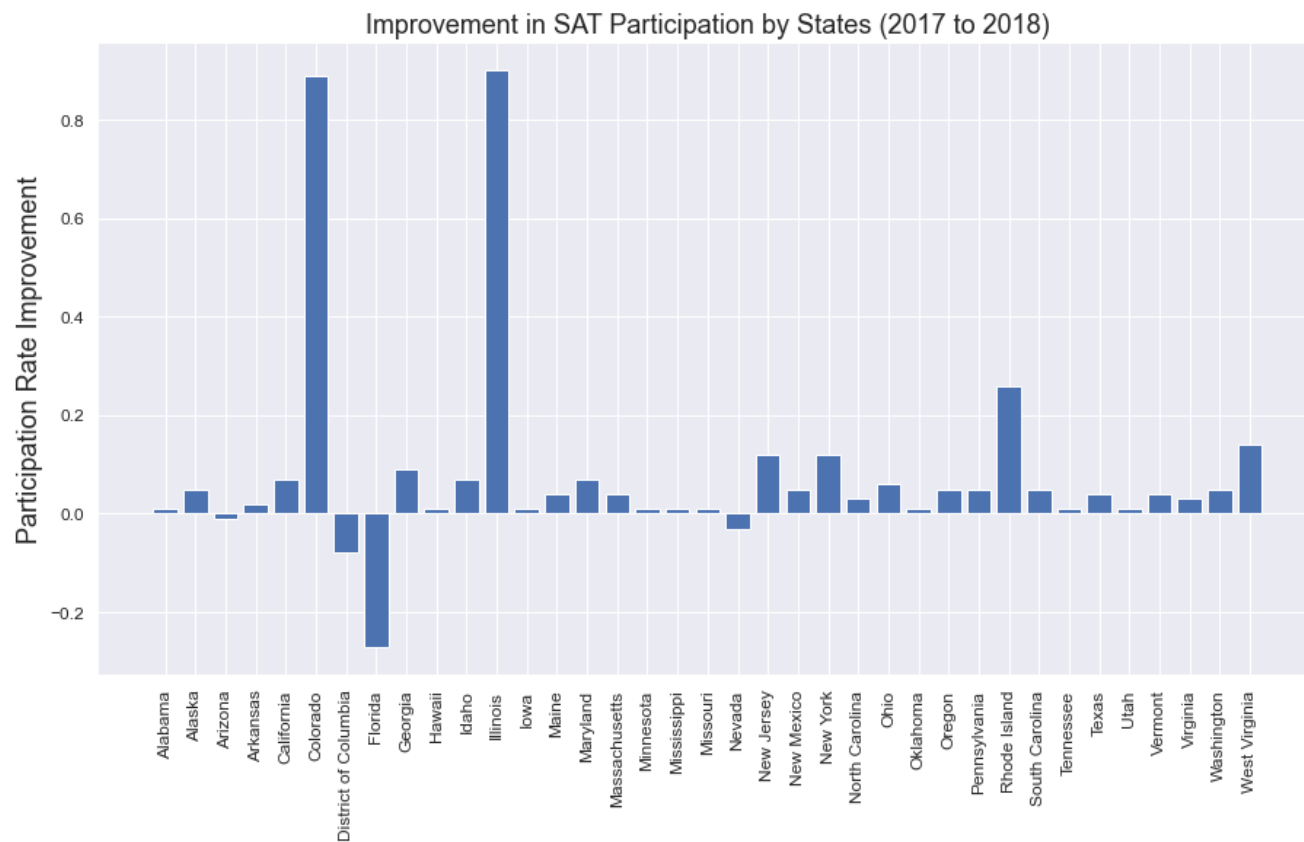




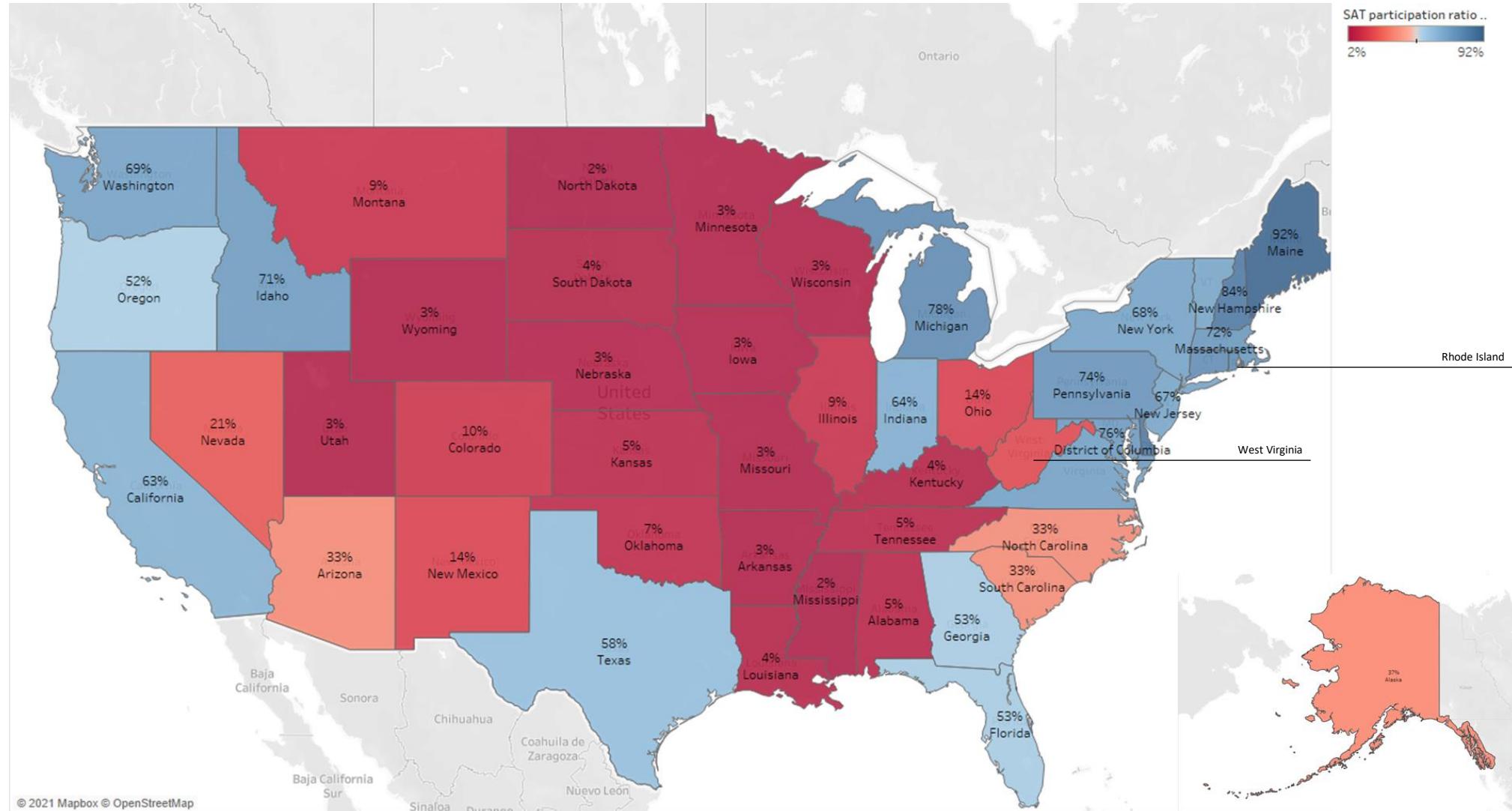
Increasing SATs participation Rates

What factors contributes the most to the improvement of SAT participation rates?

