

SAT Participation Analysis

Let's raise the numbers!

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Problem Statement

How can SAT College Board improve SAT participation rates
&

Where should \$ be best spent to do so?

About The College Board

We're a mission-driven not-for-profit organization that connects students to college success.

Methodology

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Data

A dark red arrow pointing to the right, containing the word "Visualization" in white text.

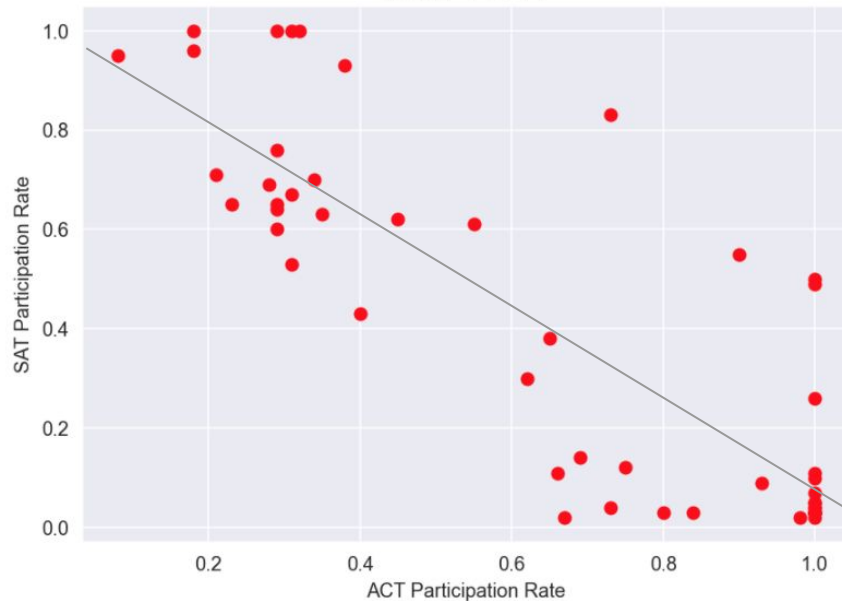
Visualization

A dark red arrow pointing to the right, containing the word "Recommendations" in white text.

