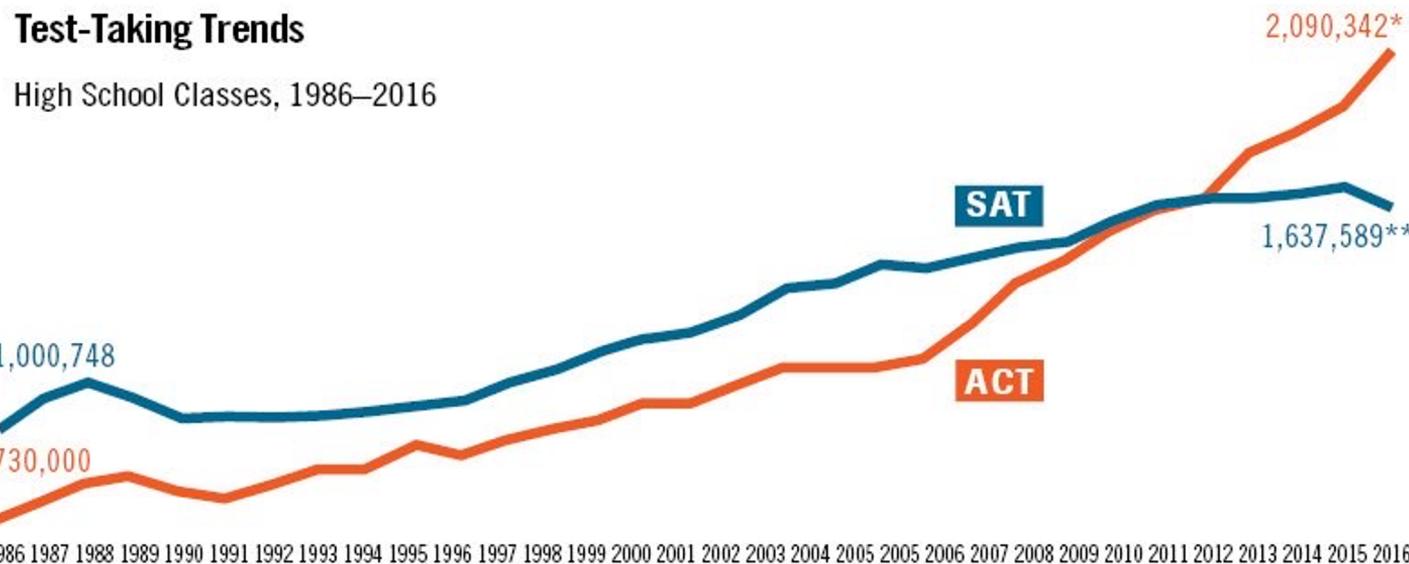


# SAT

How do we increase SAT participation rates?

# Some History ..



\* Prior to 2013, ACT reports did not include test-takers who had been granted accommodations, such as extra time.

\*\* Does not include a small percentage of 2016 seniors who took the “redesigned” SAT.

# Why ACT overtook SAT as top college entrance exam

By Valerie Strauss

September 24, 2012

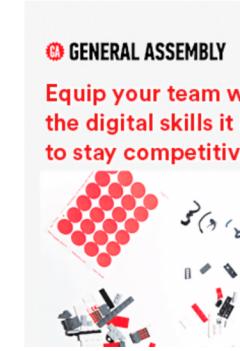
The ACT has for the first time overtaken the [SAT](#) as the most popular college admissions exam by a margin of a few thousand students.

Look at how things changed over time (information from [FairTest](#)):



