

Project 1

Standardized Test Analysis

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Introduction



Problem Statement

How to increase SAT participation rates in potential states with low participation rates

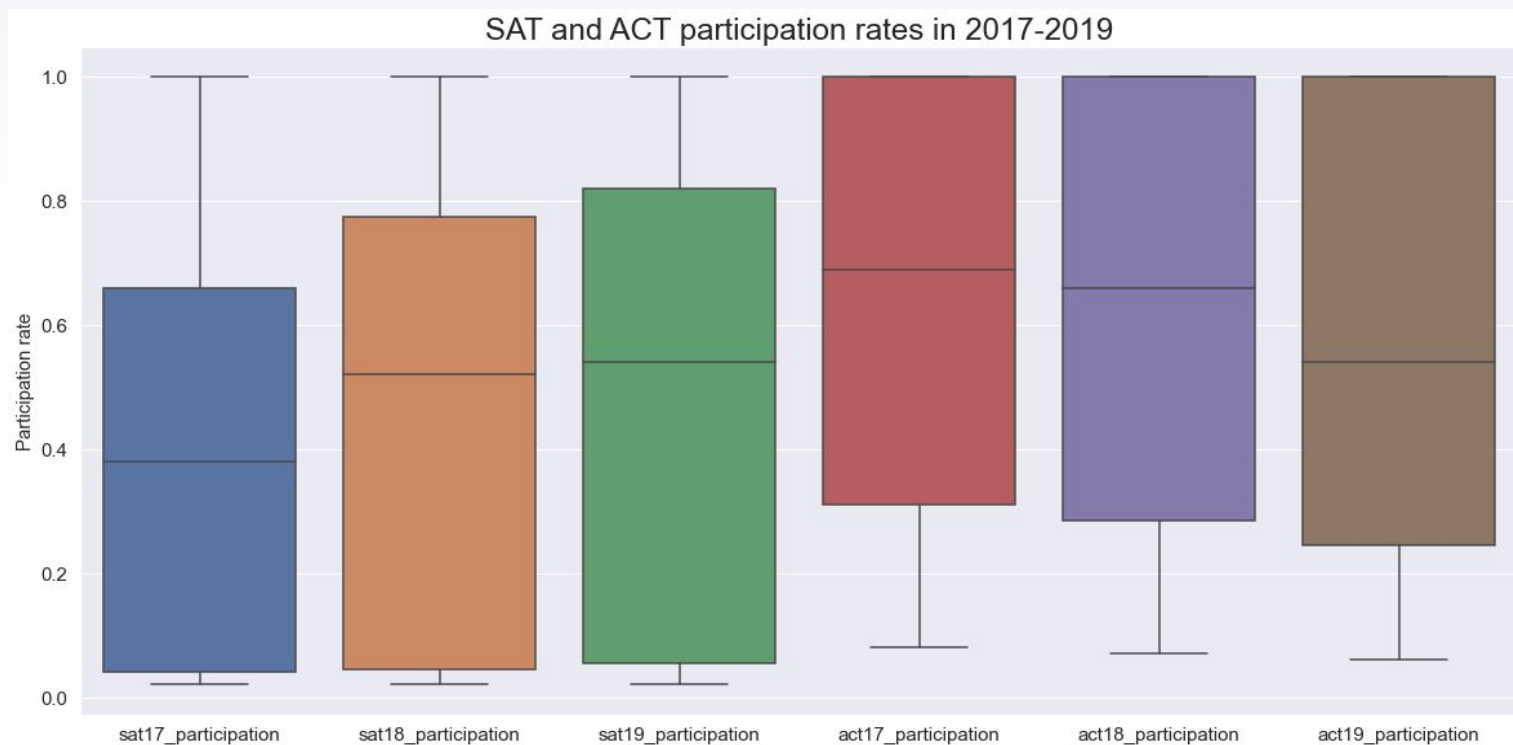


Current College Board Implementation

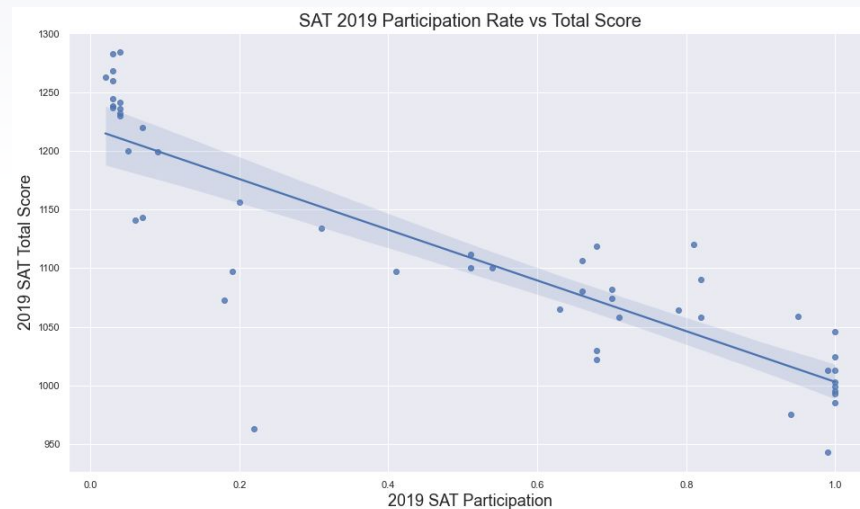
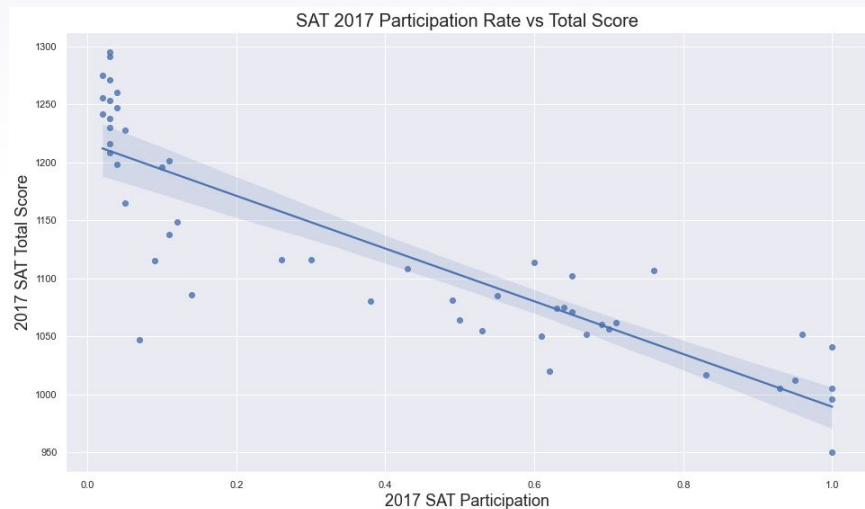
- ▶ New SAT format in 2016
- ▶ Provides up to 2 SAT fee waivers for low income families
- ▶ Partnered with Khan Academy to provide free SAT study materials



