



# Recommendations for Improved Turnout

Magnus Bigelow



We're a mission driven  
not-for-profit organization  
created to expand access to  
higher education

## Why are we here today?

- Looking to improve SAT turnout and further out mission of expanding access to higher education
- Specifically identifying a state that to target to increase participation and steps to take to achieve that

## What did we do?

- Analyzed state by state data on turnout and scores for the SAT and ACT in 2017 and 2018
- Assessed the current state of college assessment testing throughout the country
- Identified states that showed interesting trends and proposed how to use those findings to increase participation in a key state

# The Data

We collected, cleaned and analyzed data from the 2017 and 2018 SAT and ACT. The data was provided on a state by state basis and all 50 states plus the District of Columbia were included in the dataset.

## **2017 SAT<sup>[1]</sup>**

Participation Rate, Math Score,  
ERW Score, Total Score

## **2017 ACT<sup>[3]</sup>**

Participation Rate, Math Score,  
Reading Score, English Score,  
Science Score, Composite Score

## **2018 SAT<sup>[2]</sup>**

Participation Rate, Math Score,  
ERW Score, Total Score

## **2018 ACT<sup>[4]</sup>**

Participation Rate, Composite  
Score

Sources:

[1] <https://blog.collegevine.com/here-are-the-average-sat-scores-by-state/>

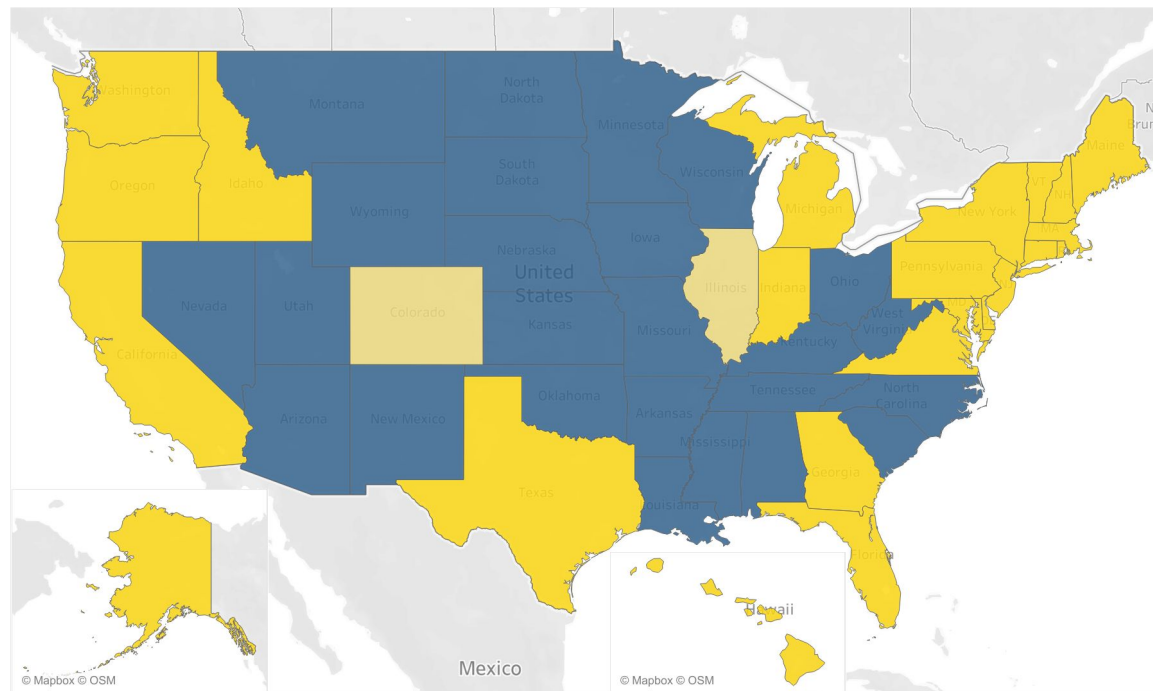
[2] <https://reports.collegeboard.org/sat-suite-program-results/state-results>

[3] <https://blog.prepscholar.com/act-scores-by-state-averages-highs-and-lows>

[4] <http://www.act.org/content/dam/act/unsecured/documents/cccr2018/Average-Scores-by-State.pdf>

