

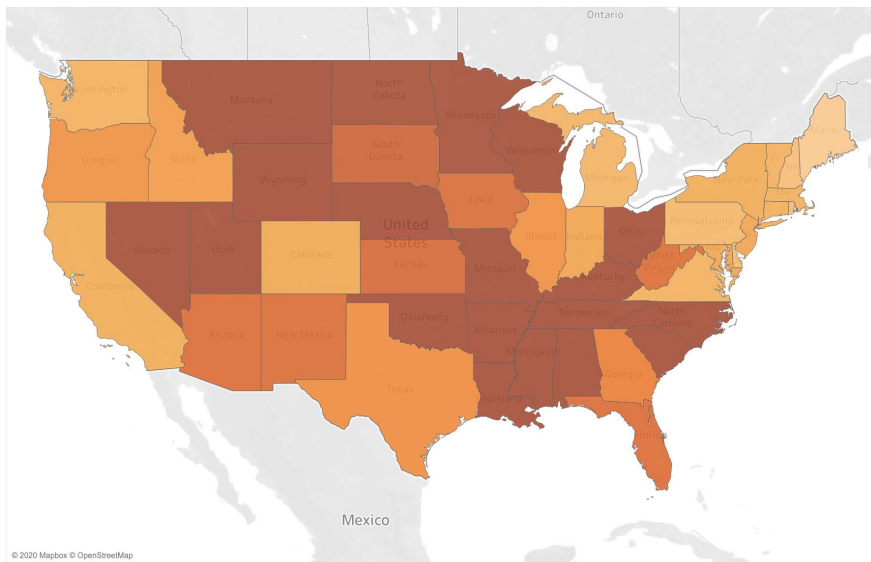
# Increasing SAT Participation

Problems, Opportunities, Recommendations

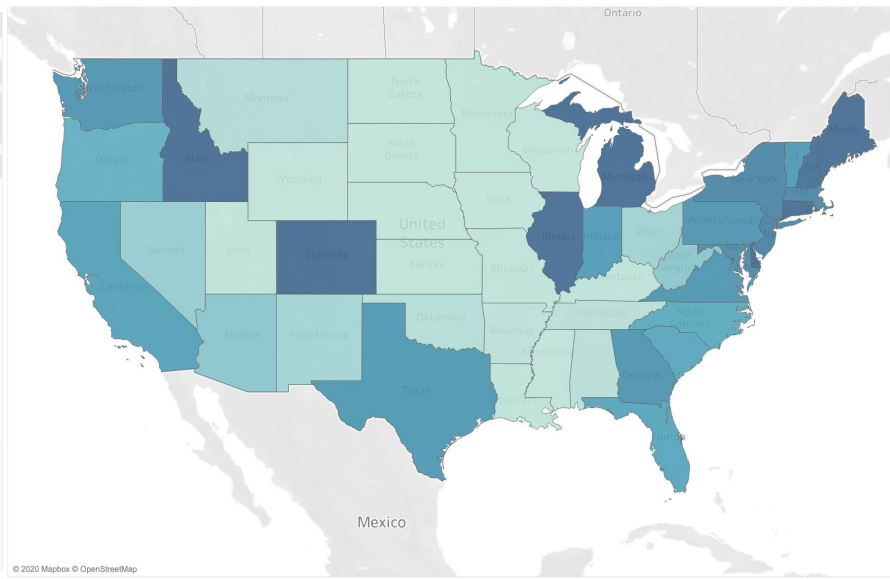


## Problem:

## 2018 ACT Participation



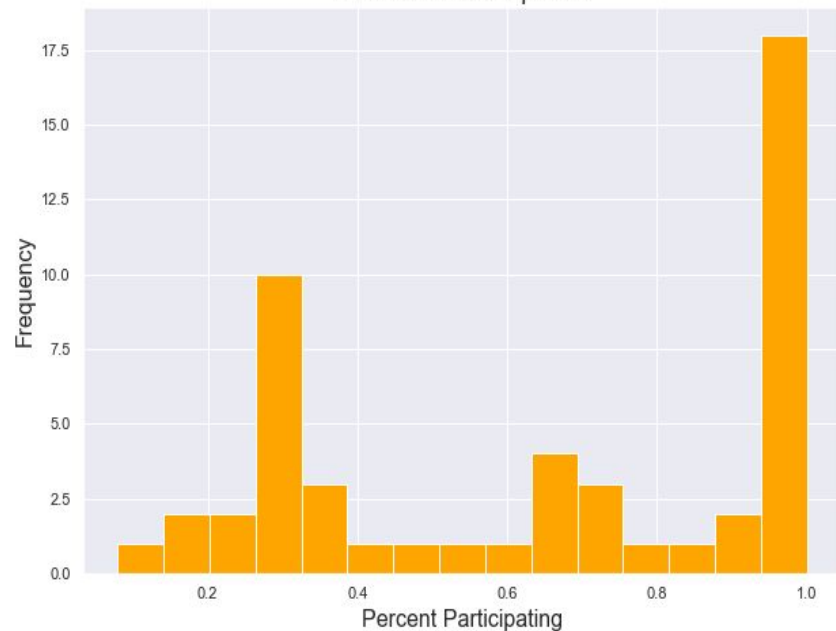
## 2018 SAT Participation



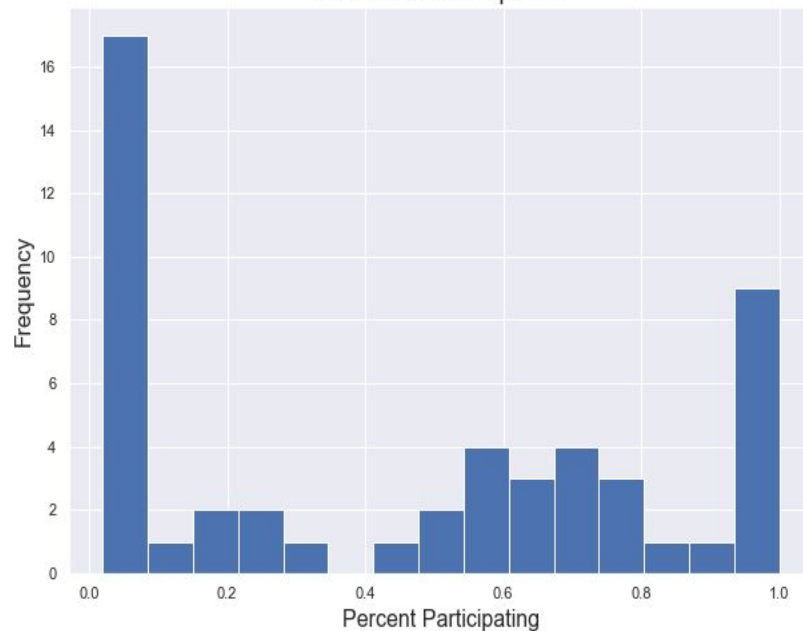


