

A black and white photograph of the New York Stock Exchange building facade, featuring several large, ornate columns and a pediment with the words "NEW YORK STOCK EXCHANGE" inscribed on it. The image is dark and serves as a background for the text.

How to increase the SAT participation rate

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Overview

Part 1

Who is
taking the
SATs?

Part 2

Who to
target?

Part 3

Strategy

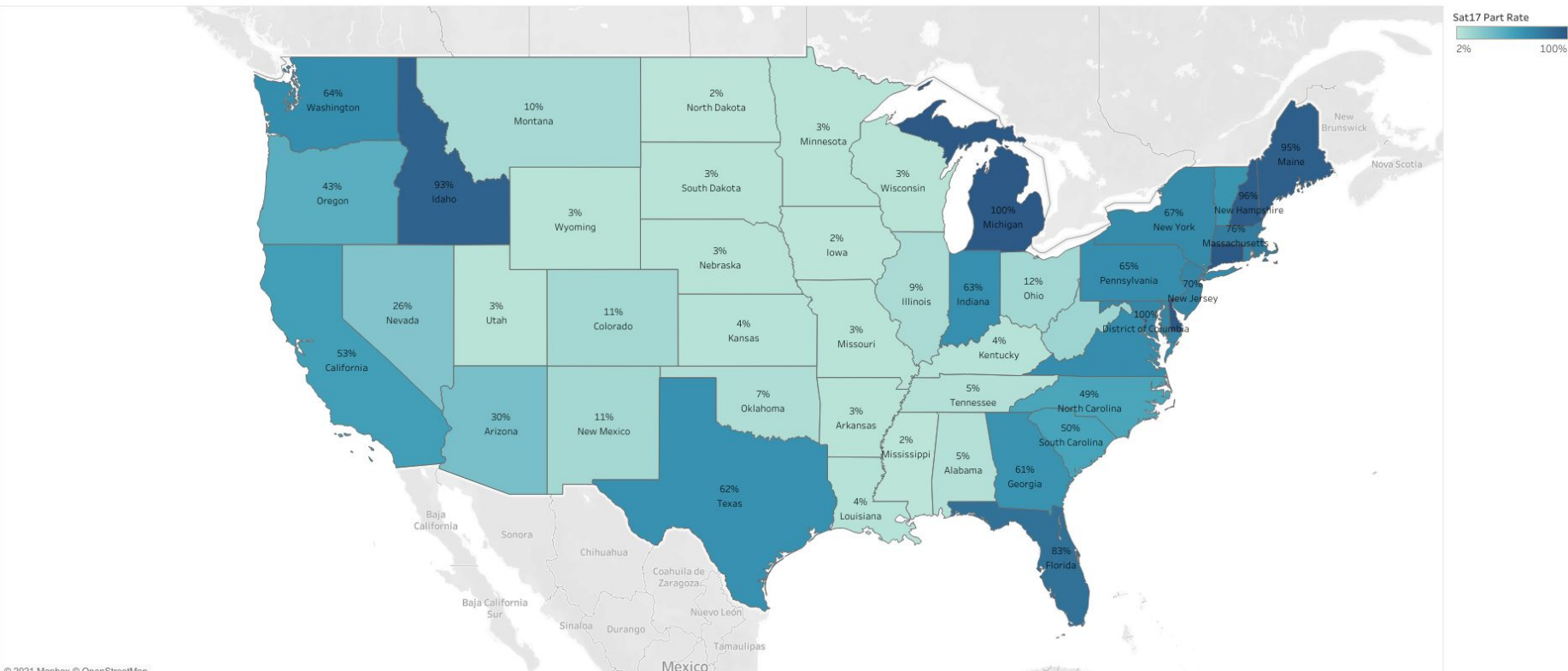
A low-angle, black and white photograph of several skyscrapers reaching towards the sky. The perspective creates a sense of height and scale. The buildings are dark, with some windows reflecting light. The sky is a uniform dark grey.

01

**Who is taking
the SAT test?**

Choropleth map – the darker the shade the higher the participation rate.

