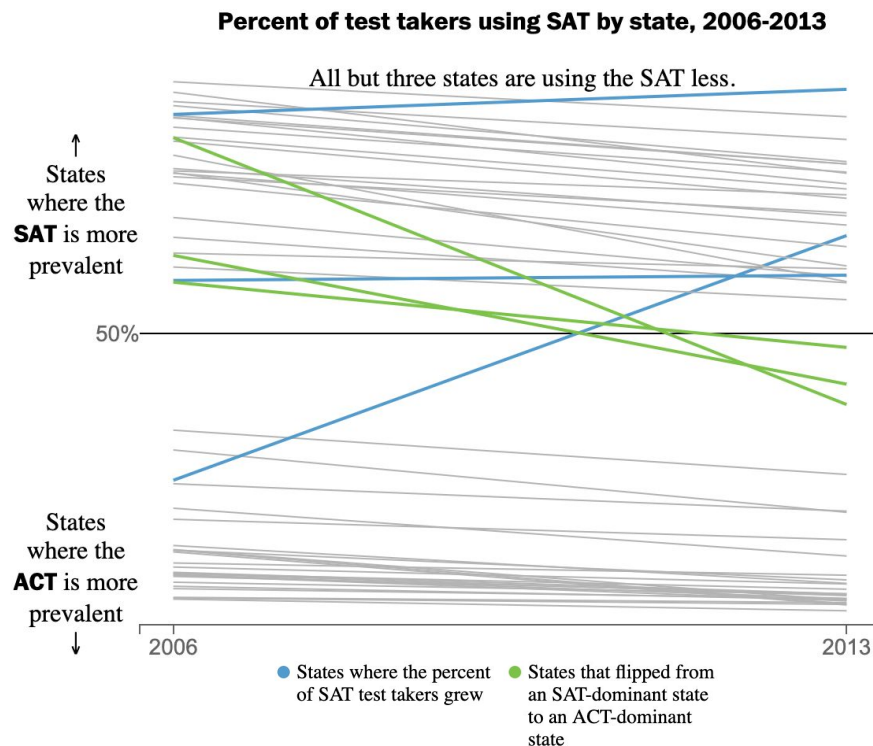


**Increasing State
SAT
Participation Rates**
A data-driven exploration
14 June 2019

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The SAT lost its market-leader position in 2012, after years of decline.



Source:

<https://www.washingtonpost.com/wp-srv/special/national/sat-vs-act/>

After significant overhauls, the SAT reclaimed the pole position in 2018.