# Where we are today?

## States Differentiated by Leading Test in 2017 & 2018



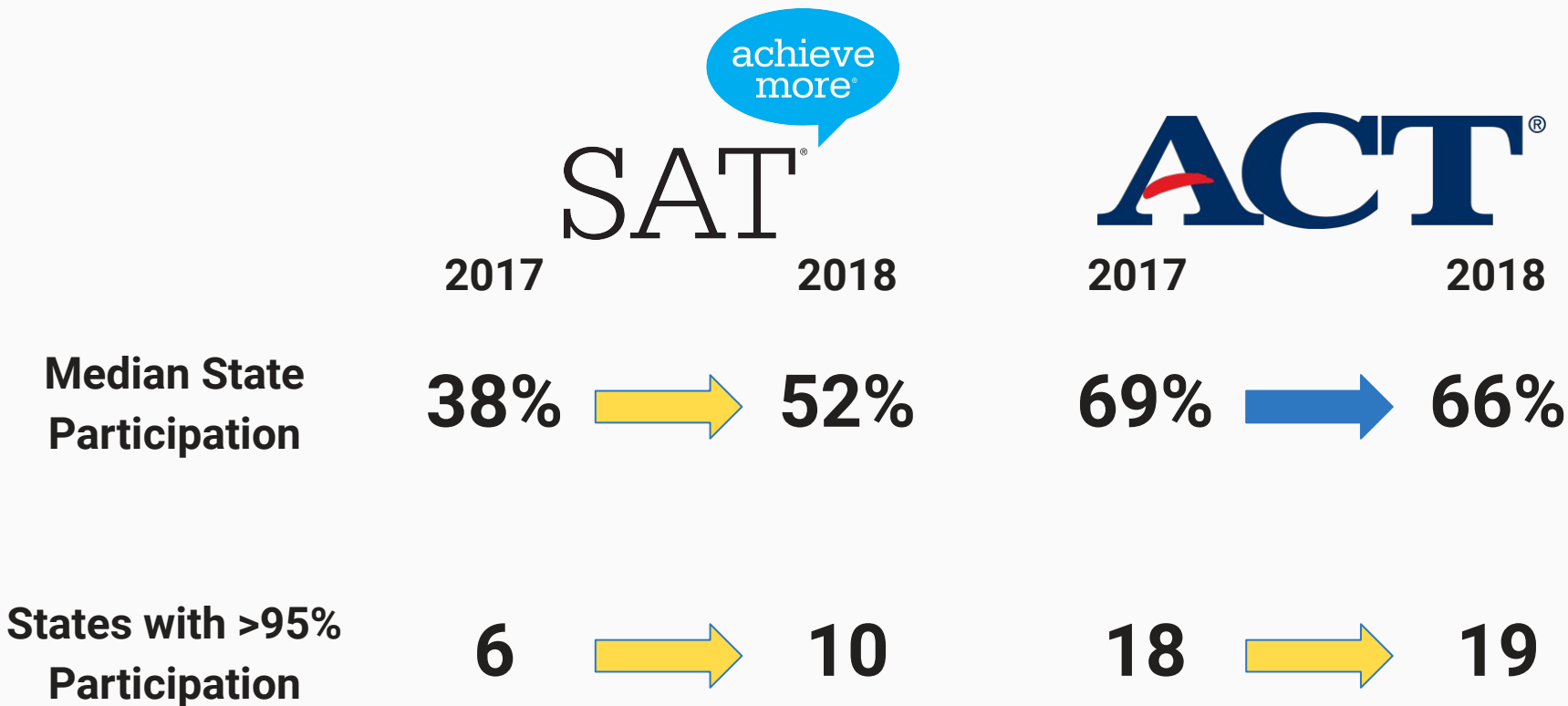
-  **SAT Participation > ACT**  
Participation in 2017 and 2018
-  **SAT Participation > ACT**  
Participation in 2018
-  **ACT Participation > SAT**  
Participation in 2017 and 2018

**8 of the top 10 and all of the top 5 most populous states<sup>[1]</sup> chose the SAT over the ACT**

Sources:

[1] [https://en.wikipedia.org/wiki/List\\_of\\_states\\_and\\_territories\\_of\\_the\\_United\\_States\\_by\\_population](https://en.wikipedia.org/wiki/List_of_states_and_territories_of_the_United_States_by_population)

