

# SAT RECOMMENDATIONS TO COLLEGE BOARD

KEVIN WEE

ANALYST, SAT INSIGHTS TEAM

# PROBLEM STATEMENT

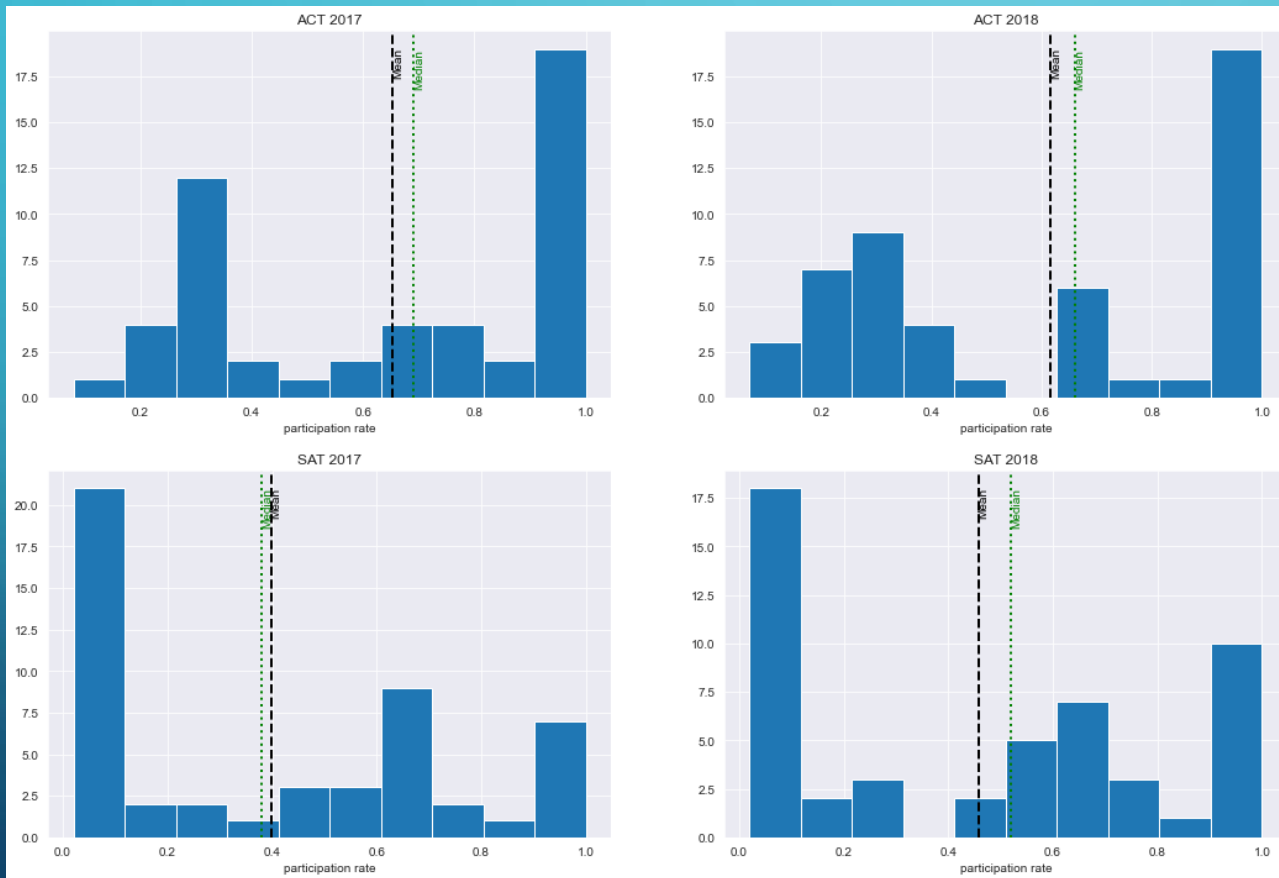
- The SAT and the ACT are standardized tests widely used for college admissions in the US.
- Our competitors ACT have seen a steady increase in participation rates, and in 2012, surpassed the SAT for the first time in terms of total test takers.
- Where we can best spend money to improve SAT participation rates in the US?
- To address this problem statement, we performed an analysis on the 2017 and 2018 SAT and ACT data.

The background is a blue gradient with decorative white circuit-like lines in the corners. These lines consist of straight segments and small circles, resembling a stylized electronic circuit board.

