

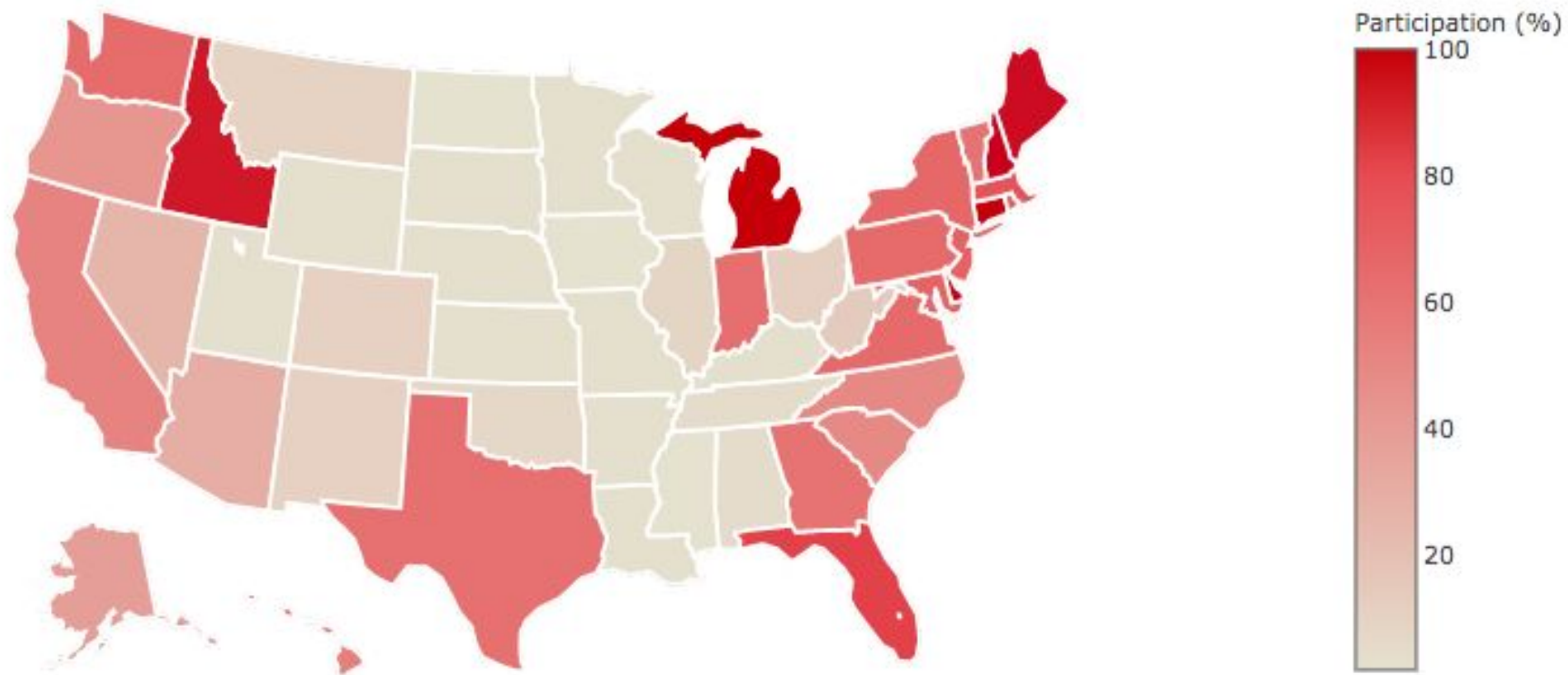
Participation Rates for the SAT

Mimi Kim

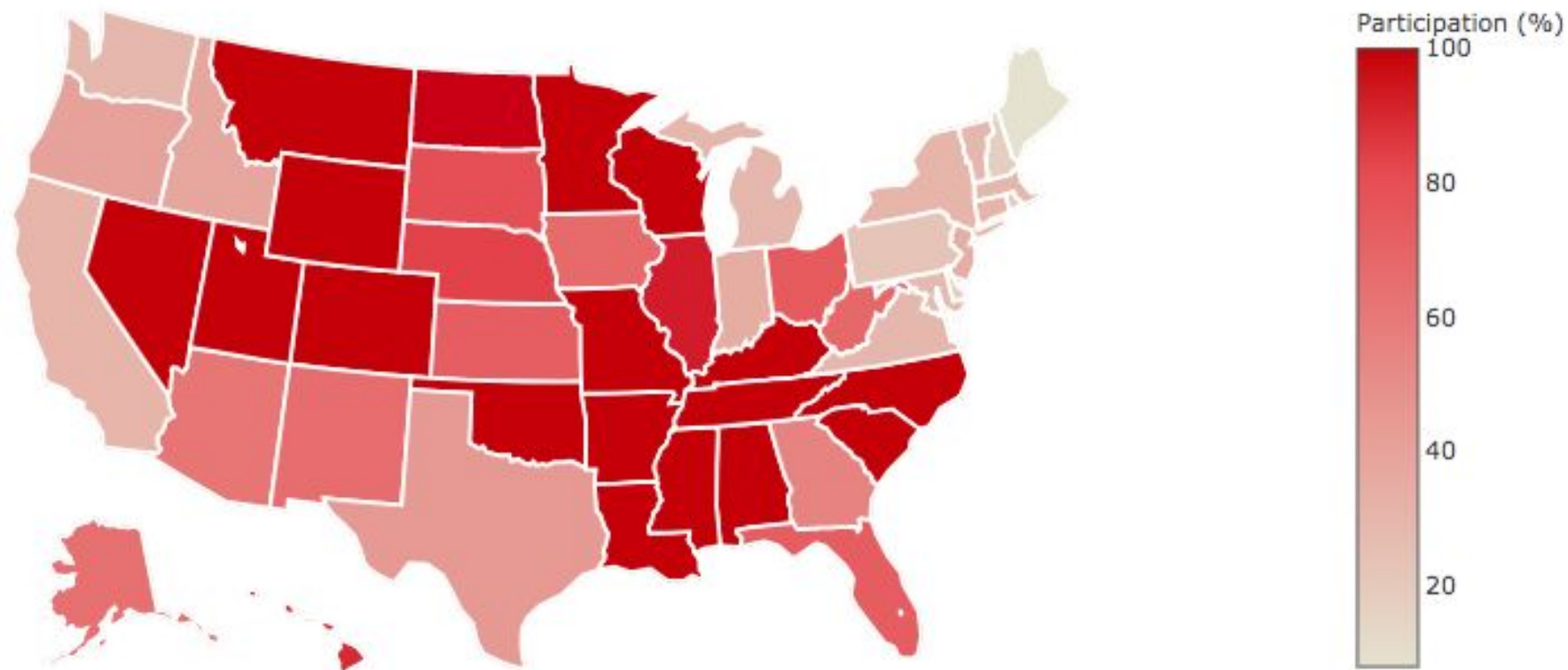
PARTICIPATION

Currently, the College Board is unable to capture a large portion of the student market with the SAT. Specifically, the midwest region has the smallest amount of students who partake the SAT, ranging from 1-5% of the student population.