2016 overhauls to
content, format,
and scoring

2018 deals with Illinois
and Colorado

51.5%

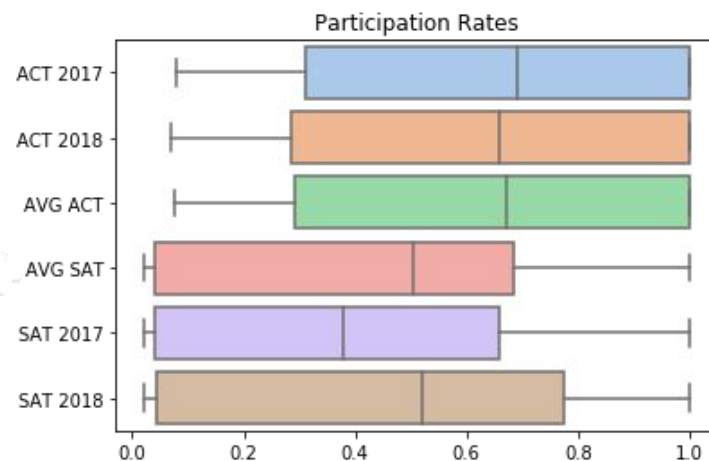
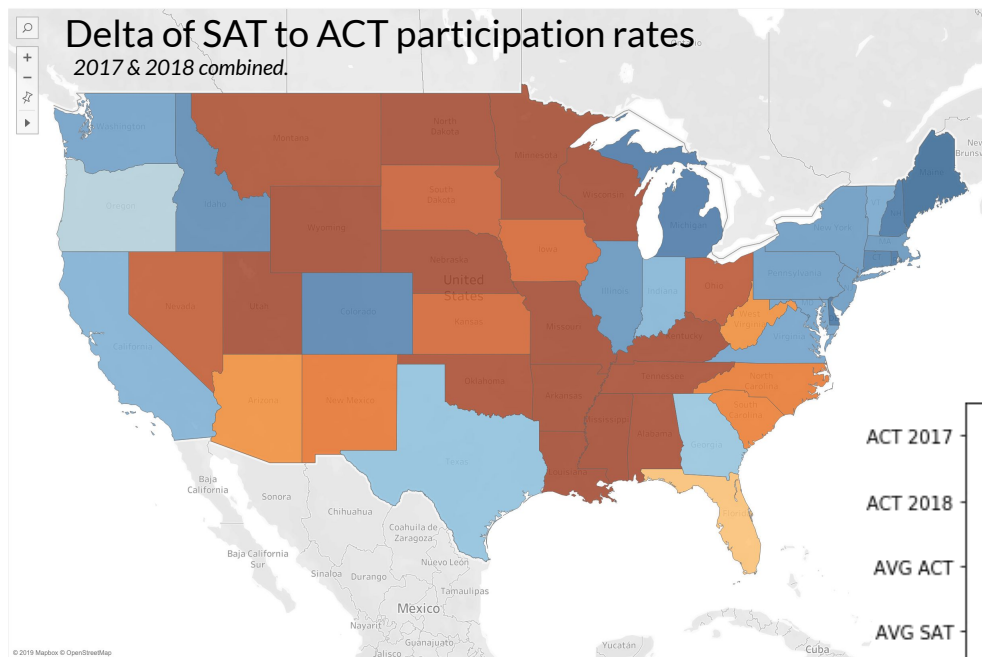
of 2018 graduating seniors
took the SAT

Sources:

https://www.washingtonpost.com/education/2018/10/23/sat-reclaims-title-most-widely-used-college-admission-test/?utm_term=.7ef4fb3428d6

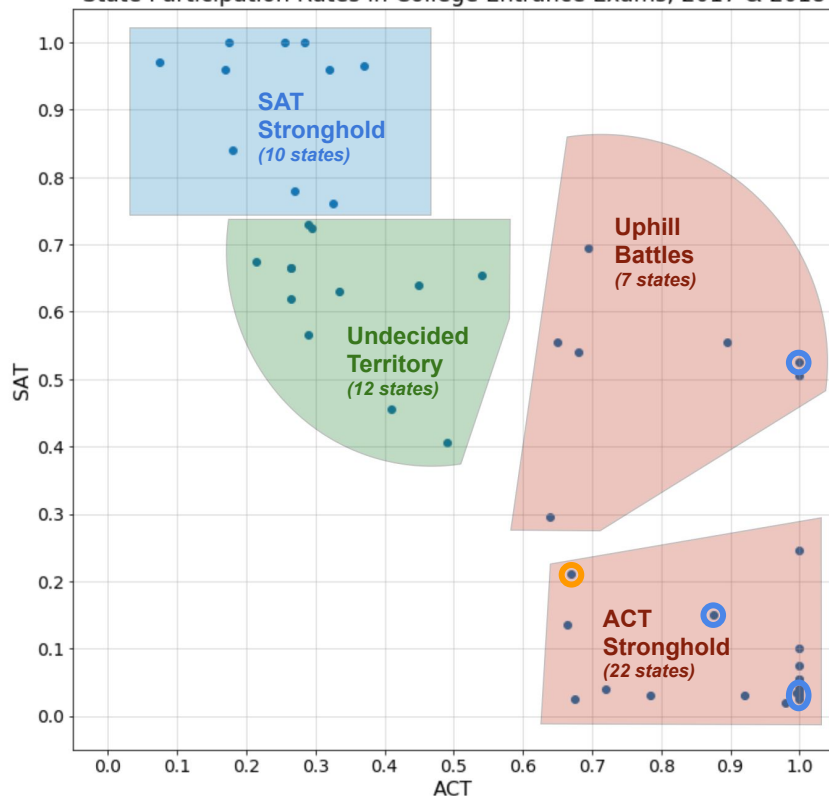
<https://sat.ivyglobal.com/new-vs-old>

But the SAT is far from dominating the landscape.



The “battle map” suggests a focus for efforts to drive participation.