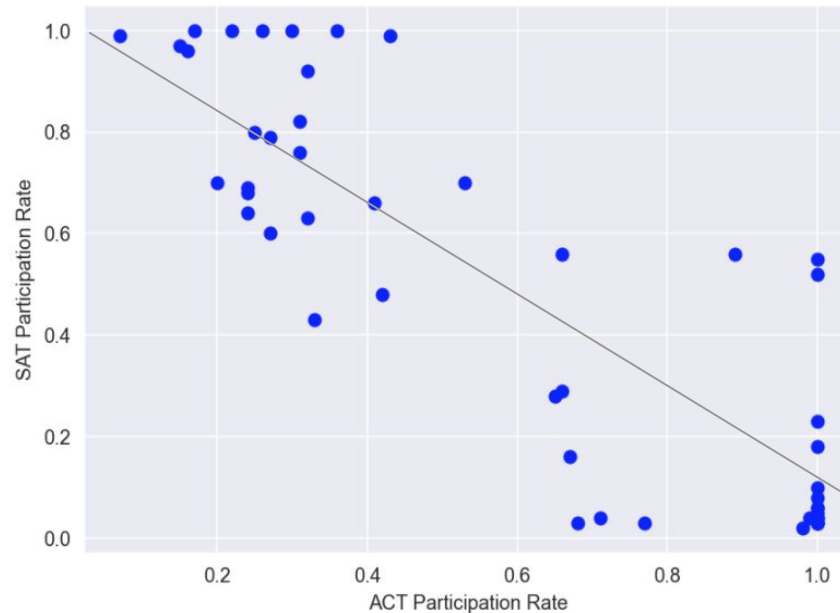
Recommendations

Relationship Between ACT vs SAT Participation

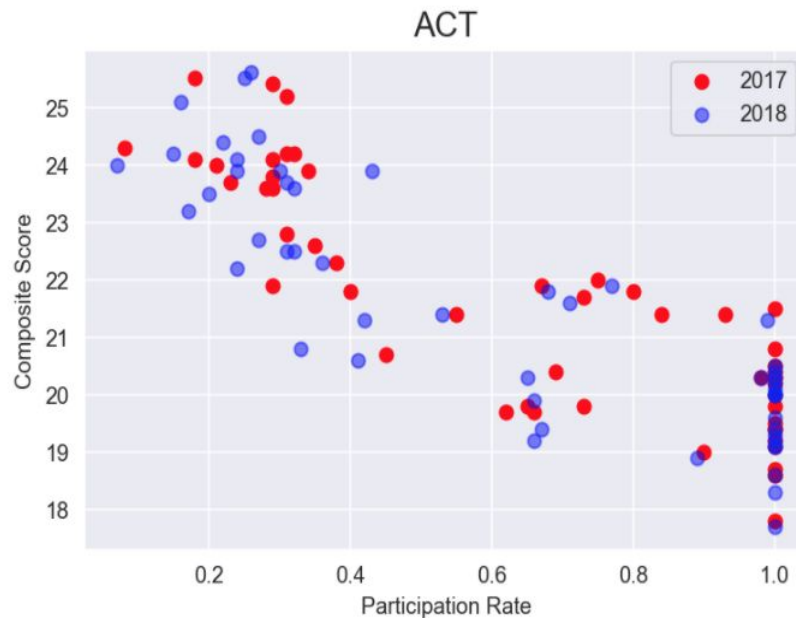
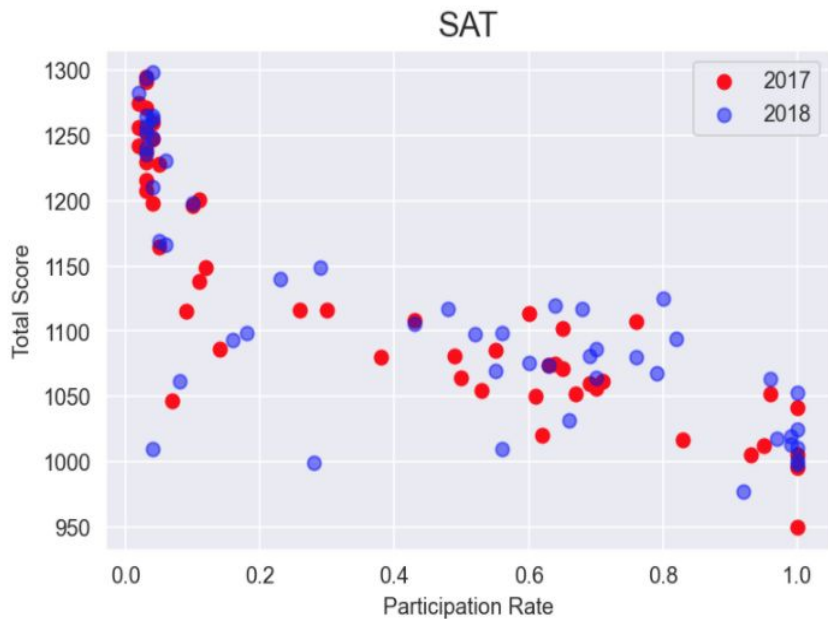
Year 2017



