



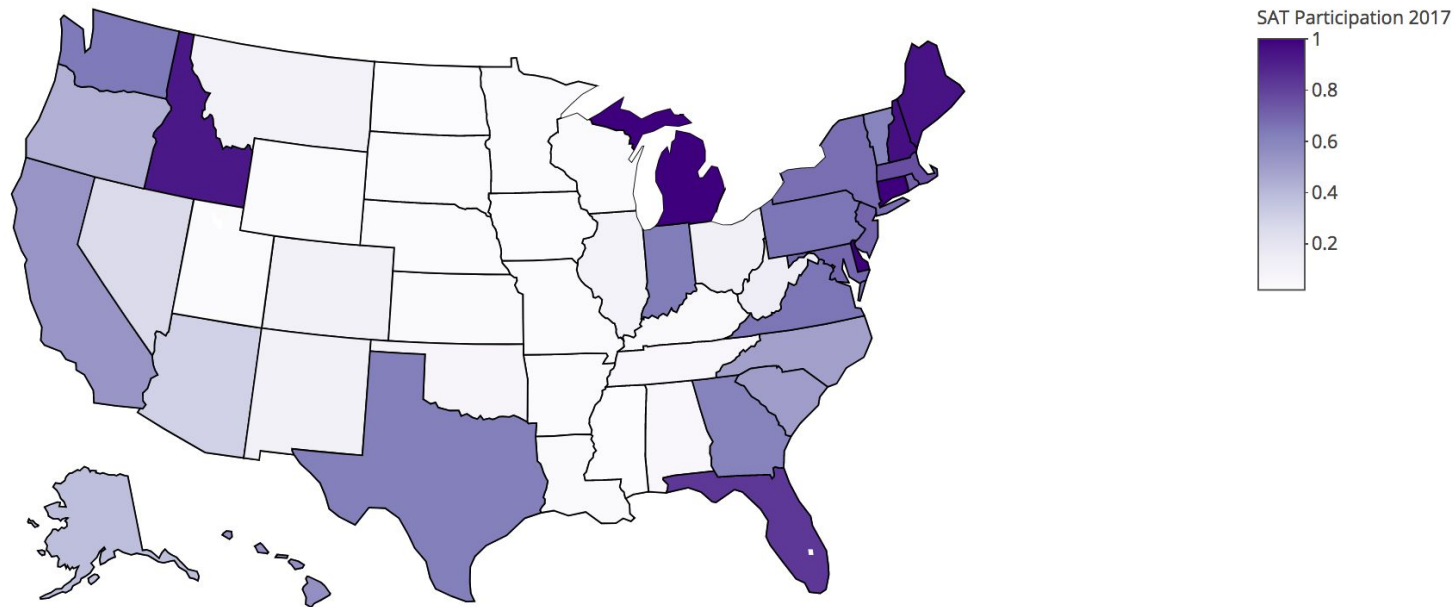
SAT

vs.

