

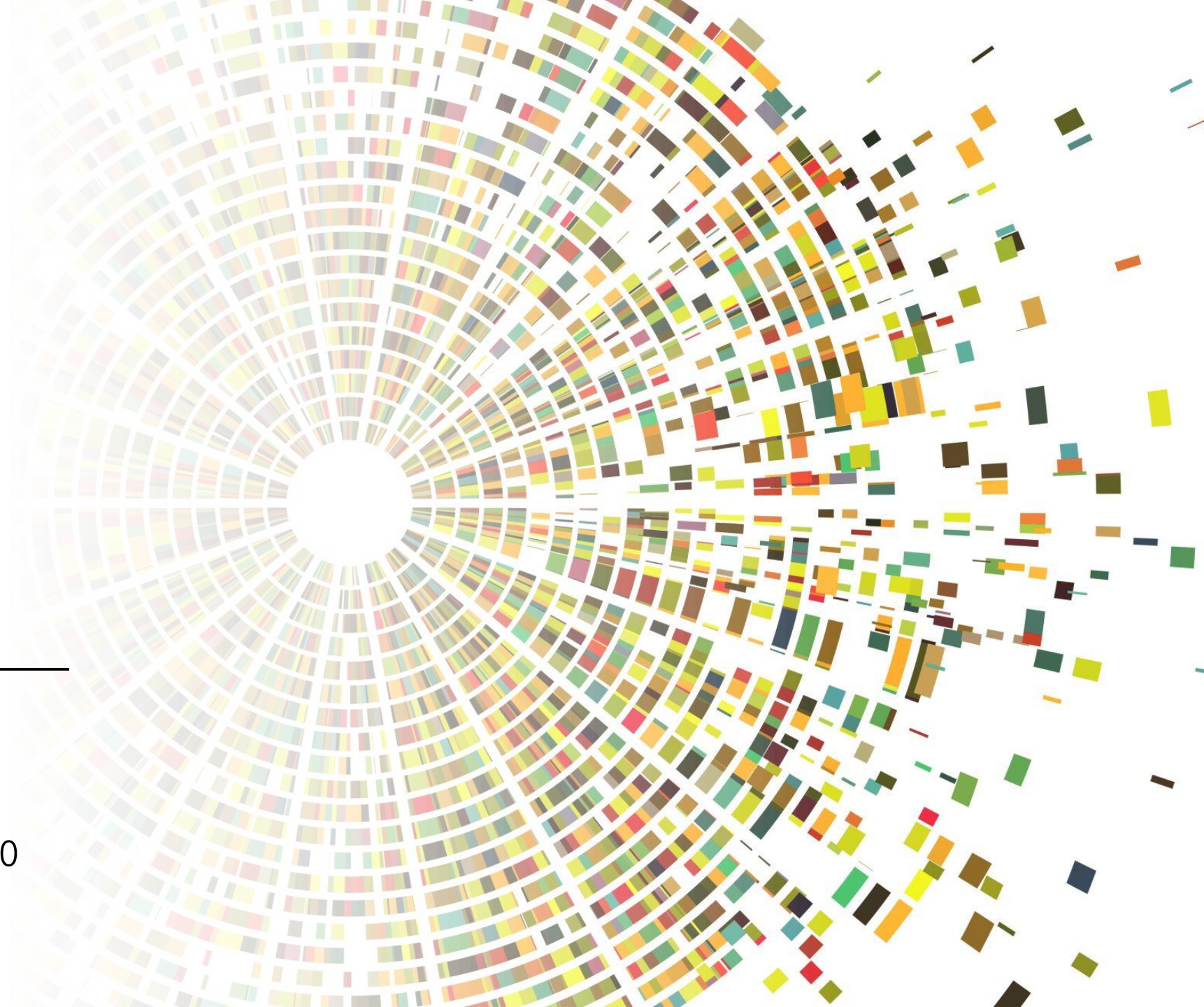


# Improving SAT Participation

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Recognizing Patterns

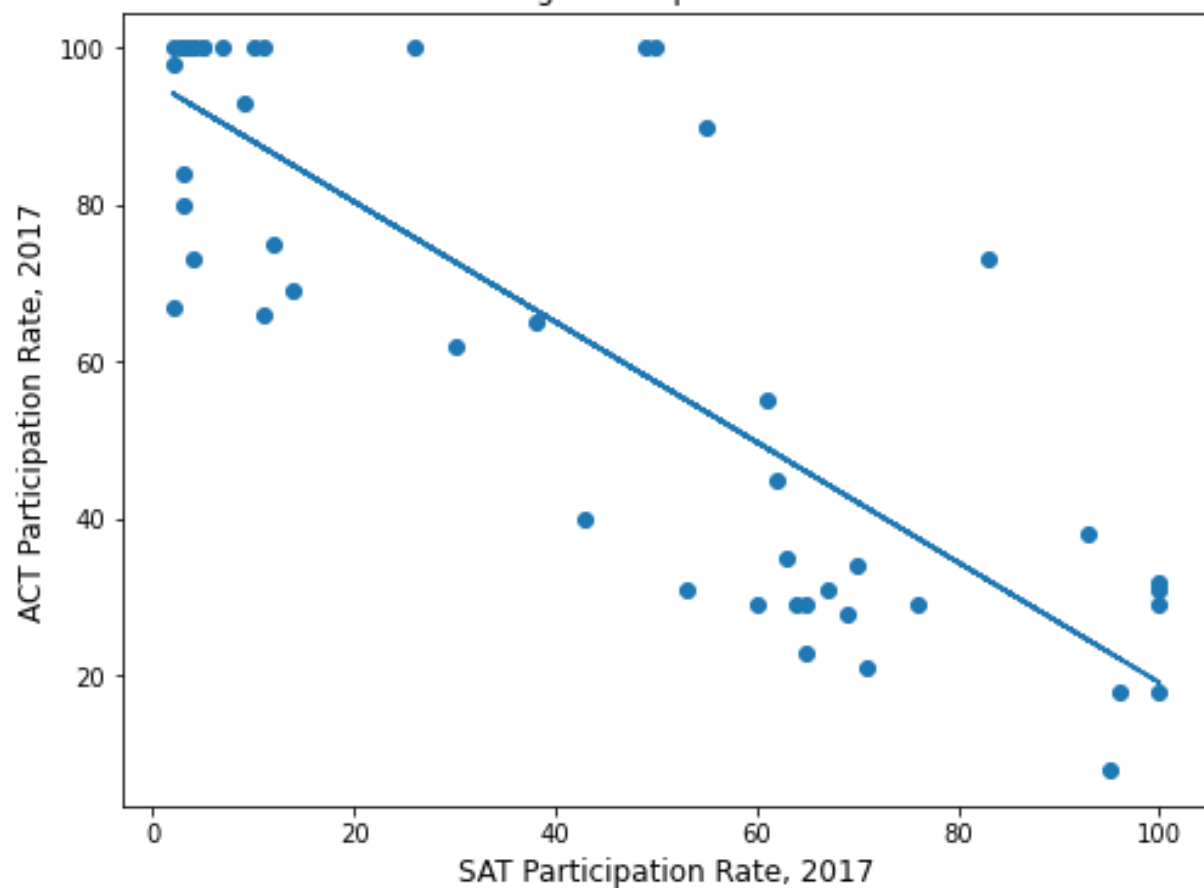