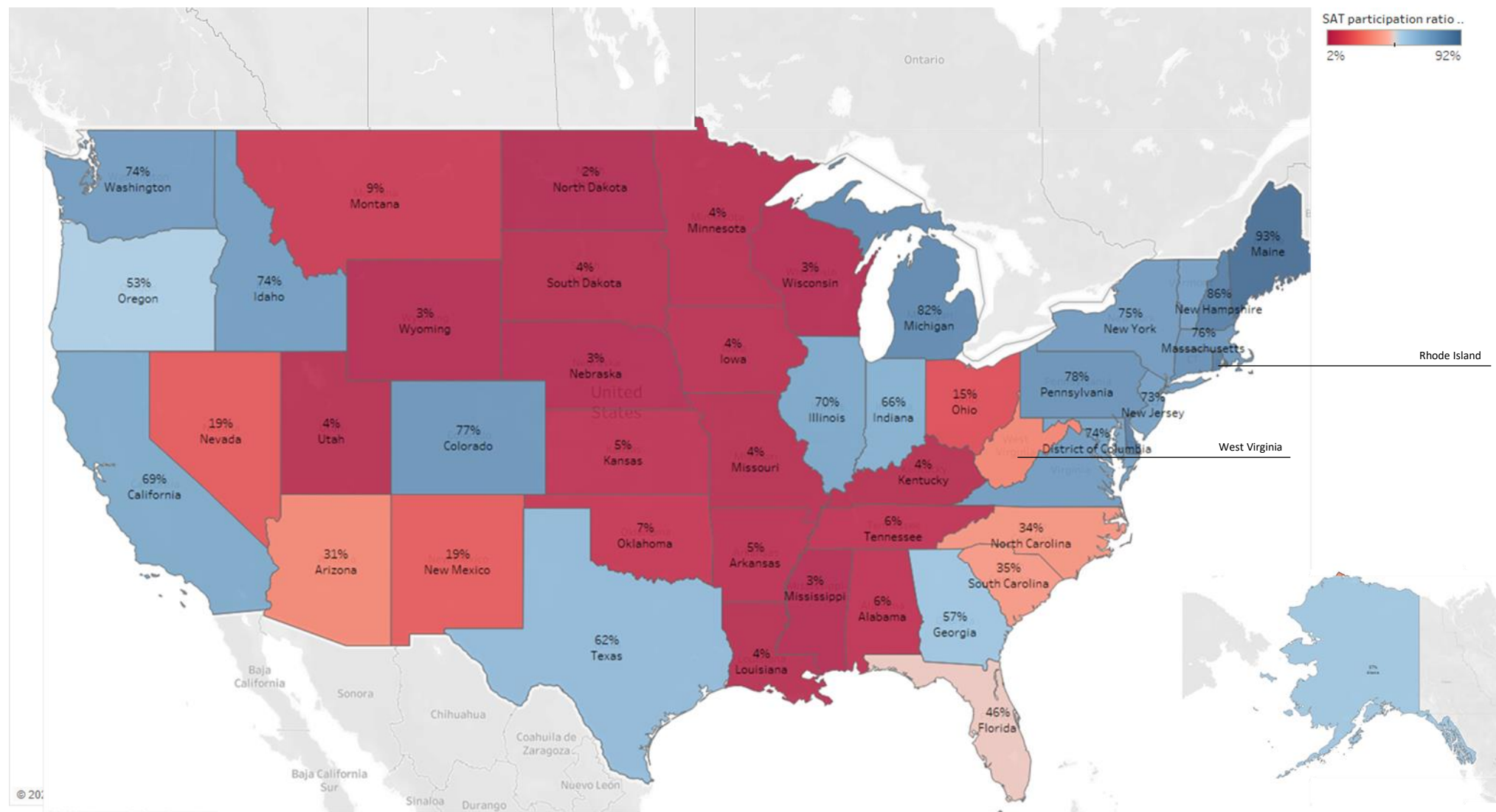


- The biggest contributions to SAT Participation rates between 2017 to 2018 is the conversion of **Colorado and Illinois** to SAT mandatory states
- Other top contributors include:
