



IMPROVING SAT PARTICIPATION RATES

2017 - 2018

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2016 marked a pivot year in the College Board's SAT test. Major changes were done to the scoring system of the test, as well as its contents.

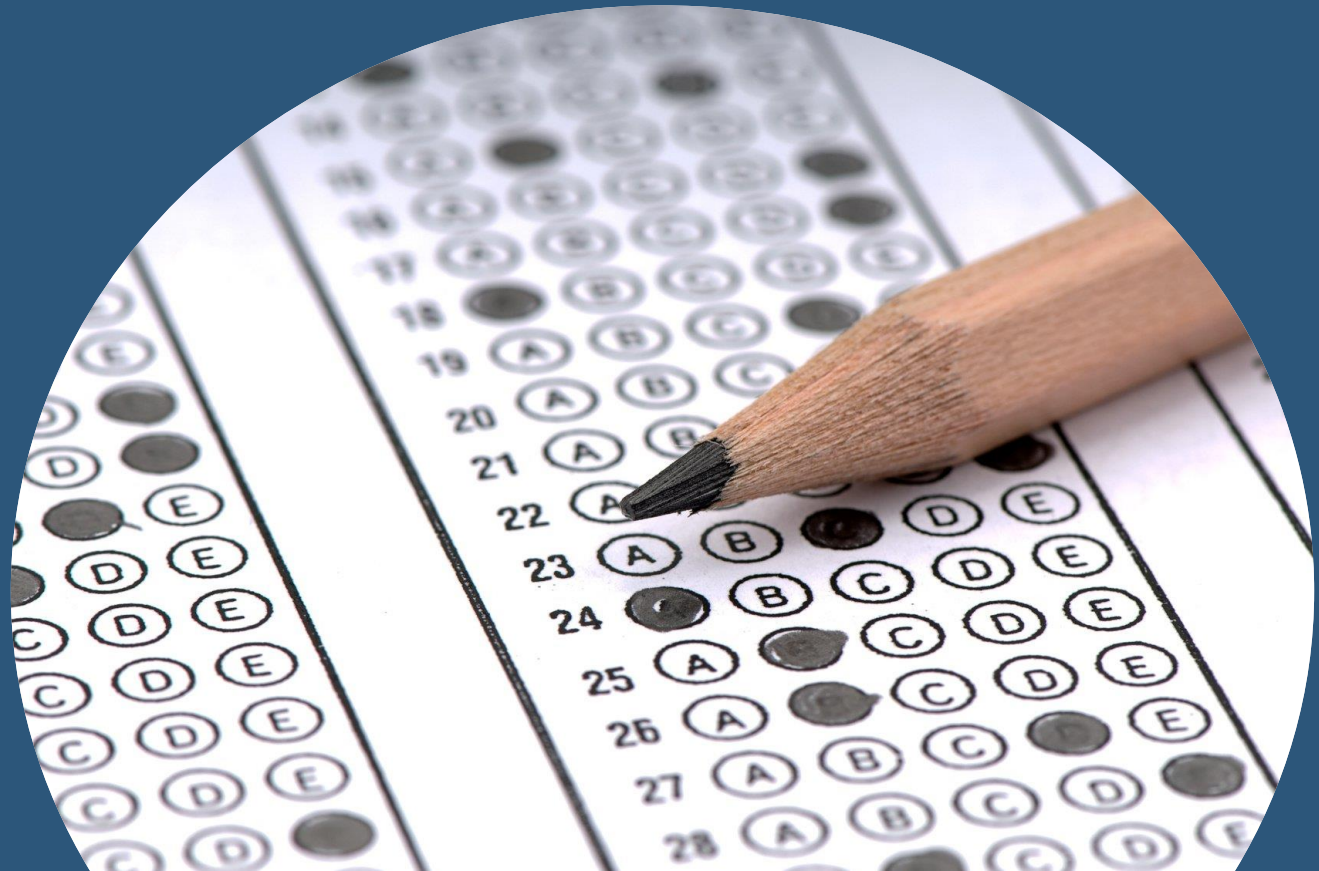
Changes Included:

- Score Range : 400 – 1600 (previously 600-2400)
- Evidence Based Reading and Writing
 - * Optional Essay
- No penalty for incorrect answer

Data we will be using:

- 2017/18 SAT Scores & Participation Rates
- 2017/18 ACT Scores & Participation Rates