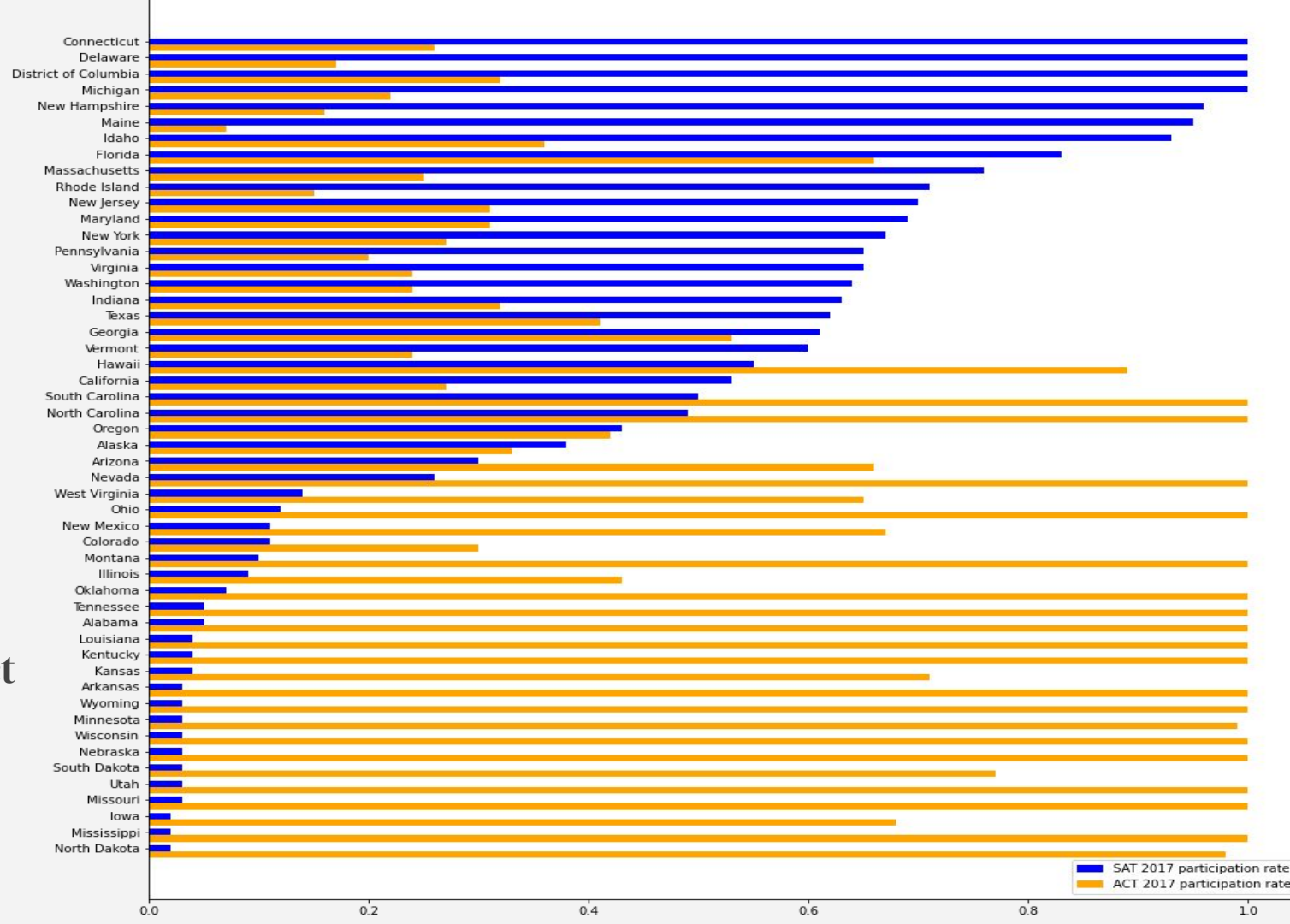
SAT 17



States with high SAT participation have low ACT participation and vice versa

Why?