2017 SAT Participation by State (Hover for score)



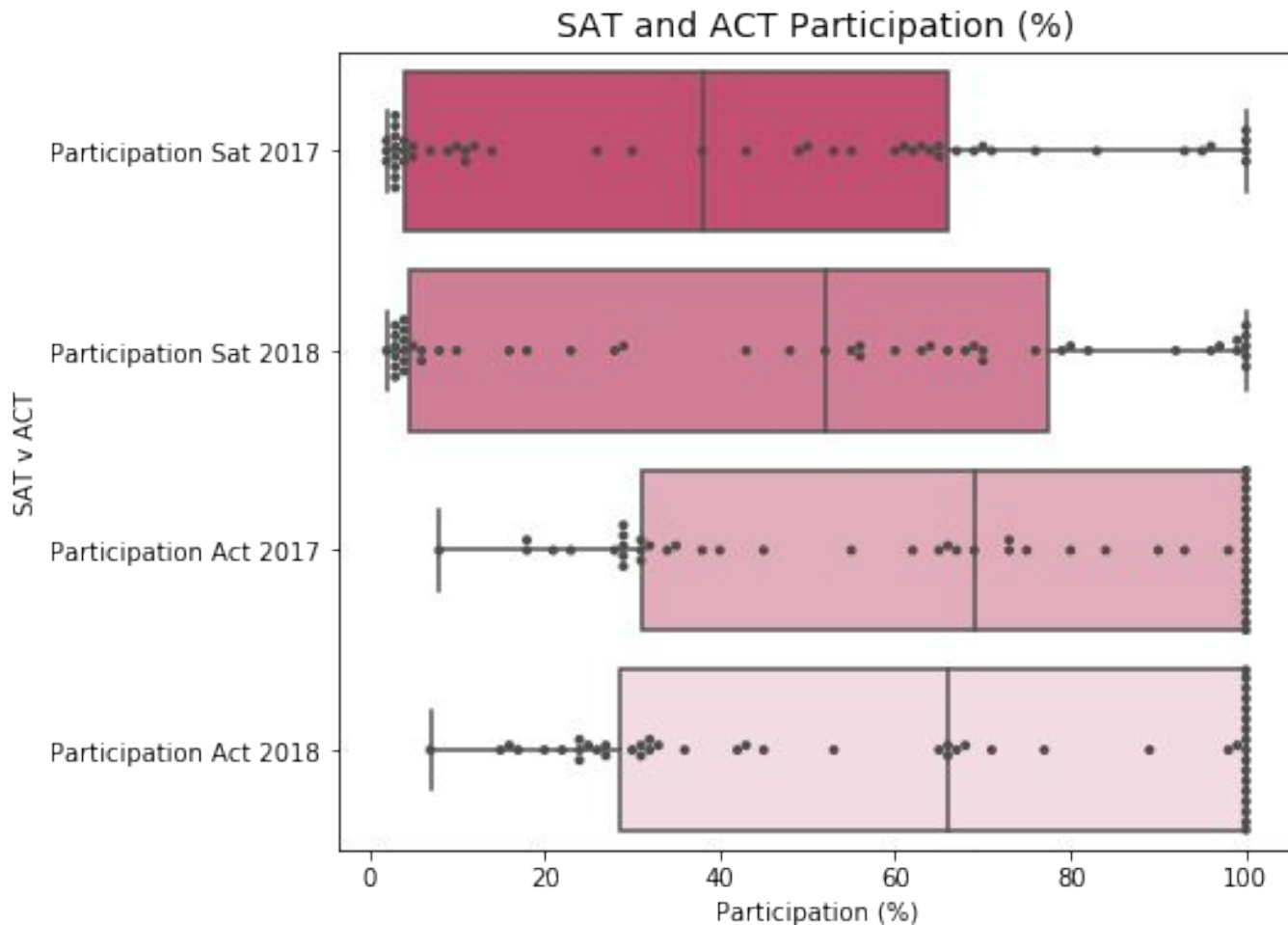
2017 ACT Participation by State (Hover for score)