**GENERAL ASSEMBLY**

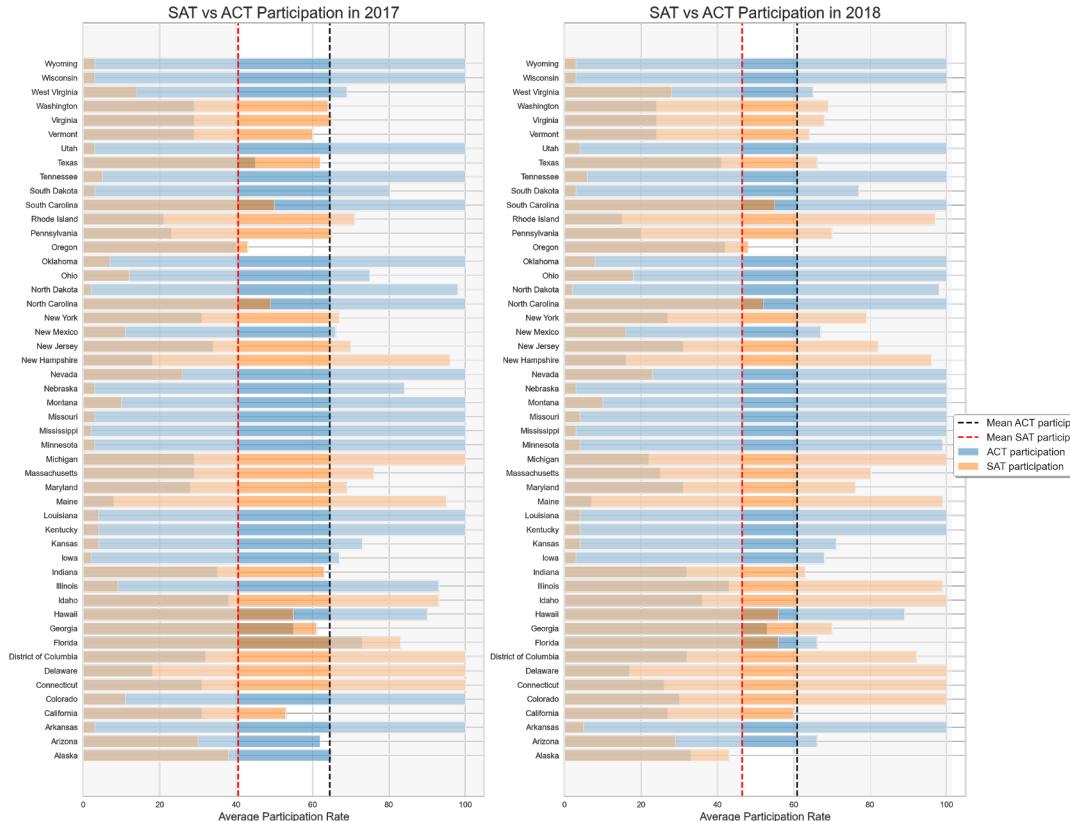
Equip your team with the digital skills it takes to stay competitive



- Aggressive and shrewd marketing by ACT
- Slowness of the College Board to adapt to market changes
- ACT was more closely-related to curriculum in high-schools. Marketed as an exit exam.

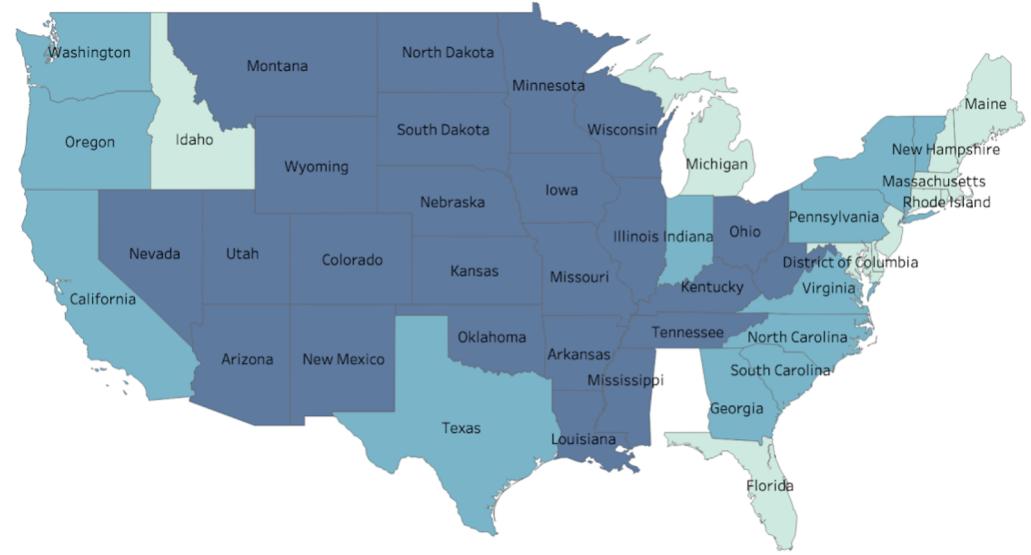
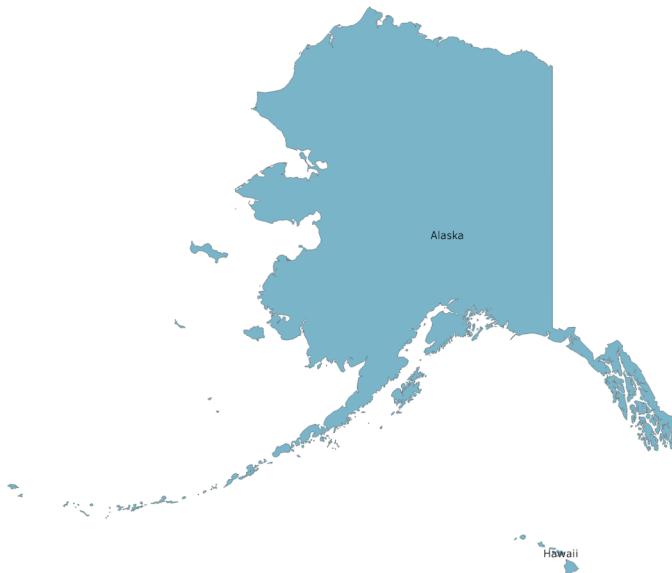
# Narrowing the gap ..

