



SAT and ACT Analysis 2017-2018

A Group 5 Presentation

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Agenda

- 1. Problem Statement
 - a. Objective
- 2. Key Findings
 - a. Participation Rates
 - Overview of participation rates SAT vs ACT
 - Breakdown of states
- 3. Conclusions & Recommendations
 - a. Selected state
- 4. Overall Recommendations
- 5. Q & A



Problem Statement

Participation varies across states.

How can we increase the SAT penetration?



10 States
Contracted with SAT

22 States
Contract-less



Sources:

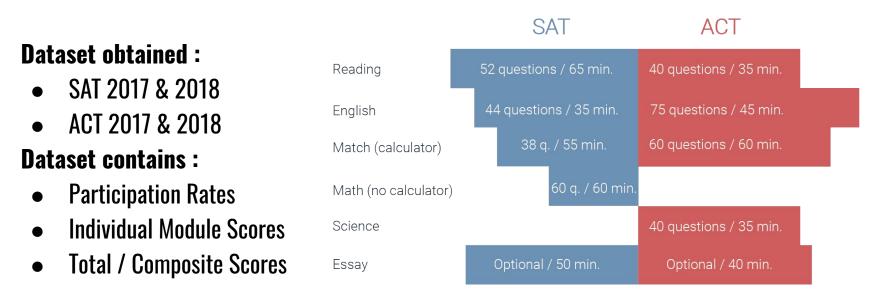
https://www.testive.com/state-sat-act/

https://blog.prepscholar.com/which-states-require-the-sat

https://blog.prepscholar.com/which-states-require-the-act-full-list-and-advice

Dataset

We have worked with Datasets, categorised by each State.



Objectives:

Track statewide participation



Recommend where money is best spent to increase SAT participation rates.