By Luken Weaver, GA 3/27/2020



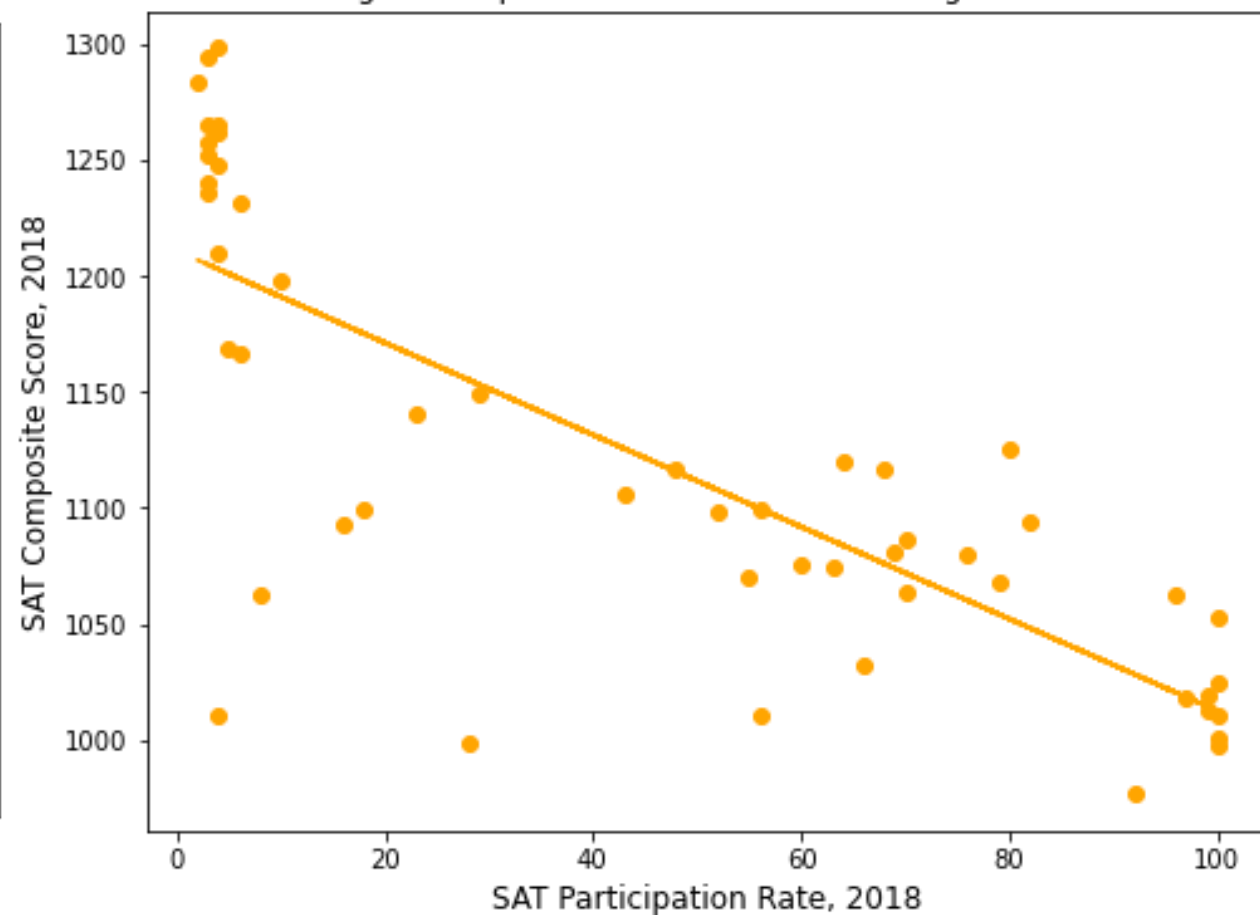
# Setting a Baseline

Familiarity is important  
Change is hard

States Tend to Have High Participation in One Test or the Other