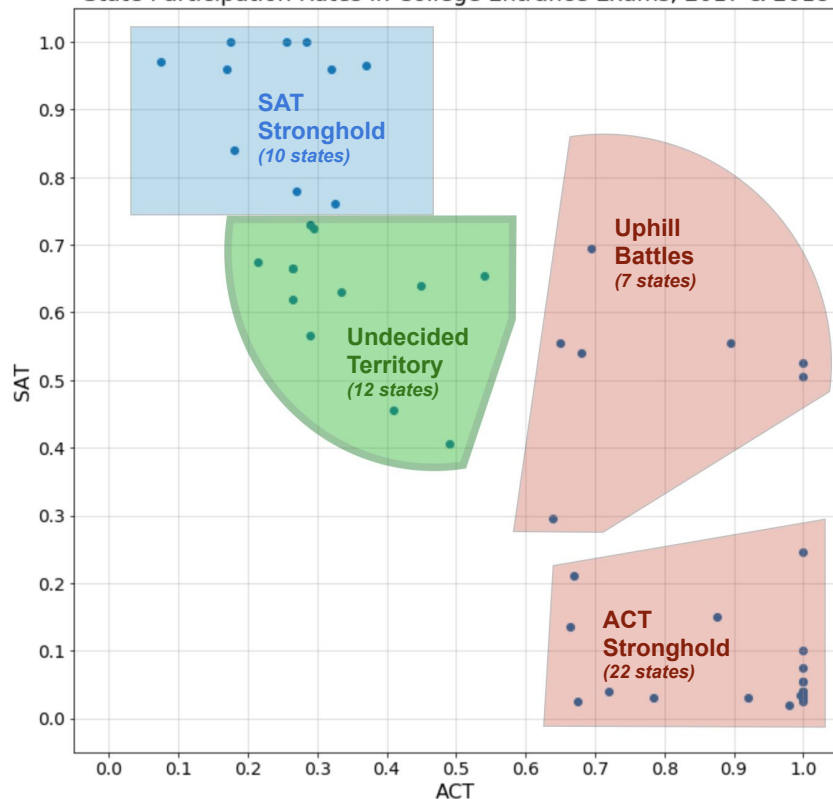
State Participation Rates in College Entrance Exams, 2017 & 2018



State	Bucket	ACT Req	SAT Req	Notes
Colorado	Uphill Battles		Y	2018 exclusive contract
Illinois	Uphill Battles		Y	2018 exclusive contract
Ohio	ACT Stronghold	Y*	Y*	One or the other required; determined by district
Oklahoma	ACT Stronghold	Y*	Y*	One or the other required; determined by district
South Carolina	Uphill Battles	Y*	Y*	One or the other required
Tennessee	ACT Stronghold	Y*	Y*	One or the other required
West Virginia	ACT Stronghold		Y	Unless taking the West Virginia Alternative Summer Assessment

The “battle map” suggests a focus for efforts to drive participation.

State Participation Rates in College Entrance Exams, 2017 & 2018



Undecided State	ACT	SAT	Combined
Alaska	49%	41%	90%
California	29%	57%	86%
Georgia	54%	66%	120%
Indiana	33%	63%	96%
Maryland	30%	73%	102%
New York	29%	73%	102%
Oregon	41%	45%	86%
Pennsylvania	22%	68%	89%
Texas	45%	64%	109%
Vermont	27%	62%	89%
Virginia	27%	67%	93%
Washington	27%	67%	93%

Sources:
Analysis of client-provided data.

We have several opportunities to examine more closely.

Recommendations

- **Push into ACT Strongholds** where a requirement exists and the SAT is already “on the table” [OH, OK, SC, TN]
- **Dig deeper on low WV participation rates**, given the SAT requirement
- **Opportunistically convert “Undecided Territories” into “Strongholds”** based on market characteristics (e.g. size, potential for School Board relationships at state or district level)

Additional analyses to pursue

- Planned college destinations by state
 - Where do students apply?
 - What are those schools’ testing requirements?
 - Will help us determine targets
 - Schools (to influence preferences for entrance exams)
 - State expansions (where the destination schools already favor the SAT)
- Market analyses of “Undecided Territories”

Questions & Discussion