Differences in
distribution

**More states
have 100%
participation
for the ACT**

Larger
proportion of
states that are
at 0-20%
participation
for the SAT



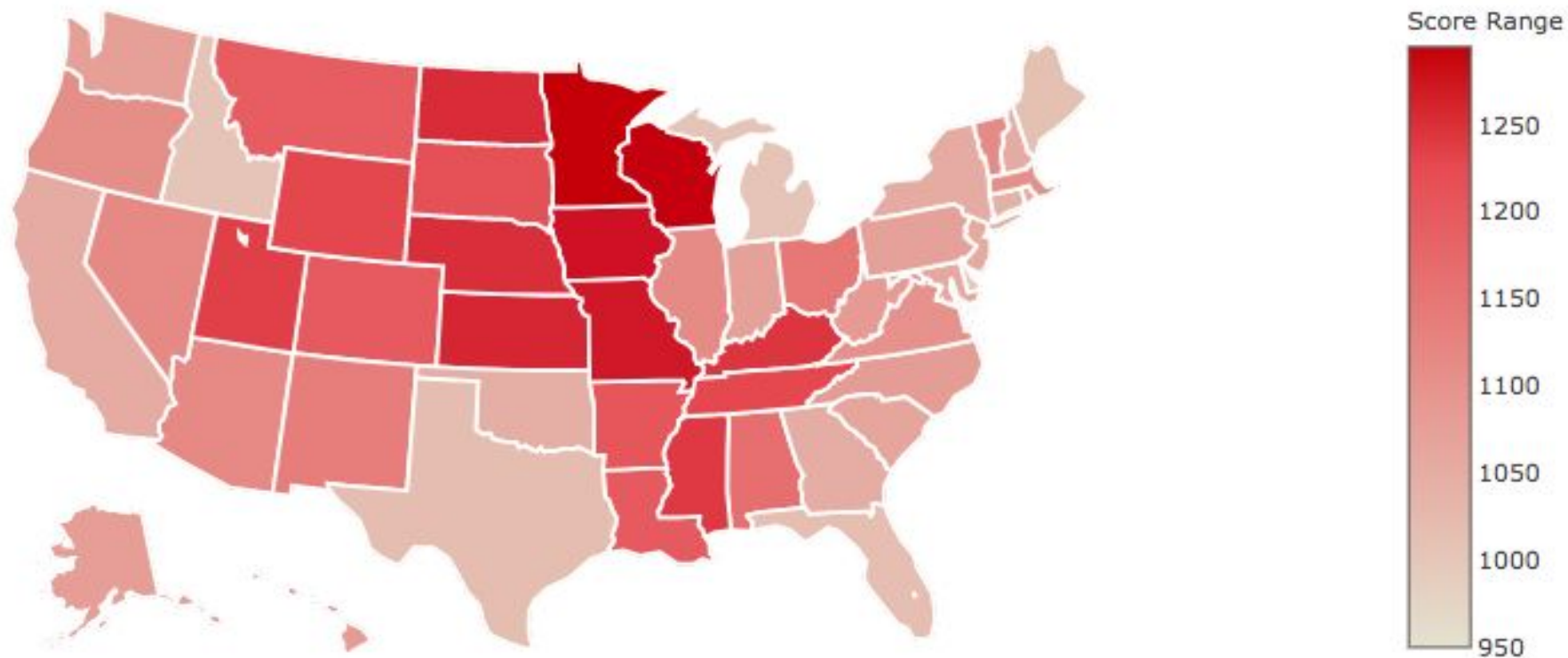
Different Rates

ACT vs SAT

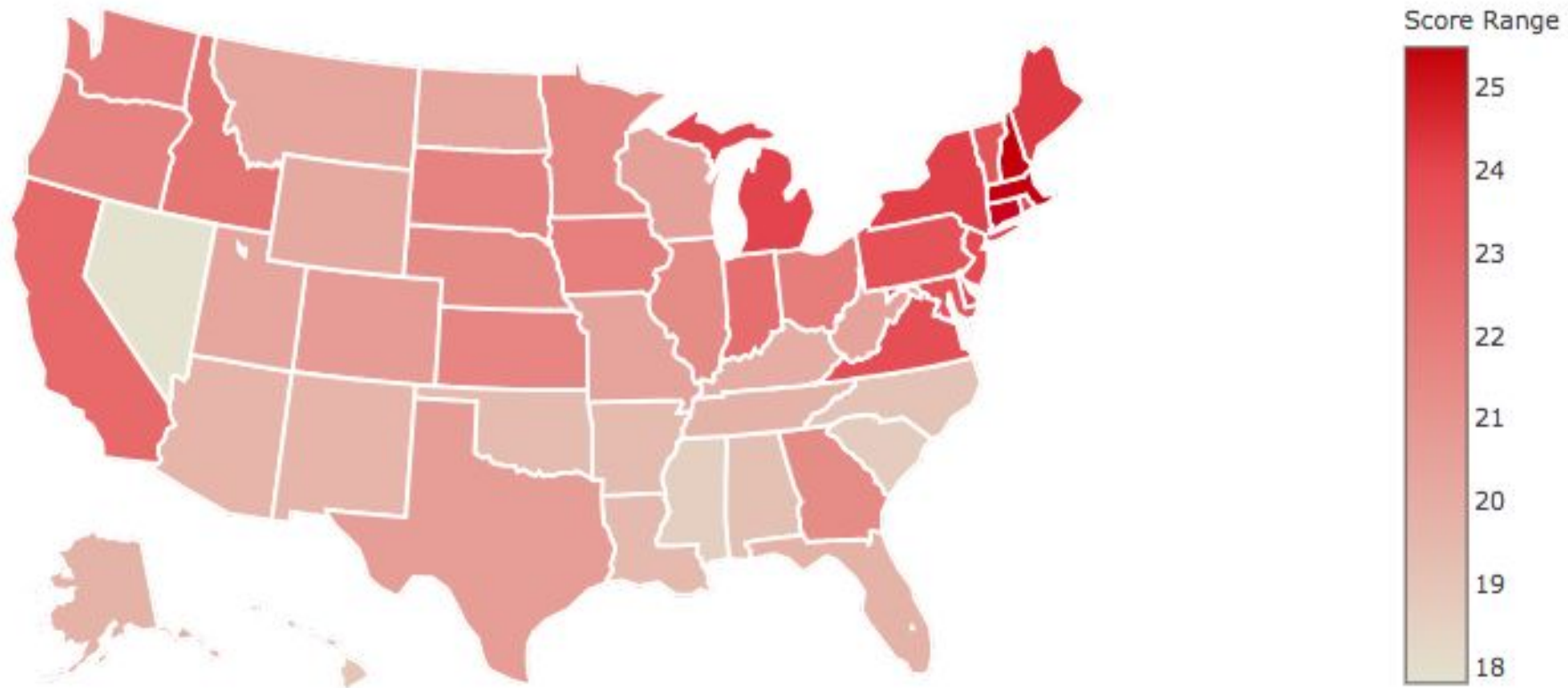
- Many states with close to 0% SAT participation who also have close to 100% ACT participation
- ACT has only 1 state (Maine) close to 0% participation
- States with 100% SAT participation had >20% participation on the ACT
- States with 100% ACT participation had <10% SAT participation

Students who take the SAT are more likely to also take the ACT, while students who take the ACT are more likely to only take the ACT.

