Project 1

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Jia Qing
Wende

01 Jul 2022

1 Introduction

Problem Statement

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

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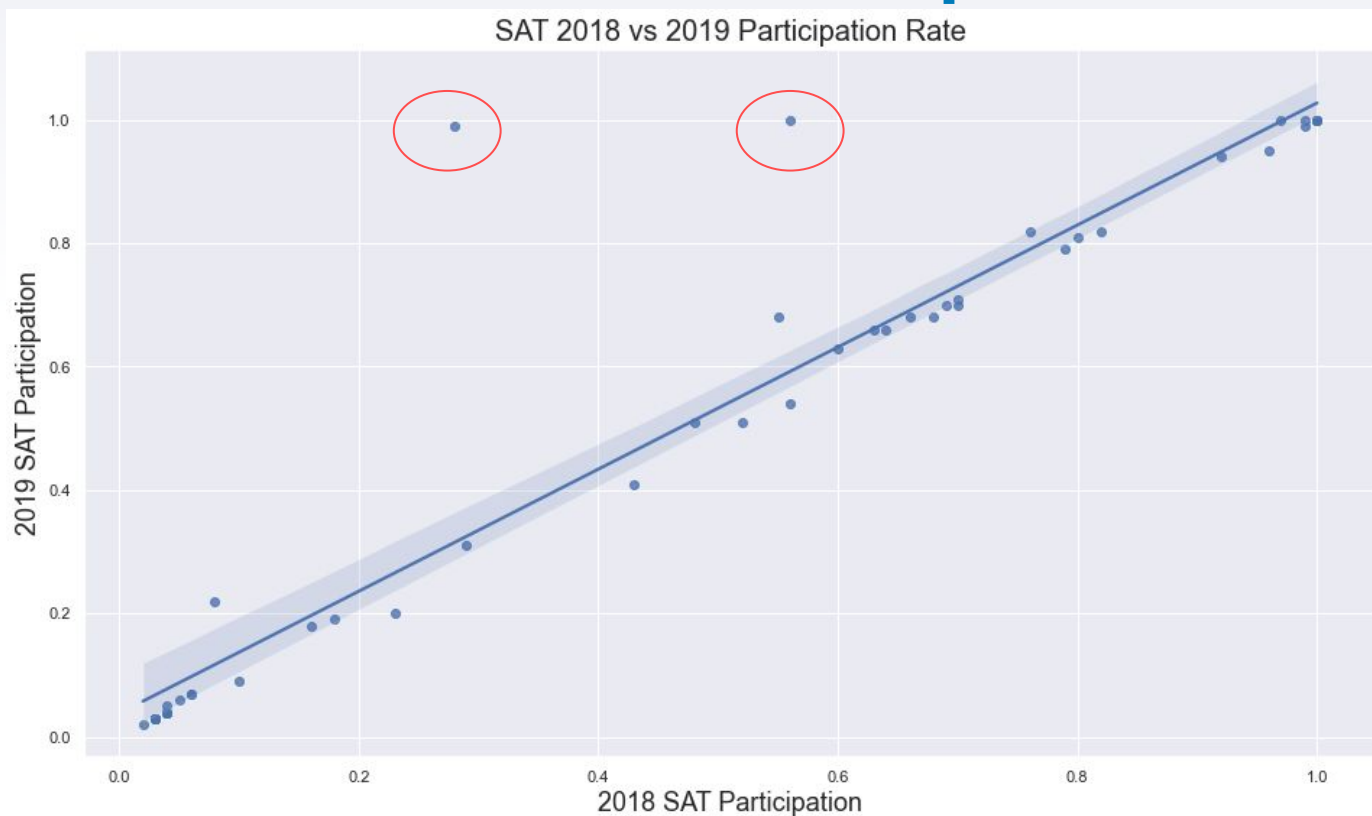
- New SAT format in 2016
- Provides up to 2 SAT fee waivers for low income families
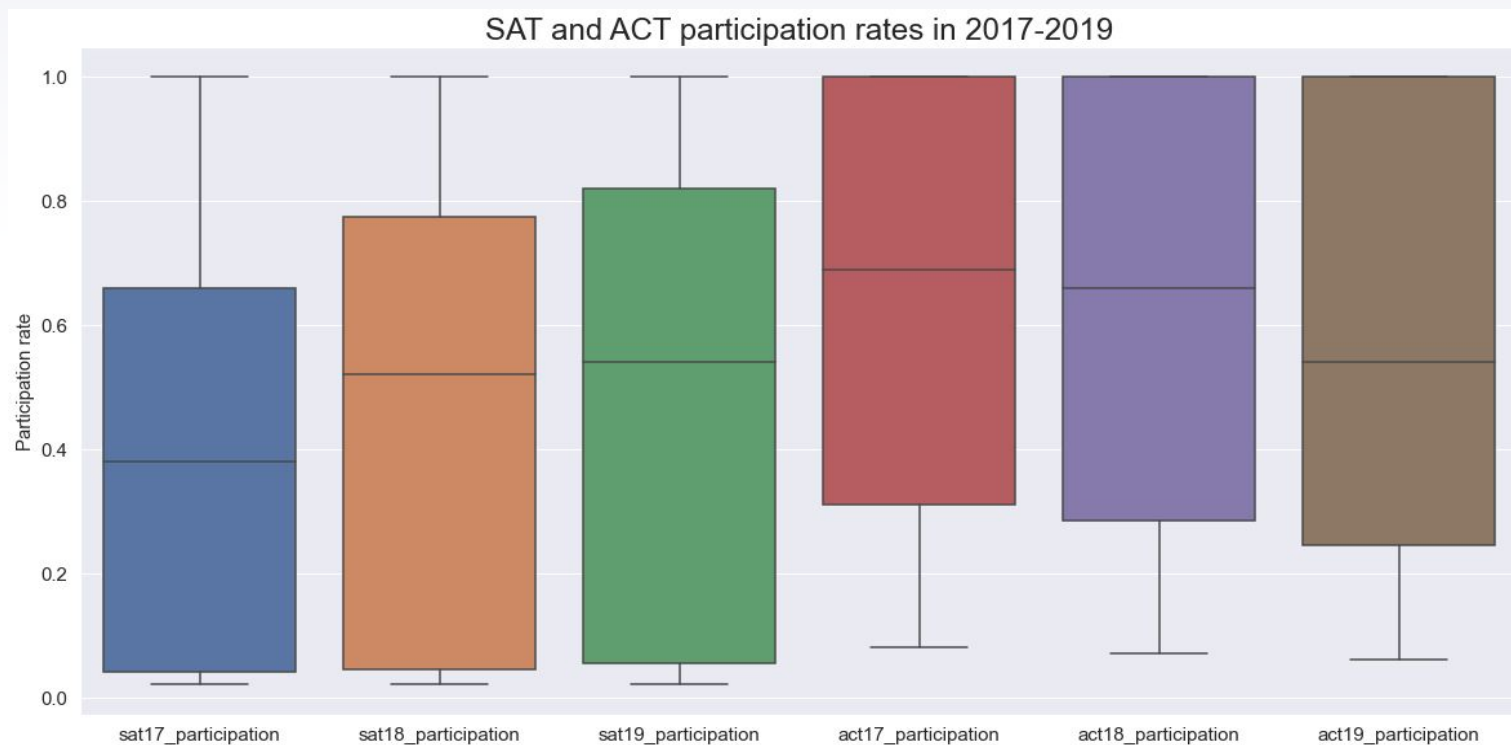- Partnered with Khan Academy to provide free SAT study materials

