



# Increasing SAT Participation



Getting a larger slice of the pie



A yellow banner with a red border and a ribbon-like shape is centered at the top. On either side of the banner, a grey paper airplane is shown in flight, with a dashed line indicating its path. The background is a light blue sky with soft white clouds.

# Problem Statement

The new format of SAT was introduced in March 2016, and was followed with changing legislative decisions, affecting participation rates.

This project aims to:

1. Explore trends in SAT participation for the period of 2016 to 2021
2. Identify opportunities in market segments
3. Advice College Board on targeted methods to increase SAT participation



# Agenda



01

## Data Used

Mix of internal sources  
and external data

02

## Trends and Analysis

Plots and Patterns

03

## Recommendations

Targeted methods to  
achieve higher participation

04



## Recommendations





01

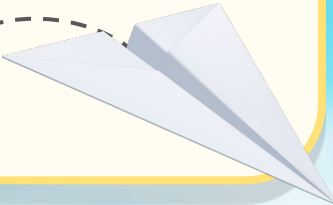
## Data Used

SAT and ACT Participation Rates retrieved from:

Internal data:

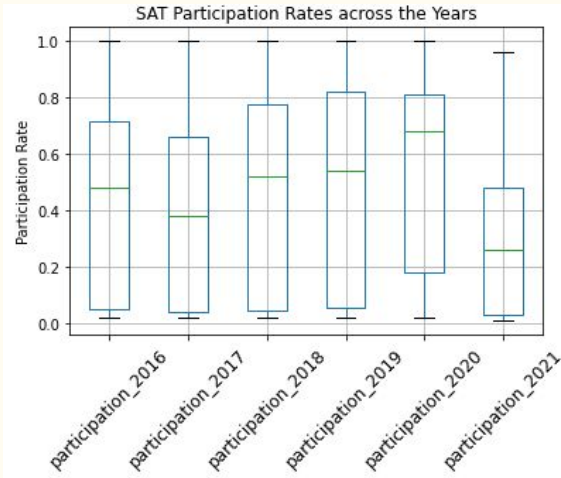
- 2017 SAT Scores by State
- 2018 SAT Scores by State
- 2019 SAT Scores by State
- 2019 ACT Scores by State

External data:

- 2016 SAT Participation by State
  - 2020 SAT Participation by State
  - 2021 SAT Participation by State
- 

## 02

# Trends and Analysis

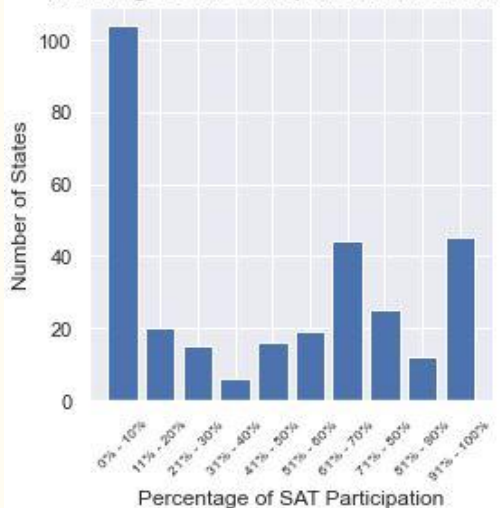


- 2021 COVID-19 disruptions producing an outlier
- Increasing participation rates
- More states having higher participation rates
- Indication that College Board's existing strategy have worked

## 02

# Trends and Analysis

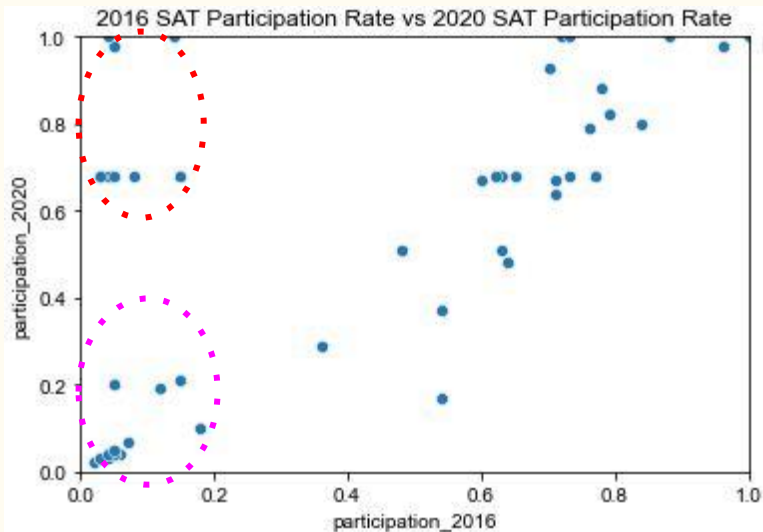
Percentage of SAT Participation from 2016 to 2021



- Polar observations
- Not normally distributed
- Increasing number of states with >50% participation

## 02

# Trends and Analysis

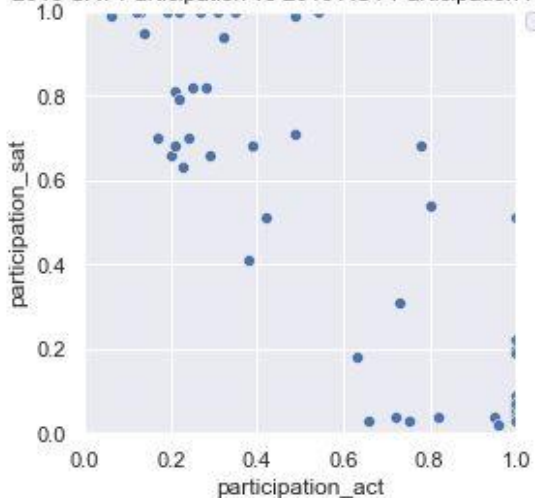


- Relatively strong positive relationship
- Suggests the long-lasting effect of strategy
- Top left points likely due to switch in official standardized test
- Points on bottom left are huge potential market

## 02

# Trends and Analysis

2019 SAT Participation vs 2019 ACT Participation Rates



- Inversely related
- Students taking both exams
- Fine-tune marketing efforts to students and parents





03

## Recommendation



For states with high SAT participation rates:  
Maintain, and extend other offerings such as PSAT  
through the holding of University Day



For states with moderate SAT participation rates:  
Target parents and students, work with  
universities, and lobby to regulators



For states with low SAT participation rates:  
Similar to recommendations for states with  
moderate SAT participate rates, but need to  
outcompete ACT Inc.



04

## Conclusion



- Recommendations are not mutually exclusive, need to prioritize base on College Board's strategy.
- For deeper analysis, need more information such as costs to set up and implement exam administration and reporting systems to avoid seemingly profitable endeavours that might actually be loss making.