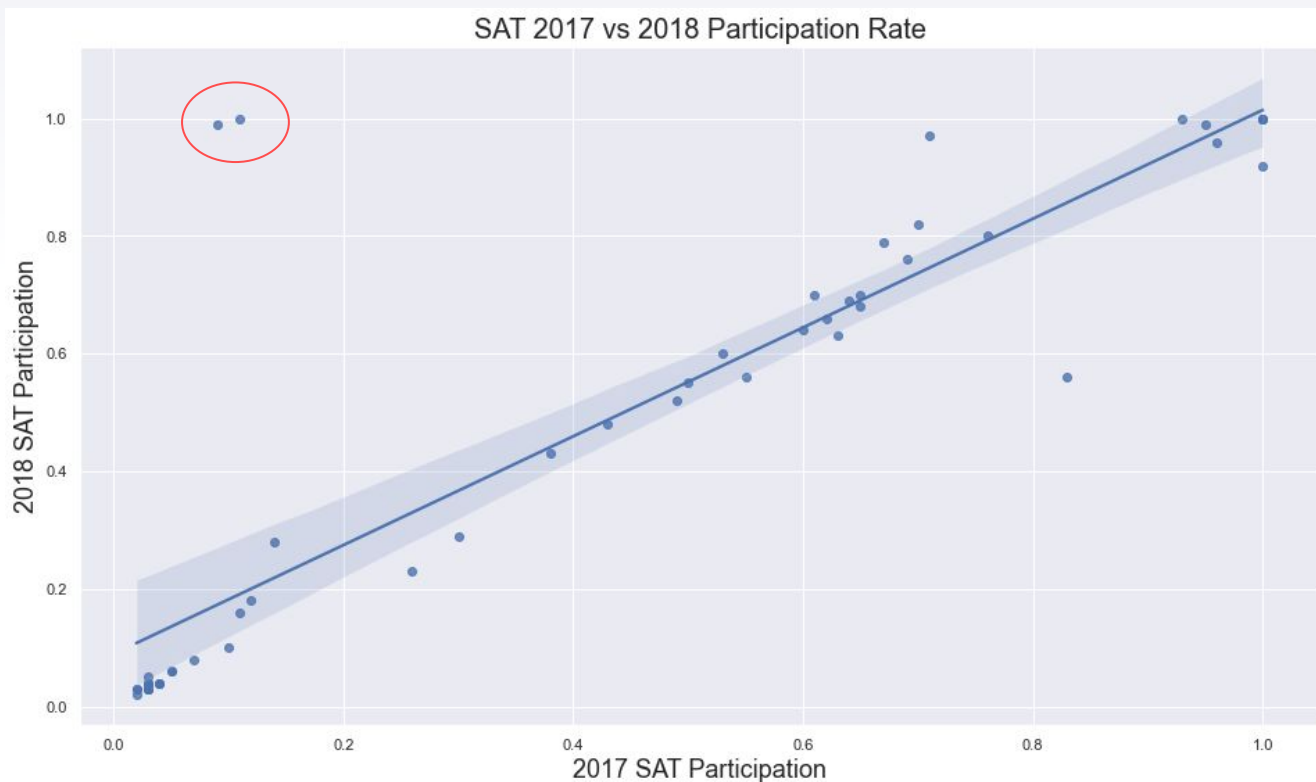
SAT vs ACT Participation Rates



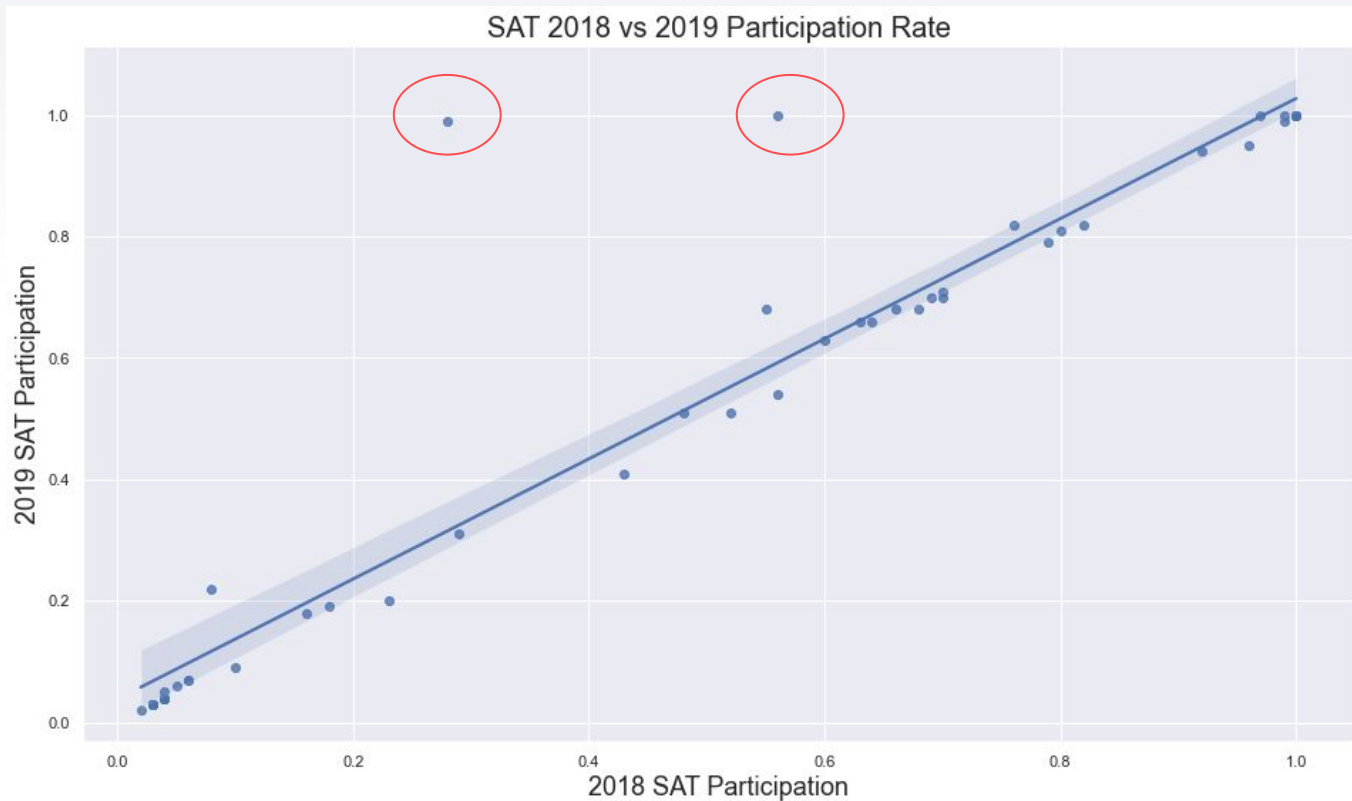
SAT Participation Rate vs Total Score



SAT 2017 vs 2018 Participation Rates



SAT 2018 vs 2019 Participation Rates



► Key Findings

- SAT and ACT participation have a strong negative correlation
- Participation and total/composite score have a strong negative correlation
- Strong positive correlation on year on year participation