## 3 KEY FINDINGS

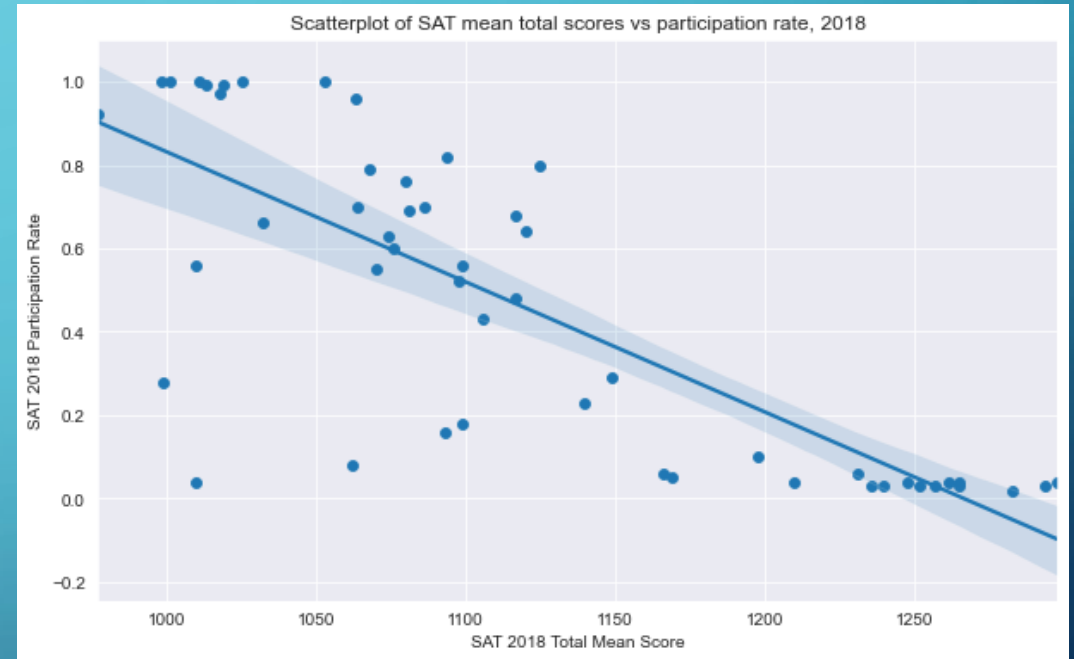
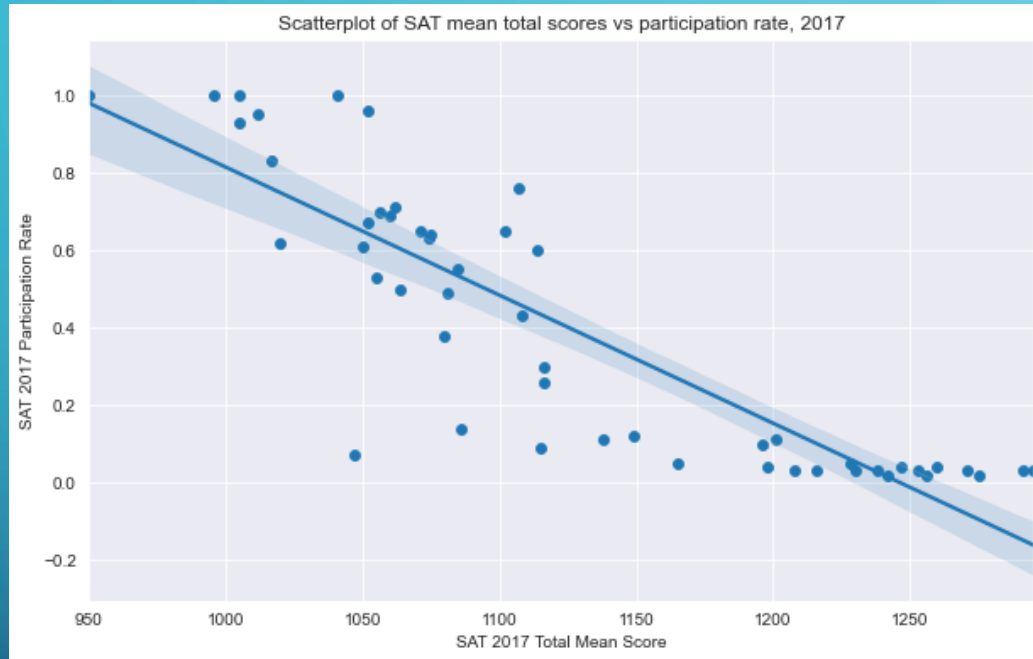
# THE SAT HAS SEEN MODERATE SUCCESS IN PARTICIPATION RATES.

More states achieved 90% to 100% participation rates for SAT in 2018, from **7** in 2017 to **10** in 2018.



However, ACT participation rates remain largely unchanged, with more states in the 90% to 100% participation rate range compared to SAT

# INCREASED PARTICIPATION RATES ARE NEGATIVELY CORRELATED TO TEST SCORES:



There could be 2 reasons to explain this phenomenon:

- 1) High achieving students also voluntarily took the ACT to boost their college admission chances
- 2) School systems were unprepared for changes to the examination policy (e.g. Illinois), which resulted in a dip in scores. This could be a short term phenomenon, but we will need more data (e.g. SAT scores over a longer timeframe) to determine this.