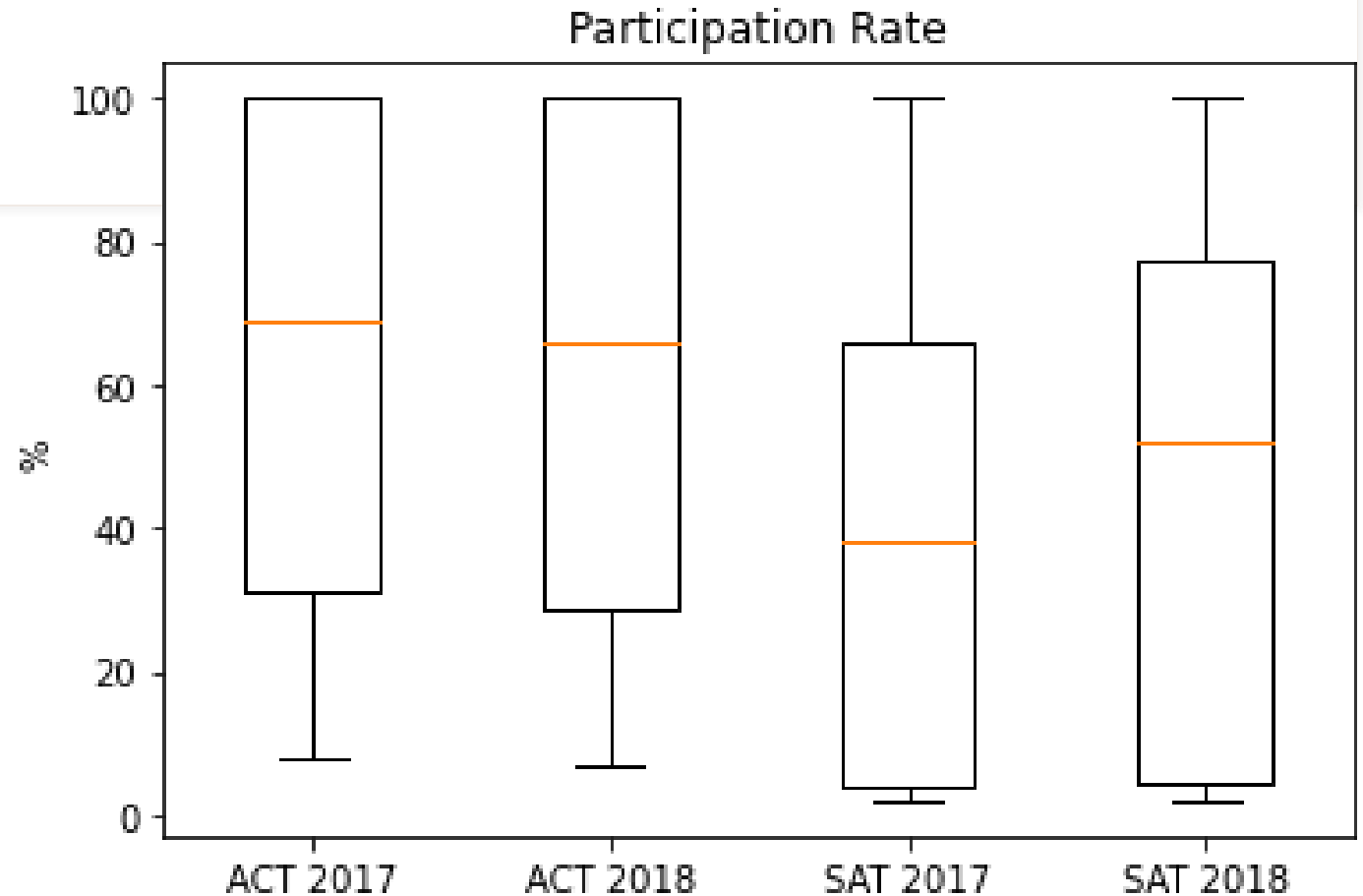


High Participation Does not Track with High Scores



# The Situation Right Now

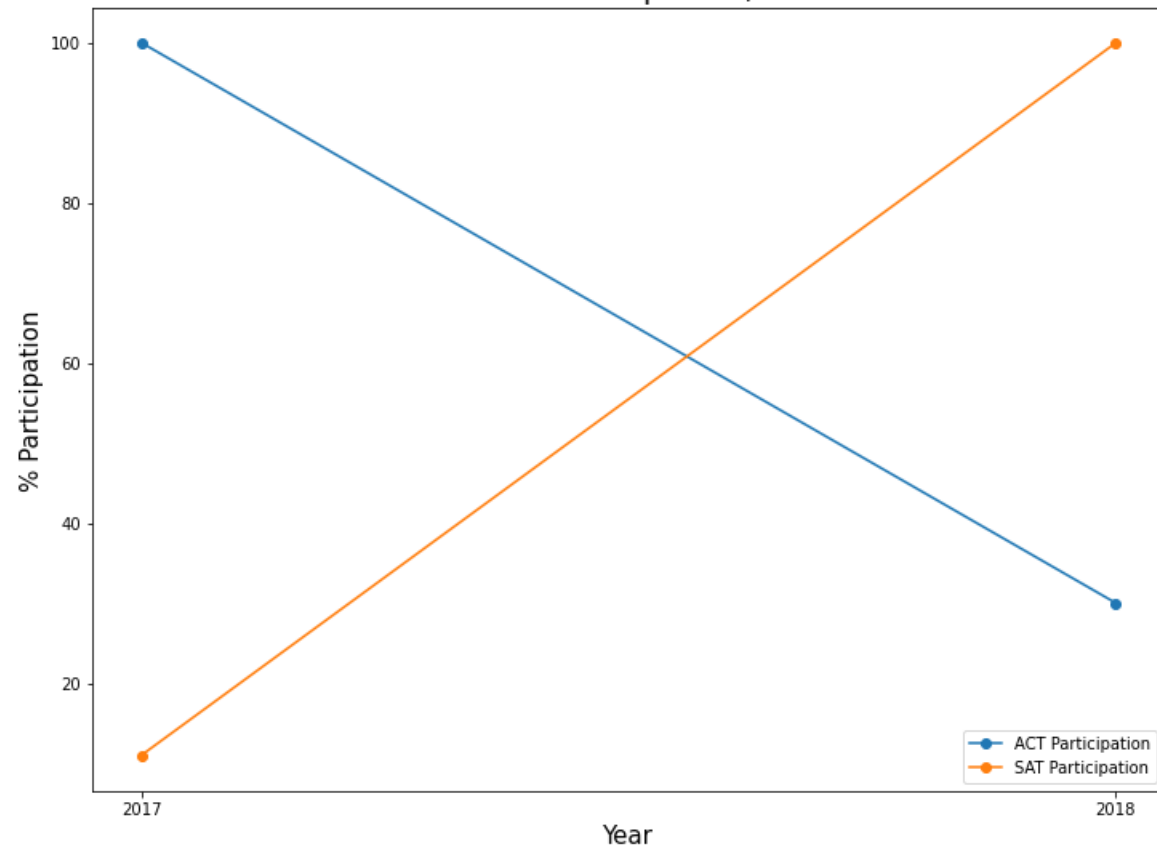
- The ACT is the choice of more states, with 12 requiring it
- The ACT has better utilization in the states in which it has foothold. Though 12 states require it be taken, 17 states have 100% participation rates in the ACT
- The SAT is required in 8 states, and offered in some capacity by the College Board in 20.
- Only 5 states had 100% participation
- **However**, some progress has been made.