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Selection of State



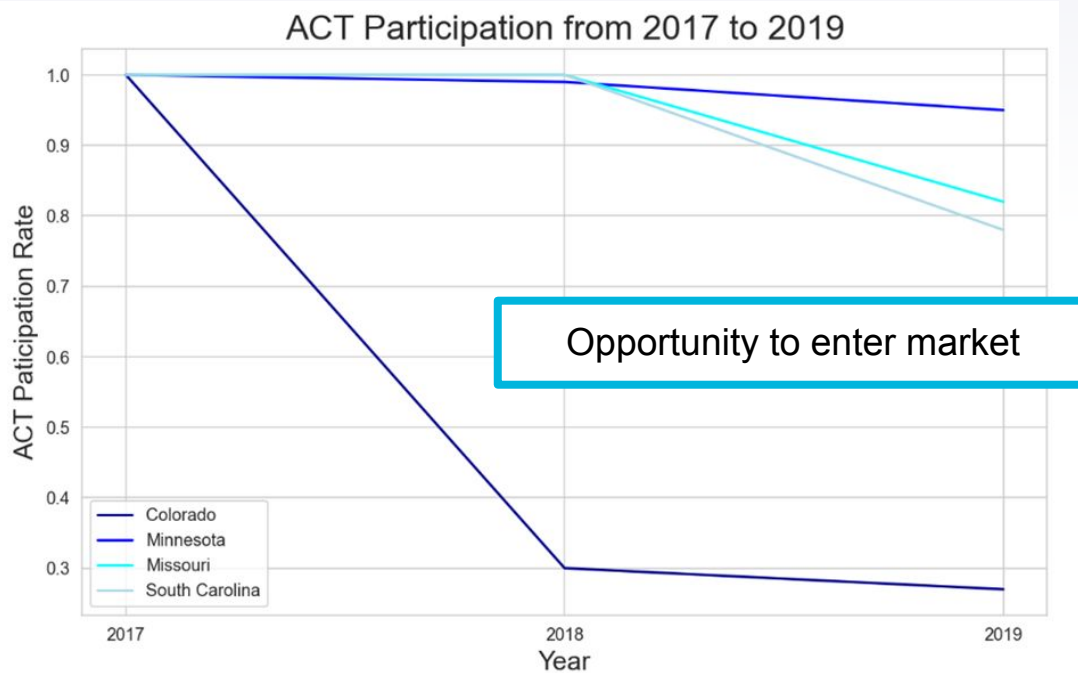
Selection Process



No Mandatory Test

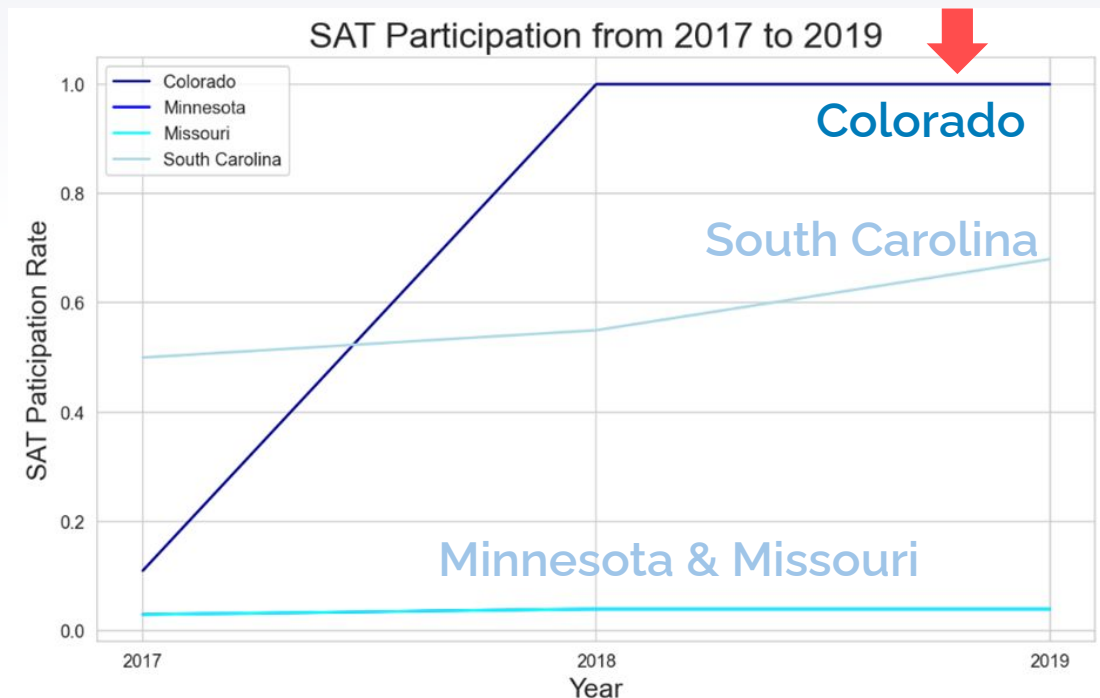
- Free to choose SAT or ACT
- Opportunity to establish agreement for mandatory test

Shift from 100% ACT Participation Rate