Year 2018

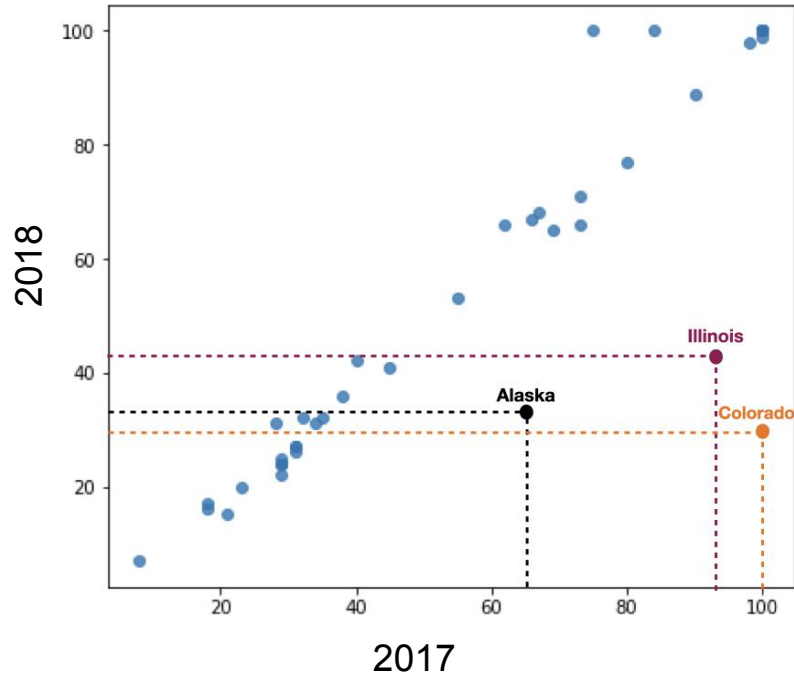


Relationship between Participation Rates and Total Scores

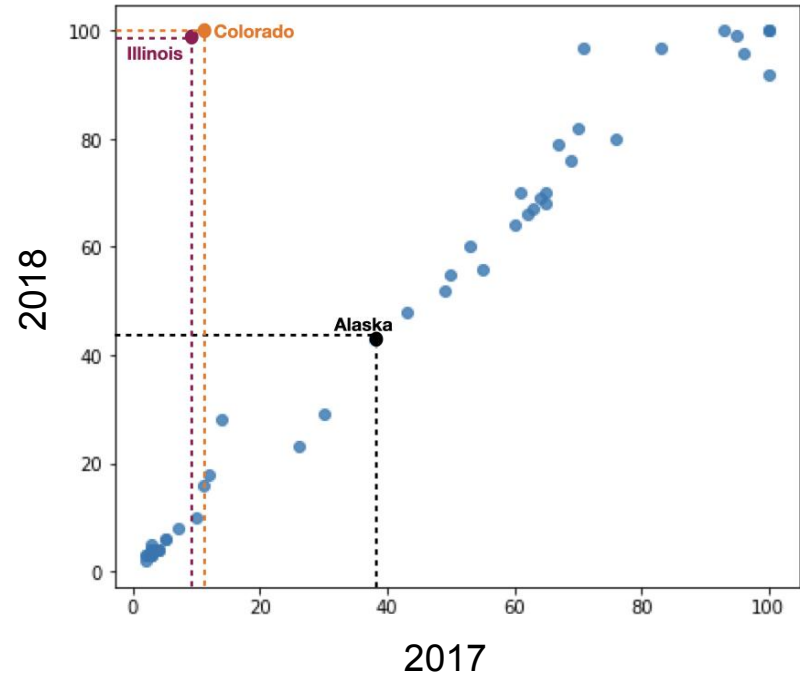


Alaska, Colorado and Illinois

ACT Participation Rate



SAT Participation Rate



Explanation

Overall increase in SAT participation rates in 2018

- Overtook ACT for first time since 2012
- Increased delivery of SAT on school days
- Practice resources, fee waivers, scholarships more readily available

Colorado (ACT ↓ 70%, SAT ↑ 79%)

- Mandatory test for graduating students changed from ACT to SAT in 2017, fully implemented in 2018.
- SAT administered F.O.C in 2018

Illinois (ACT ↓ 50%, SAT ↑ 90%)

- Mandatory test for graduating students changed from ACT to SAT in 2017, fully implemented in 2018.
- SAT administered F.O.C in 2018

Alaska (ACT ↓ 32%, SAT ↑ 5%)

- Mandatory testing requirement expired in 2016 - students not required to take ACT, SAT or WorkKeys
- Lack of evidence to suggest why ACT ↓ more than SAT ↑
 - How well a test suited students' academic abilities and/or fulfilled university entry requirements