# Problem:

2018 ACT Participation



2018 SAT Participation

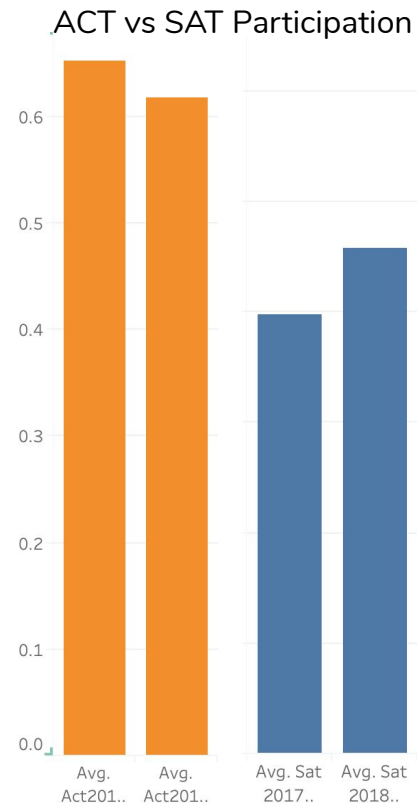




# Opportunity:

But...

1. Nationally, ACT participation decreased from 2017 to 2018, and SAT participation increased.
2. And a few states do qualify as a middle ground.