 1. Rhode Island
 2. West Virginia
 3. New York
 4. New Jersey

States favouring SATs to ACTs (2017)



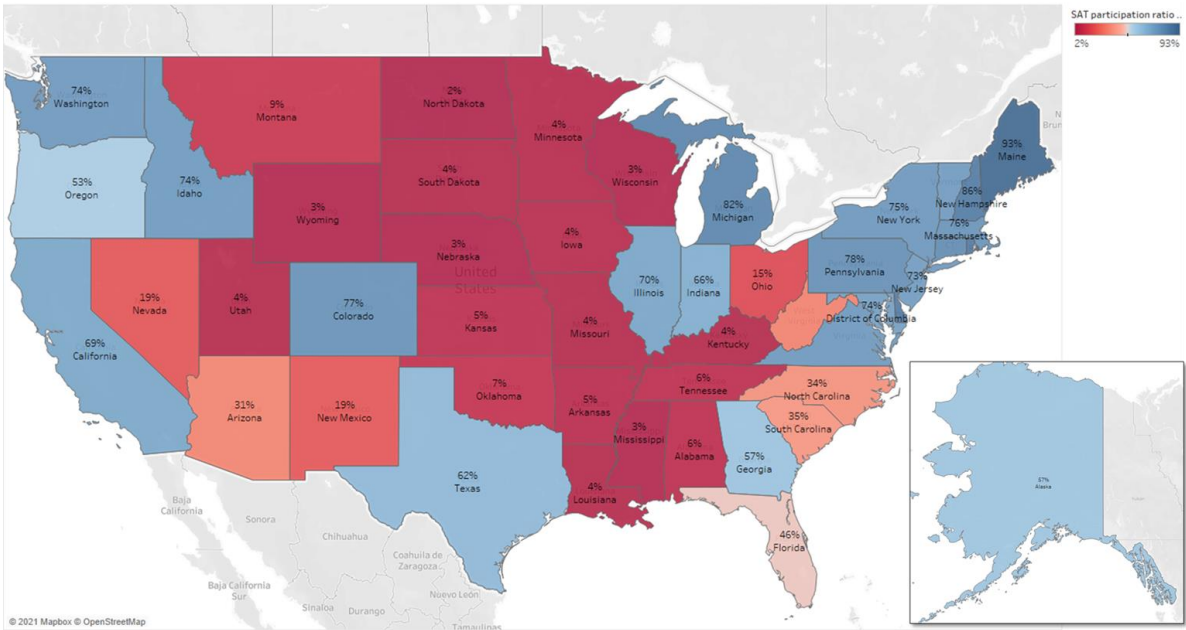
States favouring SATs to ACTs (2018)



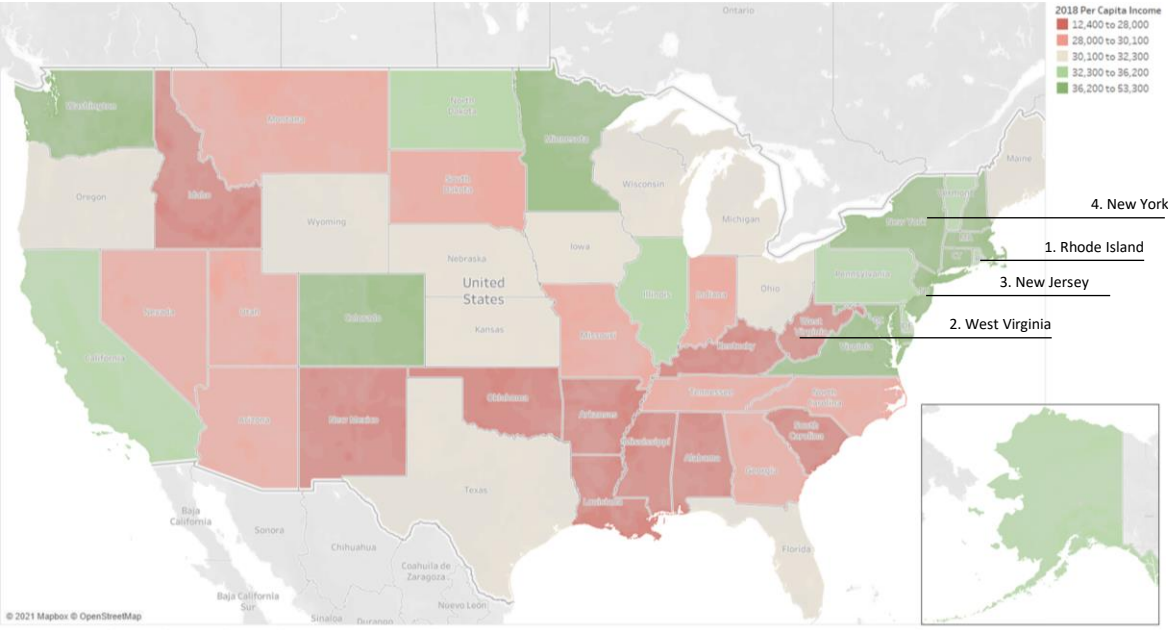
Finding 1:

