



2020 ACT Participation Rate Improvement Strategy Presentation

by Calvin Lim

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Agenda

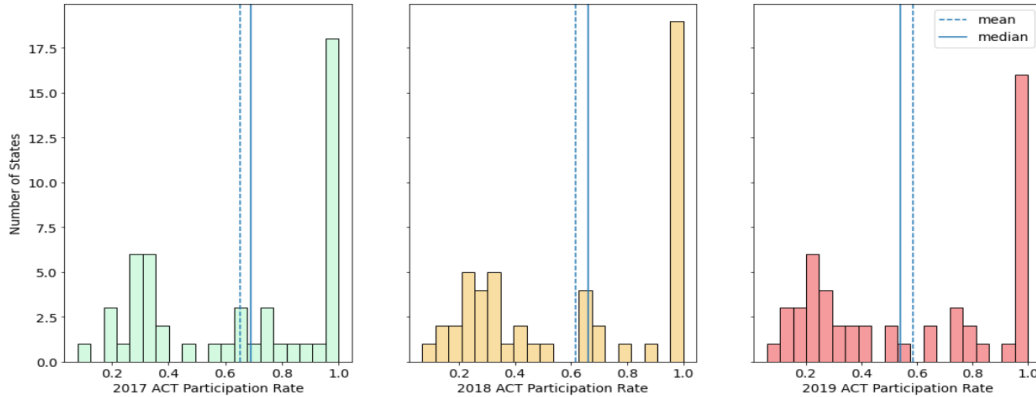
- Objectives
- Analyses:
 - ✓ ACT vs SAT: Participation Rates from 2017 to 2019
 - ✓ States with > 5% Decrease in Participation Rate
 - ✓ States with > 5% Increase in Participation Rate 2017 – 2018
 - ✓ States with > 5% Increase in Participation Rate 2018 – 2019
- ACT Introduces 3 New Options (Effective Sep 2020)
- Independent Research Favoring ACT for College Admissions
- Proposed Participation Rate Improvement Strategy

Objectives

- Analyze trends in both ACT and SAT participation rates to:
 1. Identify strategies for improving 2020 ACT participation rates; and
 2. Eventually reclaim ACT's pinnacle position as USA's most widely used college admission test.

ACT vs SAT: Participation Rates from 2017 to 2019

ACT Participation Rates from 2017 to 2019



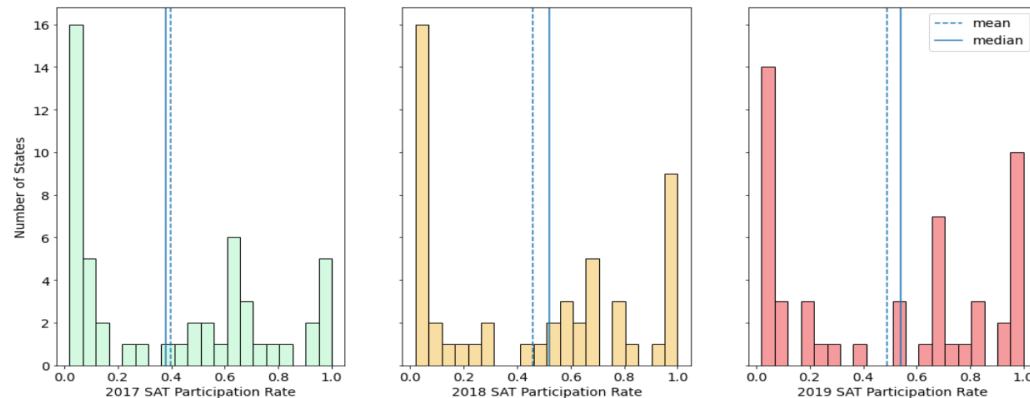
- ACT Participation Rates:

- > 90% : 2017: 19 ; 2018: 19 ; 2019: 15 states
- < 10% : 2017: 1 ; 2018: 1 ; 2019: 1 state

- SAT Participation Rates:

- > 90% : 2017: 7 ; 2018: 10 ; 2019: 12 states
- < 10% : 2017: 18 ; 2018: 17 ; 2019: 17 states

SAT Participation Rates from 2017 to 2019



States with > 5% Decrease in Participation Rate

ACT

state	act_participation_rate_2017	act_participation_rate_2018	act_participation_rate_2019	act_delta_1718	act_delta_1819
Colorado	1.00	0.30	0.27	-0.70	-0.03
Illinois	0.93	0.43	0.35	-0.50	-0.08
Alaska	0.65	0.33	0.38	-0.32	0.05
Florida	0.73	0.66	0.54	-0.07	-0.12
Michigan	0.29	0.22	0.19	-0.07	-0.03
Rhode Island	0.21	0.15	0.12	-0.06	-0.03
West Virginia	0.69	0.65	0.49	-0.04	-0.16
New Jersey	0.34	0.31	0.25	-0.03	-0.06
Hawaii	0.90	0.89	0.80	-0.01	-0.09
Missouri	1.00	1.00	0.82	0.00	-0.18
South Carolina	1.00	1.00	0.78	0.00	-0.22
Texas	0.45	0.45	0.39	0.00	-0.06

SAT

state	sat_participation_rate_2017	sat_participation_rate_2018	sat_participation_rate_2019	sat_delta_1718	sat_delta_1819
Florida	0.83	0.56	1.00	-0.27	0.44
District of Columbia	1.00	0.92	0.94	-0.08	0.02

- **Colorado:** \$67,492 spent on state level lobbying, and blocked bill
- **Illinois:** Won 3-year \$14.3 million bid upon expiry of ACT contract in 30Jun2016
- **Alaska:** State law requiring SAT, ACT or WorkKeys test for diplomas expired 30Jun2016
- **Florida:** More free SAT test sessions in schools in 2018