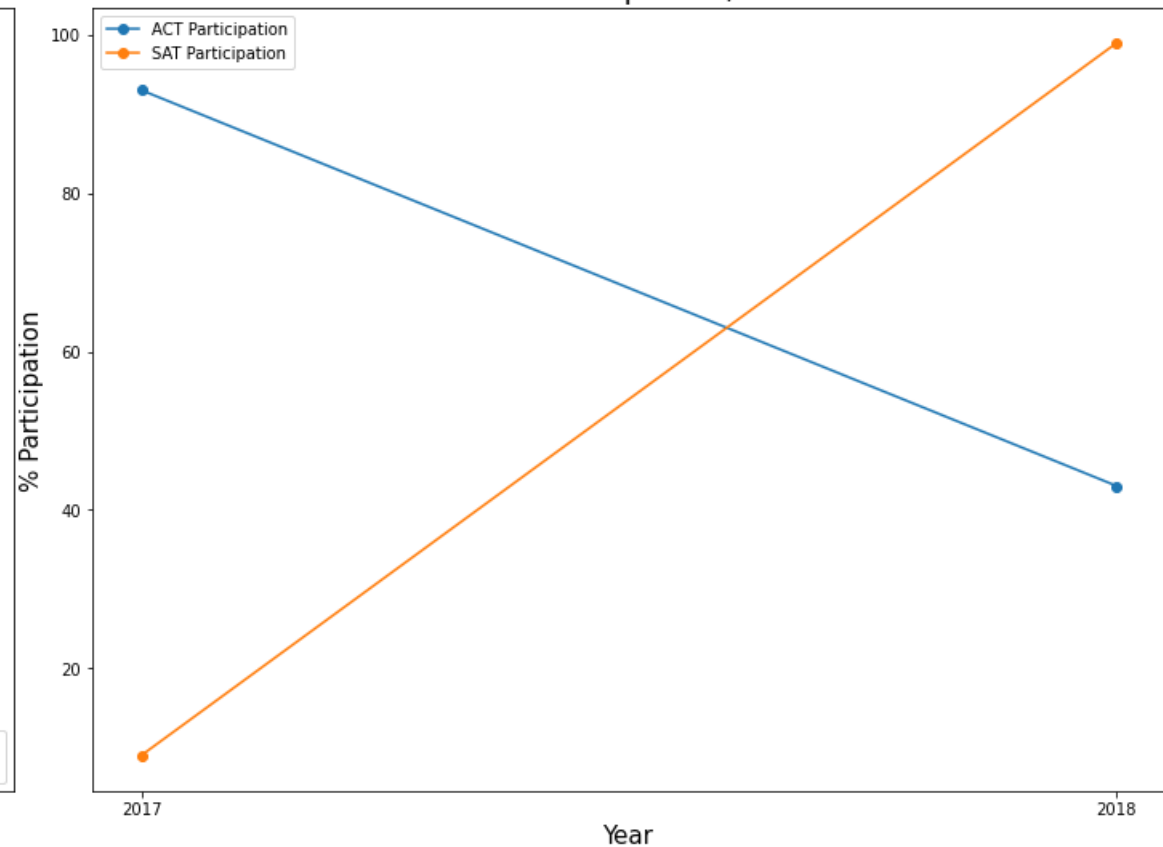
# Victories

Between 2017 and 2018, Colorado and Illinois went from almost exclusively using the ACT to the reverse, rising to 100 and 90 percent use of the SAT

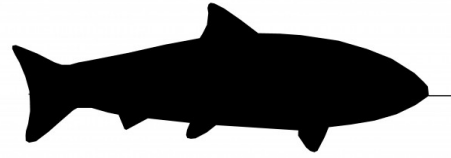
Colorado Test Participation, 2017-2018



Illinois Test Participation, 2017-2018



# Big Fish



## THE DENVER POST

**Colorado juniors face new, revamped college exam in SAT after state dumps rival ACT**

The ACT has been given to juniors in Colorado since 2001

**Chicago Tribune**

## Illinois moves ahead with new testing plan, replacing ACT with SAT

States have limited resources, and a need to assess their education system. By revamping the SAT in 2016 to be more in line with Common Core standards, the College Board was able to win state contracts away from the ACT as a valid test of knowledge, and not just assessment