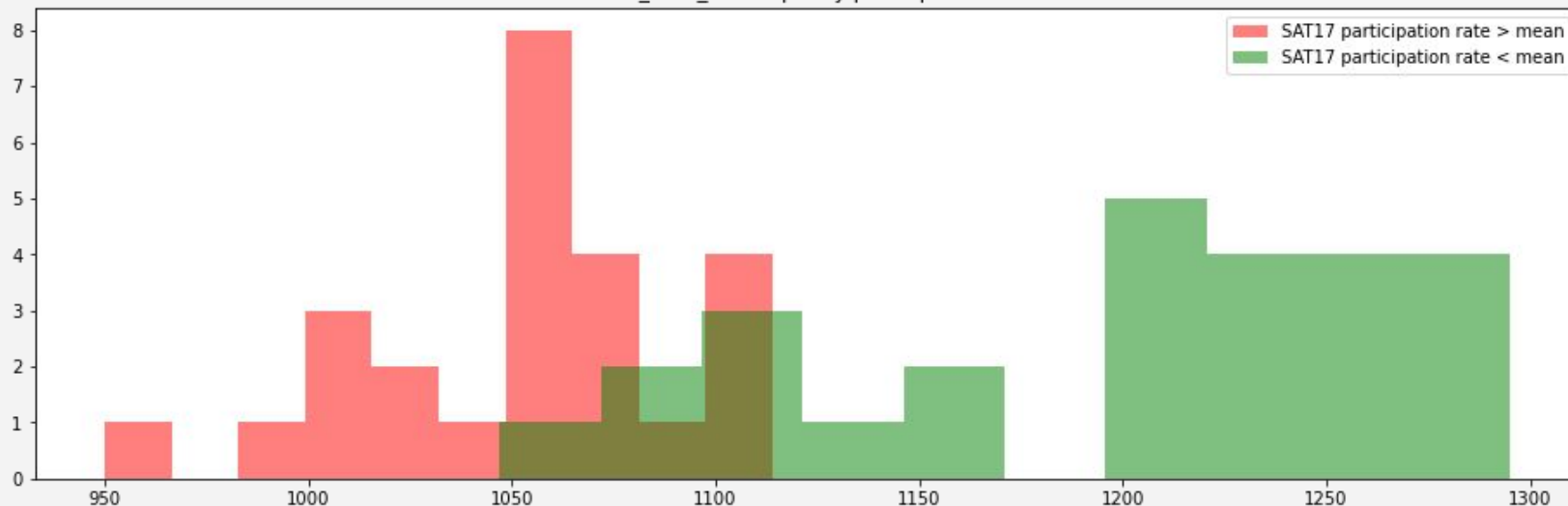
Multi-year contract with state's education board



An interesting observation is that, states with lower participation score higher for SAT. The opposite is also true.

This is due to the characteristics of the cohort when they voluntarily sign up for the SATs.

sat17_total_score split by participation rate



A low-angle, black and white photograph of several modern skyscrapers reaching towards a dark, overcast sky. The perspective creates a sense of height and scale, with the buildings' facades showing a grid of windows. The image serves as a background for the text.