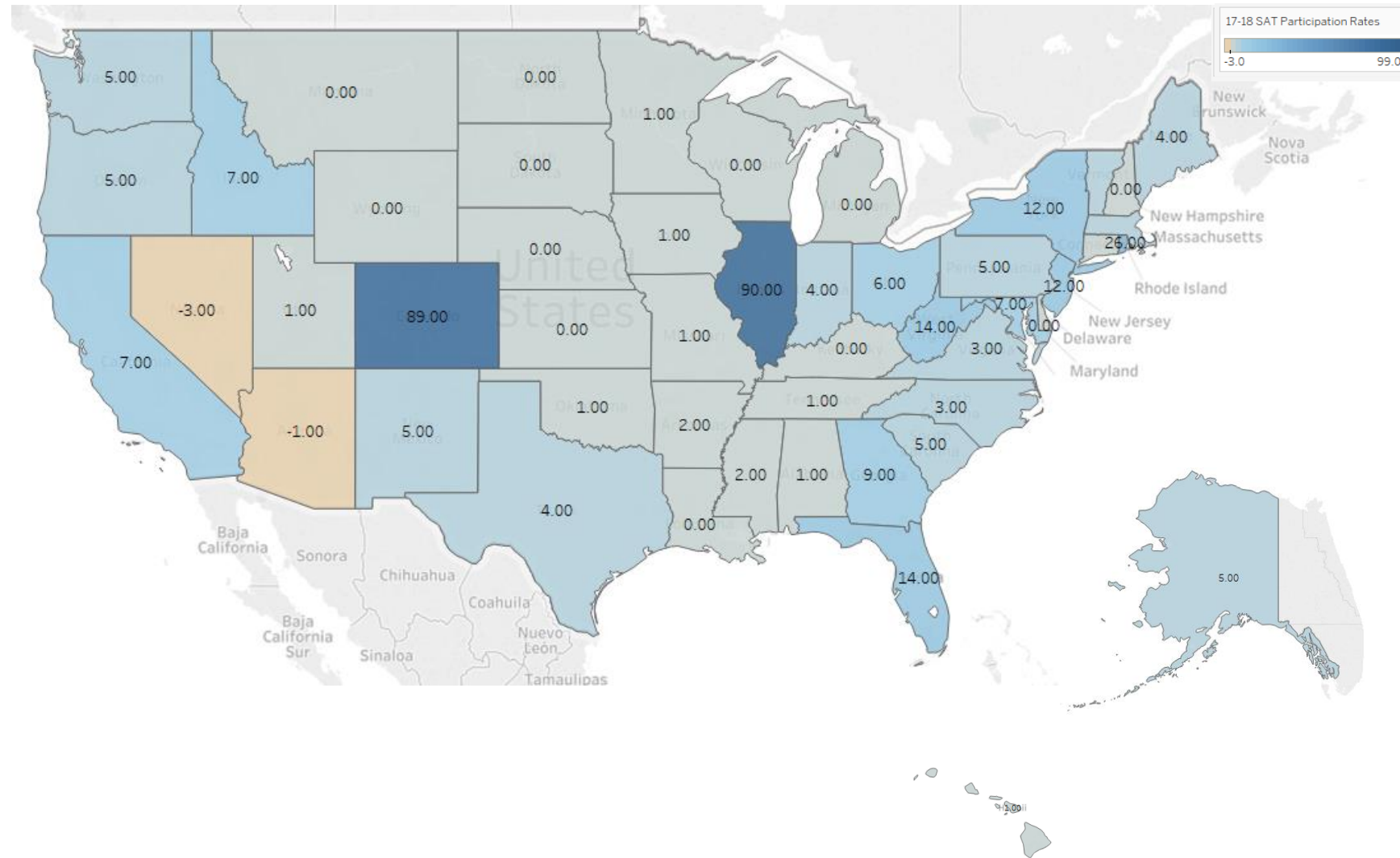
By using and analysing these datasets, we will be able to identify which states fall behind in SAT participation rates and propose a solution that improves participation rates for a particular state.



HOW IS COLLEGEBOARD DOING?

