

A close-up, warm-toned photograph of a person's hands writing on a document with a pencil. The person is wearing a dark long-sleeved shirt. The background is blurred, showing another person's face. The text is overlaid on the left side of the image.

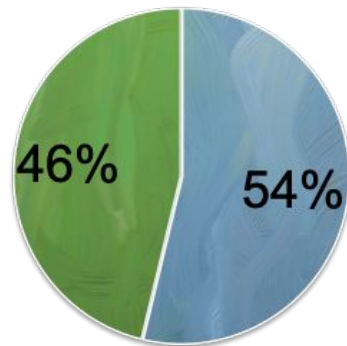
What affects the SAT participation rate between 2017–2018 in U.S.?

Identify target states for SAT growth

1.91m

2.22m

ACT

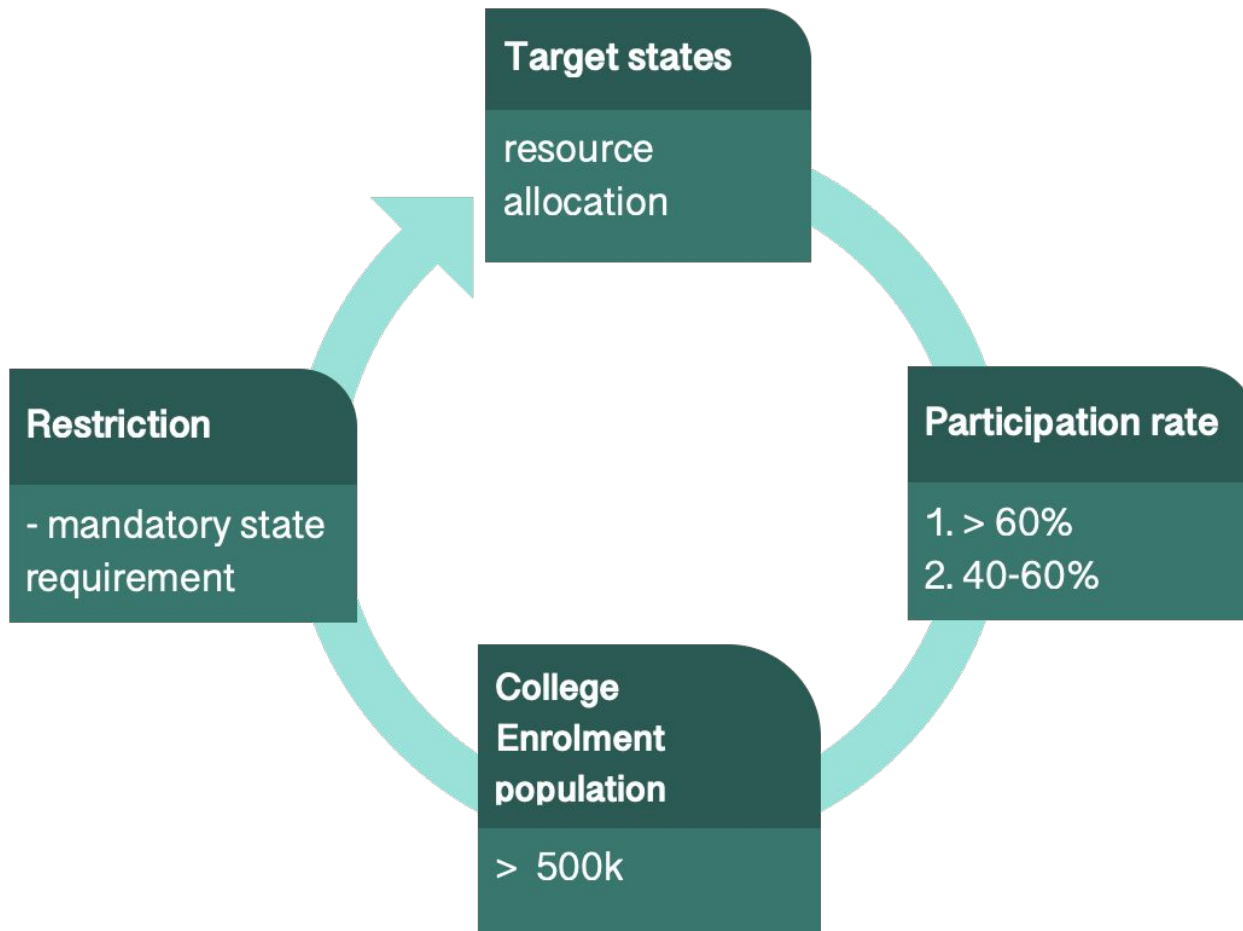


SAT

Source:

<https://reports.collegeboard.org/pdf/2019-total-group-sat-suite-assessments-annual-report.pdf>

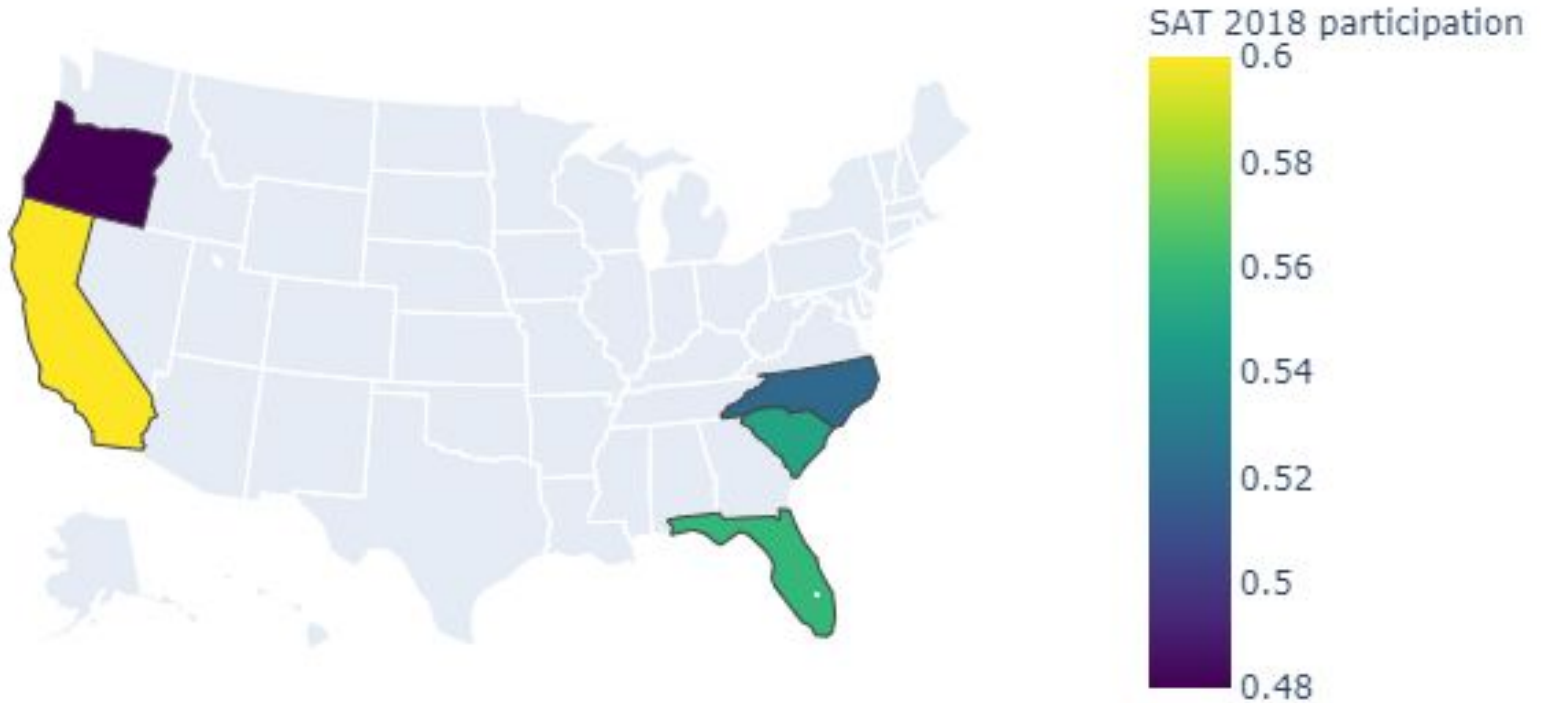
2018 ACT & SAT no. of test takers



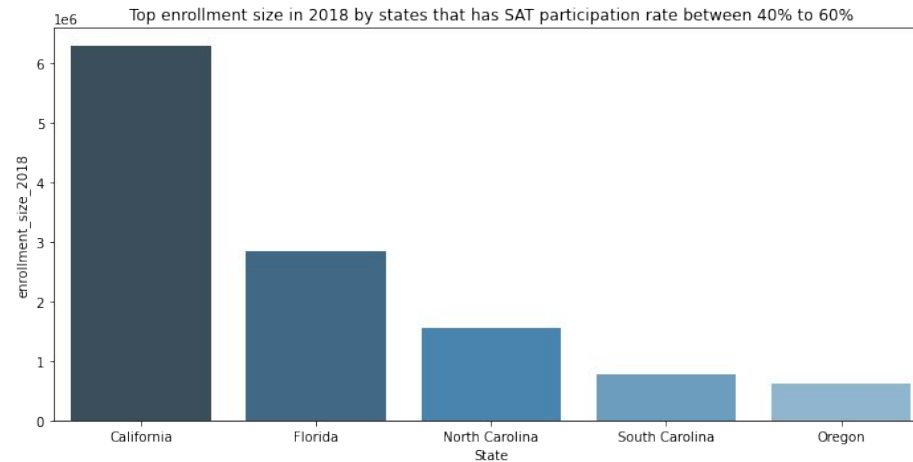
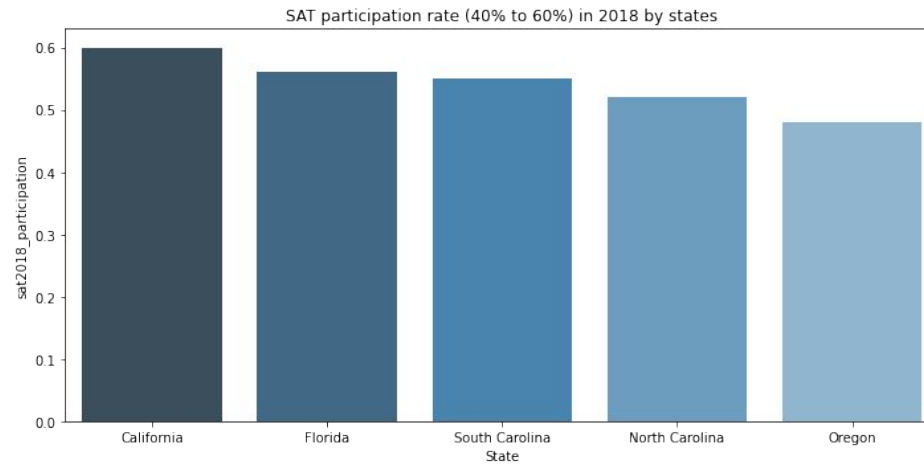
Criteria to identify target states

A close-up, sepia-toned photograph of a person's hands writing on a document. The person is holding a pencil in their right hand and resting their left hand on the paper. The background is blurred, showing the person's face and upper body. The text "Data Insights" is overlaid in white, serif font on the left side of the image.

