
‘Mandatory fun’ and ‘unsat’ participation in the SAT

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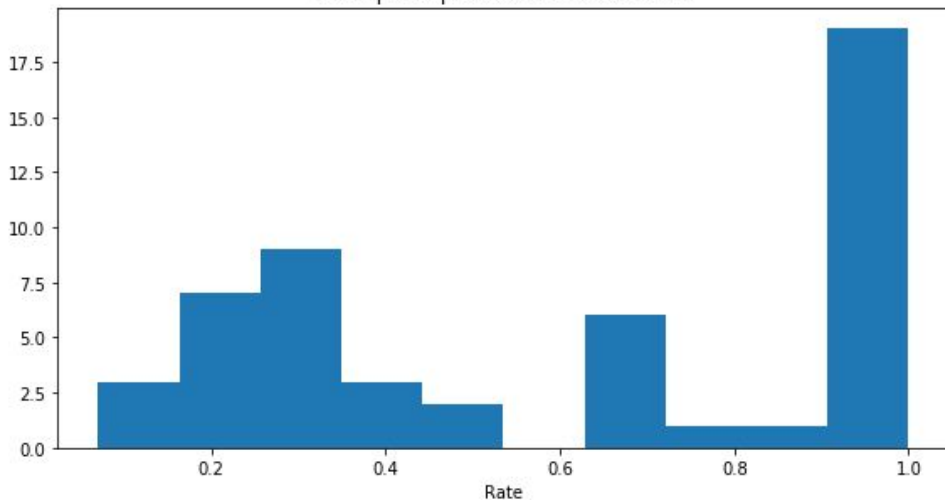
65%

mean participation rate
for ACT

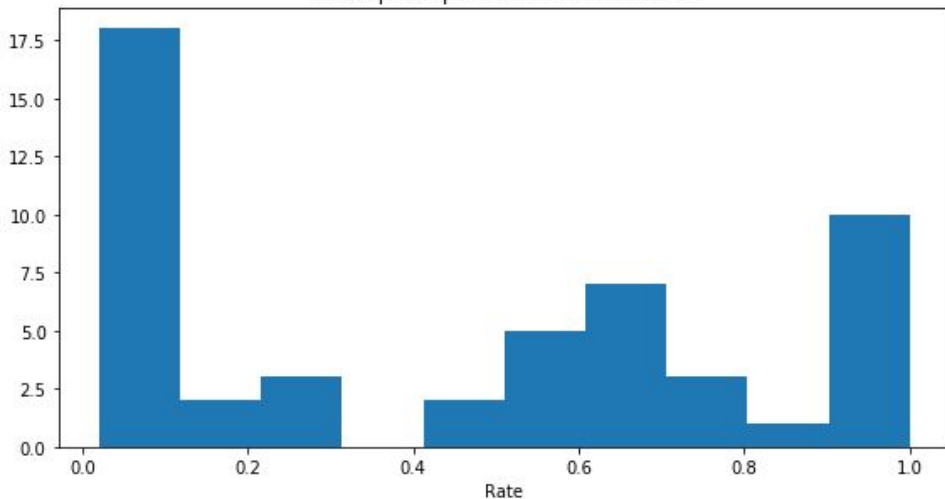
45%

mean participation rate
for SAT

State participation rate for ACT 2018



State participation rate for SAT 2018



Goal

Recruitment

- Increase participation in SAT nationwide. The SAT is currently offered free of charge to juniors in 20 states. After this, maintain relationships with the states.

Recent successes

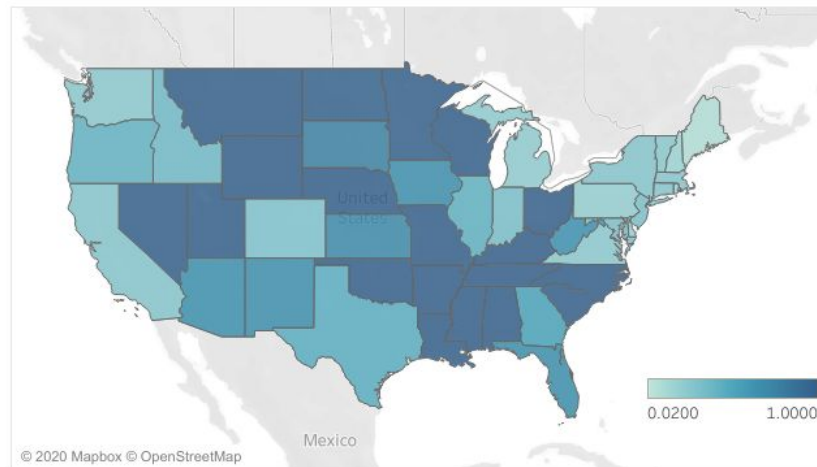
- Colorado switched from mandatory ACT testing in 2017 to mandatory SAT testing for 2018.
- Illinois has increased its mean participation to 100%.
- 25% increase in students taking the 2018 SAT compared to the 2017 SAT.
- In 2018, more total students took the SAT than the ACT.

Recruitment

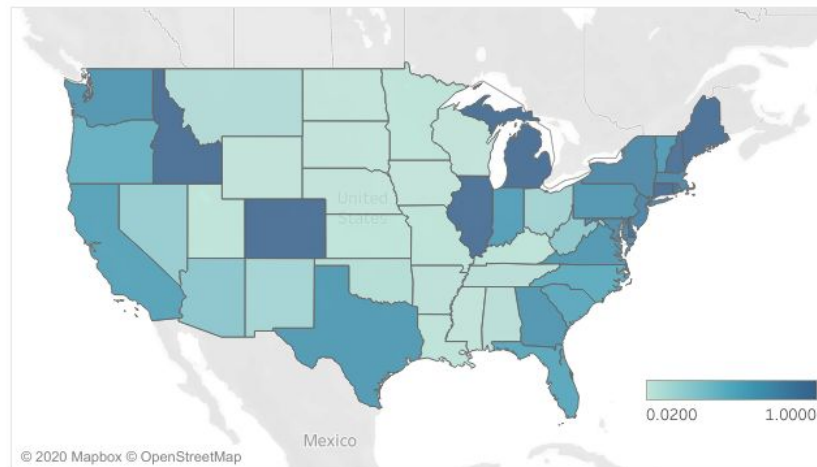
When it comes to mandatory testing, it's a 'winner-takes-all' game. States with mandatory testing rarely allow both tests.

- Focus on school districts and local government. Midwest and South often leave testing decisions up to school districts.
 - ESSA gives states more ability to allow counties/districts to make assessment decisions.
- Using SAT instead of state-created assessments is cheaper and tests competencies better. This also makes compliance with ESSA simpler.
- Ohio allows SAT scores above a certain level to be another path to a high school diploma. Also makes compliance with ESSA simpler.
- Continuity for the large number of students who take PSAT.

2018 Mean ACT Participation



2018 Mean SAT Participation



Recommendations

- Increase state contracts, but this tends to be zero-sum
- Reach out more to local governments and school districts
- Keep funding SAT School days. This has been a popular program.
- Adapt to the new STEM focus. Math sections have a greater effect on total score vs ACT. Perhaps highlight portions showcasing 'algorithmic/programmatic thinking' etc.
- Reframe the SAT vs ACT narrative. There are good reasons to take both tests!
- More granular data at the local level (counties, parishes, school boards etc.)
- PSAT data. How often does a student take the PSAT and then go on to take the SAT?

Thank you!

Any Questions?