States with a higher per capita income are more likely to adopt the SATs than ACTs

2018 SAT vs. ACT Participation Ratio



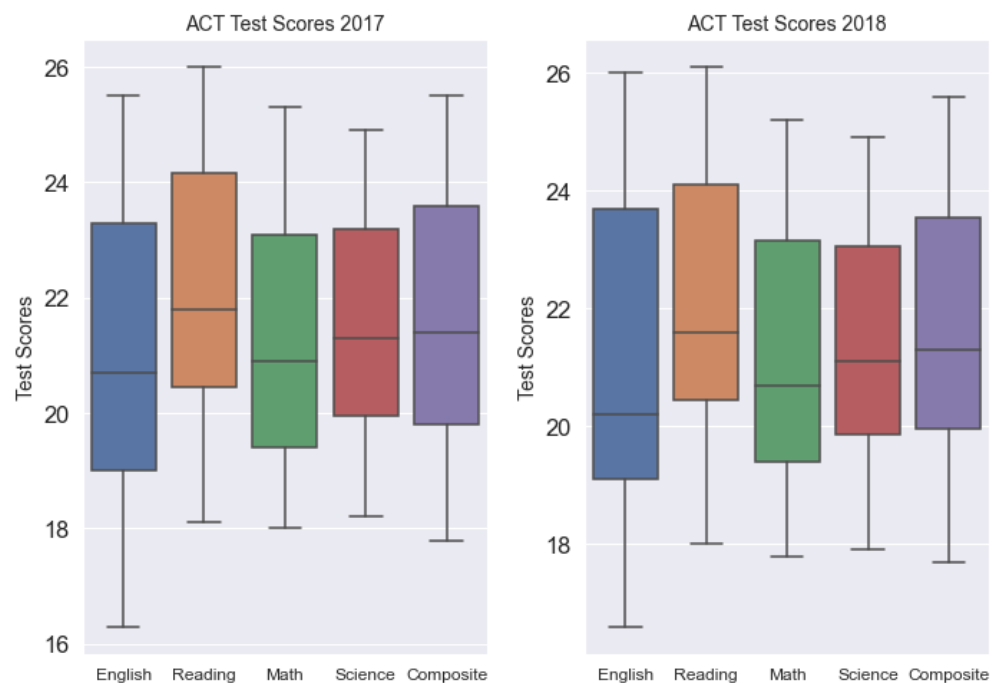
2018 Per Capita Income



Finding 2:

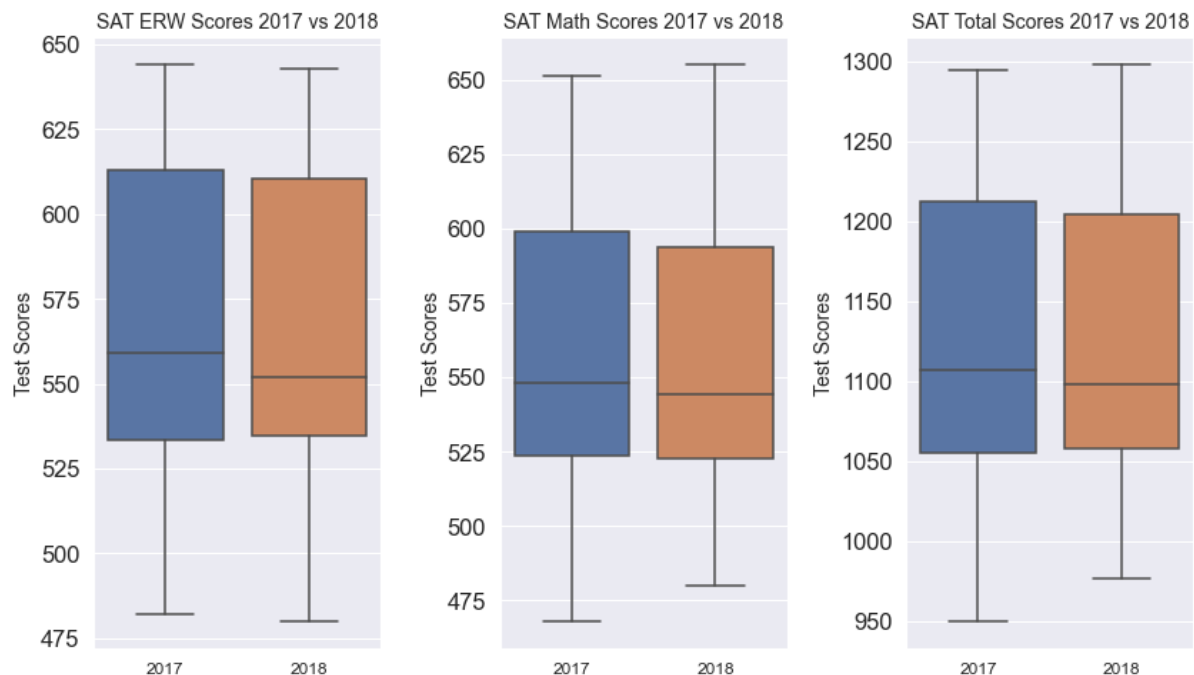
Students who are stronger in languages (Reading/Writing) should take the SAT while students with strength in Maths or Science should take the ACT.