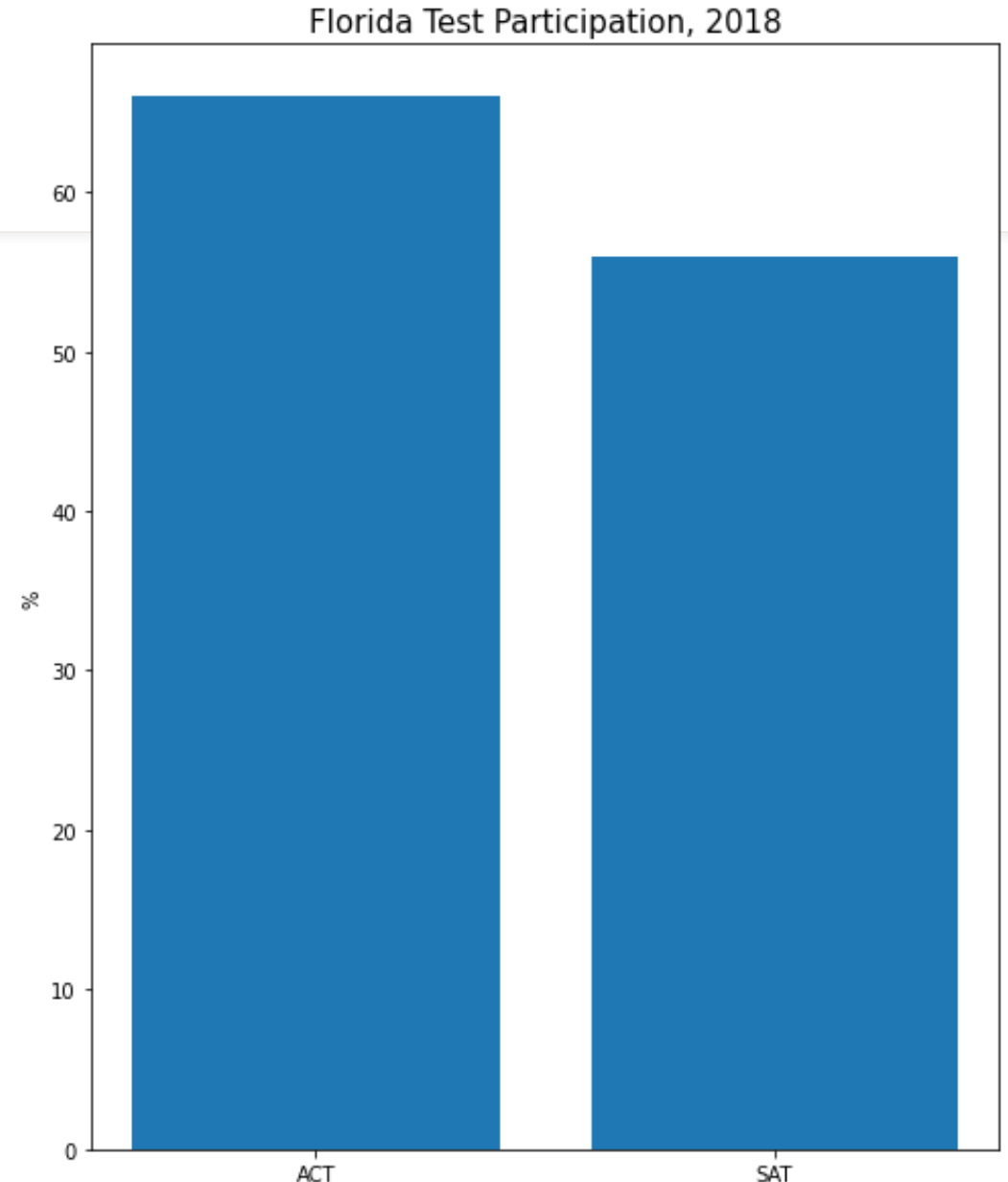
## Another Possibility: Battleground States

### Tampa Bay Times

**Should all Florida high schoolers  
have to take the SAT or ACT?  
Lawmakers say yes.**

Some states are moving toward mandatory testing, but have no entrenched “go to” yet.

A state like Florida, which ranked 39<sup>th</sup> in ACT but 24<sup>th</sup> in SAT in 2018, might look favorably on wider adoption with the right push







## Possible Pathways

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- Optimize participation in states where the SAT is dominant: appeal to student, state, and college motivations to get 100%
- Iterate on big victories; leverage alignment with Common Core to appeal to state bodies
- Target either/or's: tailor your marketing to win over states where participation rates are competitive
- Cement existing state relationships to avoid depreciation

# Links

- <https://blog.prepscholar.com/which-states-require-the-sat>
- <https://www.tampabay.com/florida-politics/buzz/2020/02/04/should-all-florida-high-schoolers-have-to-take-the-sat-or-act-lawmakers-say-yes/>
- <https://www.denverpost.com/2017/03/06/colorado-juniors-sat-college-exam/>
- <https://www.chicagotribune.com/news/ct-illinois-chooses-sat-met-20160211-story.html>



Correlations, ACT/SAT (2017/2018)