Data Insights

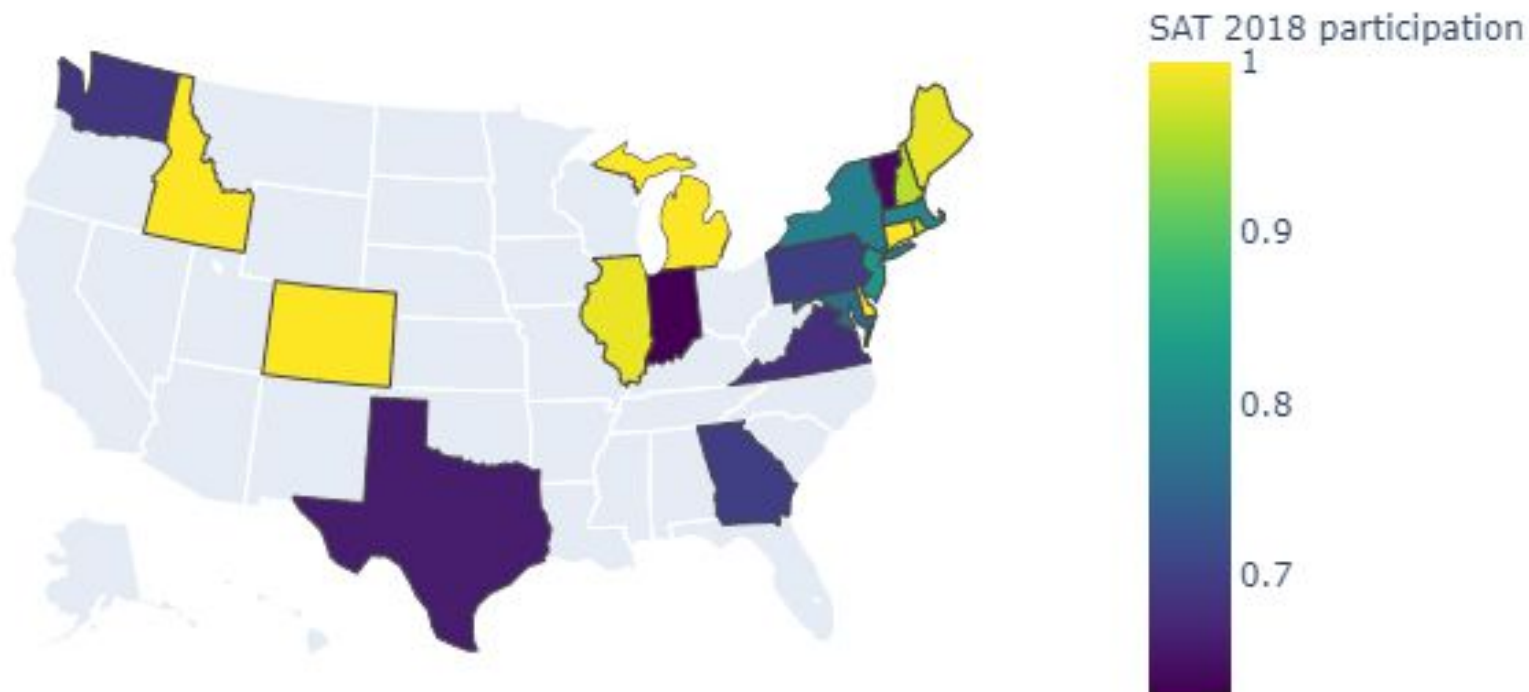


States with SAT rates between 40% and 60%

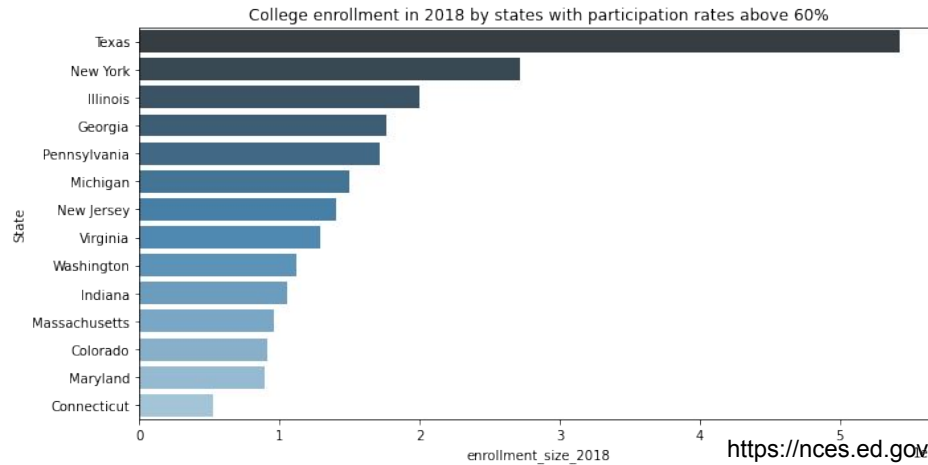
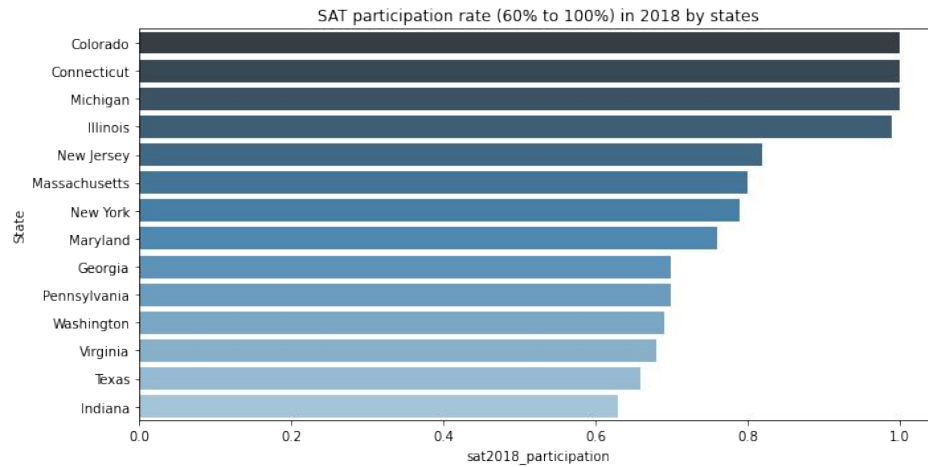


https://nces.ed.gov/programs/digest/d19/tables/dt19_203.20.asp

Breakdown of States with participation between 40% to 60% and more than 500,000 enrollment population

