

The future of the SAT.

How far we have come ...
... and where we go next.

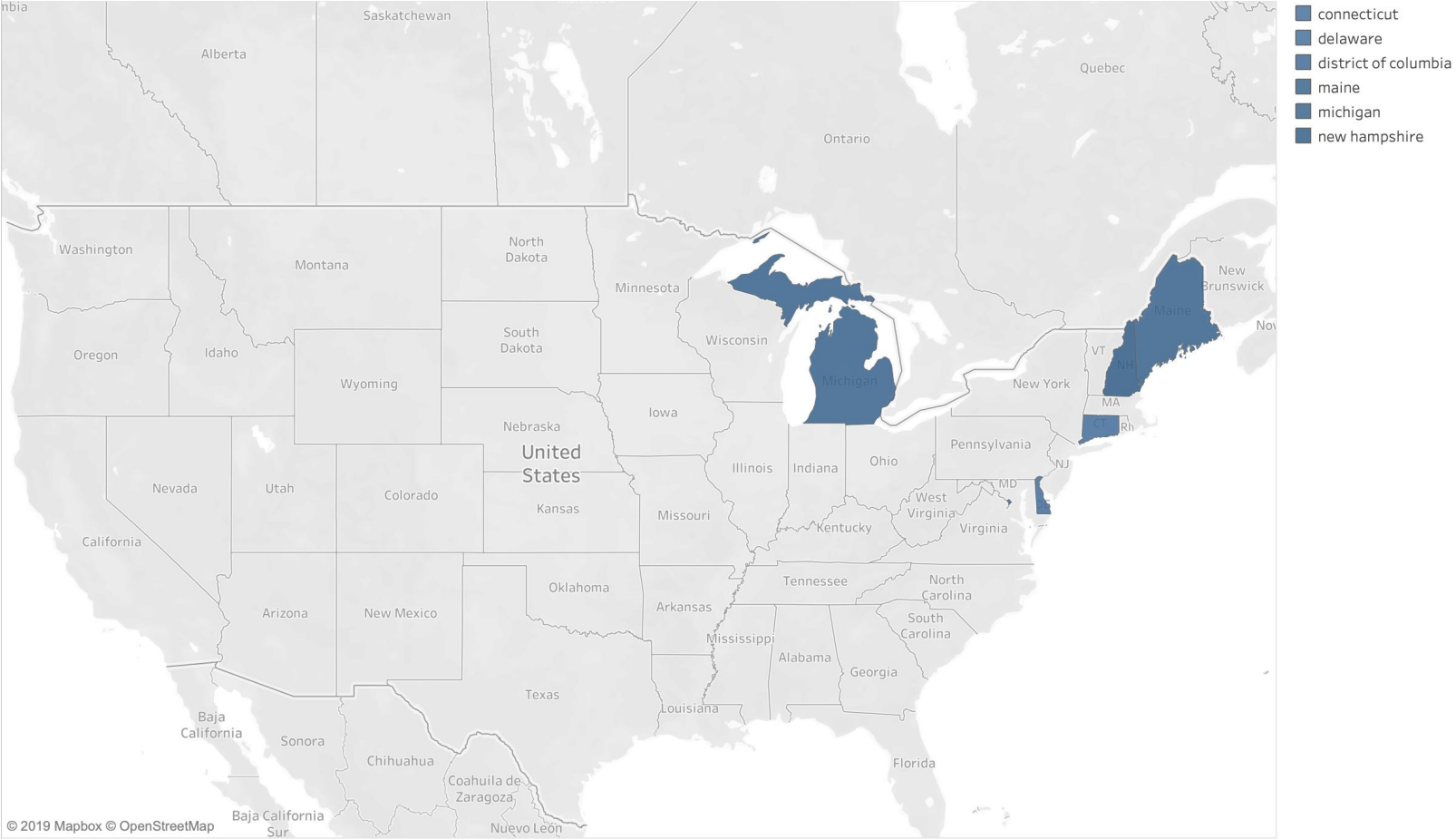
Presentation to the College Board



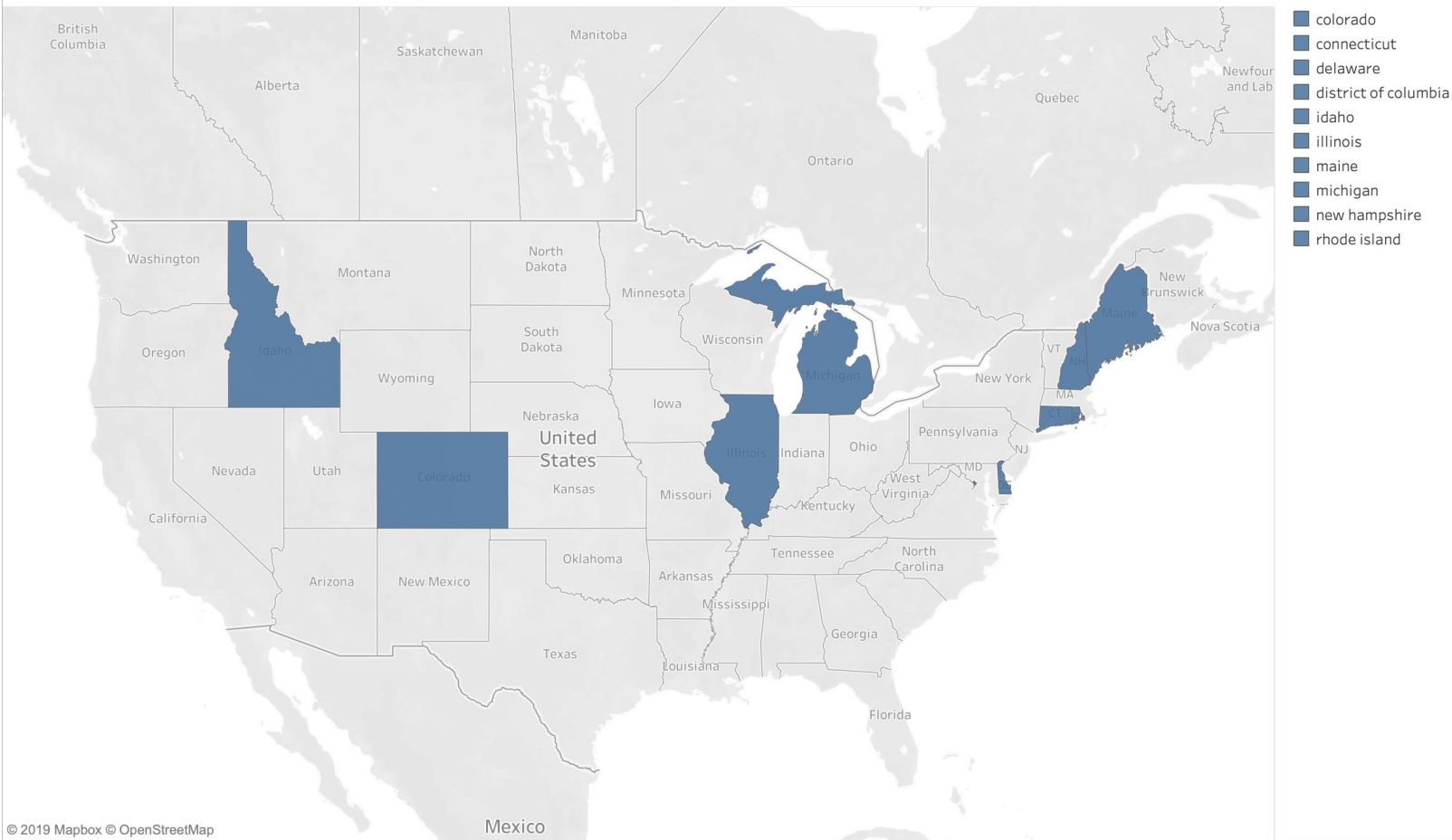
Education

A shake-up in elite admissions: U-Chicago drops SAT/ACT testing requirement





SAT 2018



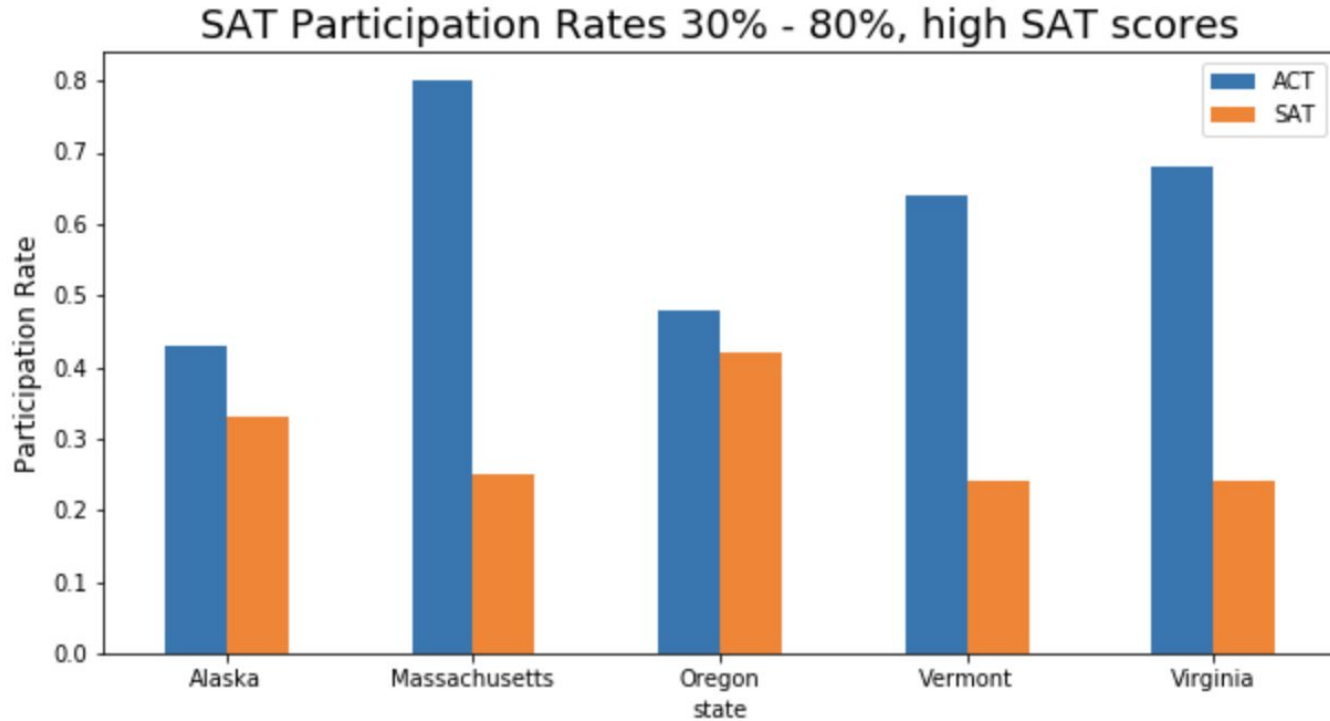
SAT - The New Gold Standard for Statewide Testing

- SAT is the highest quality standardized test
- College Board is highly experienced in designing, administering and scoring tests
- Many high schoolers would be taking the test anyway
- Free resources for test takers (Khan Academy)

On which states should we focus first?

- States that don't have contracts with SAT or ACT for statewide NCLB assessment yet.
- States that already have a good participation rate in the SAT:
 - schools/ teachers/ students are familiar and comfortable with SAT.
- States with high SAT scores → curriculum fits the SAT.

Ask the Data...



My recommendation:

Focus your marketing efforts on:

- Virginia (98 000 students)
- Massachusetts (80 500 students)
- Oregon (46 000 students)