ACT Test Performance



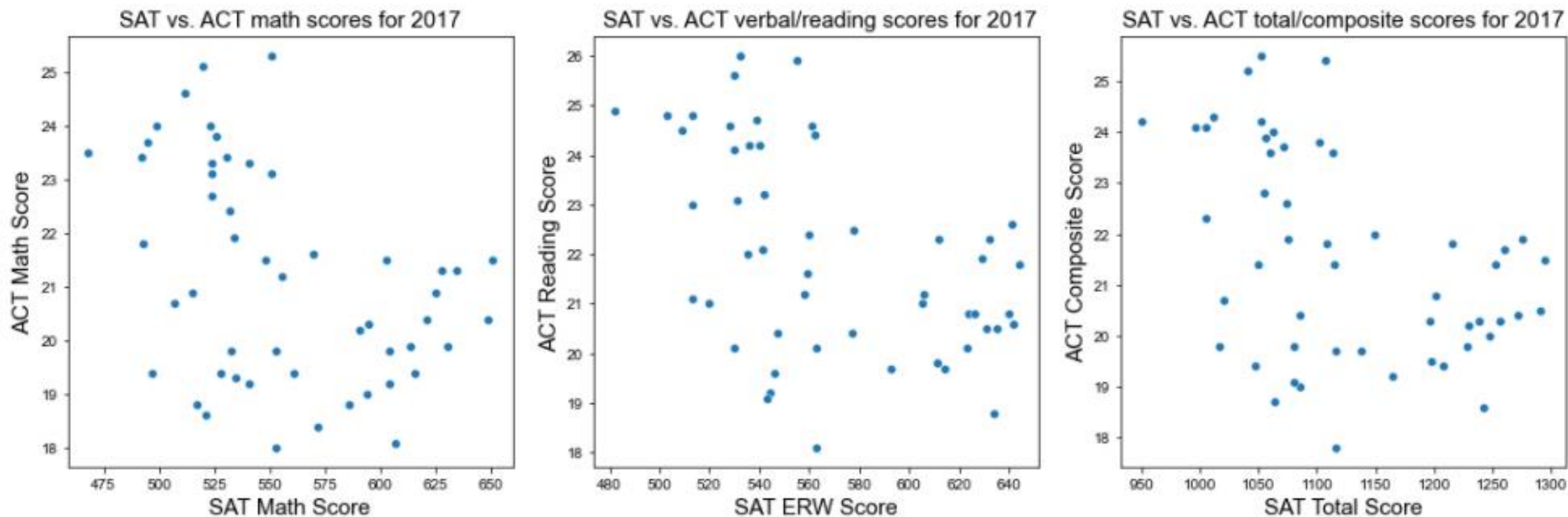
Students taking the ACT do the worst in English subtests

SAT Test Performance



Students taking SATs do better in Essay, Reading and writing than Maths subtests.

Finding 3: States that score well on the ACTs tend to score poorly on the SATs and vice versa