SAT 2017 vs 2018 Participation Rates
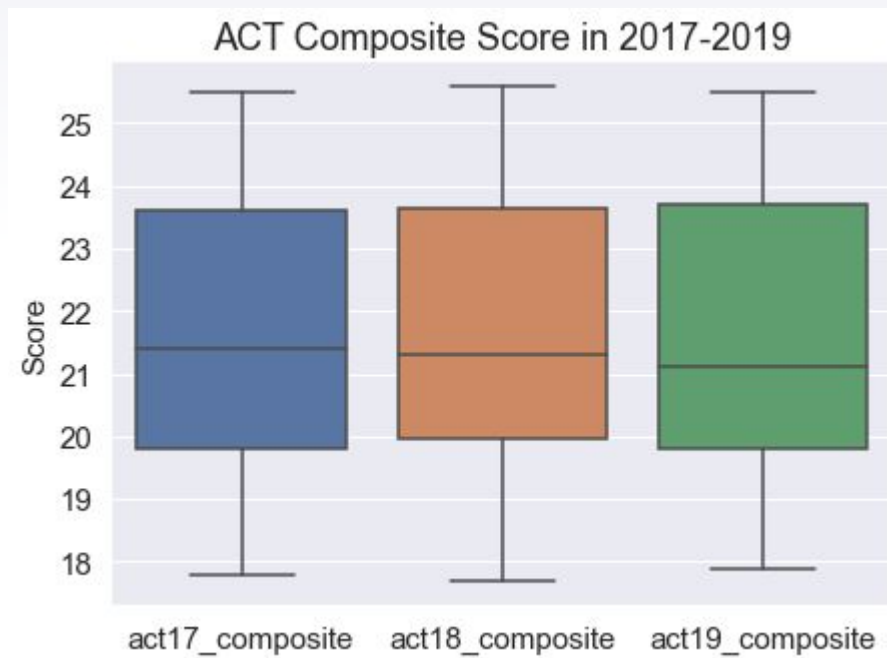

SAT 2017 vs 2018 Participation Rate

SAT 2018 vs 2019 Participation Rates

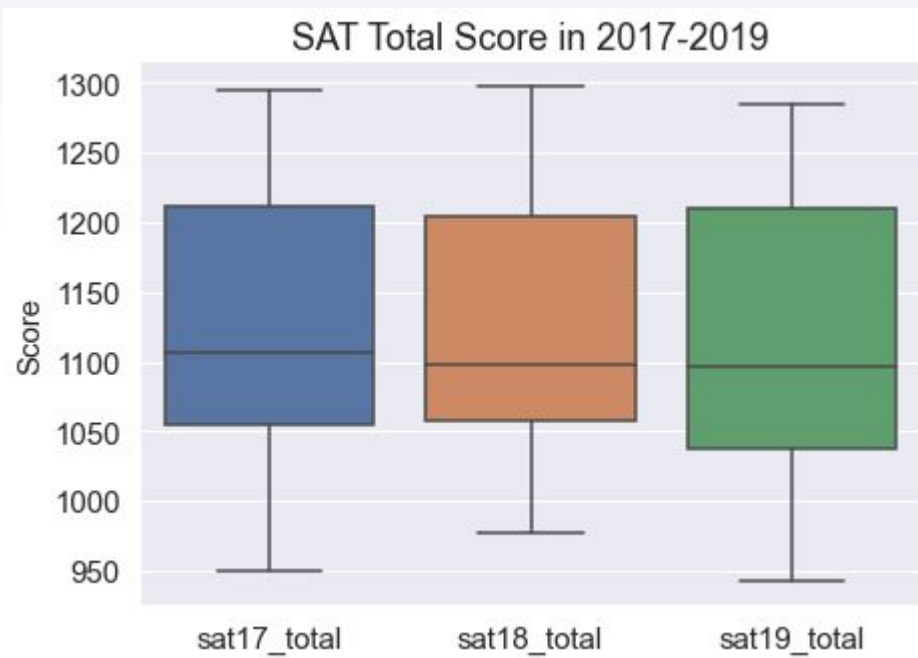SAT 2018 vs 2019 Participation Rate
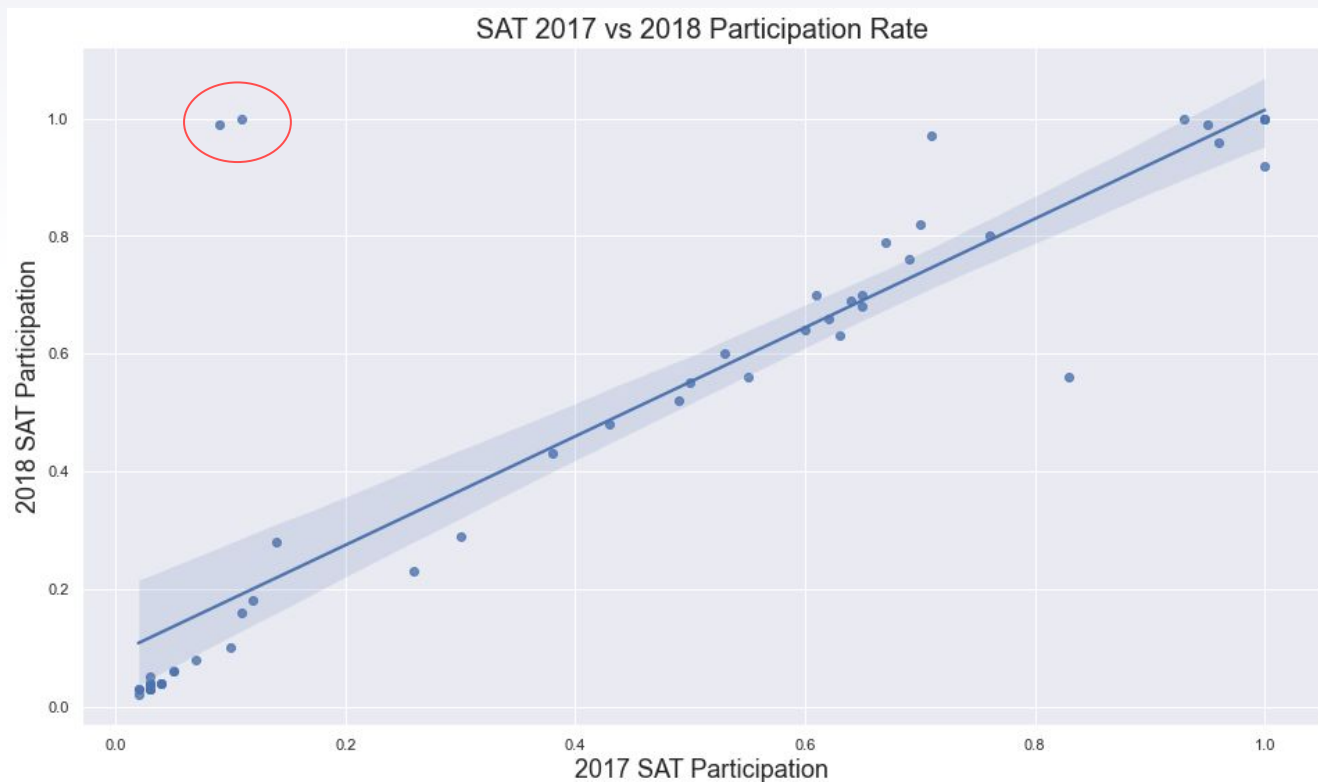
SAT vs ACT Participation Rates

