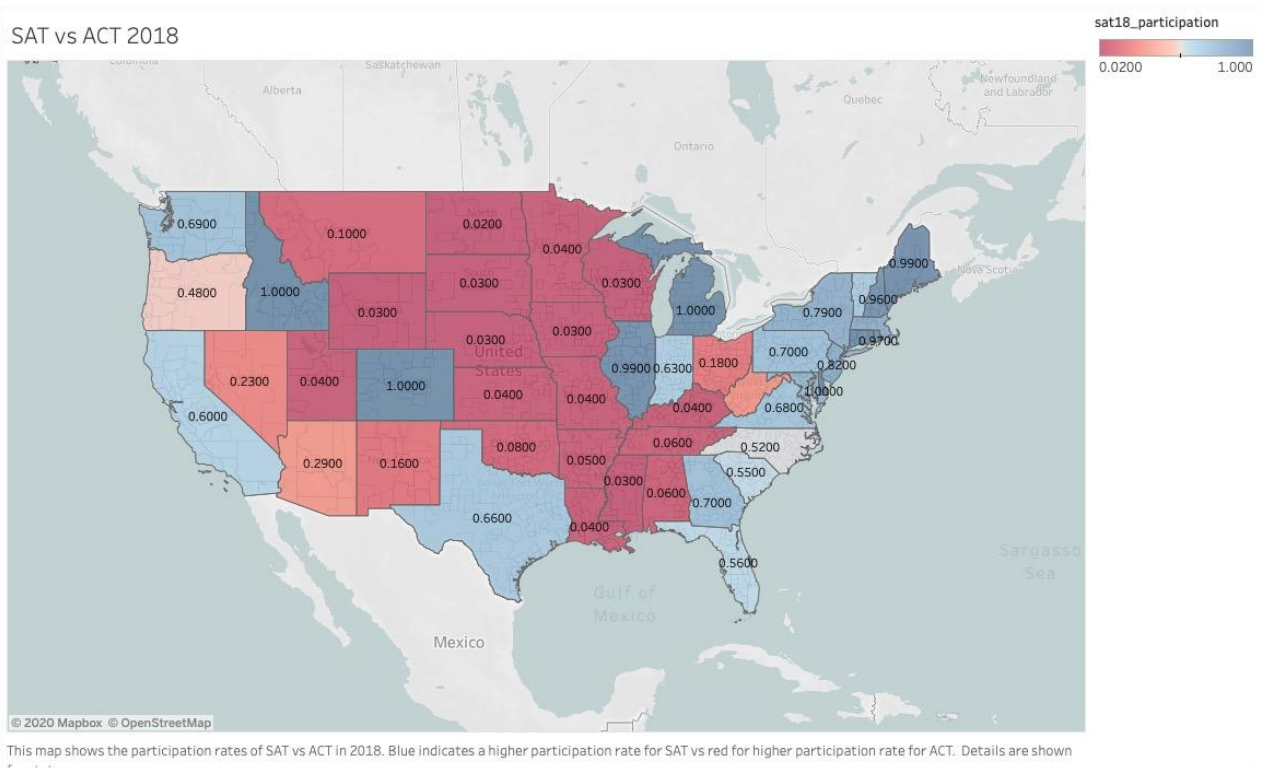


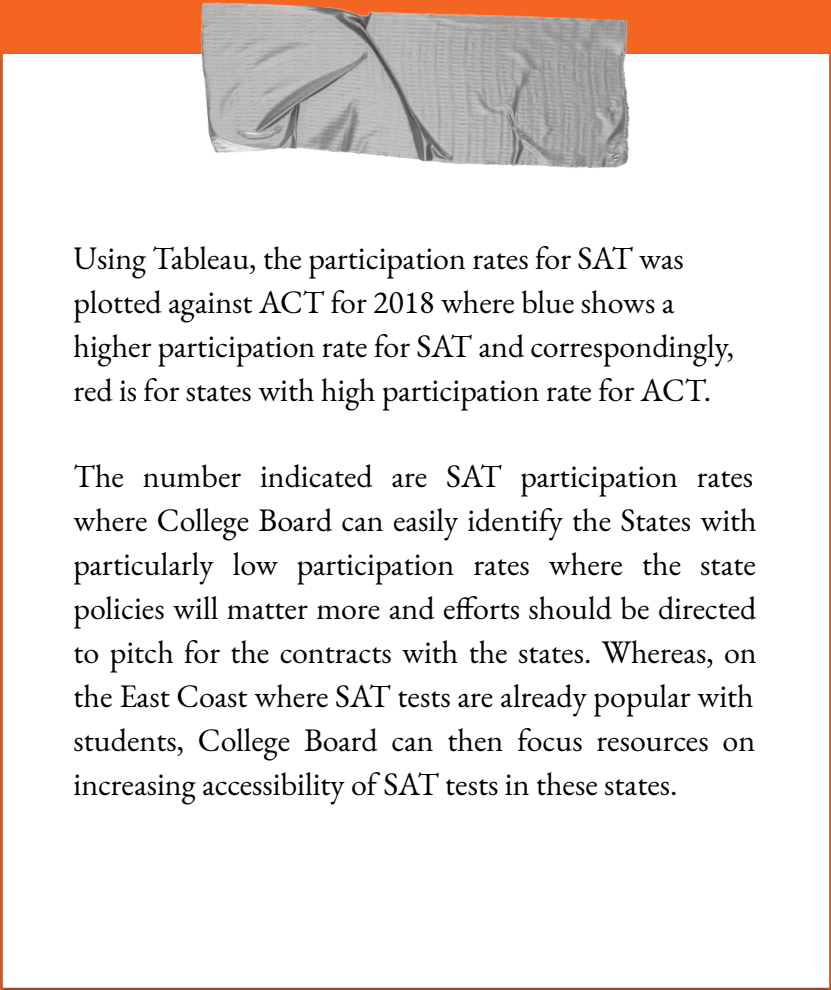


SAT[®]



Participation Rates of SAT and ACT across U.S.