Alaska

Population: 731,545

Under 18: 25%

Status: Declining Population

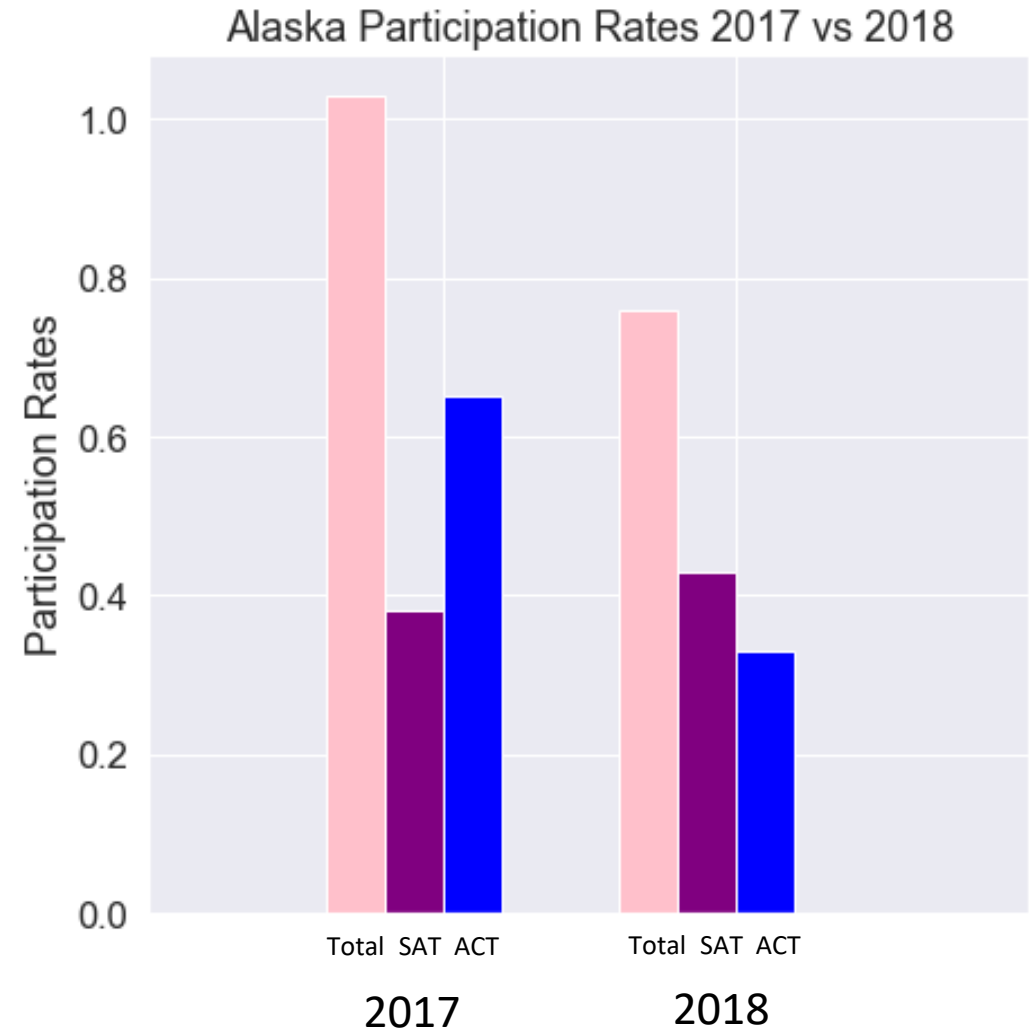
Income: \$36,978 Per Capita Income

2018 SAT Participation: 43%

Alaska total participation in college admission tests has dropped significantly between 2017 from 2018 (27% drop)

Despite that its SATs participants has increased by 5%. ACT has suffered a significant drop in student participation totalling 32%.

<https://www.macrotrends.net/states/west-virginia/population>
<https://censusreporter.org/profiles/04000US45-south-carolina/>



West Virginia

Population: 1,792,147

Under 18: 20%

Status: Declining Population

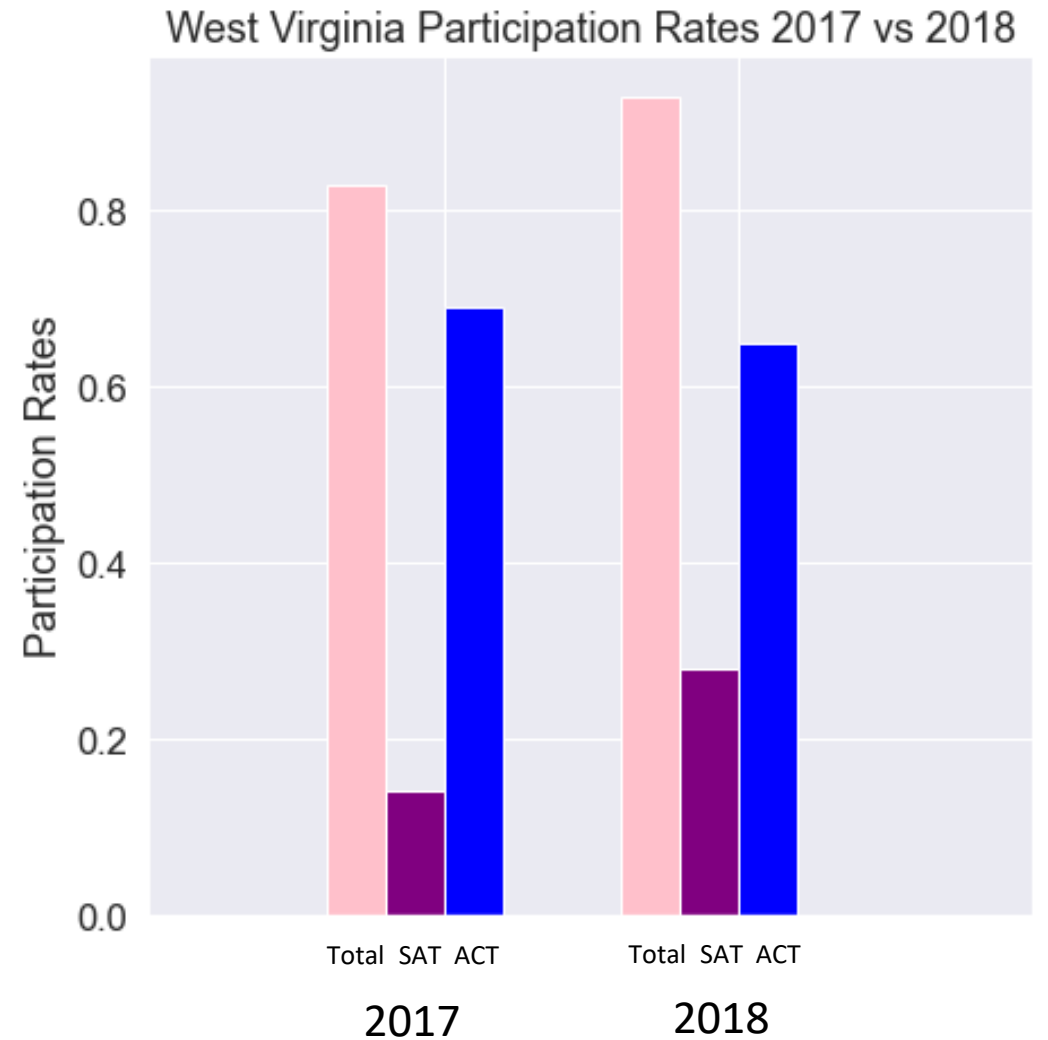
Income: \$27,446 Per Capita Income

2018 SAT Participation: 28%

West Virginia has an increased number of total participation in college admission testing from 2017 to 2018

Its SAT participation rate has also doubled showing a growing trend in students taking the SATs compared to the ACT which has dropped by 5%.