## Opportunity:

### Florida:

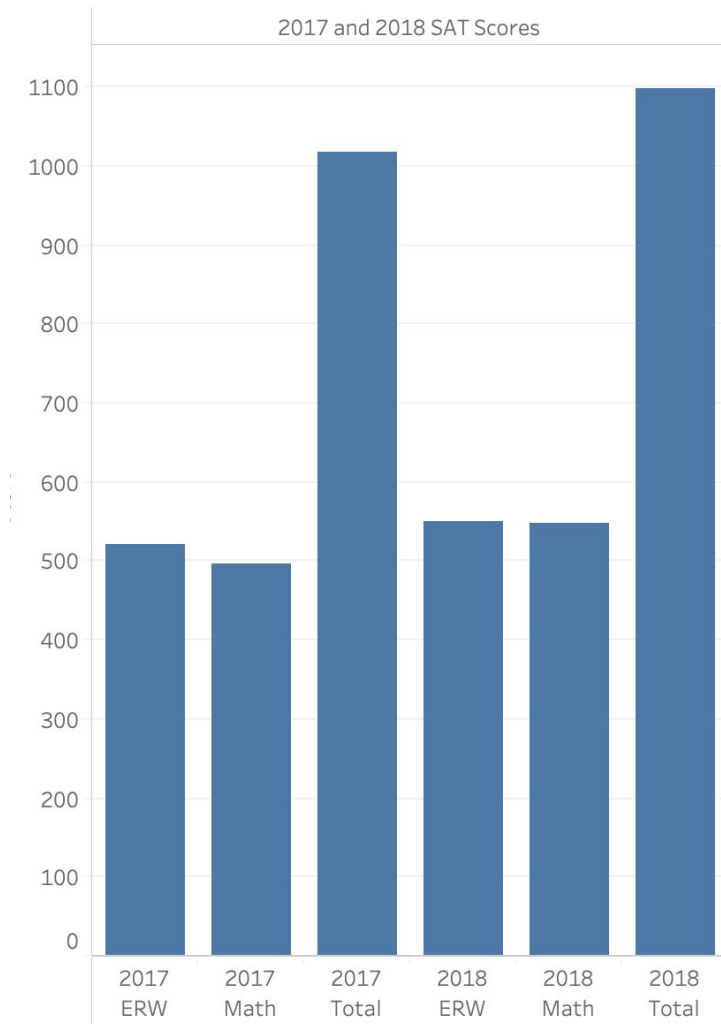
1. Florida is one of only five states with greater than 50% participation on both tests, making it a **split market**
2. Florida has **2.7 million students**
3. Florida has **no requirement** for either the SAT or ACT.