SAT and ACT participation rates in 2017-2019

SAT Total Score vs ACT Composite Score

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

2 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

ACT Participation from 2017 to 2019

Opportunity to enter market

Colorado
Minnesota
Missouri
South Carolina

Shift from 100% ACT Participation Rate

SAT Participation from 2017 to 2019
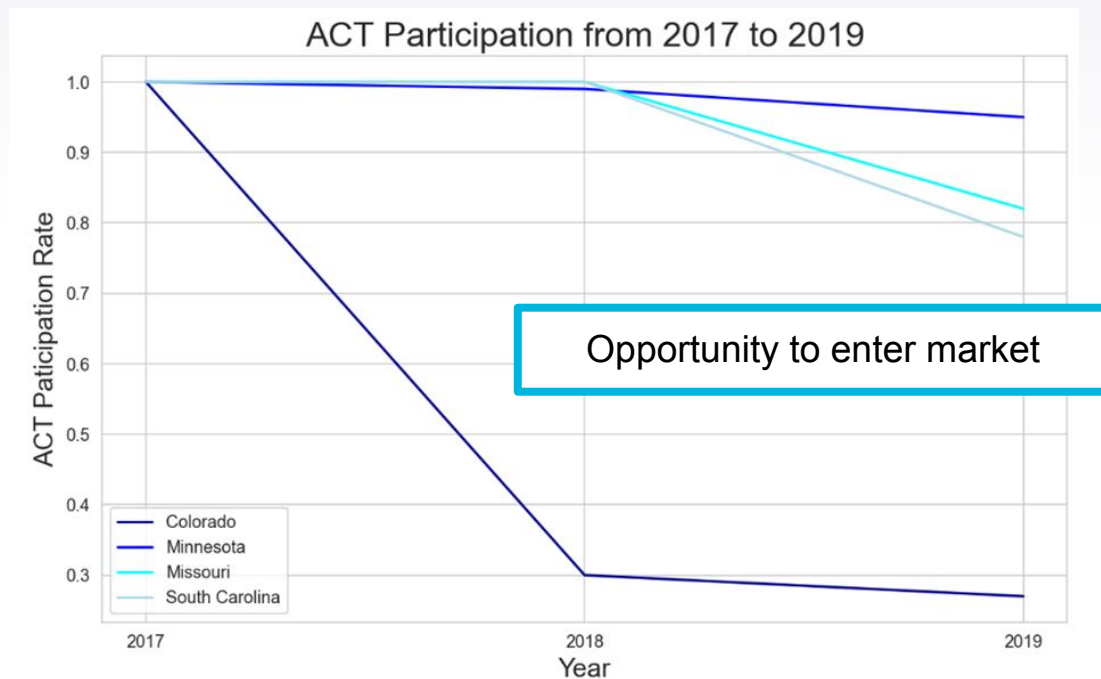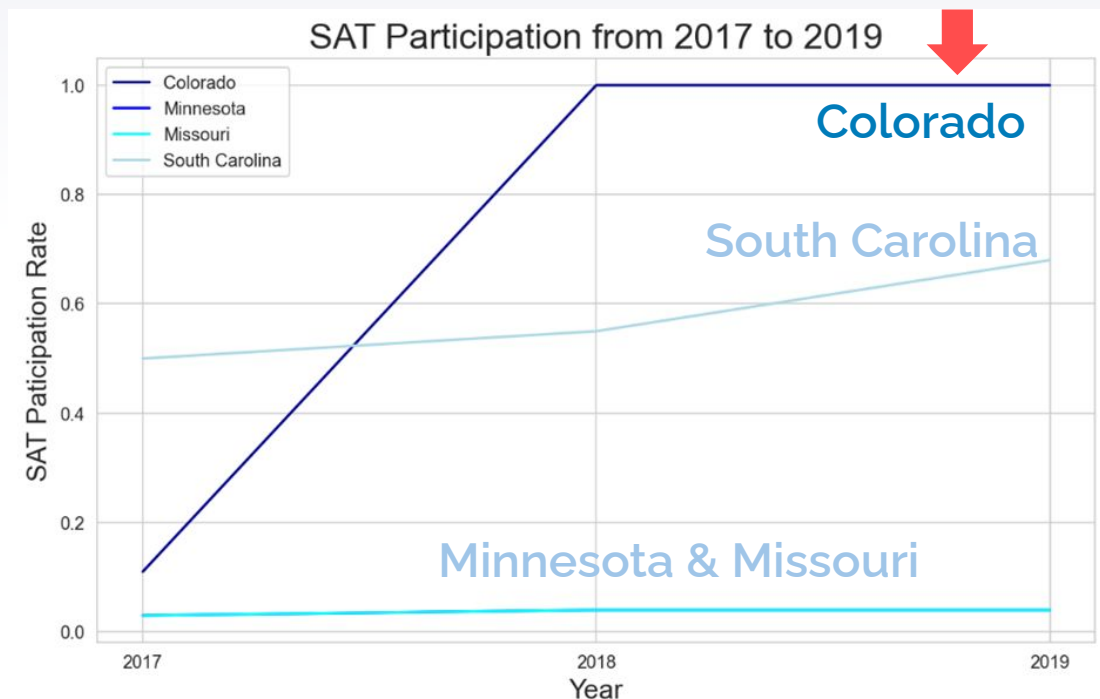
100%

Colorado

South Carolina

Minnesota & Missouri

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.

SAT Participation from 2017 to 2019

Gradually shifting from ACT to SAT.

South Carolina 68%

Significant head room for growth in SAT participation

Minnesota & Missouri

Selection Process

No Mandatory Test

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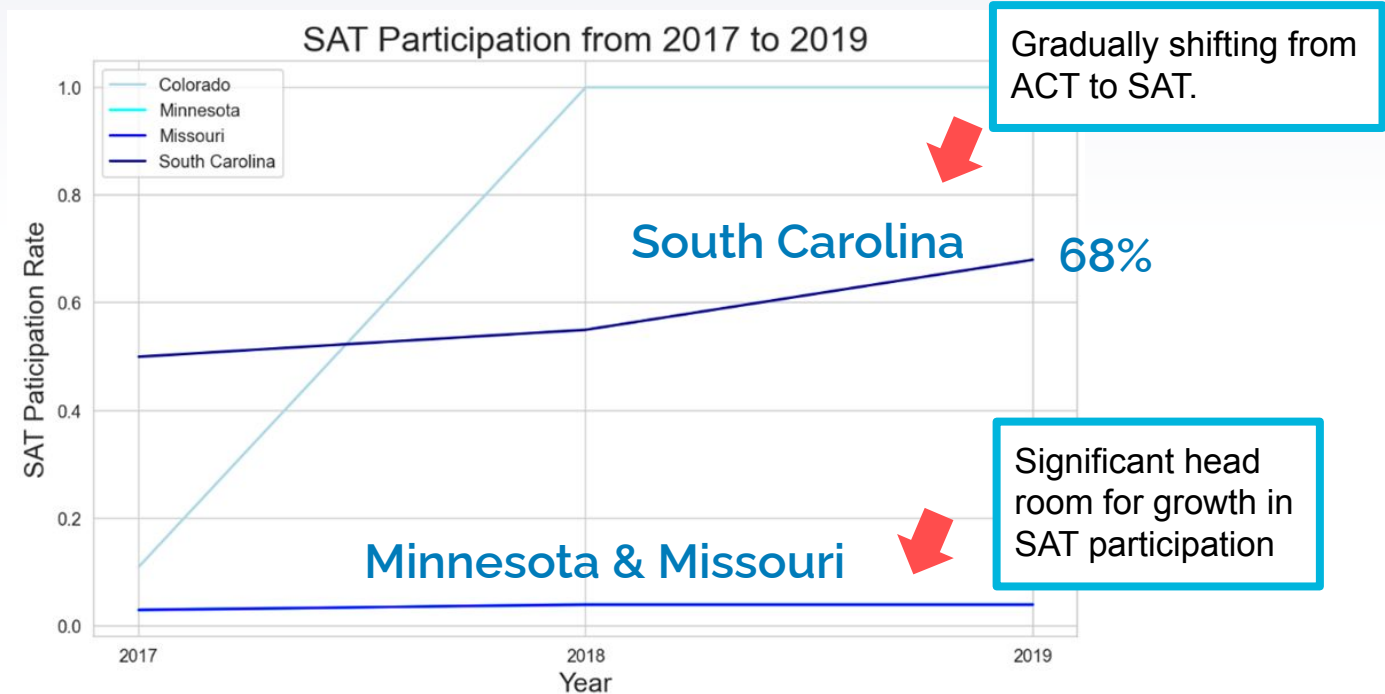- Opportunity to establish agreement for mandatory test