Our chosen state for investment is: Arkansas

6%

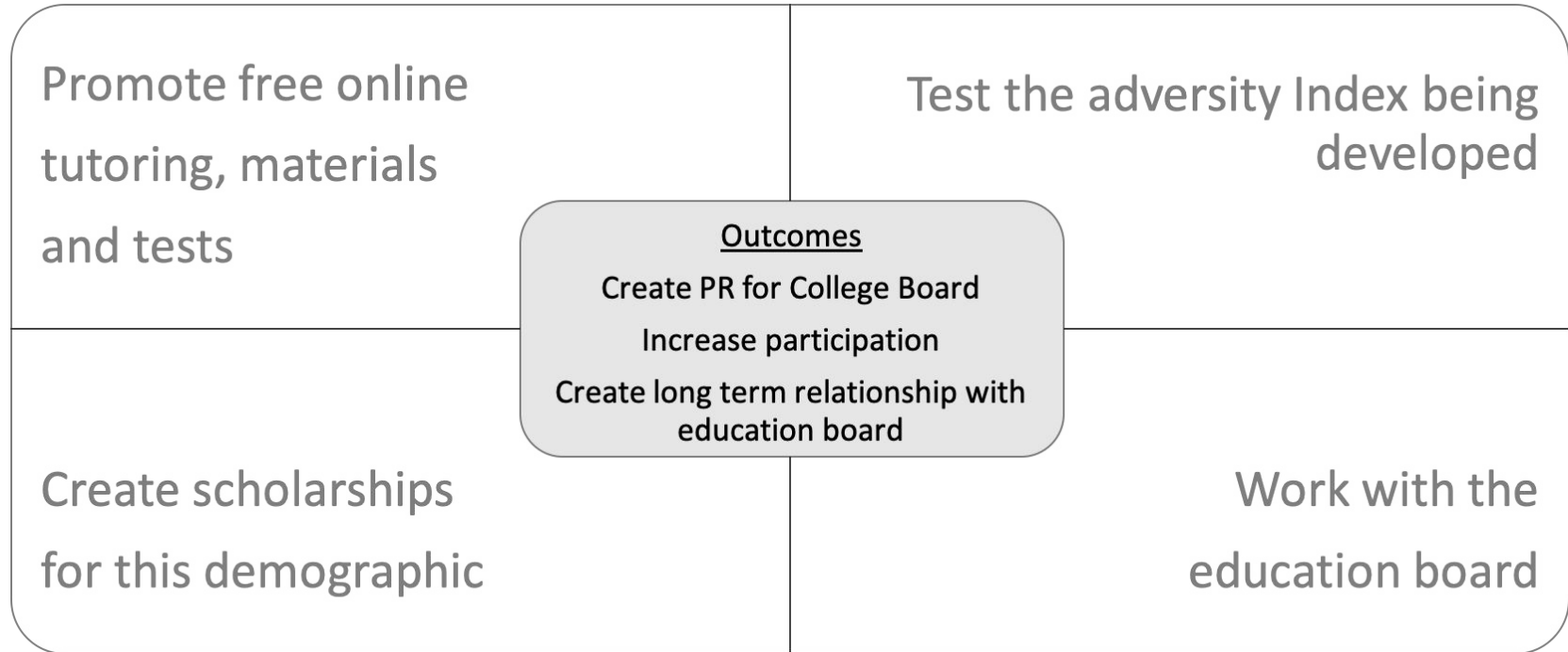
SAT participation rate in 2018

**No Mandatory
Testing**

7th

Highest Poverty Rate*

Recommendations



Questions?

Thank you for your attention

References

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<https://www.usatoday.com/story/money/economy/2018/10/08/wealth-america-household-income-richest-poorest-states/38051359/>

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<https://www.edweek.org/ew/section/multimedia/states-require-students-take-sat-or-act.html>

Link between wealth and test scores:

<https://www.washingtonpost.com/education/2019/10/18/record-number-colleges-drop-satact-admissions-requirement-amid-growing-disenchantment-with-standardized-tests/>

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<https://www.collegeboard.org/>

Politico on SAT doing better than ACT:

<https://www.politico.com/newsletters/morning-education/2018/10/25/sat-scores-rise-as-do-the-numbers-of-test-takers-388387>

Colorado SAT change: <https://www.testive.com/colorado-sat-change-2017/>

Illinois SAT change: <https://www.chicagotribune.com/news/ct-illinois-chooses-sat-met-20160211-story.html>

Alaska SAT change: <https://www.adn.com/alaska-news/education/2016/06/30/students-no-longer-need-national-tests-to-graduate/>

Adversity Test: <https://www.theatlantic.com/education/archive/2019/05/explaining-the-college-boards-new-adversity-scores/589708/>