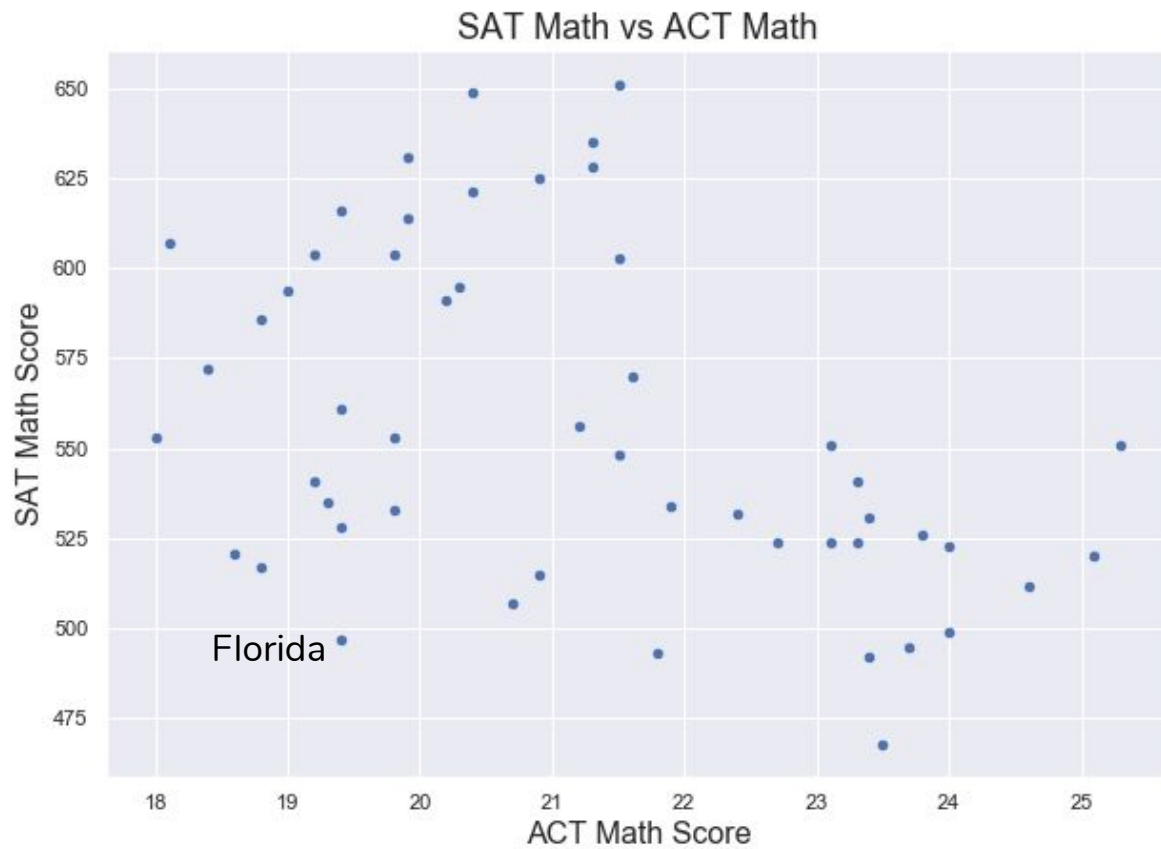


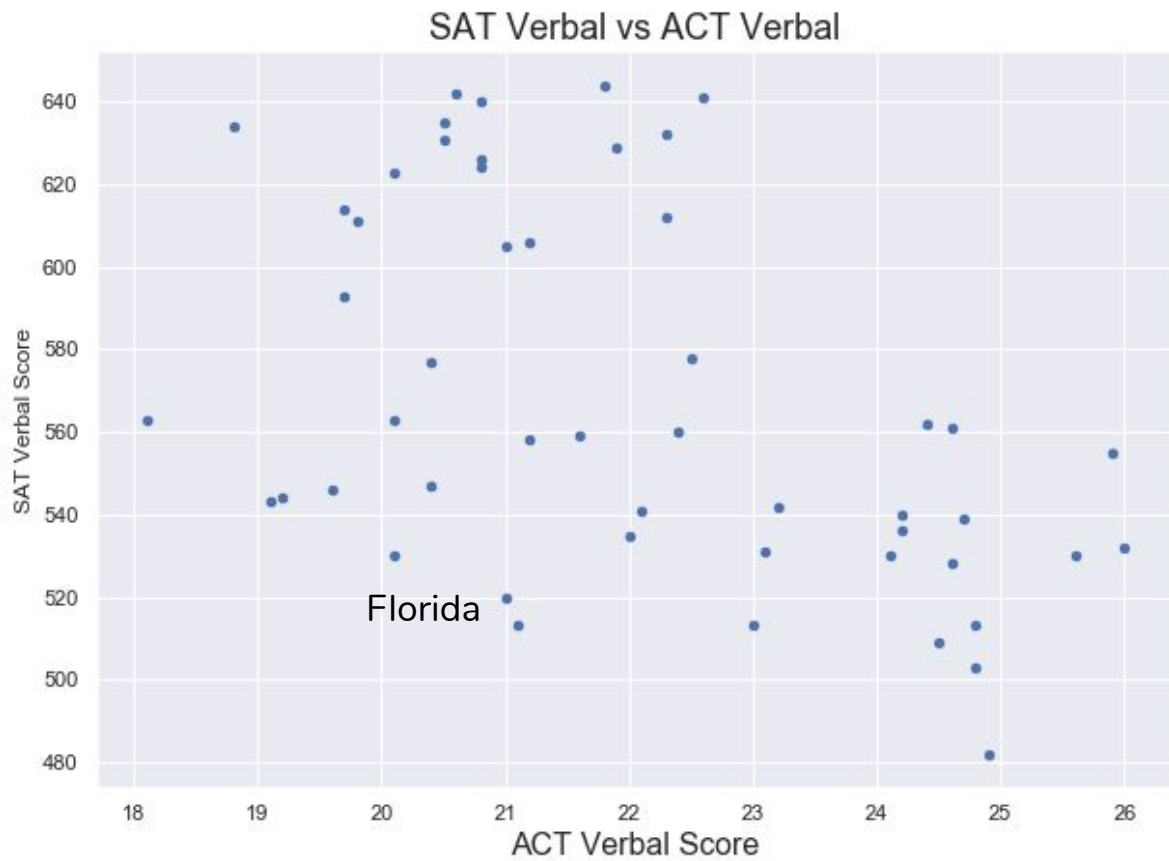
# Opportunity:

Florida Test scores:

1. Around or just below national average (1083)
2. Slight score improvement (ACT scores remained stagnant)
3. Room for growth











## Recommendation:

### Florida:

1. Students could use the boost in performance
2. **Open market:** No mandate for either test
3. **Split Market:** one of only five states with  $> 50\%$  participation on both tests either year:: split market
4. **Large Market:** 2.7 Million students: One of the largest student markets