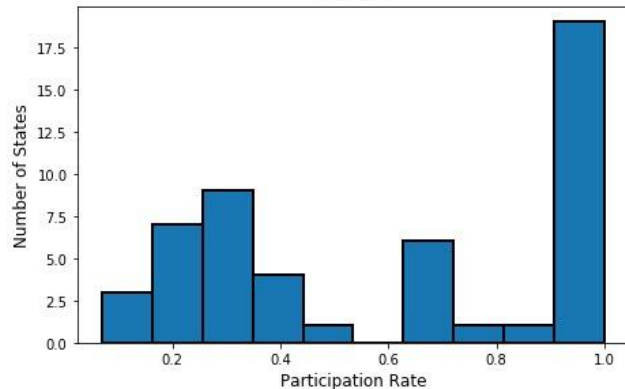
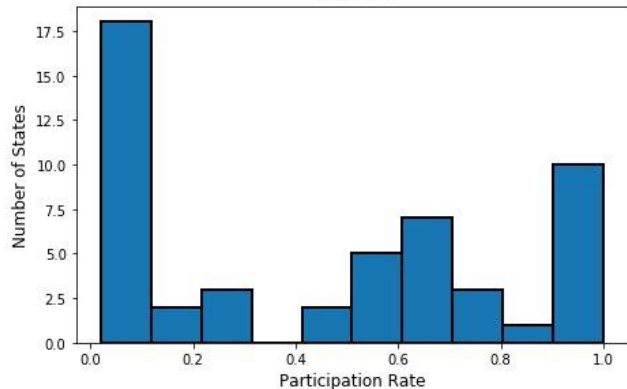
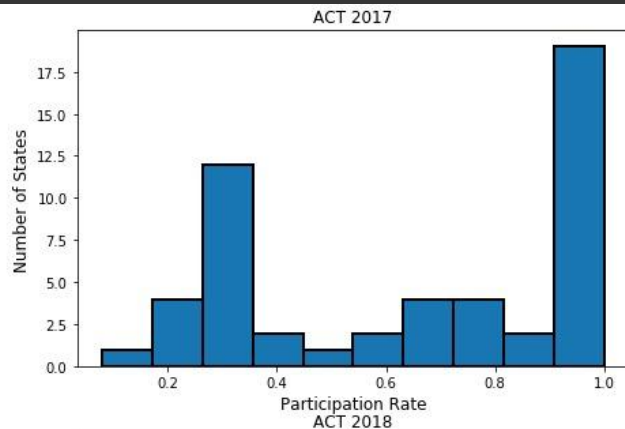
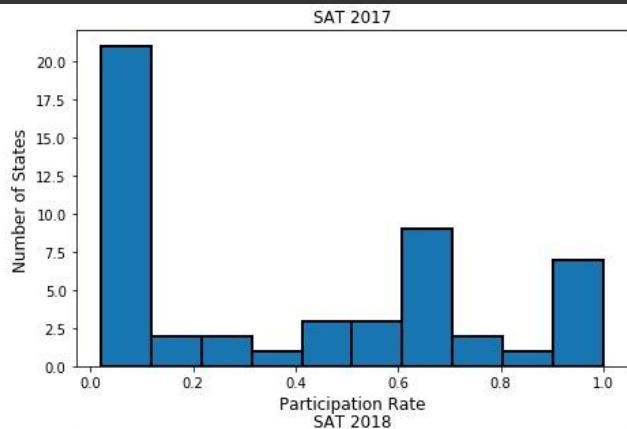


Using Tableau, the participation rates for SAT was plotted against ACT for 2018 where blue shows a higher participation rate for SAT and correspondingly, red is for states with high participation rate for ACT.

The number indicated are SAT participation rates where College Board can easily identify the States with particularly low participation rates where the state policies will matter more and efforts should be directed to pitch for the contracts with the states. Whereas, on the East Coast where SAT tests are already popular with students, College Board can then focus resources on increasing accessibility of SAT tests in these states.



We are seeing a positive correlation between income levels and participation rates of SAT. Does this indicate SAT is not accessible to low income families?



Low participation rates in SAT 2017 is mirrored by a high participation rate in ACT.

Based on the research articles, the participation rates for both tests were partially a result of state policy with 29 states requiring either SAT or ACT. However, both tests are accepted by colleges and universities as part of the admission criterias.

Consider the case of Colorado where the state education board made the decision to switch from ACT to SAT as the standardized test for the State which resulted in the sharp increase in SAT's participation rate in 2018 accompanied by a corresponding sharp fall in ACT participation rate. Colorado Kids website had published an article of the decision by Colorado to shift from ACT to SAT which College board should take reference from this success and increase efforts in the following aspects in order to increase its participation rates.

- Offering free SAT preparation course online
- Targeting high-achieving, low-income students and provide them with the same opportunities
- Continue efforts to align SAT tests to Common Core standards

Further reasearch into correlation between college debt and participation rates will be of particular interest and may provide valuable insight with the increasing focus of mounting college debts. However, no comprehensive statistics was found for all the states at this stage.