**Low SAT Participation
High ACT Participation**

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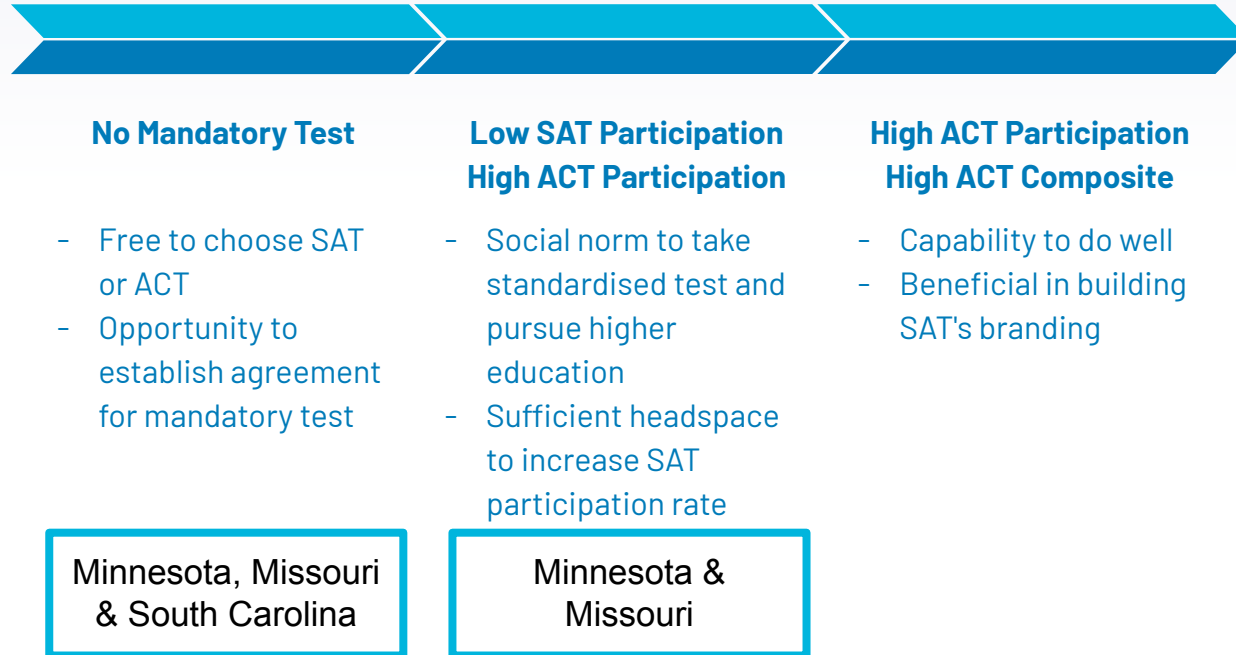- Sufficient headspace to increase SAT participation rate

**High ACT Participation
High ACT Composite**

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

Minnesota, Missouri & South Carolina

Minnesota & Missouri

High ACT Participation Rate and Composite

High ACT

Participation Rate

More than 50% participation rate

&

High ACT

Composite Score
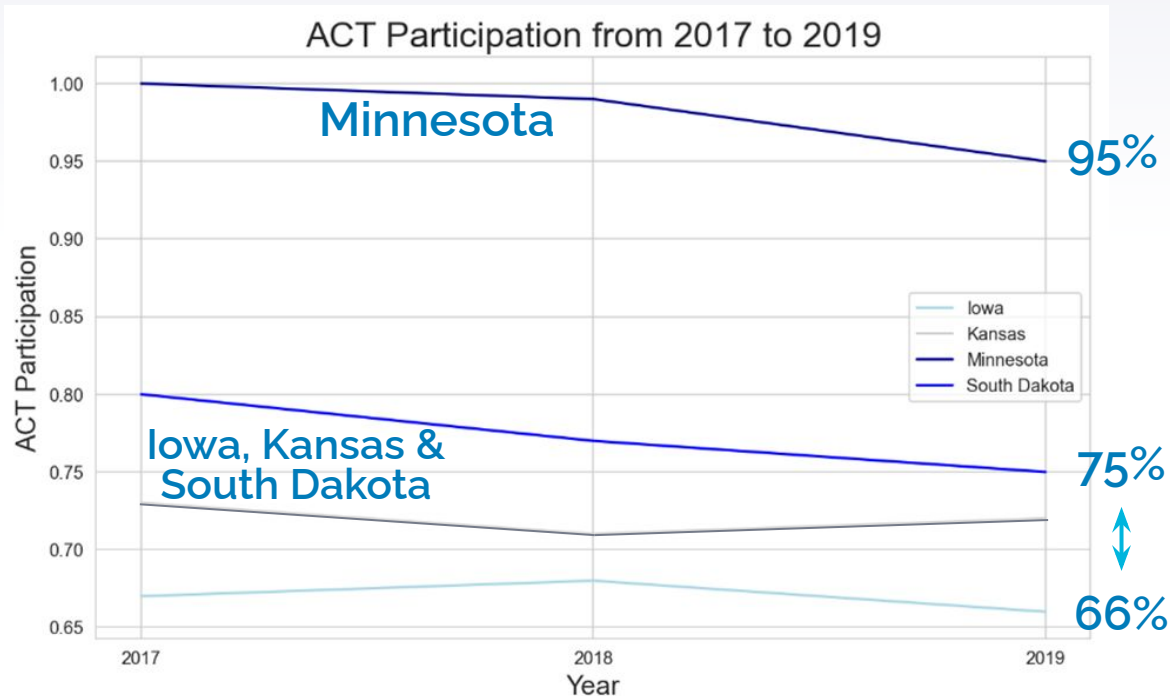
More than population median