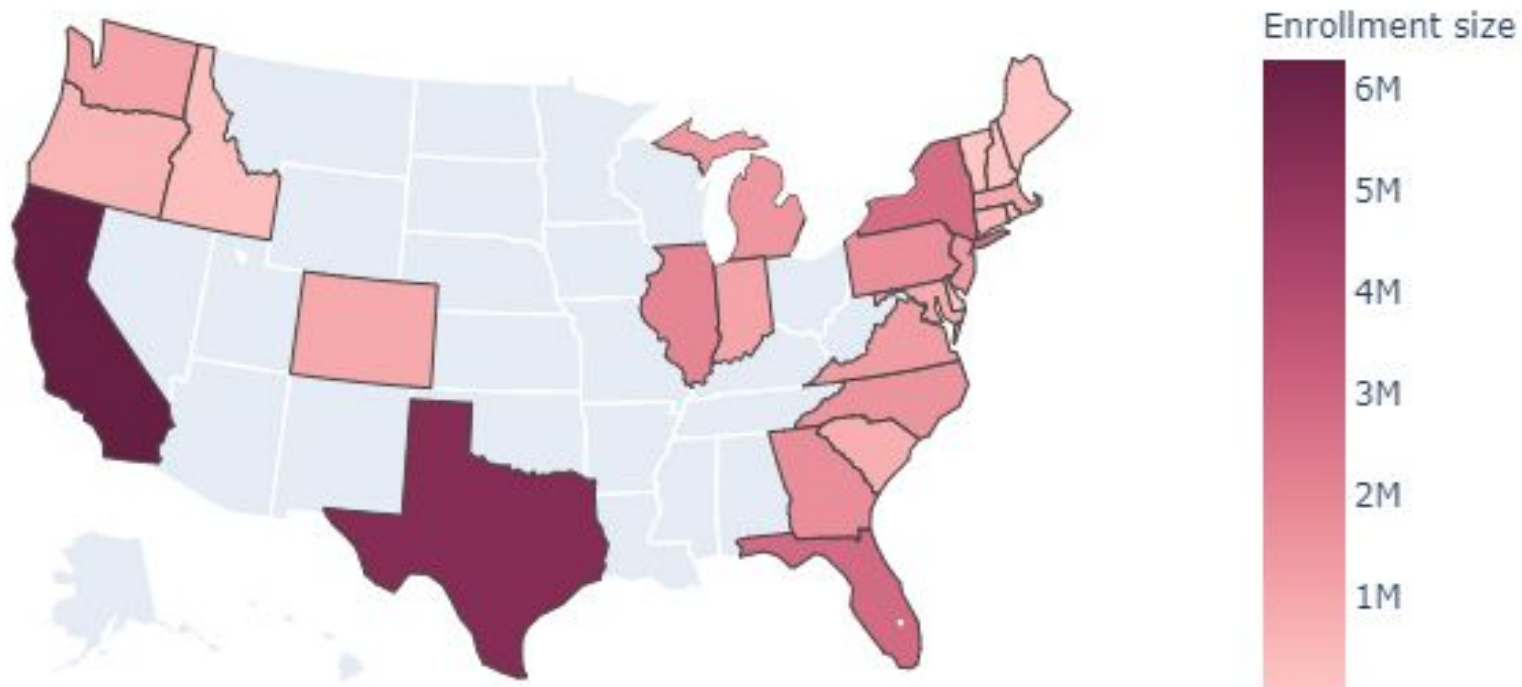


States with SAT participation above 60%



https://nces.ed.gov/ipeds/data/d19/tables/dt19_203.20.asp

Breakdown of States with participation >60% and more than 500,000 enrollment population



