

SAT and ACT 2017/2018 Analysis

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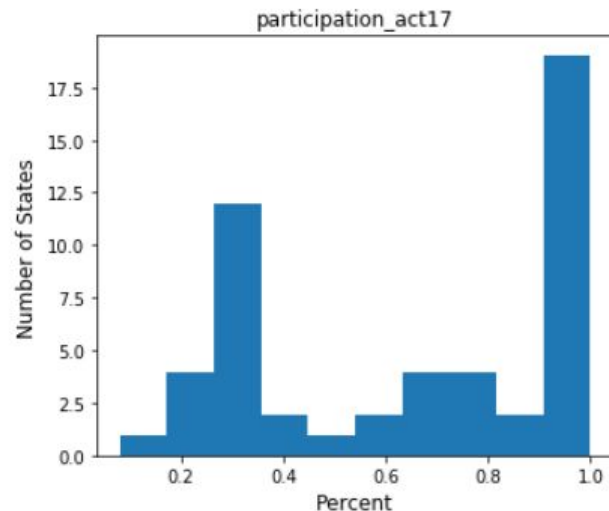
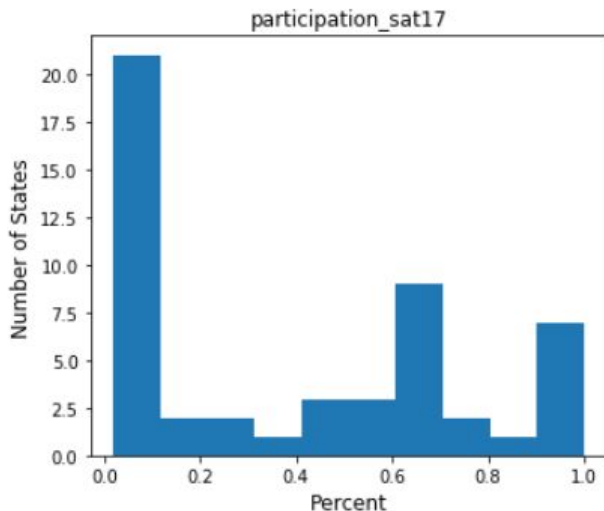
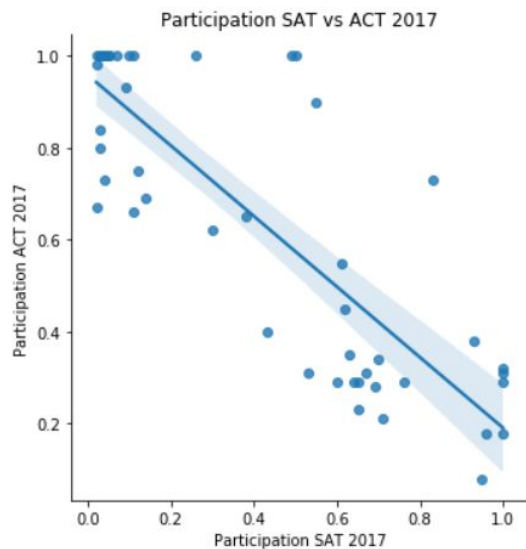
Problem Statement:

ACT has gained traction in the US as an examination alongside SATs. With the introduction of a new format in the SATs in March 2016 we wish to see its impact on states and understand their preferences and their performances over the two exams.

Objective:

Understand the differences and trends of both SAT and ACT status quo and make recommendations to improve SAT participation of states with lower rates.

Analysis of Participation



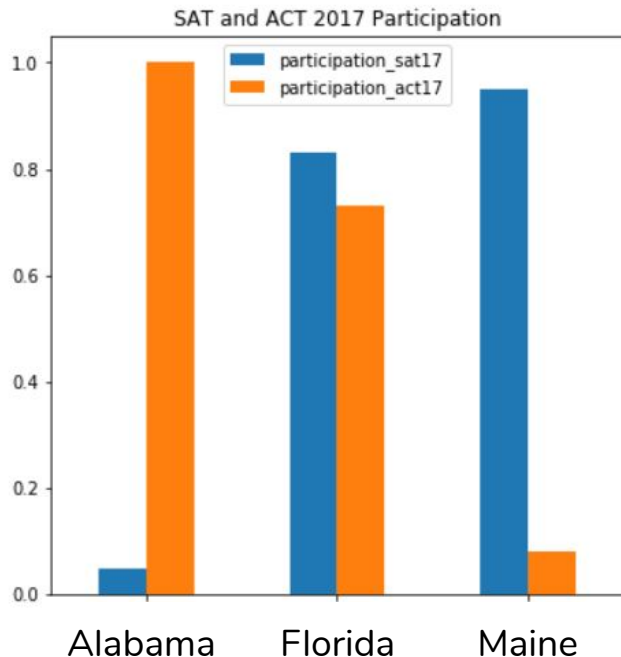
- The participation of the two exams for the states are inversely proportional.
- States taking ACTs are not taking SATs

There seems to be a preference to ACTs over SATs



Types of Preferences

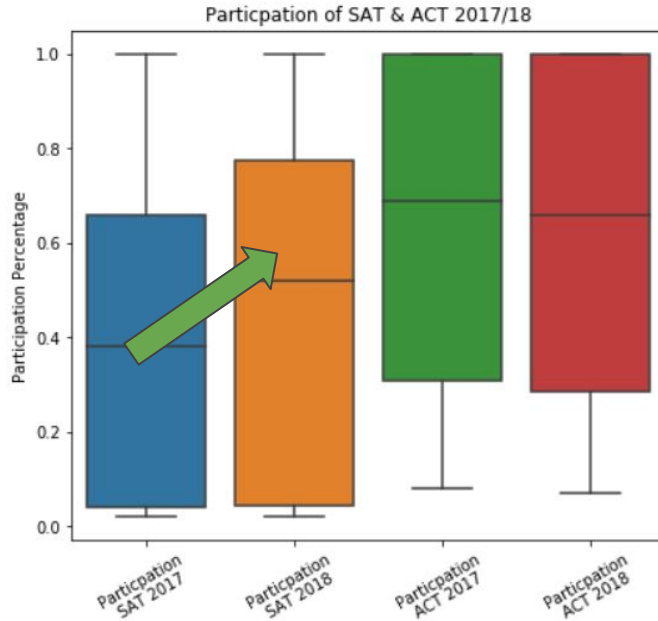
Alabama
seems to
prefer ACT
over SAT



- In Alabama, it is a requirement for High Schools to take ACTs and in Maine, it's SAT.
- This requirement is governed by the preference of the people, and as such we wish to move said preferences in favour of ACT

But why?

Multiple reasons



- We actually see an improvement in the participation in 2018 vs 2017 of

+14%

- People are beginning to understand that the new format is similar to ACTs and should not be unconfident in this exam
- Therefore the problem here lies in the daunting factor of this new format for states able to choose between the two exams
- The participation rates are also largely influenced by Federal Regulation



Recommendation

To improve Participation Rates for states like Alabama,
we have to:

- Make the new format more known to the public
- Funnel resources into education systems more tailored to the new SATs
- Funding, subsidies, materials and more available SAT resources
- Push the State Education Board to adopt the exam in their Federal Regulation, driving the benefits of SATs over ACTs