Iowa, Kansas, Minnesota and South Dakota

High ACT Participation Rate and Composite

ACT Participation from 2017 to 2019

Minnesota — 95%

Iowa, Kansas & South Dakota — 75%, 66%

Legend:
- Iowa
- Kansas
- Minnesota
- South Dakota

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

High ACT Participation Rate and Composite

ACT Composite Scores from 2017 to 2019

South Dakota

Iowa

Kansas

Minnesota

median

21.6

21.4

21.2

21.1
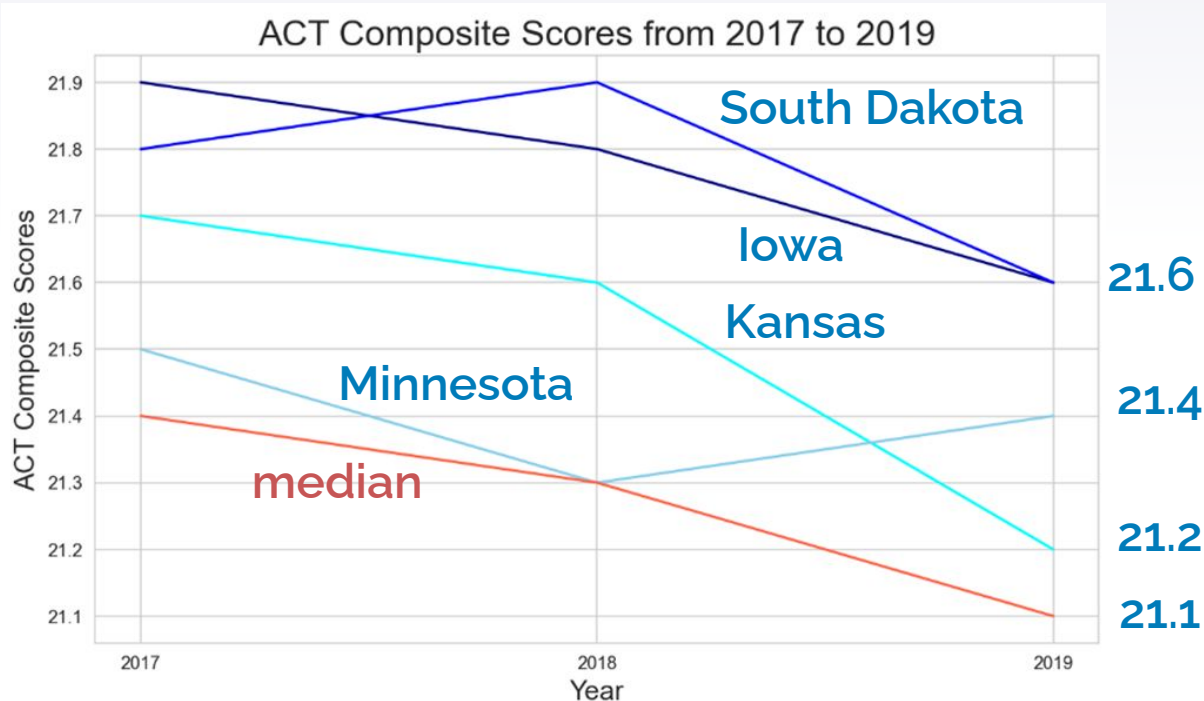
In 2019:
- Minnesota has 95% ACT participation (>20% than the rest)
- Yet Minnesota has comparable ACT composite.
- Shows that Minnesota's students has capability of doing well for SAT.

Selection Process

No Mandatory Test

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**Low SAT Participation
High ACT Participation**

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

**High ACT Participation
High ACT Composite**

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

Minnesota

Minnesota, Missouri & South Carolina	**Minnesota** & Missouri	Iowa, Kansas, **Minnesota** and South Dakota

3 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

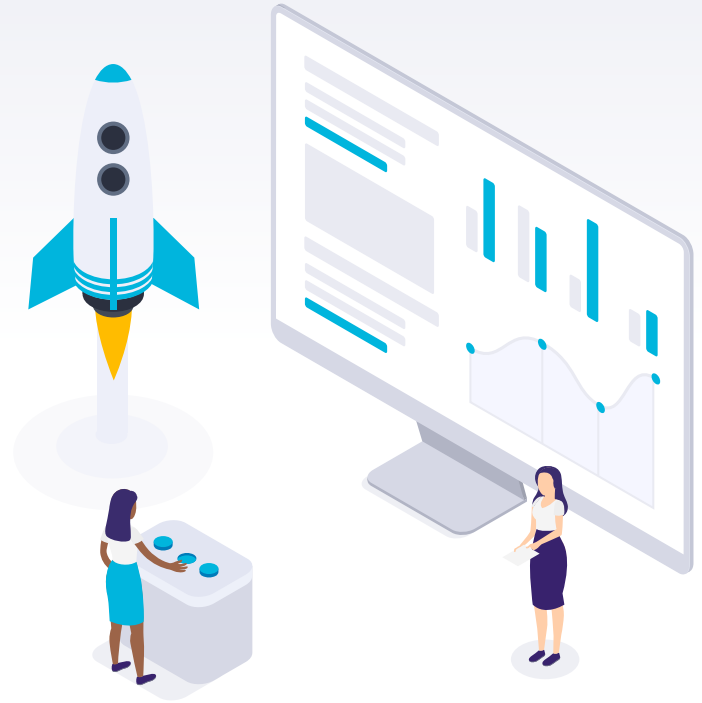For the top 1% of people who participated in SAT.

South Carolina's Practices

To implement SC's SAT preparation.

4 Conclusion

Parts

Introduction & Background: Keziah

Background trends on SAT & ACT: Keziah

Body & Further Analysis: Wende

How i found south carolina and outside research:JQ

Conclusion & Recommendations: JQ

To delete this and everything after this slide

Let's start with the first set of slides

1

Quotations are commonly printed as a means of inspiration and to invoke philosophical thoughts from the reader.
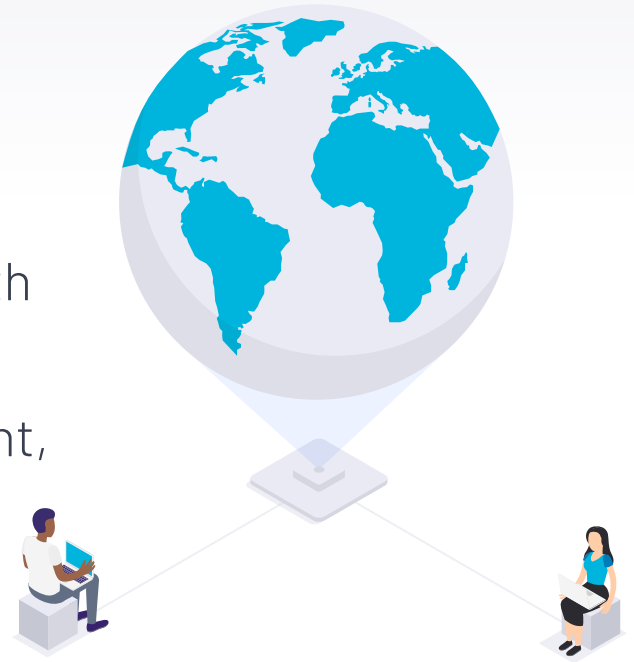
BIG CONCEPT

Bring the attention of your audience over a key concept using icons or illustrations

This is a slide title

▸ Here you have a list of items

▸ And some text

▸ But remember not to overload your slides with content

Your audience will listen to you or read the content, but won't do both.

You can also split your content

White

Is the color of milk and fresh snow, the color produced by the combination of all the colors of the visible spectrum.

Black

Is the color of ebony and of outer space. It has been the symbolic color of elegance, solemnity and authority.

In two or three columns

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.

Blue

Is the colour of the clear sky and the deep sea. It is located between violet and green on the optical spectrum.

Red

Is the color of blood, and because of this it has historically been associated with sacrifice, danger and courage.

A picture is worth a thousand words

A complex idea can be conveyed with just a single still image, namely making it possible to absorb large amounts of data quickly.

Want big impact?
Use big image.

Use diagrams to explain your ideas

Vestibulum congue tempus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

+

Vestibulum congue tempus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

→

Vestibulum congue tempus

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. Ipsum dolor sit amet elit, sed do eiusmod tempor.