Shift from 100% ACT Participation Rate

Success Case:
Colorado has mandated SAT in 2017 ([source](#))



100%

Selection Process



No Mandatory Test

- Free to choose SAT or ACT
- Opportunity to establish agreement for mandatory test

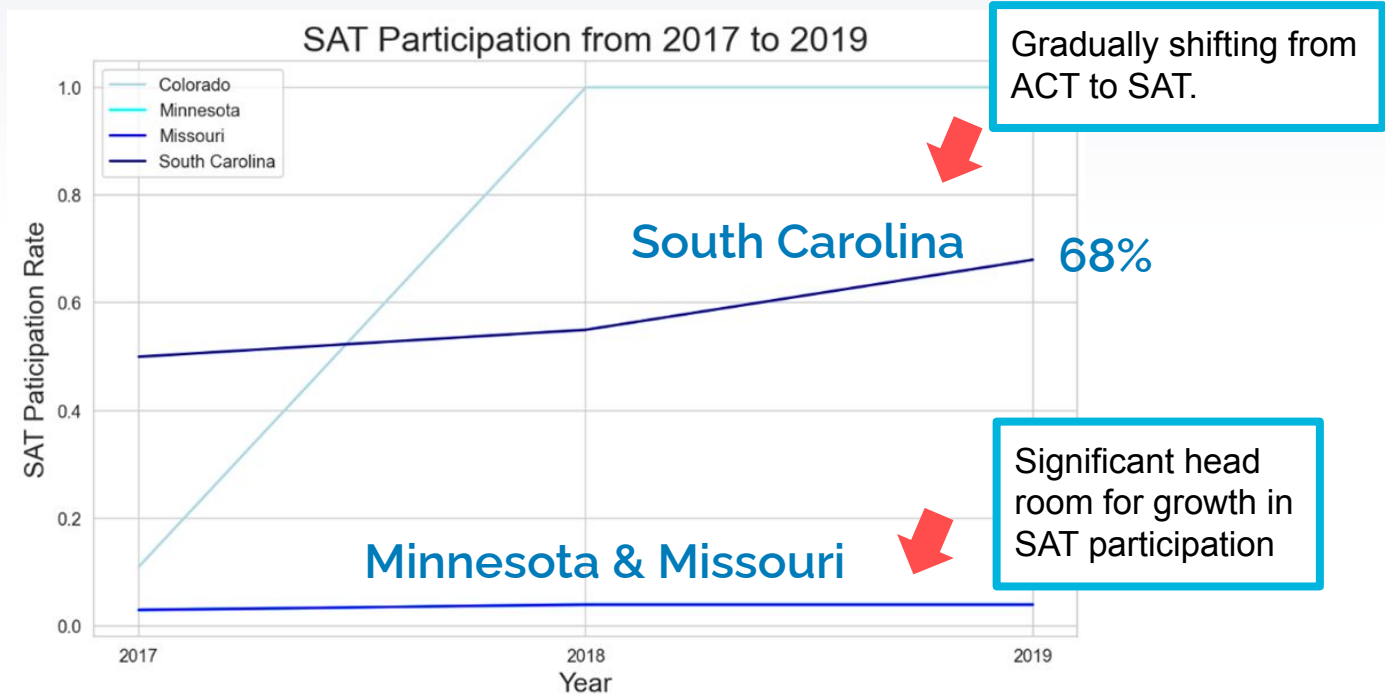
Low SAT Participation High ACT Participation