Key Findings

Trend analysis of Participation Rates in 2017 and 2018



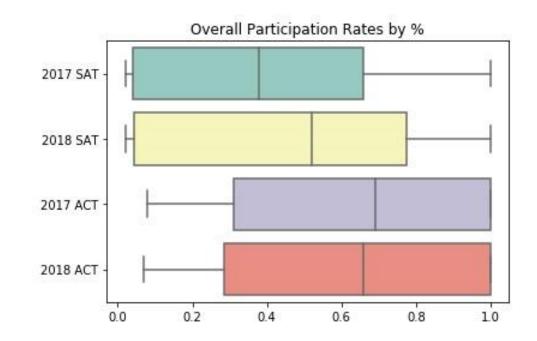
General Overview: Participation Rates

- SAT

- Concentrated on lower range
- Average: ~30-50%

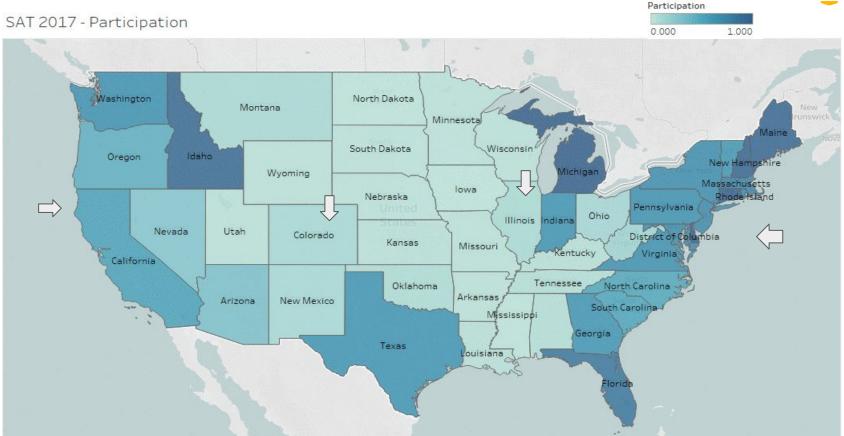
- ACT

- Concentrated on higher range
- Average: ~60-70%



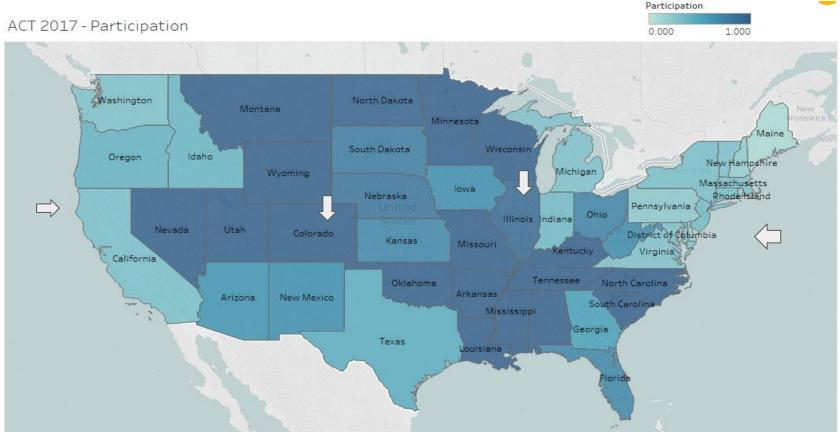
Changes in SAT Participation Rates 2017/2018





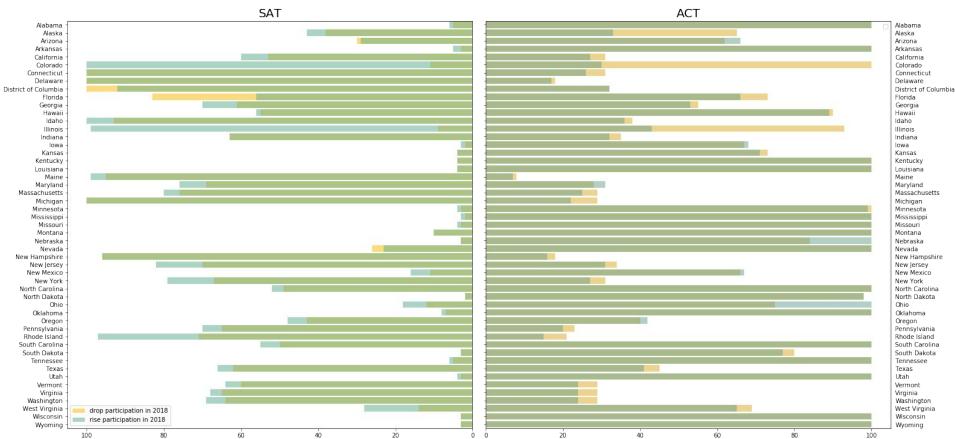
Changes in ACT Participation Rates 2017/2018





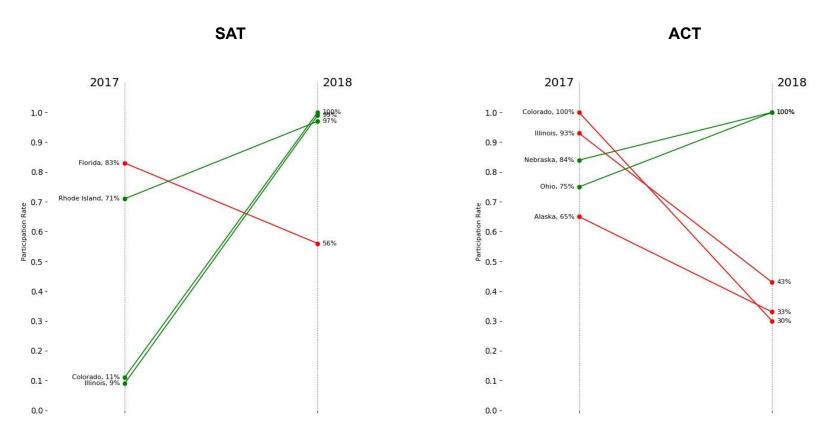
SAT vs ACT: Drop & Rise in Participation 2017/2018