# PUBLIC POLICY IS A KEY DRIVER TO INCREASING SAT PARTICIPATION RATES

States such as Colorado and Illinois had the biggest rate of increase in participation rate, at 89 % and 90% respectively, after SAT was mandated and administered in 2017.

	state	sat2017_part_rate	sat2018_part_rate	sat_part_change	act2017_part_rate	act2018_part_rate	act_part_change
13	Illinois	0.09	0.99	0.9	0.93	0.43	-0.5
	state	sat2017_part_rate	sat2018_part_rate	sat_part_change	act2017_part_rate	act2018_part_rate	act_part_change
5	Colorado	0.11	1.0	0.89	1.0	0.3	-0.7

The background is a blue gradient with abstract white lines in the corners that resemble circuit traces or a stylized tree structure. These lines feature small circles at various points, suggesting nodes or connections.

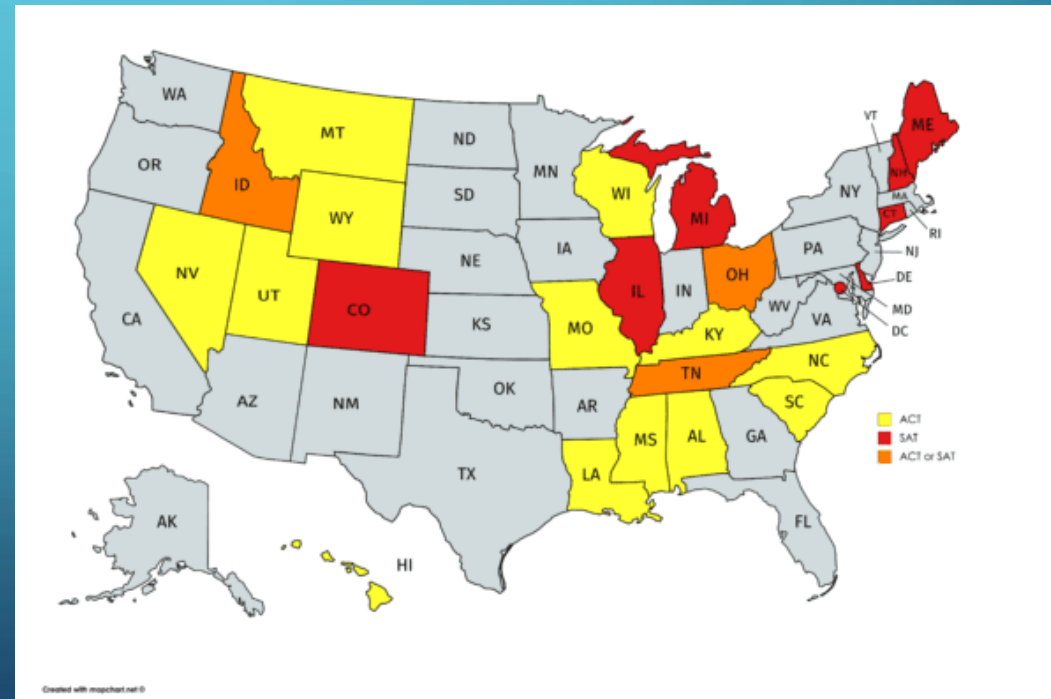
## 3 STRATEGIES

# TARGET STATES THAT HAVE YET TO MANDATE ANY TESTS, AND ARE MORE RECEPTIVE TOWARDS SAT

This could give school systems ample lead time for preparation to change their systems, and as such could also see improvements in SAT scores.

	state	sat_part_change	act_part_change
1	Alaska	0.05	-0.32
4	California	0.07	-0.04
5	Colorado	0.89	-0.70
10	Georgia	0.09	-0.02
11	Hawaii	0.01	-0.01
12	Idaho	0.07	-0.02
13	Illinois	0.90	-0.50
19	Maine	0.04	-0.01
21	Massachusetts	0.04	-0.04
23	Minnesota	0.01	-0.01
30	New Jersey	0.12	-0.03
32	New York	0.12	-0.04
38	Pennsylvania	0.05	-0.03
39	Rhode Island	0.26	-0.06
43	Texas	0.04	-0.04
45	Vermont	0.04	-0.05
46	Virginia	0.03	-0.05
47	Washington	0.05	-0.05
48	West Virginia	0.14	-0.04

The states that fit our criteria are Washington, California, Alaska, New York, Pennsylvania, Georgia and Texas





# PROVIDE SAT SCHOOL DAY FOR SCHOOLS IN THE STATES WE WANT TO TARGET

The cost of taking SAT could be a hefty amount of money for low income families. Hence, having SAT School Days will allow more students to take the test at no cost, thereby increasing participation rates.

**\$47.50**

SAT testing fees are set annually by the College Board. The SAT base price, which includes the two main test sections of Math and Evidence-Based Reading & Writing, is **\$47.50** for exams taken during the 2018-2019 academic year. The testing fee for exams that include the optional essay component is \$64.50.

<https://www.edmit.me> › blog › how-much-does-it-cost-to-...

[How Much Does It Cost to Take the SAT? - Edmit](https://www.edmit.me/blog/how-much-does-it-cost-to-take-the-sat/)

# HELP STUDENTS TO GAIN AWARENESS OF FREE SAT RESOURCES, E.G. KHAN ACADEMY

An increase in awareness of available tools and resources could help students better prepare for the SAT, and thus improve SAT scores and increase take up for SAT.





THANK YOU