- Social norm to take standardised test and pursue higher education
- Sufficient headspace to increase SAT participation rate

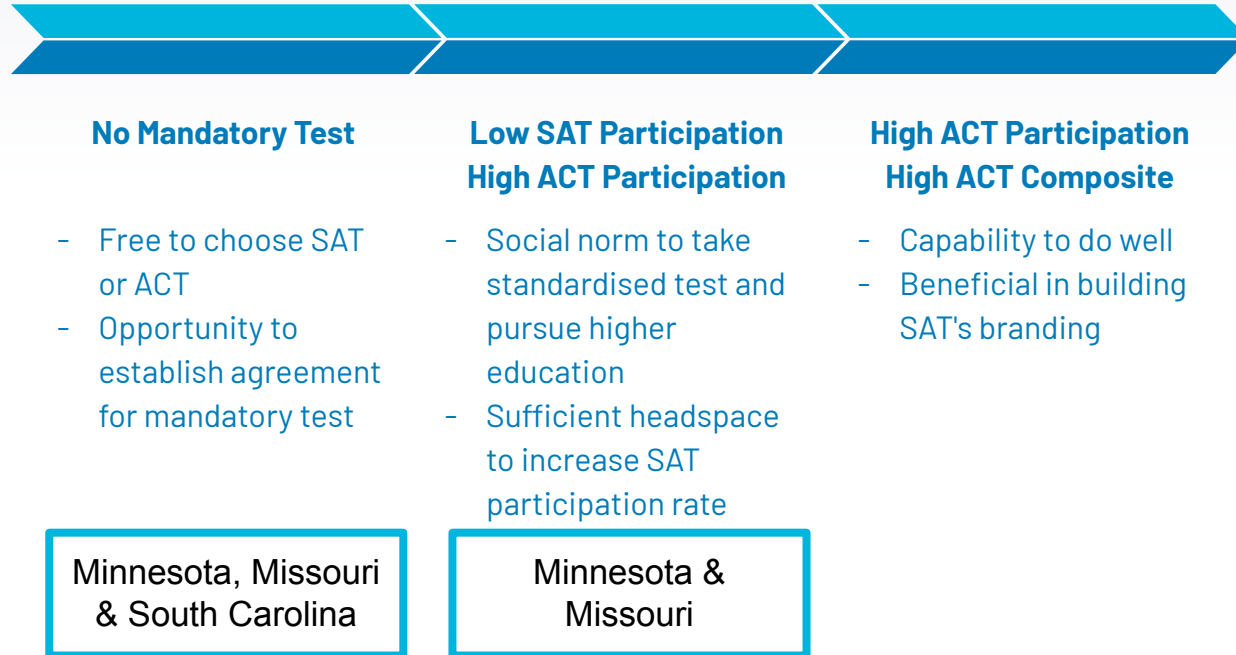
Minnesota, Missouri
& South Carolina

Minnesota, Missouri, South Carolina

Free to choose
SAT or ACT.