<https://www.macrotrends.net/states/west-virginia/population>
<https://censusreporter.org/profiles/04000US45-south-carolina/>



South Carolina

Population: 5,148,714

Under 18: 22%

Status: Growing Population

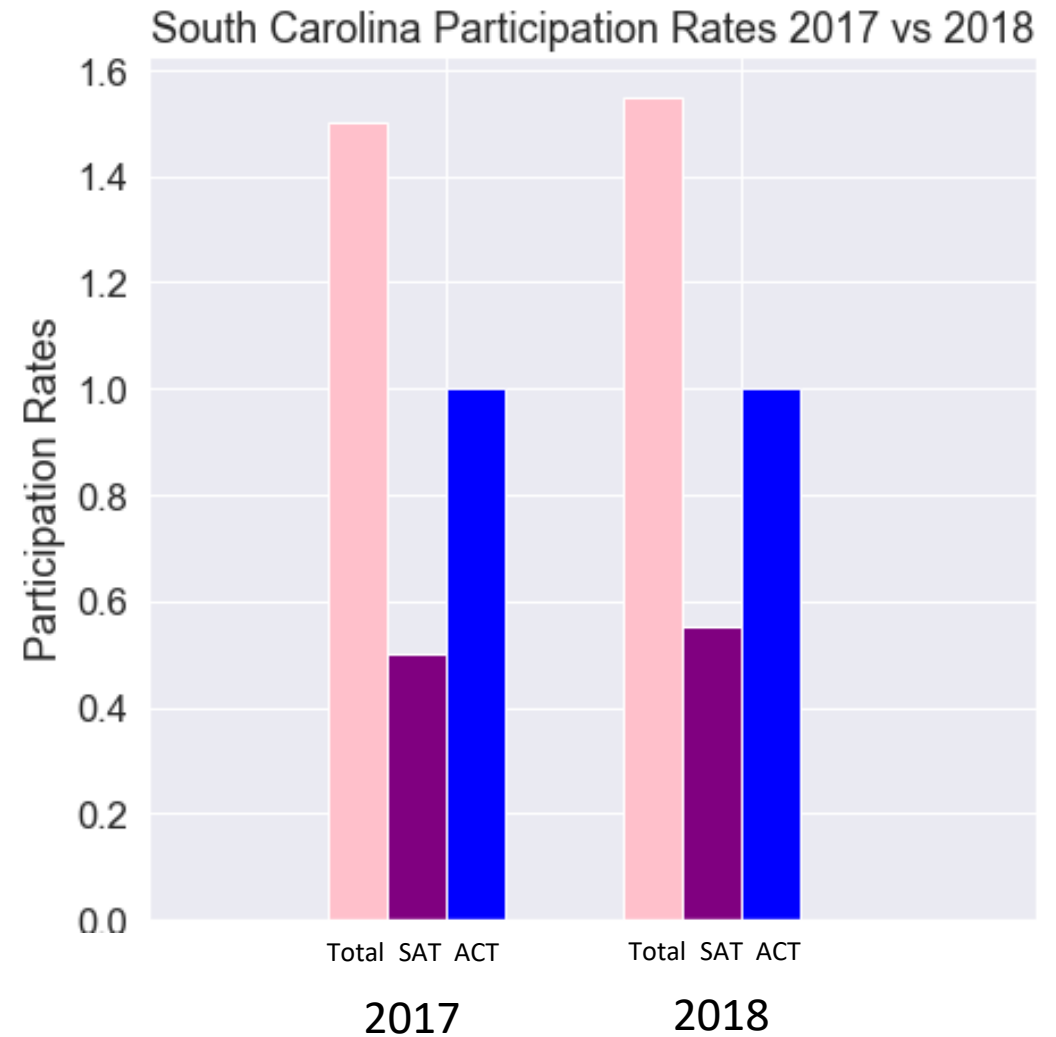
Income: \$31,295 Per Capita Income

2018 SAT Participation: 55%

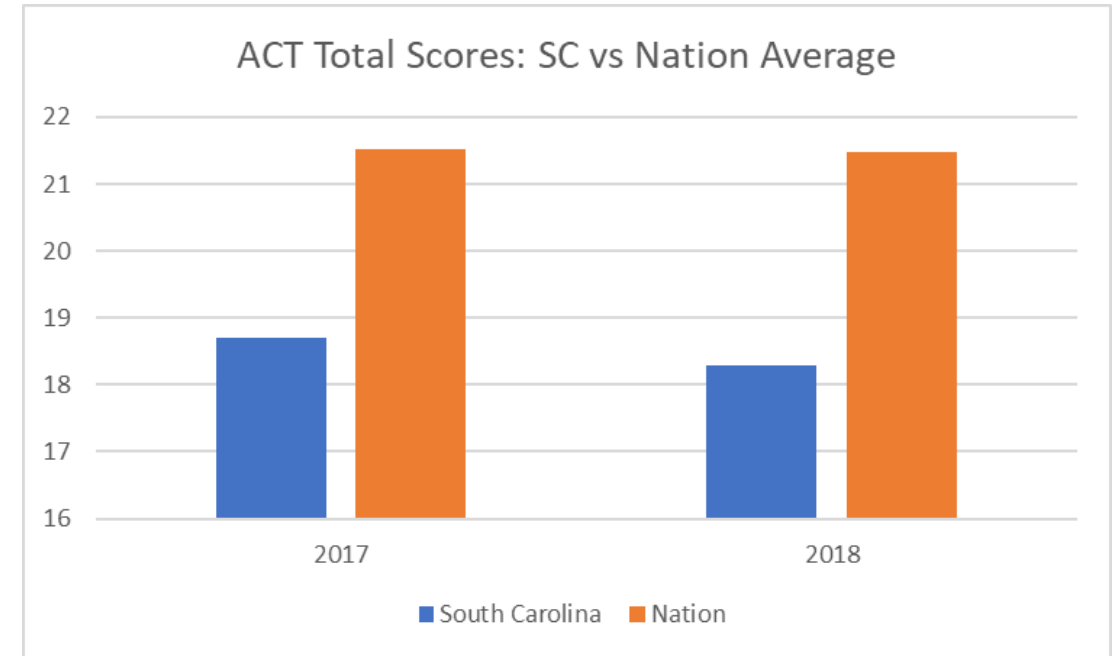
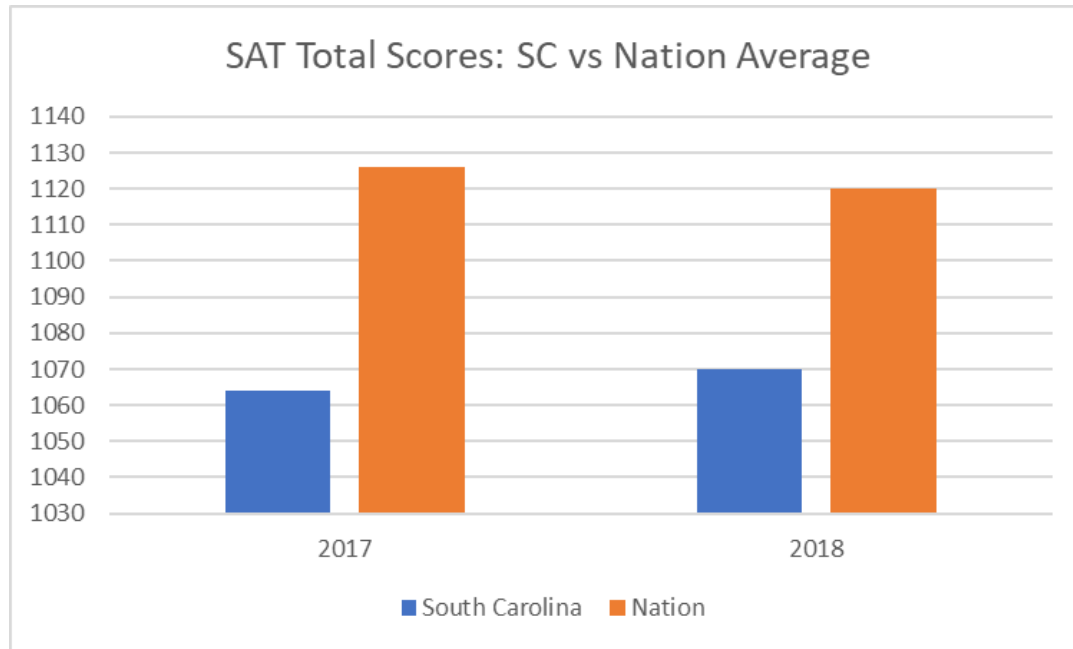
South Carolina is a state that mandates its high school students to take the ACTs. Yet, despite already having to take the ACT a large population of its students are taking both the SAT and ACTs (about 55%) .

On top of that, there is a growing number of students that are taking the SAT. There is an increase of 5% participation rate in the state between 2017 to 2018.

<https://www.macrotrends.net/states/west-virginia/population>
<https://censusreporter.org/profiles/04000US45-south-carolina/>



South Carolina students has fared relatively poorly in both tests year on year when compared to the nation average. This might be due to the large population of students taking both the SAT and ACTs.



Hence, it is proposed that South Carolina change its mandate of ACT college admission testing to the SATs instead due to popular demand. With that students will not need to take 2 tests and just focus on one, allowing them to perform better on the SATs.

This proposal will help College Board to increase its participation rates in South Carolina by 45% if it succeeds.

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Under 18: 25%

Status: Declining Population

Income: \$36,978 Per Capita Income

2018 SAT Participation: 43%

2019 Target Growth : 27%

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Status: Growing Population

Income: \$31,295 Per Capita Income

2018 SAT Participation: 55%

2019 Target Growth : 45%

South Carolina is the most enticing market as it has the biggest population of people under 18.

It is a growing population

It has a fairly high income per capita

It is already implementing a state-wide college admission testing mandate and may consider to switch to SATs due to growing demand.



Thank You