However, SATs have still not overtaken the ACTs in the USA



# In 2017 ..

ACT dominated most States



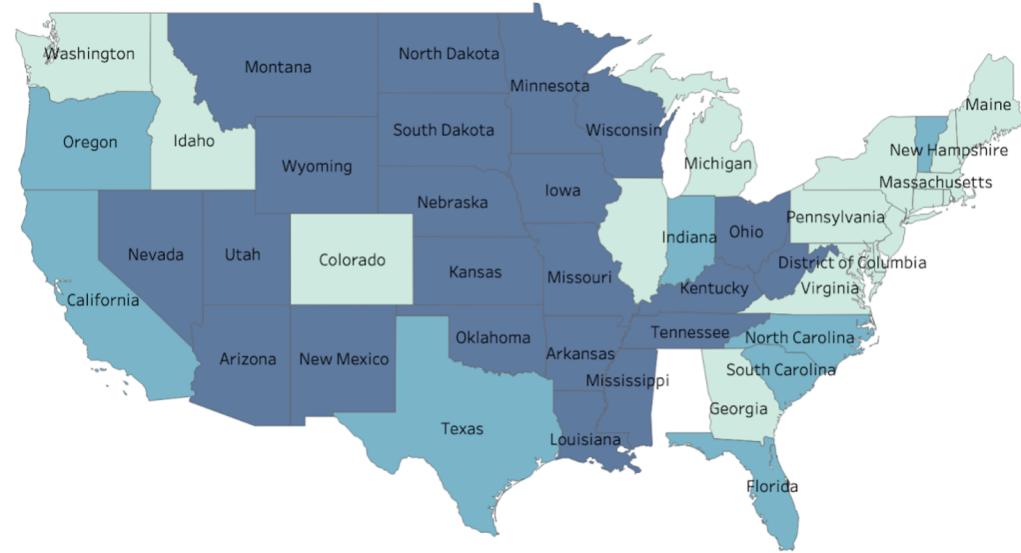
ACT  
dominated

SAT  
dominated



# In 2018 ..

We saw a number of states 'swing' over to SAT

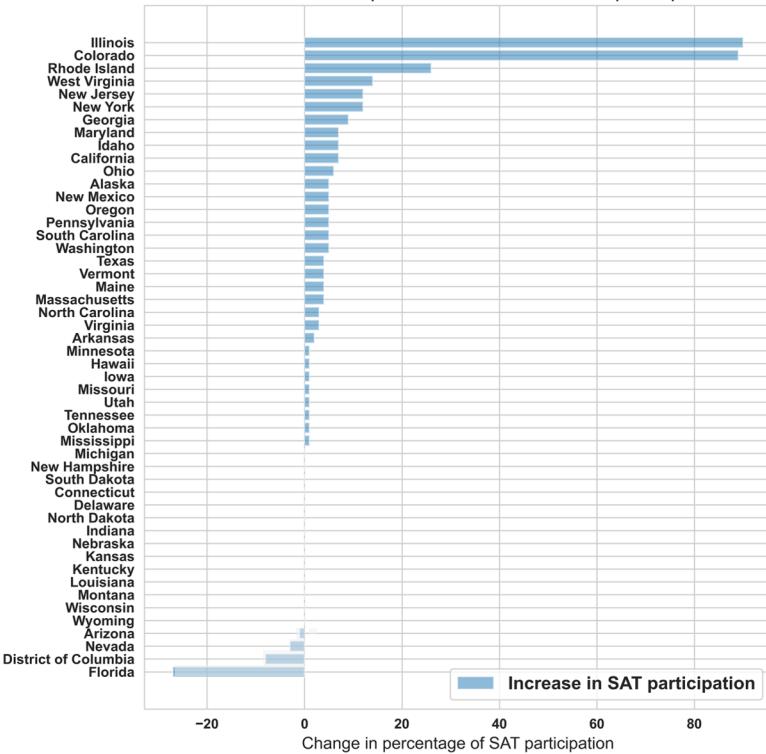


ACT  
dominated