Selection Process



High ACT Participation Rate and Composite

High ACT Participation Rate

More than 50%
participation rate



High ACT Composite Score

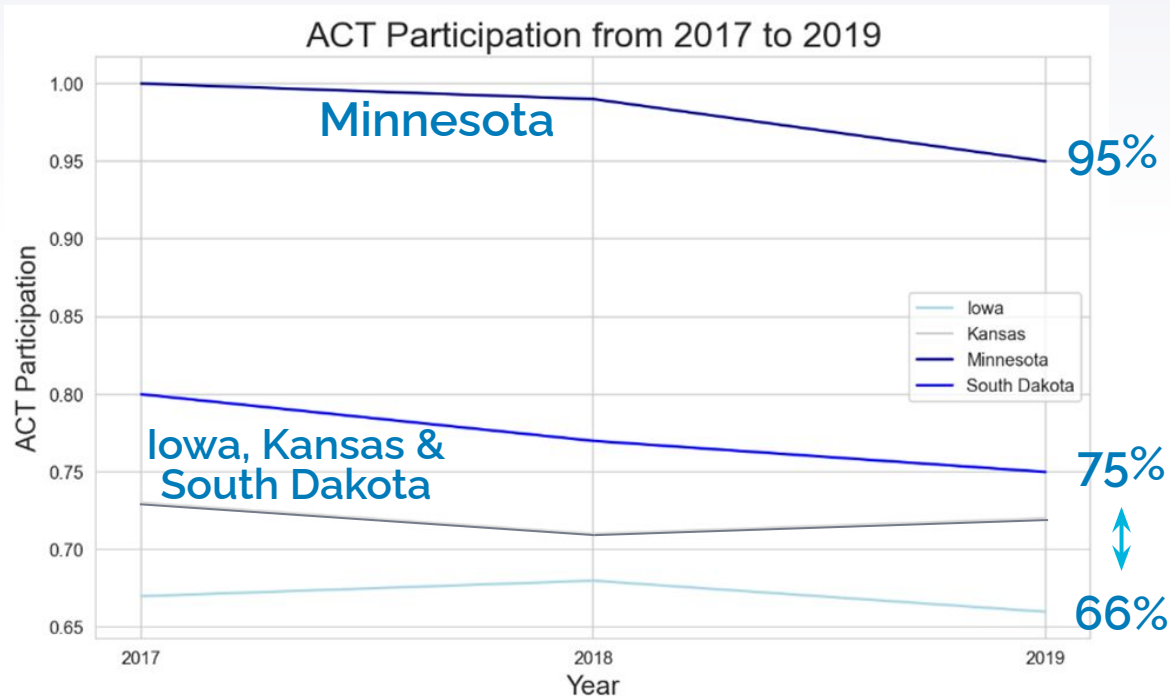
More than population
median



**Iowa, Kansas, Minnesota
and South Dakota**

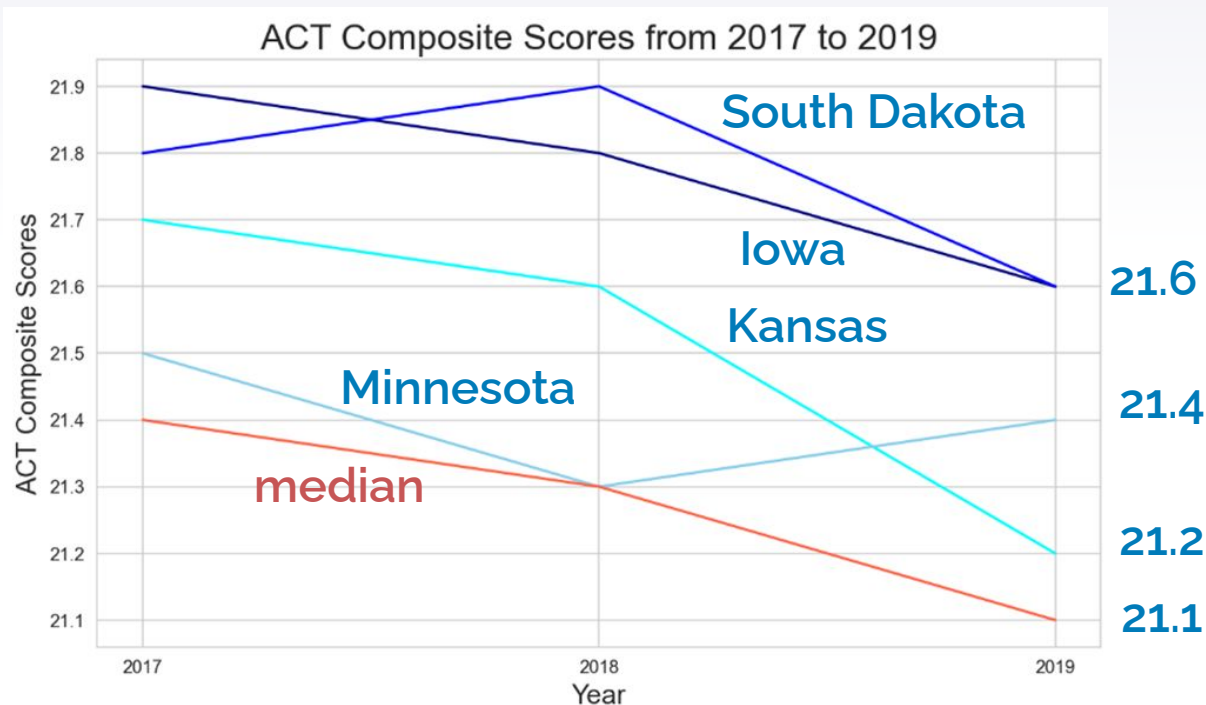


High ACT Participation Rate and Composite



- High ACT participation rate despite not being mandatory
- Suggests social norm to take standardised test.

High ACT Participation Rate and Composite



In 2019:

- Minnesota has 95% ACT participation (>20% than the rest)
- Yet Minnesota has comparable ACT composite.
- Shows that Minnesota's students has capability of doing well for SAT.

Selection Process

Source



Minnesota

No Mandatory Test

- Free to choose SAT or ACT
- Opportunity to establish agreement for mandatory test

Minnesota,
Missouri & South
Carolina

Low SAT Participation High ACT Participation

- Social norm to take standardised test and pursue higher education
- Sufficient headspace to increase SAT participation rate