And tables to compare data

	A	B	C
Yellow	10	20	7
Blue	30	15	10
Orange	5	24	16

Maps

our office

89,526,124

Whoa! That's a big number, aren't you proud?

89,526,124$

That's a lot of money

185,244 users

And a lot of users

100%

Total success!

Our process is easy
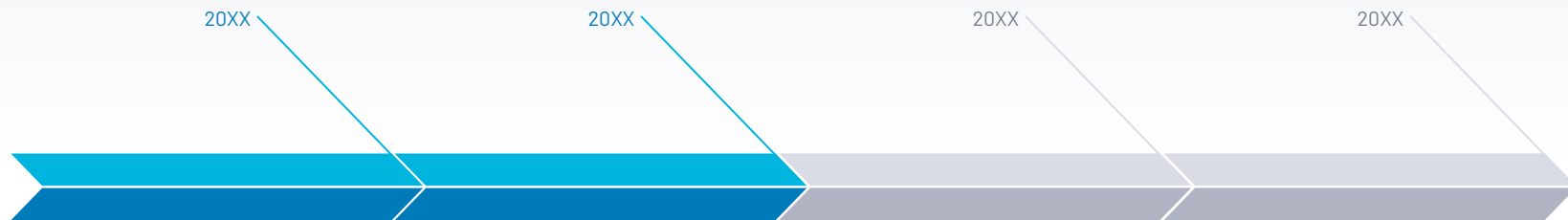
20XX   20XX   20XX   20XX

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing.

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing.

Let's review some concepts

Yellow

Is the color of gold, butter and ripe lemons. In the spectrum of visible light, yellow is found between green and orange.
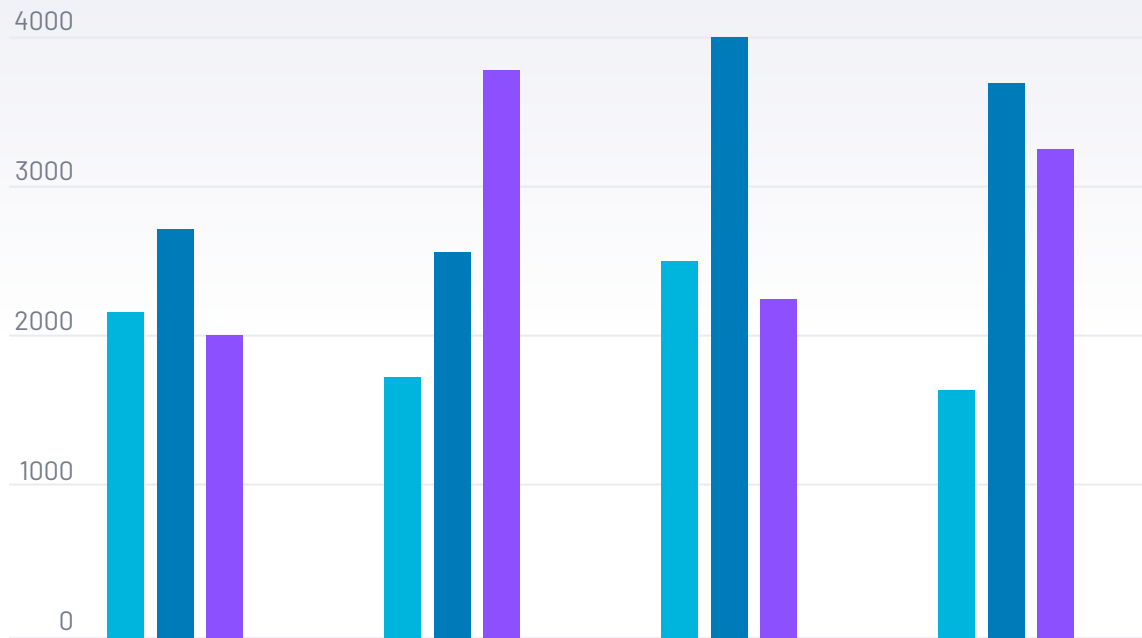
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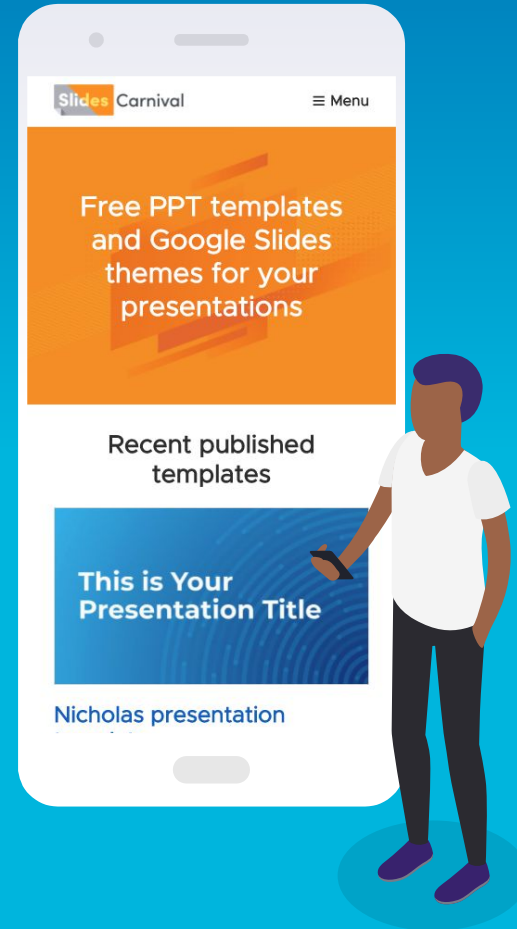
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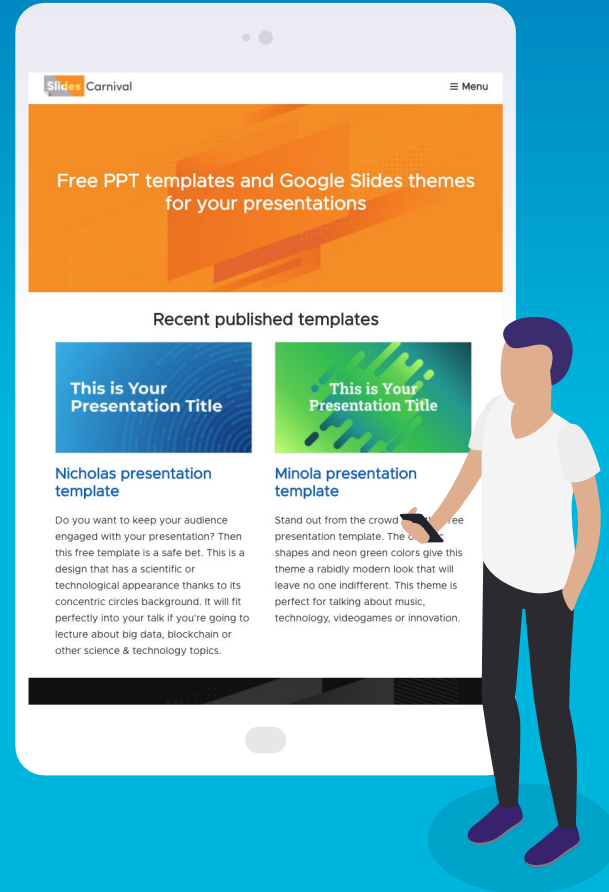You can insert graphs from Excel or Google Sheets