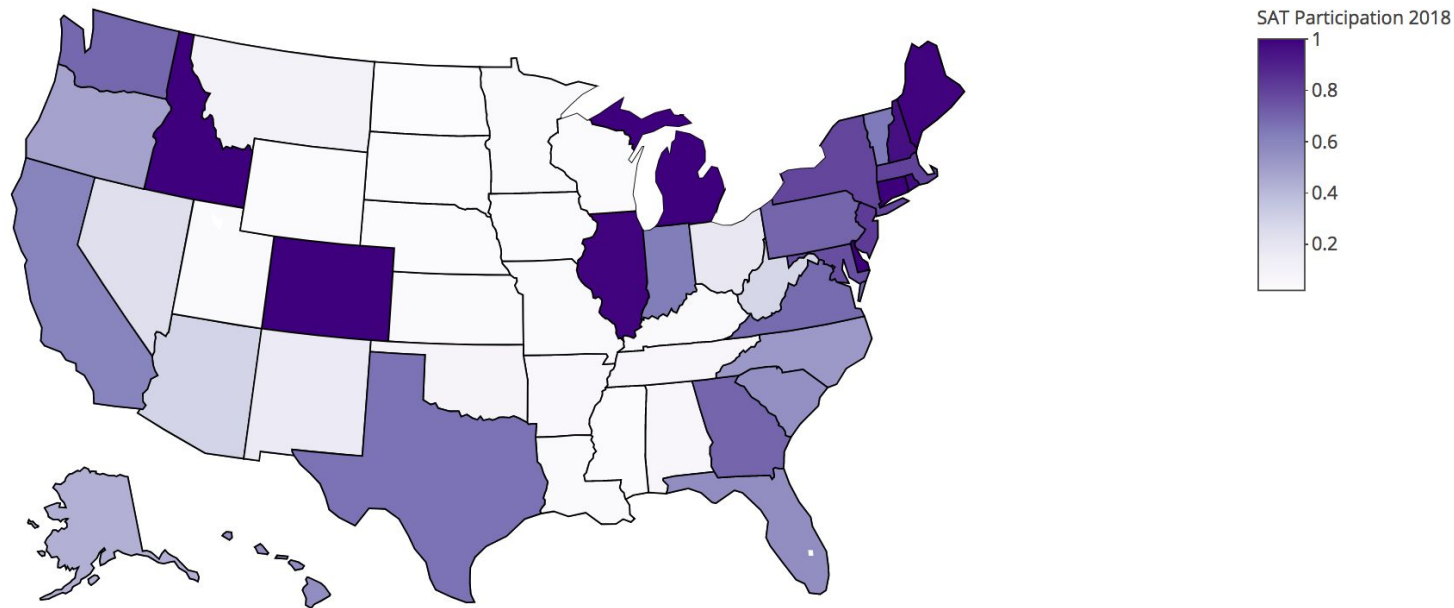
ACT

How are we doing?