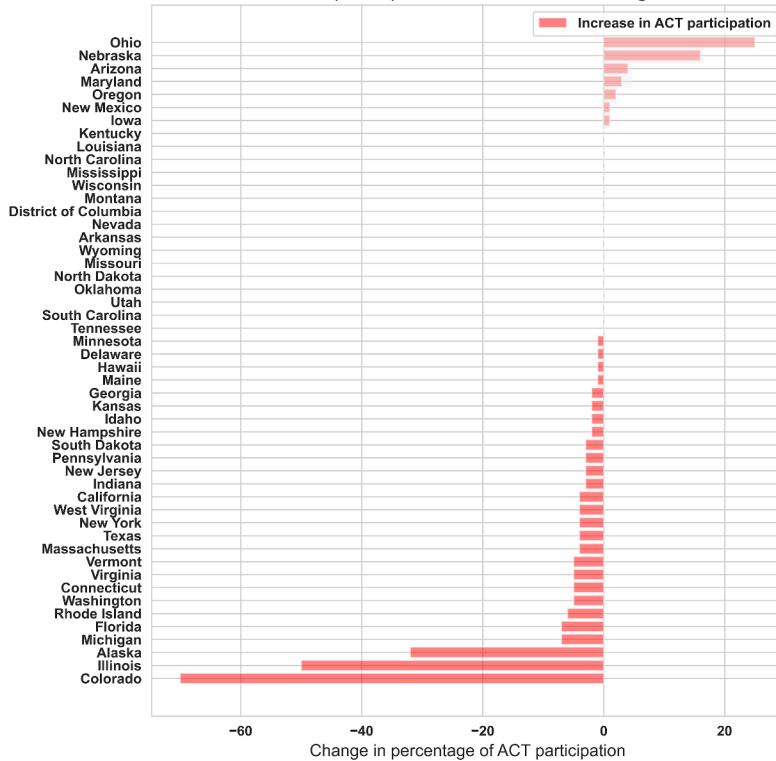
SAT  
dominated

# An increase in participation for SAT ..

Most states have reported an increase in SAT participation



ACT participation has been decreasing

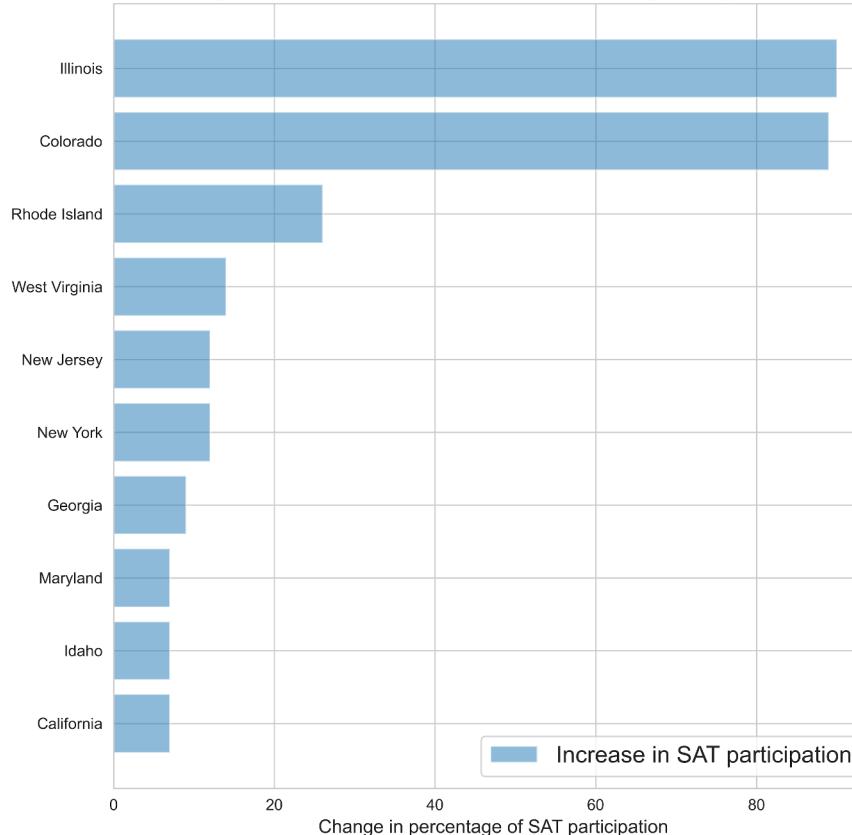


**We see an improvement but ..**

What can we do to accelerate SAT's Takeover of the USA?