Change in SAT participation by state for 2017 - 2018

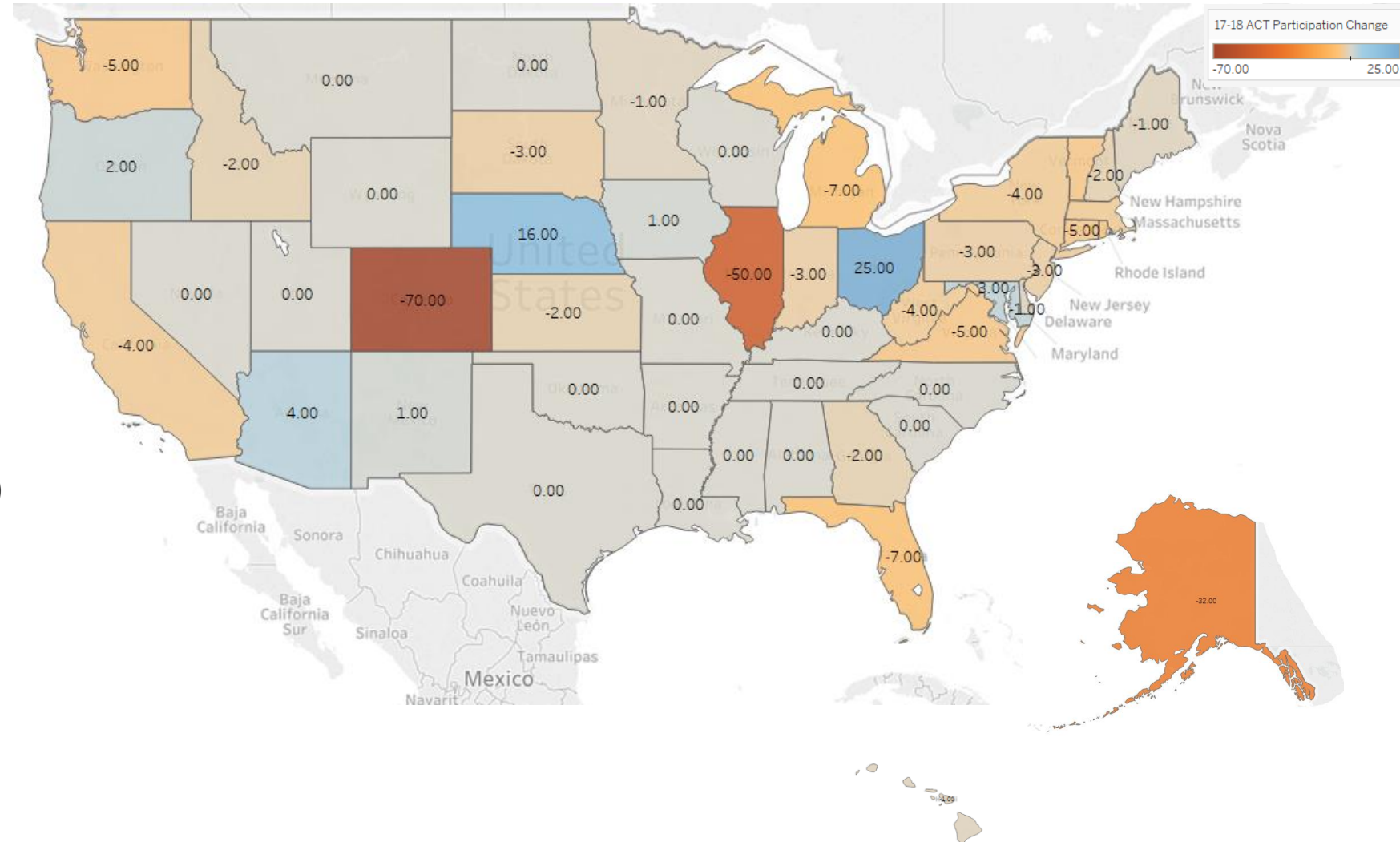
- Overall increase in SAT participation nationwide
- Northeast US w/uniform change
- Only two drops in states (Nevada/Arizona)
- Two significant increases (Colorado/Illinois)



HOW IS OUR COMPETITOR DOING?