https://nces.ed.gov/programs/digest/d19/tables/dt19_203.20.asp

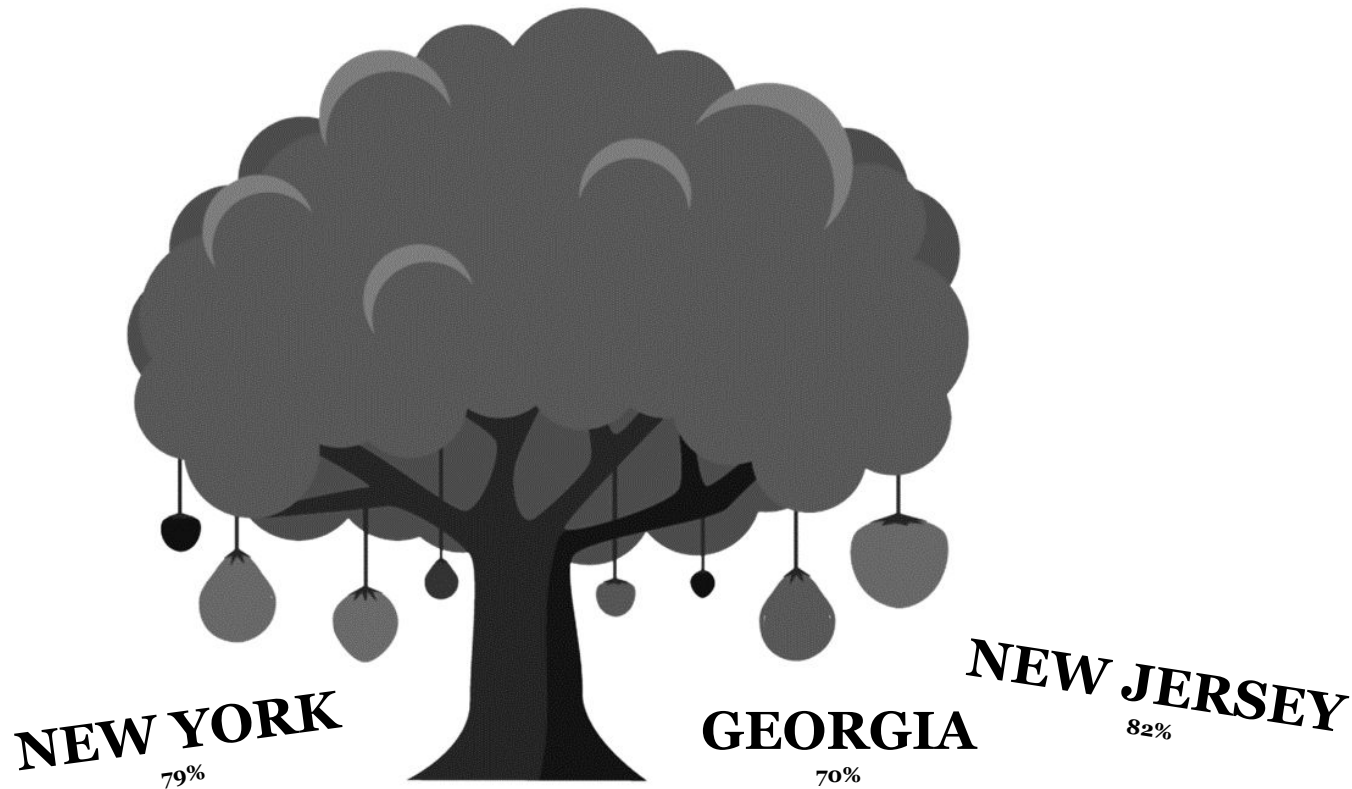
States to Target

A close-up, sepia-toned photograph of a person's hands writing on a document. The person is holding a pencil in their right hand and resting their left hand on the paper. The background is blurred, showing the person's face and upper body. The text "Business Ideas" is overlaid in white, serif font on the left side of the image.

Business Ideas



6 million



Lobby States close to 100% SAT participation



Lobby States with no preference (yet)

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Recommendations

COLORADO

5500 → 56000

in 2016

in 2017

Made mandatory in 2018

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

ILLINOIS

9% → **100%**

in 2017

Made mandatory in 2018

source:<https://www2.illinois.gov/services/ISBE/sat>

NEW YORK

67% → **79%**
in 2017 **in 2018**

source:<https://reports.collegeboard.org/pdf/2018-new-york-sat-suite-assessments-annual-report.pdf>

Recommend SAT to New York State



NEW YORK

100% =

in 2019

43,000 more test takers

**Better branding across
the US East Coast**

source:<https://reports.collegeboard.org/pdf/2018-new-york-sat-suite-assessments-annual-report.pdf>

Recommend SAT to New York State



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Q & A