SAT vs ACT: States with Significant Changes in Participation Rates

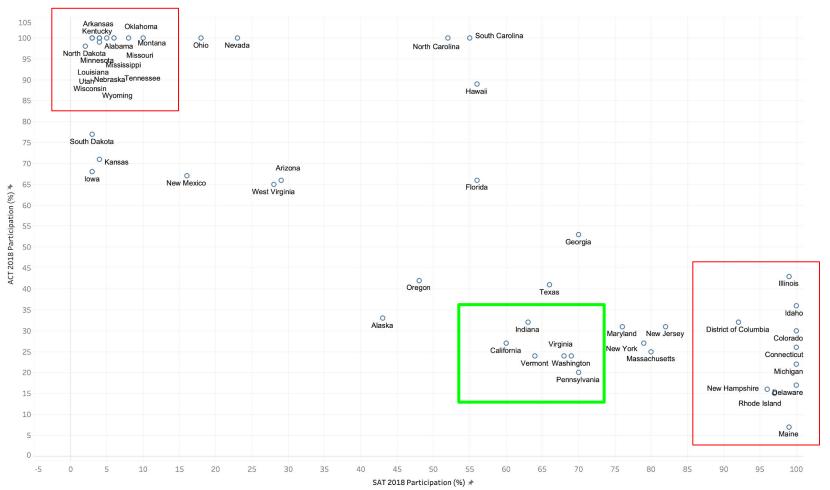




Conclusions and Recommendations

States requiring attention and action

2018 SAT vs ACT Participation Rates by States



Lowest Collective Participation Rates in 2018

State	SAT	ACT	High School Graduates†	
Vermont	64%	24%	7K	
Virginia	68%	24%	90K	
Washington	69%	24%	70K	
California	60%	27%	435K	
Indiana	63%	32%	73K	

[†] Data Extracted from 2018 SAT Annual Report:

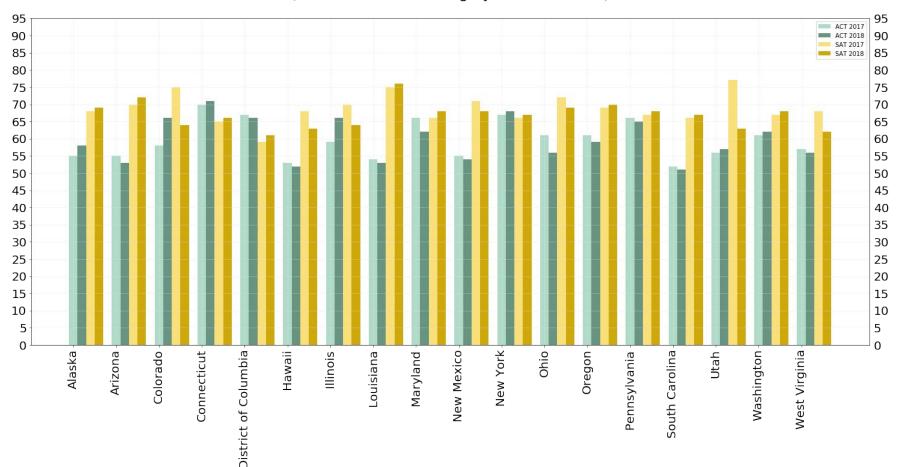
Advantages of SAT

State mean score of schools with Participation Rate above 90% in 2018

State	Participation Rate			
	2017	2018	Total Score	
New Hampshire	96%	96%	1063	
Connecticut	100%	100%	1053	
Colorado	11%	100%	1025	Aligned education
Illinois	9%	99%	1019	system with SAT
Rhode Island	71%	97%	1018	
Maine	95%	99%	1013	
Michigan	100%	100%	1011	
Idaho	93%	100%	1001	
Delaware	100%	100%	998	
District of Columbia	100%	92%	977	

- 1. Students show higher resulting scores in comparison with ACT.
- 2. SAT School Day and Khan Academy.
- 3. Collaboration with the states' department of education (like Illinois and Colorado).

Result scores in percentage in the ACT and the SAT by the states in 2017 and 2018 (All scores differ through years AND tests)



Overall Recommendations

Suggestions and further research

Overall Suggestions:



- 1. **Collaborate with the contract-less states' department of education**. The ultimate goal is to convince the state government accepting SAT as mandatory test in all schools and sponsorship of exam or study fee.
- 2. **Broaden the participant base.** We can target on working adults in the community who are interested in taking the test and do not have the support of traditional schooling. Our online resources will be handy.
- 3. **Active Social Media Marketing on the Internet**, promotion of articles on the benefits of SAT compared to ACT.
- 4. **Establishing new scholarships** for students who can creatively share their positive experience of passing the test on social networks.

Recommendations for further research:

• Explore Arizona, District of Columbia, Florida and Nevada which have decrease in the participation rate.

Analyse the choice of the students where they can take both tests.



Analyze the performance of the test by students who passed both tests.

Thank You

Panel open for Q&A