Change in ACT participation by state for 2017 - 2018

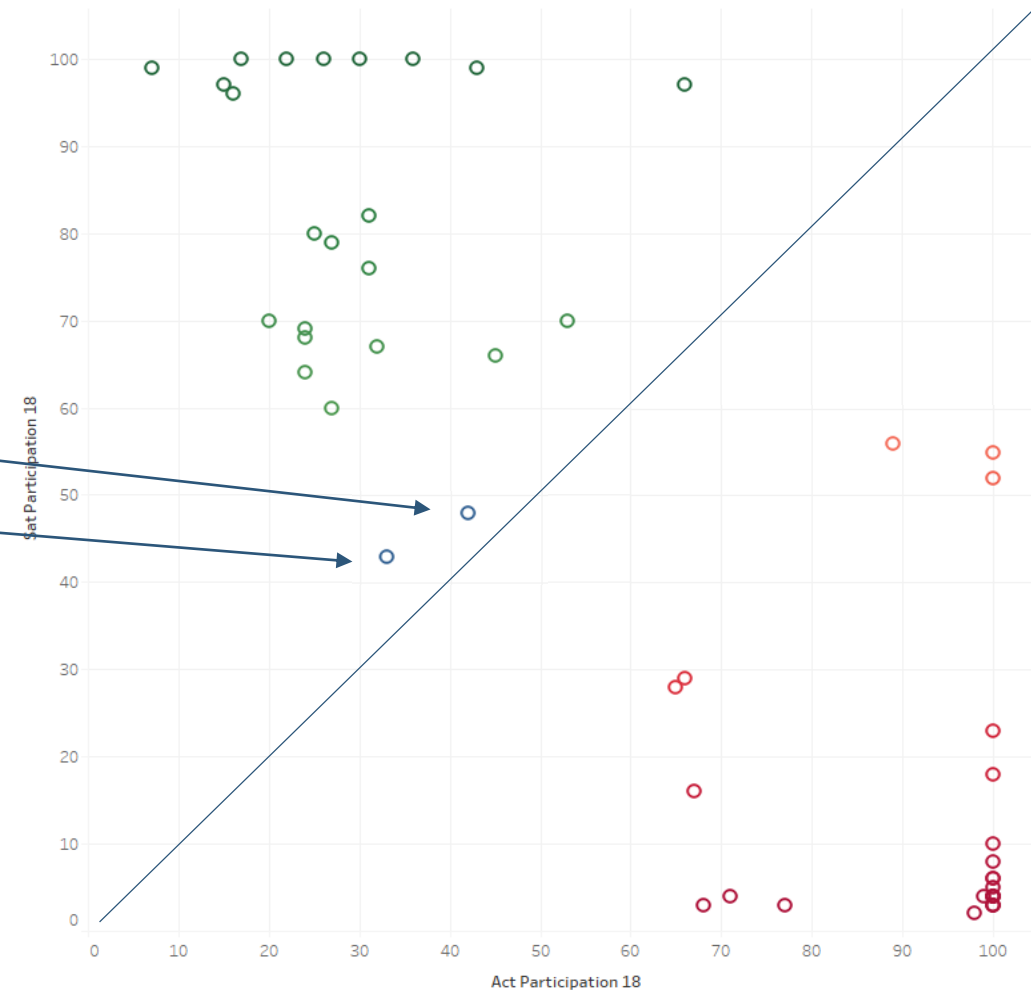
- Overall decrease in ACT participation nationwide
- Northeast US w/significant change
- Few significant increases (Ohio largest with 25 points)
- Two significant decreases (Colorado/Illinois)



WHERE CAN WE IMPROVE?

- We can improve in any of the red scores, however, that would probably imply meddling with the states that have contracts with the ACT.
- Look for 'Swing States'
 - Oregon (42% ACT, 48% SAT)
 - Alaska (33% ACT, 43% SAT)
- Since Oregon's population is about 6x larger than Alaska's population, we want to focus our time and efforts to improving participation rates in Oregon

ACT vs SAT Participation 2018



WHY SAT, OREGON?

- Motivation
 - Oregon performed better in the SATs than the national average both in 2017 and 2018 (around 46 and 53 points out of the average total score respectively)
- Promote the test as “Student Friendly”
 - No points are taken off for guessing
Guess away!
 - Reading and Writing now as one section
Essay optional!
- Relevance
 - Surrounding states such as California, Washington and Idaho all prefer the SAT



CONCLUSION

While our data is still kind of ‘fresh’ and we do not have enough data to actually calculate trends, we can say with certainty that the change from last year to this year has been a positive one for the College Board by overall increasing participation rates for the SAT nationwide.

Lets not focus on what we do have or what we don’t have. We should focus on what nobody has and make it ours. From our analysed data, we concluded that Oregon and Alaska are the two big tossup states by appealing to the students as well as the education boards across these (and potentially other) states



REFERENCES



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