# Big Swing States ..

Top 10 states to have increased SAT participation



# **What have they done right? ..**

**Illinois**

**Colorado**

**Rhode Island**

- College Board won multi-year tenders
- SAT Testing is compulsory for all high school juniors from 2017
- Close to 100% SAT participation rate in 2018
- Free testing

<sup>1</sup><https://www.testive.com/illinois/>

<sup>1</sup><https://www.testive.com/colorado-sat-change-2017/>

<sup>1</sup>[https://www.coloradokids.org/wp-content/uploads/2016/01/ACTvsSAT\\_FINAL.pdf](https://www.coloradokids.org/wp-content/uploads/2016/01/ACTvsSAT_FINAL.pdf)

<sup>1</sup><https://www.chicagotribune.com/news/ct-illinois-chooses-sat-met-20160211-story.html>

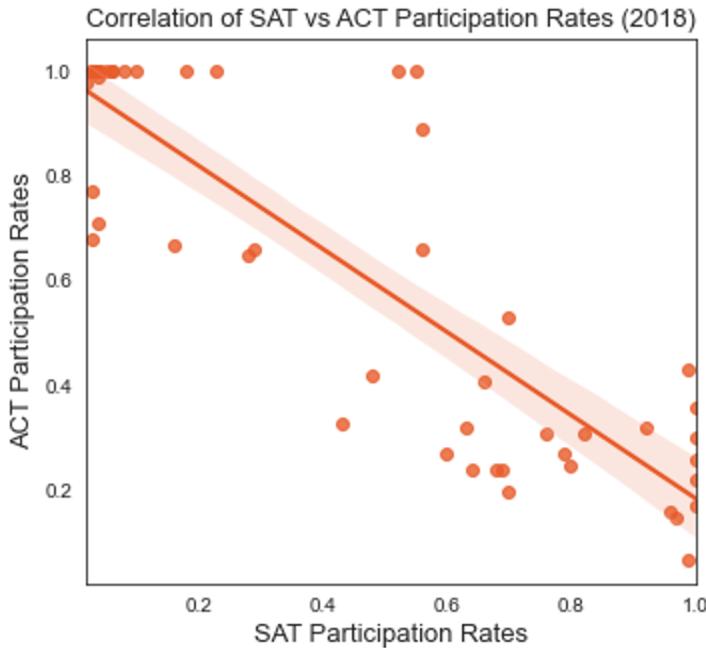
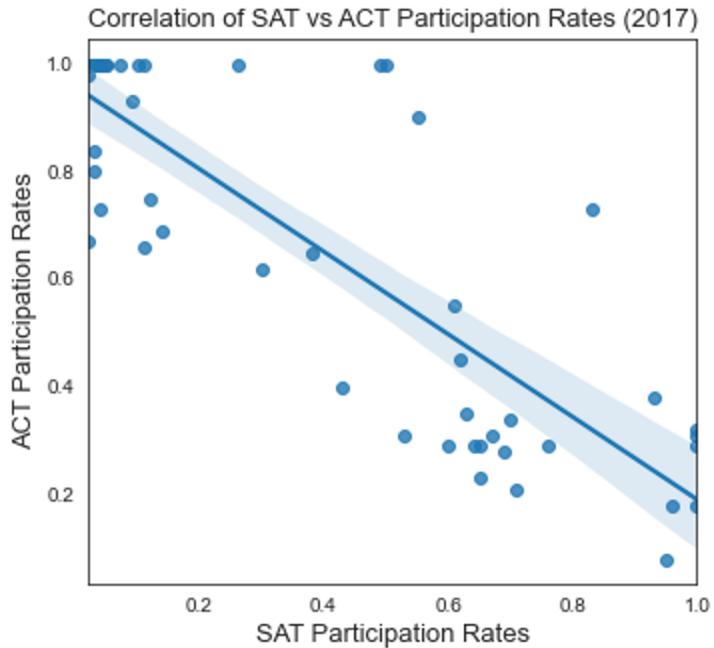
<sup>1</sup><https://www.providencejournal.com/news/20181025/with-sat-required-ri-sees-jump-in-participation-decline-in-score>

**Our pick ..**

## **West Virginia**

- Poorest state in 2018
- Low SAT participation rate at 14% in 2018
- Non ACT mandated state

# Inverse relationship between SAT and ACT ..



# **Recommendations**

- Focus on state government contracts
- Market the SATs as an Exit exam for high schools

## **Next steps ..**

1. Does providing free testing increase participation rates in the long run?
2. Can we spot new trends by increasing the data density?
3. Will increasing participation rates impact total scores?

# **THE END**

Questions?