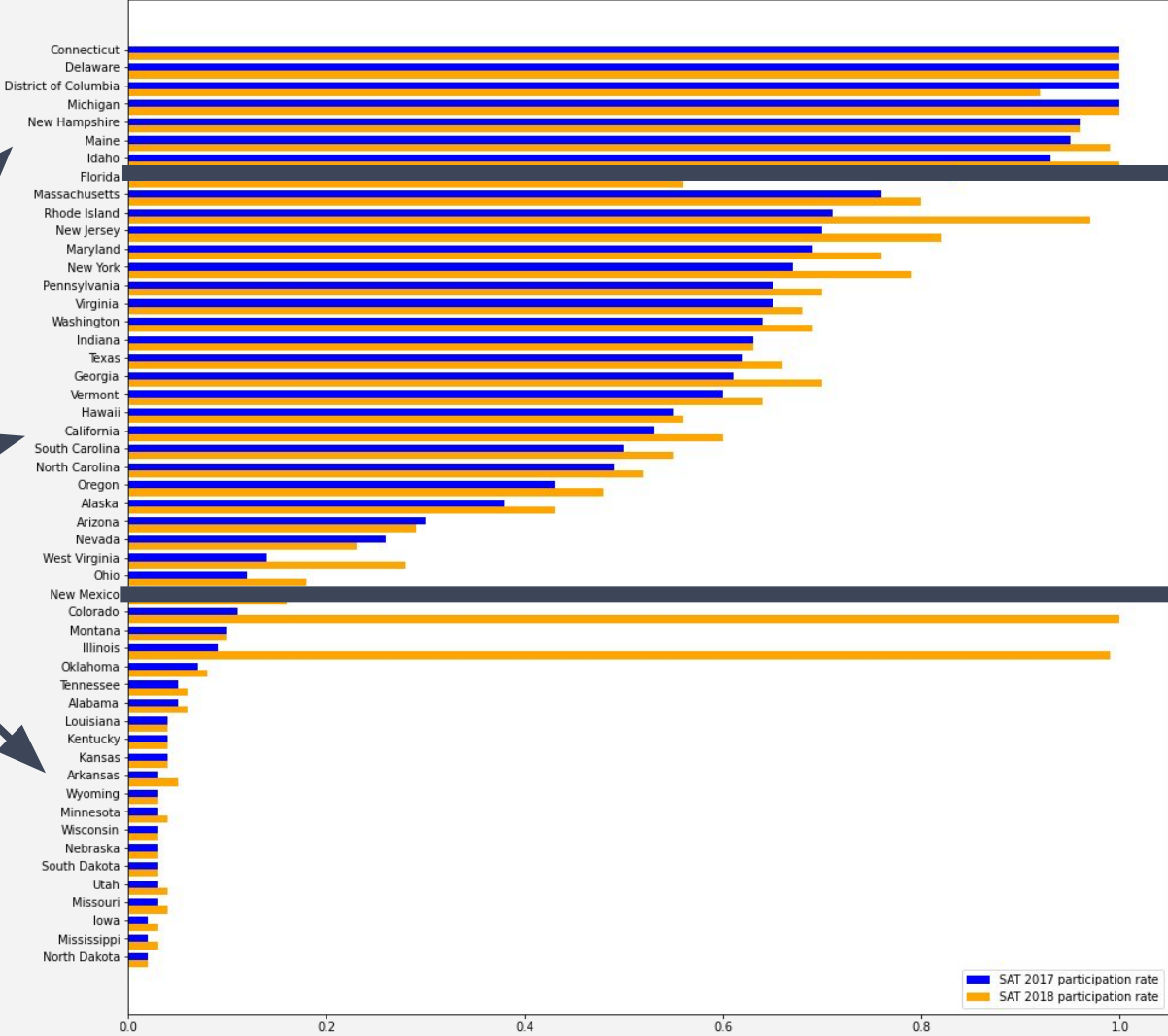
02

Who to target?

There are 3 types of states:

- 1) High/full SAT participation states
- 2) Medium SAT participation states
- 3) Low SAT participation states

The change in SAT participation from 2017 - 2018 hints that group 2 has the most potential for growth



A low-angle, black and white photograph of several modern skyscrapers reaching towards a dark sky. The perspective creates a sense of height and architectural scale. The buildings have a grid-like facade of windows.