States with > 5% Increase in Participation Rate 2017 – 2018

ACT

state	act_participation_rate_2017	act_participation_rate_2018	act_delta_1718
Ohio	0.75	1.0	0.25
Nebraska	0.84	1.0	0.16

SAT

state	sat_participation_rate_2017	sat_participation_rate_2018	sat_delta_1718
Illinois	0.09	0.99	0.90
Colorado	0.11	1.00	0.89
Rhode Island	0.71	0.97	0.26
West Virginia	0.14	0.28	0.14
New Jersey	0.70	0.82	0.12
New York	0.67	0.79	0.12
Georgia	0.61	0.70	0.09
Maryland	0.69	0.76	0.07
California	0.53	0.60	0.07
Idaho	0.93	1.00	0.07
Ohio	0.12	0.18	0.06

- **Ohio:** ACT/SAT effective Apr2017, 95% districts chose ACT (-\$2.50/test)
- **Nebraska:** State accountability testing via ACT effective Spring 2017
- **Rhode Island:** Adopted PSAT and SAT in 2017, mandating both tests as graduation requirement in 2018
- **West Virginia:** Won 1 year, option for 3 x 1-year renewals in Spring 2018, may still qualify for Promise Scholarship with ACT

States with > 5% Increase in Participation Rate 2018 – 2019

ACT

state	act_participation_rate_2018	act_participation_rate_2019	act_delta_1819
Arizona	0.66	0.73	0.07

- **Arizona:** ACT/SAT effective 2019, 44/55 schools chose ACT because lesser time, greater student ownership, value and meaning

SAT

state	sat_participation_rate_2018	sat_participation_rate_2019	sat_delta_1819
West Virginia	0.28	0.99	0.71
Florida	0.56	1.00	0.44
Oklahoma	0.08	0.22	0.14
South Carolina	0.55	0.68	0.13
Maryland	0.76	0.82	0.06

- **West Virginia:** Governor vetoed bill in 2019, partly because “directly conflicts” with existing state law
- **Florida:** Many school districts offer “SAT school day” programs to take SAT for free during the week in school

ACT Introduces 3 New Options (Effective Sep 2020)

1. ACT Section Retesting: **Better score, More affordable, Less time**

- Students who have taken ACT once will be given option to retake any one of the individual section tests (English, Math, Reading, Science, and/or Writing) instead of entire ACT again. Historically, ~50% ACT test-takers repeat the test to potentially better their scores.

2. Online testing with faster score turnaround: **Faster results**

- Students will be able to take test online during national test days at ACT test centers instead of the paper-and-pencil format. Online test results available in 2 days vs paper-pencil format's typical 2 weeks.

3. New ACT “superscoring”: **Better score**

- Students who have taken ACT more than once / retaken individual sections permitted to combine their best scores on the subtests across all administrations, instead of scores from just 1 sitting, allowing students to report a higher combined score than the more restrictive, former method.

Independent Research Favoring ACT for College Admissions

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SAT and ACT Scores as Predictors of Undergraduate GPA Scores of Construction Science and Management Students

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In conclusion, this current research showed that both SAT and ACT were valid and reliable predictors of UGPA in undergraduate CSM programs. The correlation and regression coefficients between UGPA and ACT/SAT were relatively strong implying relatively good predictive ability of undergraduate educational performance and success. In some of the statistical analyses, ACT showed better predictive power than SAT for the UGPAs of students and so the undergraduate CSM programs and admission committees may reconsider re-assessing their admission requirements. That is, whether they should emphasize ACT scores or require both SAT or ACT scores during admission. This research contributes to the predictive research conducted about the performance and success of students in the CSM undergraduate programs in the USA. Its outcomes could provide useful information to aid CSM undergraduate admission committees in admitting students. In spite of the predictive abilities, CSM admission committees need to realize that SAT or ACT scores may not take into consideration or not fully evaluate a student's will, drive, motivation or persistence to overcome the hurdles and achieve eventual success in college education. The committees need to know that the most desirable graduates by employers are those students who have persevered through numerous life obstacles and who have endured to achieve not only academic success but also life skills. Thus, high GPAs might not be very important or SAT/ACT scores may be small indicators of student success. The outcome of this research could be generalized to the overall CSM educational programs in the USA.

Enhanced ACT's credibility with multiple stakeholders:

- United States Department of Education;
- State Department of Education;
- Colleges;
- High school administrators;
- Parents;
- High School 11th graders;
- etc.

Proposed Participation Rate Improvement Strategy

- **Target Audience (Decreasing Priority):**

- States with no contracts and low participation rates;
- States with no contracts;
- States with expiring contract;
- States with contracts pending renewal and/or extension;
- High school administrators;
- Parents;
- High School 11th graders

- **Preferred Terms (Decreasing Priority):**

- Long term contracts, with optional renewal extensions at same/better terms
- Long term contracts
- Shorter term contracts, with optional renewal extensions at same/better terms
- Shorter term contracts

- **Additional / Optional Benefits:**

- ✓ Backed by independent research
- ✓ Compulsory and Free / Subsidised rates
- ✓ “ACT school day” during the week in school
- ✓ ACT Section Retesting
- ✓ ACT Online testing
- ✓ ACT “superscoring”

- **Advertising, Branding and Marketing :**

- ✓ Leadership Interviews
- ✓ Roadshows / Tradeshow
- ✓ Seminars / Webinars / YouTube Videos
- ✓ Blog / Guest Posts
- ✓ Press Releases
- ✓ Digital Marketing
- ✓ Banners / Posters
- ✓ TV / Radio / Cable Advertisements
- ✓ etc.

Let's **ACT**[®] now!

The rest merely SAT[®].