Mobile project

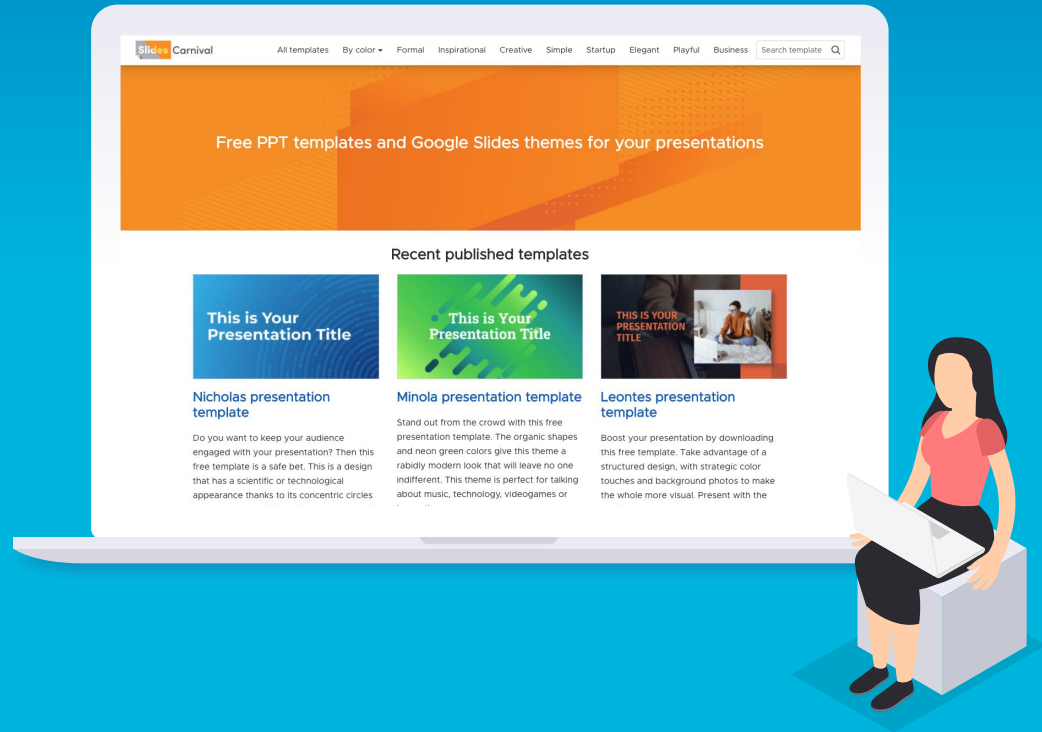Show and explain your web, app or software projects using these gadget templates.

Tablet project

Show and explain your web, app or software projects using these gadget templates.

Desktop project

Show and explain your web, app or software projects using these gadget templates.
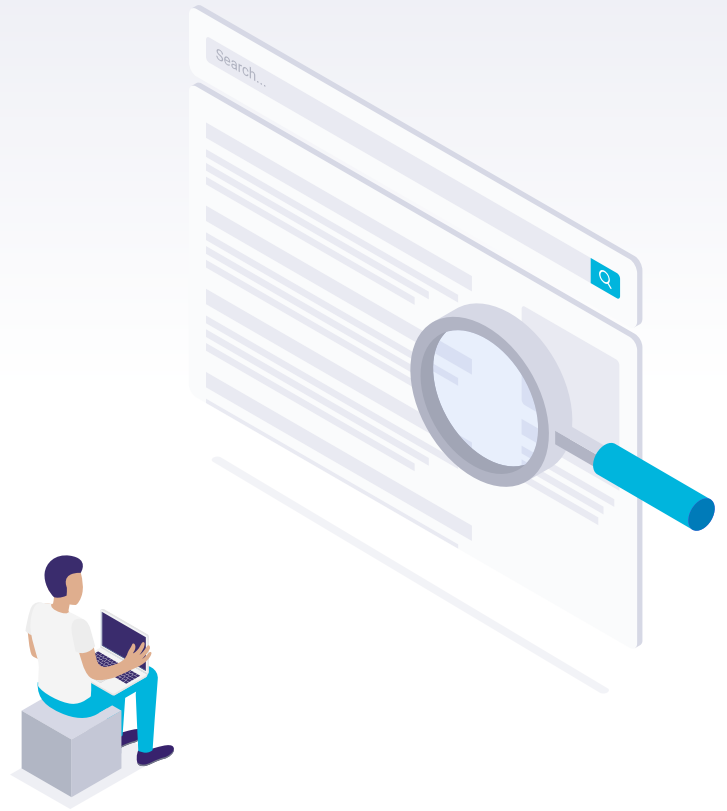
THANKS!

Any questions?

You can find me at:

- ▶ @username
- ▶ user@mail.me

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- ▶ Presentation template by SlidesCarnival
- ▶ Illustrations by Sergei Tikhonov
- ▶ Photographs by Unsplash

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This presentation uses the following typographies:

- ▶ Titles: Raleway
- ▶ Body copy: Barlow

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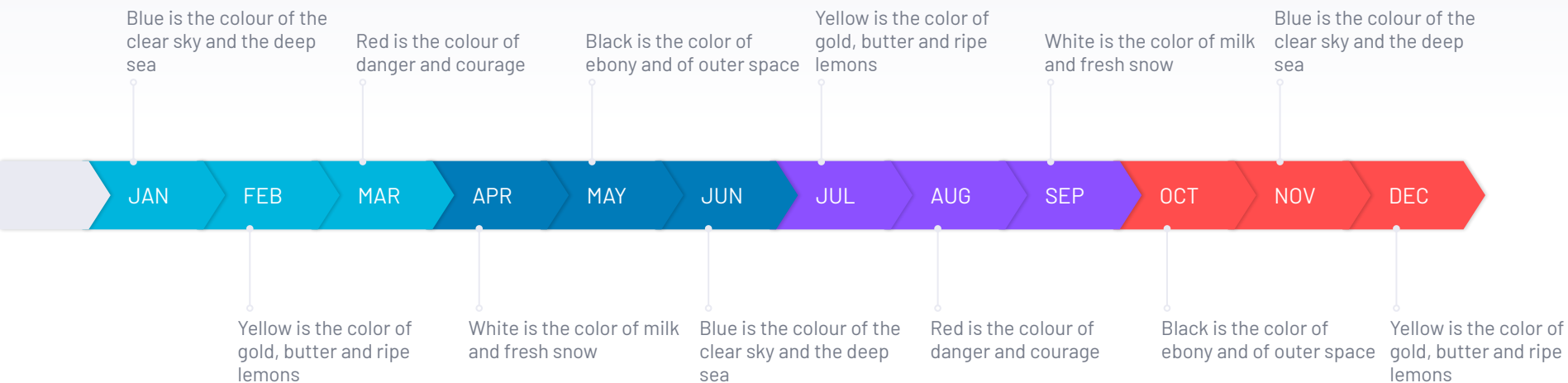
2

Extra
Resources

For Business Plans, Marketing Plans,
Project Proposals, Lessons, etc

Timeline

Blue is the colour of the clear sky and the deep sea

Red is the colour of danger and courage

Black is the color of ebony and of outer space

Yellow is the color of gold, butter and ripe lemons

White is the color of milk and fresh snow

Blue is the colour of the clear sky and the deep sea

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC

Yellow is the color of gold, butter and ripe lemons

White is the color of milk and fresh snow

Blue is the colour of the clear sky and the deep sea

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Roadmap

Blue is the colour of the clear sky and the deep sea

1

Red is the colour of danger and courage

3

Black is the color of ebony and of outer space

5

2

Yellow is the color of gold, butter and ripe lemons

4

White is the color of milk and fresh snow

6

Blue is the colour of the clear sky and the deep sea

Gantt chart

	Week 1							Week 2						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Task 1	■	■												
Task 2		■	■	■	■	◆								
Task 3		■	■	■										
Task 4							■	■	■	■	◆			
Task 5						■	■	■	◆					
Task 6											■	■	■	
Task 7													■	■
Task 8														■