Minnesota
&
Missouri

High ACT Participation High ACT Composite

- Capability to do well
- Beneficial in building SAT's branding

Iowa, Kansas,
Minnesota and
South Dakota

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Recommendation



Change in participation rate for SAT from 2017 to 2019

State	Participation Rate 2017	Participation Rate 2019	Change in Participation Rate
Illinois	9%	100%	+91%
Colorado	11%	100%	+89%
West Virginia	14%	99%	+85%
Rhode Island	71%	100%	+29%
South Carolina	50%	68%	+18%



South Carolina

**Change in participation
rate**

+5%

2017 to 2018

+13%

2018 to 2019

**Change in mean total
score**

+6 points

2017 to 2018

-40 points

2018 to 2019

South Carolina's score surpassed national average ([source](#))



Fee Waiver

For all students who are in the 11th & 12th grade.

Scholarship

For the top 1% of people who participated in SAT.

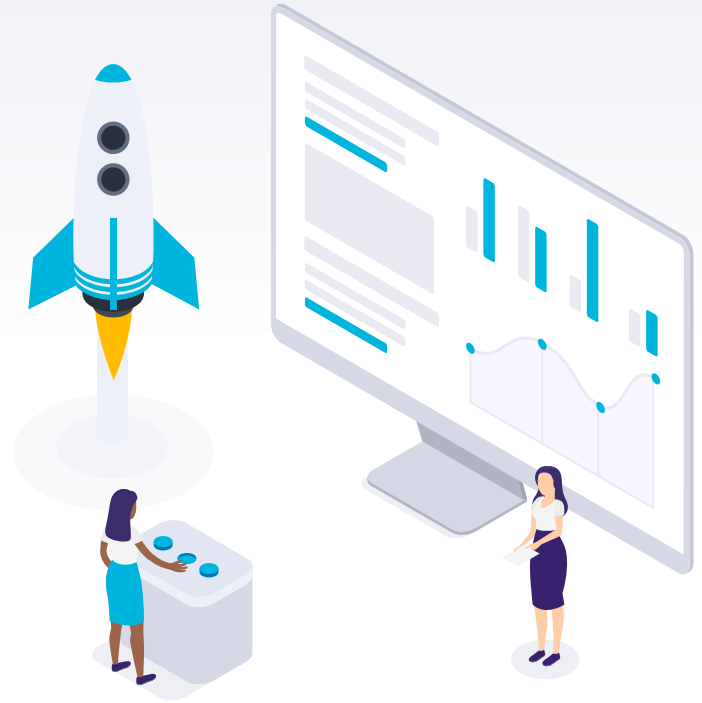
South Carolina's Practices

To implement SC's SAT preparation.



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Conclusion



Thank You