# Preliminary Findings & Highlights



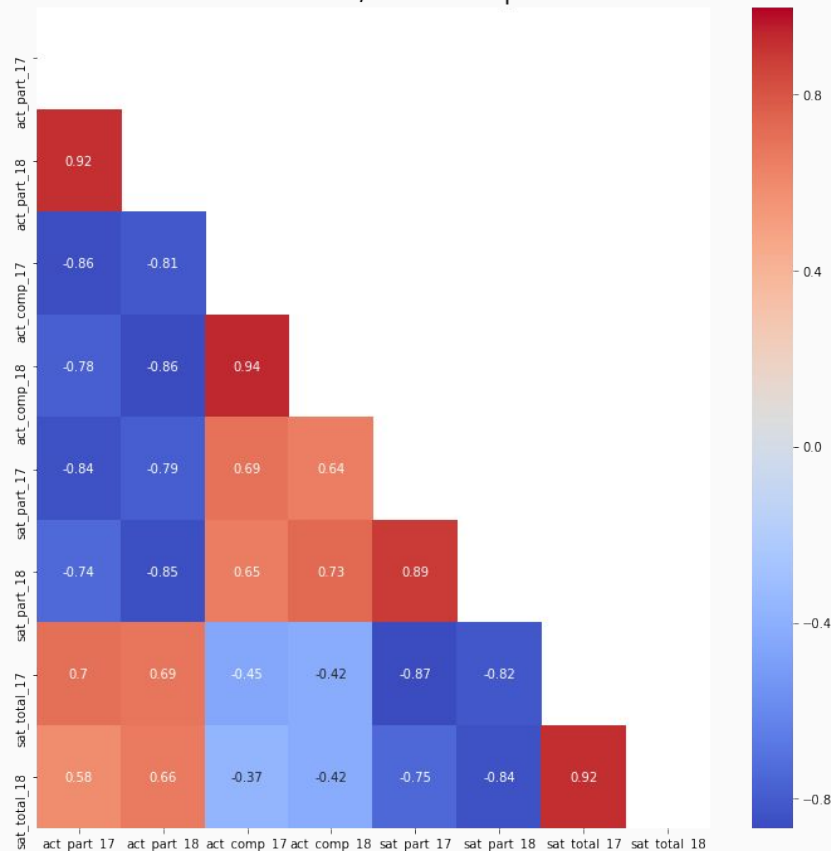
# Policy Matters!



State	Colorado & Illinois	Florida	Alaska
Policy / Event	College Board won a competitive bidding process to give all the students the SAT	College Board's SAT School Day credited with meaningful increase	The State stopped requiring students to take the SAT or ACT to receive their high school diploma
Effect	<b>89% &amp; 90%</b> Increase in SAT Participation	<b>14%</b> Increase in SAT Participation	<b>32%</b> Drop in ACT Participation
Source	<a href="https://www.cde.state.co.us/assessment/colorados_at">https://www.cde.state.co.us/assessment/colorados_at</a> <a href="https://www.chalkbeat.org/posts/chicago/2018/07/27/act-protests-state-boards-embrace-of-rival-test-provider/">https://www.chalkbeat.org/posts/chicago/2018/07/27/act-protests-state-boards-embrace-of-rival-test-provider/</a>	<a href="https://www.orlandosentinel.com/news/education/os-ne-act-sat-florida-scores-20181024-story.html">https://www.orlandosentinel.com/news/education/os-ne-act-sat-florida-scores-20181024-story.html</a>	<a href="https://www.adn.com/alaska-news/education/2016/06/30/students-no-longer-need-national-test-to-graduate/">https://www.adn.com/alaska-news/education/2016/06/30/students-no-longer-need-national-test-to-graduate/</a>

# Participation Does Not Equal High Scores

Correlation Between ACT/SAT Participation & Scores



## Insights

### **SAT & ACT participation are negatively correlated**

- Analysis: 29 States have >95% participation in the SAT or ACT and most students are unlikely to take both tests