SAT Participation Rates in 2017

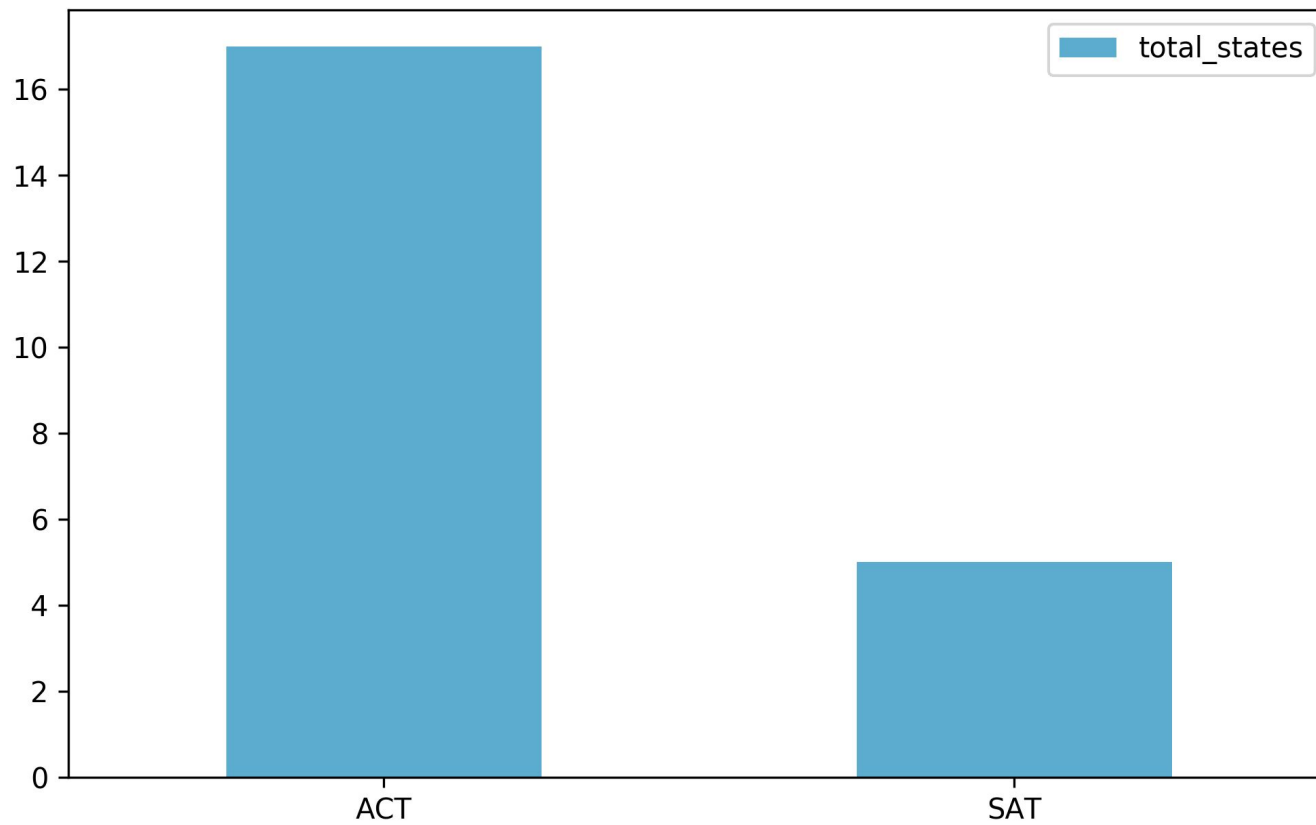


SAT Participation Rates in 2018



**Which states sponsored
a test in 2018?**

Number of States Administered Tests in 2018

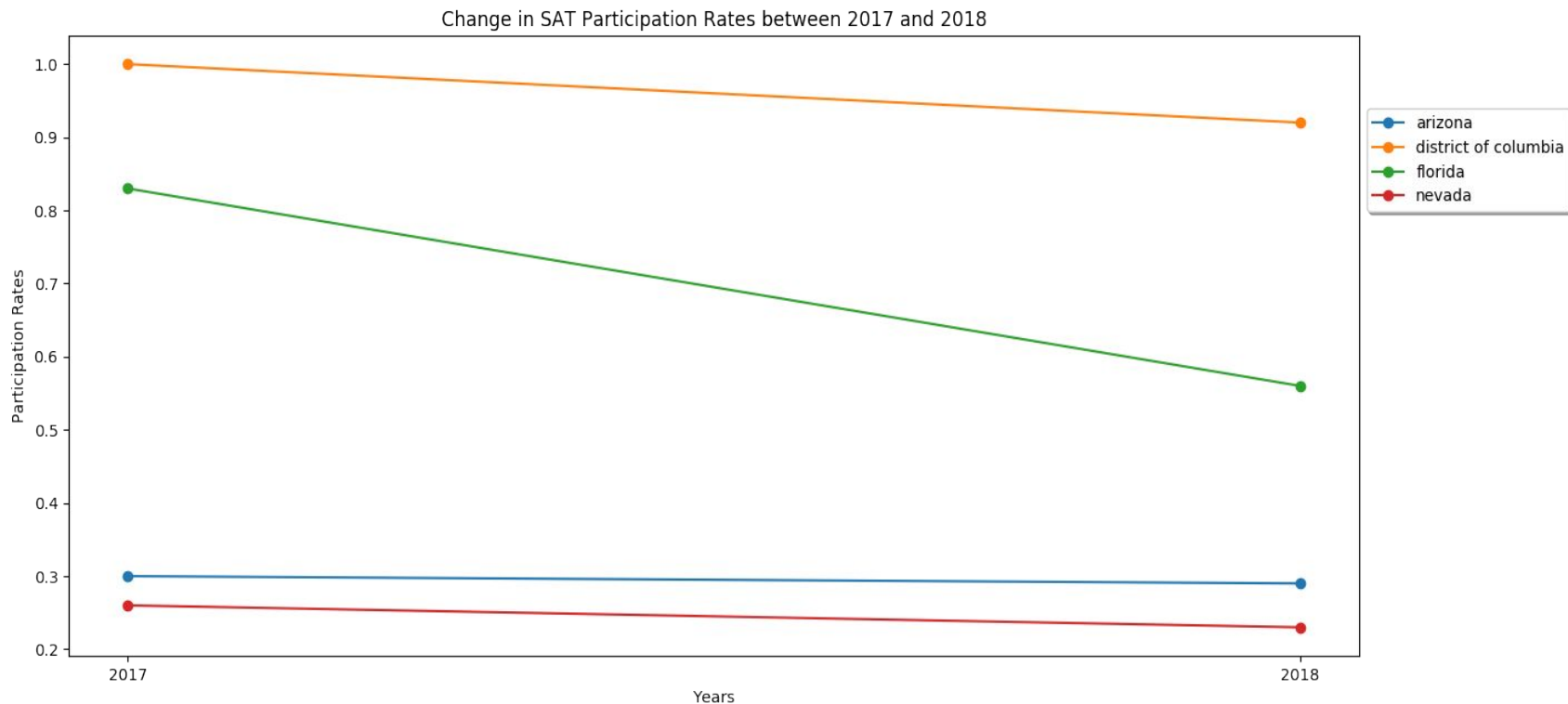


PROBLEM

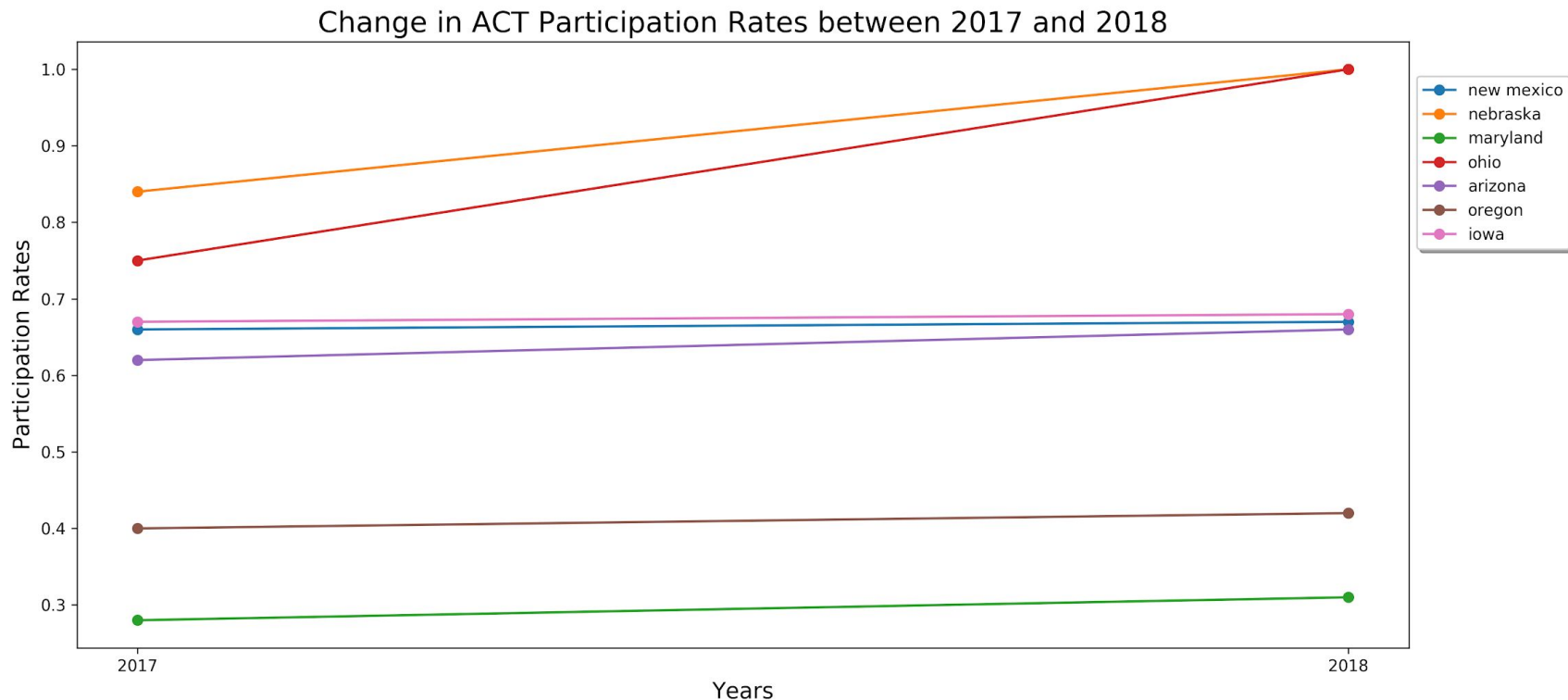
Millions of students prepare for college across the country each year. Given the choice students have between which college admissions test to take, how might we increase statewide participation in the SATs in the next couple of years?

Recommendations

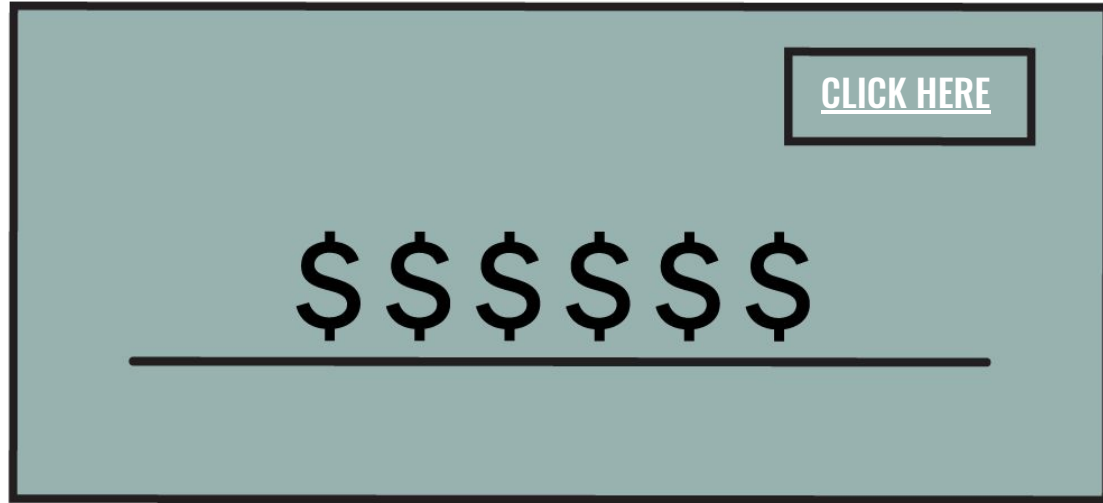
1. Focus on states that had a drop in SAT participation rates between 2017 and 2018



2. Look into states that had an increase in ACT participation rates between 2017 and 2018



3. Look at state educational budgets



Key states to observe in the future:

Florida

Arizona

Nevada



Decreased in participation
rates between 2017 and 2018

California

Texas



Have high education budgets
and low participation rates

Next Steps

- Develop strategy to improve participation rates in key states
- Find out which states are renewing their contracts with ACT/SAT
- Monitor how the ACT online test impacts participation rates

Thank You