03

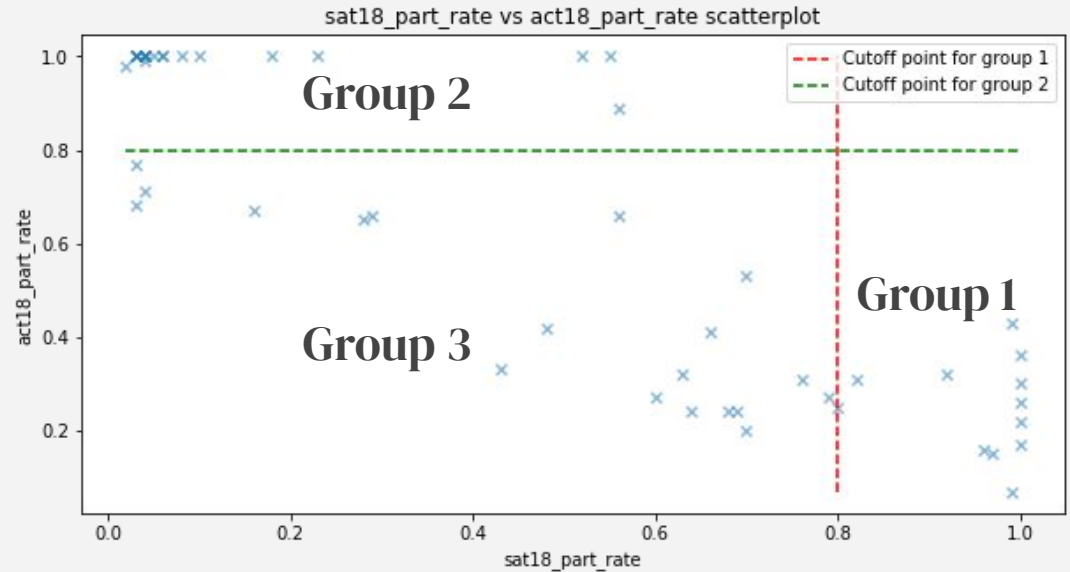
Strategy

A formal definition of the segments proposed:

Group 1: SAT participation $> 80\%$

Group 2: ACT participation $> 80\%$

**Group 3: SAT participation $< 80\%$
& ACT participation $< 80\%$**

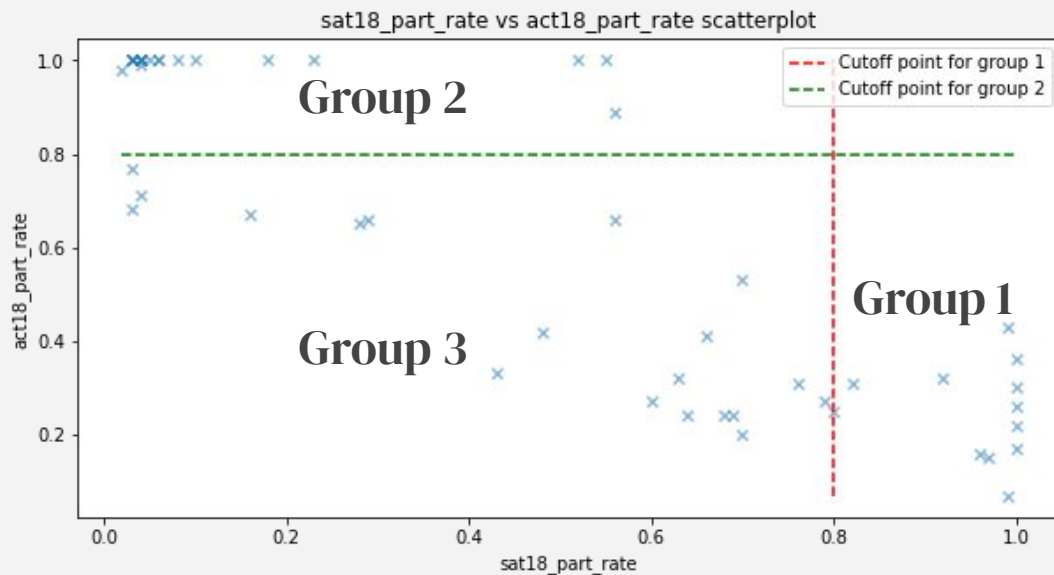


Strategy

Group 1: Maintain standards to not lose contract to ACT

Group 2: Not economical to push for expansion, wait for contract to be up for bidding

Group 3: Best group to target for expansion strategy





Thanks