### **Test participation is negatively correlated with same test score**

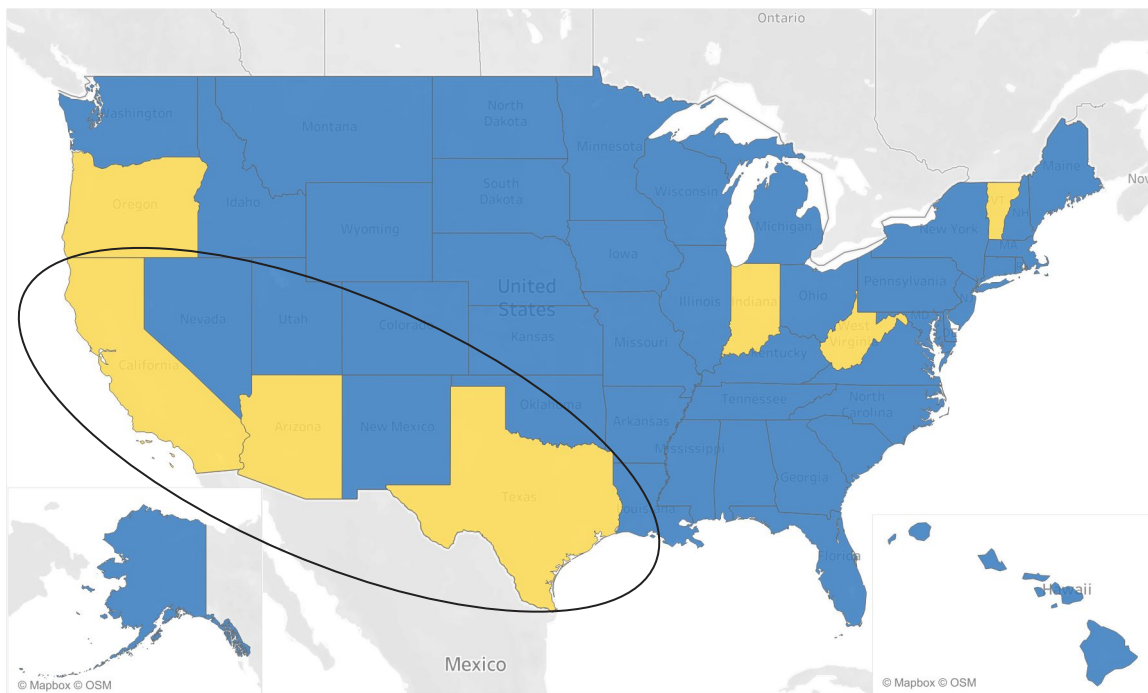
- **Analysis:** Students that take both tests are likely to be high achievers


### **Test participation and score are highly correlated with same test participation and score year to year**


- **Analysis:** Few states see large swings in participation rates or scores

# Who Needs Help?

## States Without a Test With > 2 / 3 Participation



 State without a test participation rate above 66.7% in 2018

 State with a test participation rate above 66.7% in 2018

**California, Texas & Arizona account for ~23% of the US population<sup>[1]</sup>**

**None of them have a 'standard' test**

Sources:  
[1] wolframalpha.com



# Arizona: A State Where the College Board can make a Difference



**7.3 million** residents, ~**500 thousand** of high school age<sup>[1]</sup>

**29% SAT participation** in 2018, down from 30% in 2017

**14<sup>th</sup>** largest state but growing at the **6<sup>th</sup>** fastest rate<sup>[2]</sup>

Almost **1 million** immigrants as of 2015<sup>[3]</sup>

Sources:

[1] <http://worldpopulationreview.com/states/arizona-population/>

[2] <https://www.usatoday.com/story/money/2019/01/31/population-growth-rate-fastest-growing-shrinking-states/38918791/>

[3] <https://www.americanimmigrationcouncil.org/research/immigrants-in-arizona>

## Recommendations for Increased Participation

### Spread awareness of SAT programs and value

- Work with local policy makers, school administrators and parents, meaningful participation increase only happens when key stakeholder are bought in

### Push for statewide SAT mandate

- Fastest, most effective way to increase participation

### Highlight 'SAT School Day' and Khan Academy partnership

- Significant success in other geographies and highlights how College Board wants to work with students, parents and teachers

# Key Takeaways

- % of students taking the SAT is increasing
- High scores  $\neq$  achieving CB's goals
- Policy is key
- The Southwest is in need of increased resources

# Next Steps

- Examine more granular data at county or school district level
- Examine data split by race and socio-economic data
- Follow trends over a greater number of years
- Look more closely at state and local policies