SWOT Analysis

STRENGTHS

Blue is the colour of the clear sky and the deep sea

WEAKNESSES

Yellow is the color of gold, butter and ripe lemons

S **W**

O **T**

Black is the color of ebony and of outer space

OPPORTUNITIES

White is the color of milk and fresh snow

THREATS

Business Model Canvas

Key Partners
Insert your content

Key Activities
Insert your content

Key Resources
Insert your content

Value Propositions
Insert your content

Customer Relationships
Insert your content

Channels
Insert your content

Customer Segments
Insert your content

Cost Structure
Insert your content

Revenue Streams
Insert your content

Funnel

AWARENESS — Insert your content

DISCOVERY — Insert your content

EVALUATION — Insert your content

INTENT — Insert your content

PURCHASE — Insert your content

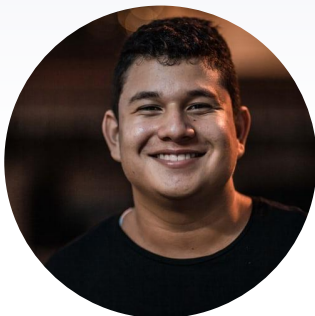**LOYALTY** — Insert your content

Team Presentation

Imani Jackson
JOB TITLE

Blue is the colour of the clear sky and the deep sea

Marcos Galán
JOB TITLE

Blue is the colour of the clear sky and the deep sea

Ixchel Valdía
JOB TITLE

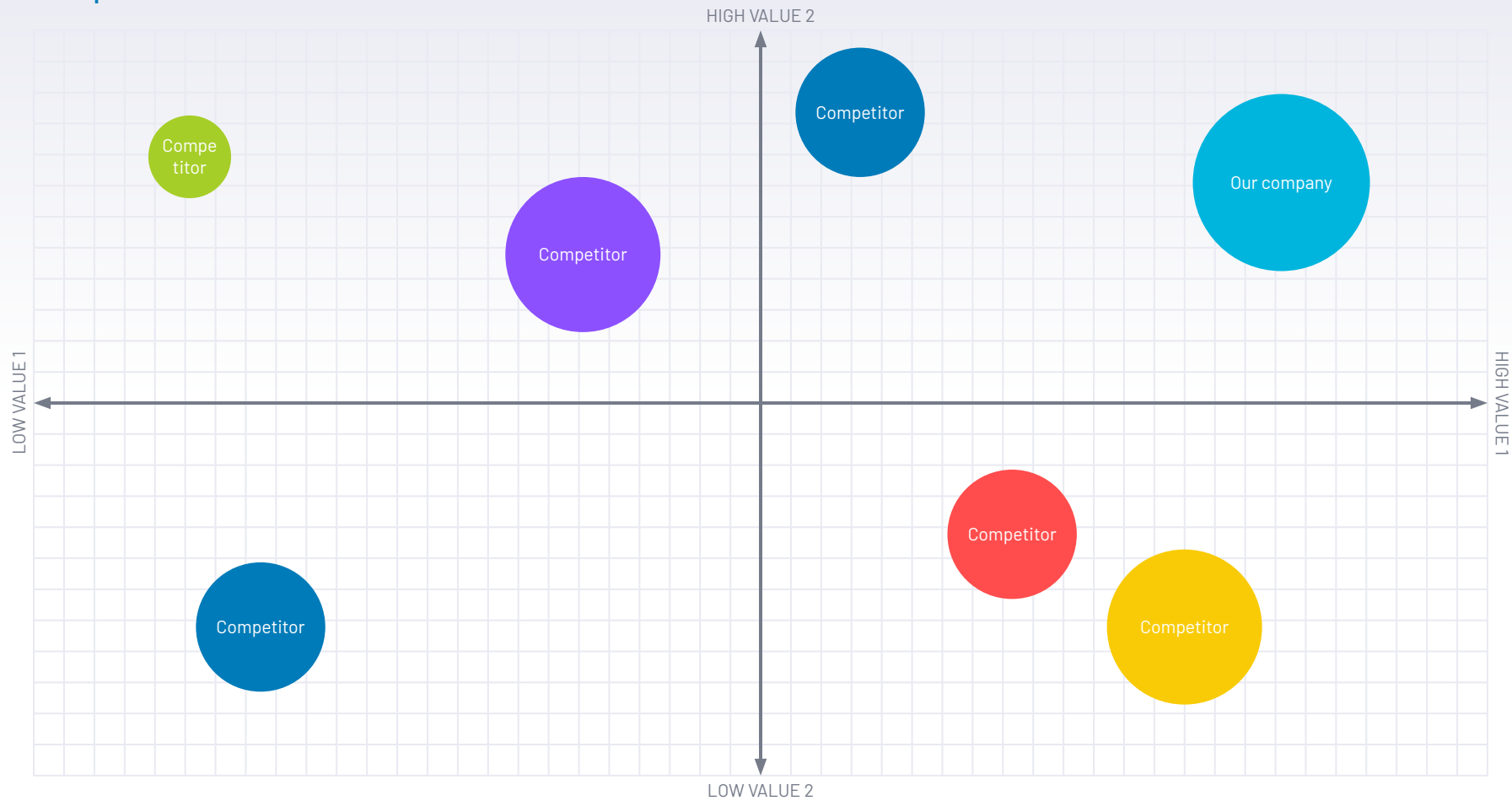Blue is the colour of the clear sky and the deep sea

Nils Årud
JOB TITLE

Blue is the colour of the clear sky and the deep sea

Competitor Matrix

Weekly Planner

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
09:00 - 09:45	Task	Task	Task	Task	Task	Task	Task
10:00 - 10:45	Task	Task	Task	Task	Task	Task	Task
11:00 - 11:45	Task	Task	Task	Task	Task	Task	Task
12:00 - 13:15	✔ Free time	✔ Free time	✔ Free time	✔ Free time	✔ Free time	✔ Free time	✔ Free time
13:30 - 14:15	Task	Task	Task	Task	Task	Task	Task
14:30 - 15:15	Task	Task	Task	Task	Task	Task	Task
15:30 - 16:15	Task	Task	Task	Task	Task	Task	Task

Extra resources

Illustrations created by
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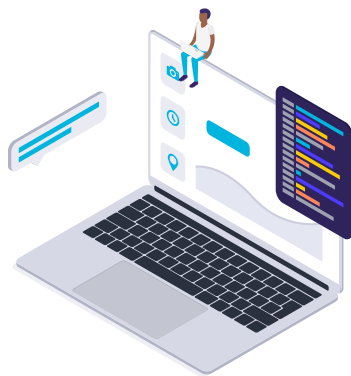
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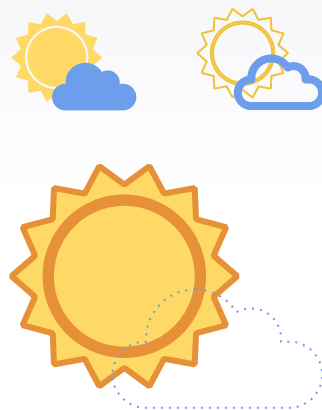
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nd-maps

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