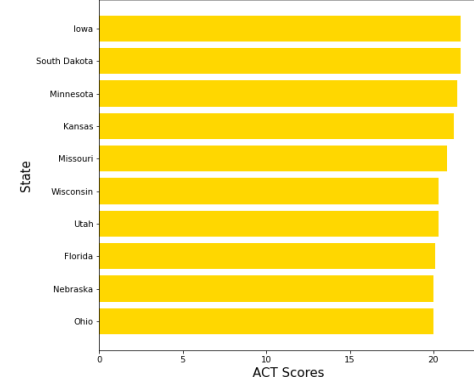


# Top Overall States

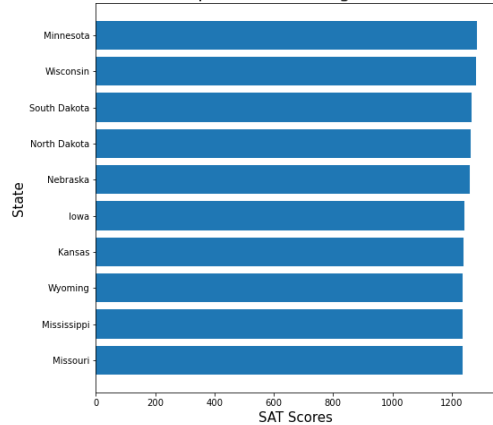
Top 10 SAT Scoring States based on Participation Rate



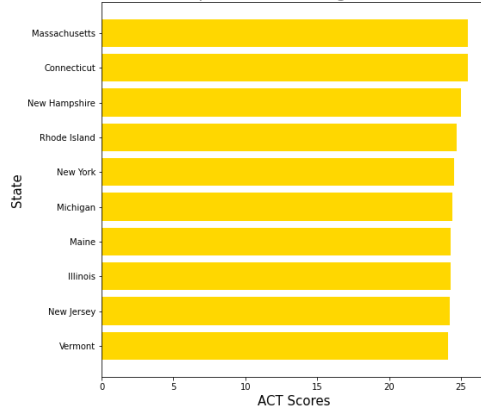
Top 10 ACT Scoring States based on Participation Rate



Top 10 SAT Scoring States



Top 10 ACT Scoring States





# Recommendations

States with top SAT scores with a majority participation in the SAT test and top ACT scores without considering participation:

- Massachusetts, New Jersey, and Vermont

States with top ACT scores with a majority participation in the ACT test and top SAT scores without considering participation:

- Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota, and Wisconsin

# Data and Resources

- 2019 ACT Scores by State (<https://blog.prepscholar.com/act-scores-by-state-averages-highs-and-lows>)
- 2019 SAT Scores by State (<https://blog.prepscholar.com/average-sat-scores-by-state-most-recent>)
- An article from the Washington Post states that colleges spend billions on marketing themselves to potential students. ([https://www.washingtonpost.com/local/education/colleges-marketing-student-recruitment/2021/09/30/b6ddd246-2166-11ec-8200-5e3fd4c49f5e\\_story.html](https://www.washingtonpost.com/local/education/colleges-marketing-student-recruitment/2021/09/30/b6ddd246-2166-11ec-8200-5e3fd4c49f5e_story.html))
- This article shows the states that required high school students to take SAT or ACT tests in 2019. <https://testive.com/state-sat-act/>