2017 Average SAT Scores by State (Hover for score)



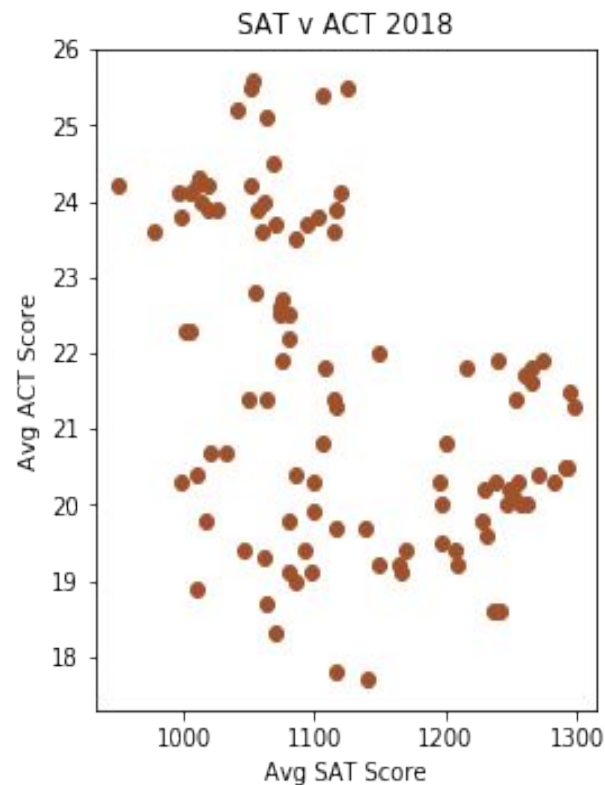
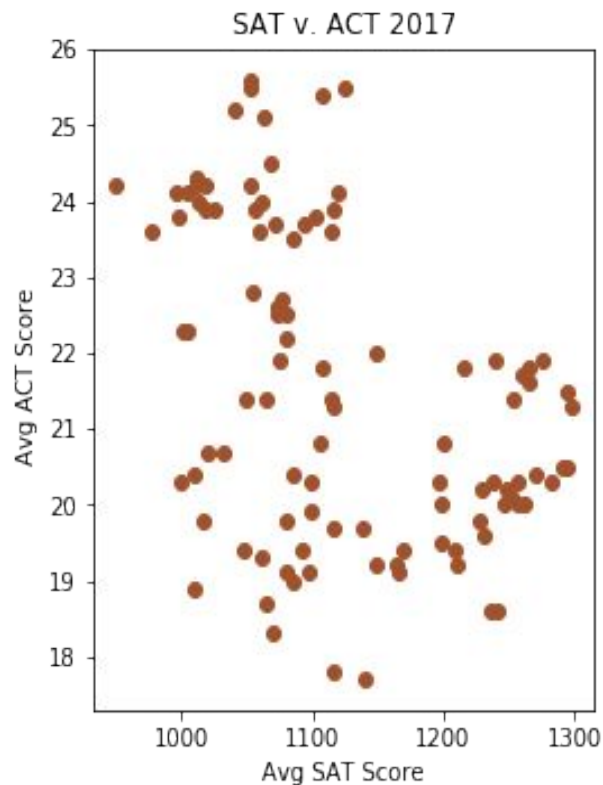
2017 Average ACT Scores by State (Hover for score)



Comparison of
SAT and ACT
scores

**High SAT
scores did not
translate over
to the ACT**

.. and high ACT
scores did not
correlate to
high SAT
scores



Recommendations

To Increase Participation

Iowa/Midwest

Lower ACT participation in comparison to other midwest states

Target remaining students who do not take the ACT

MW has better scores because those who did poorly on ACT took the SAT as a backup

Target Students

Find students who are struggling with the ACT

Students who do not excel in science

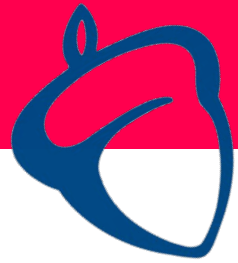
Bible Belt, Southern states that have the lowest ACT scores

Top Schools

Most students who go to the country's elite schools take just the SAT

Market that the SAT is for elite schools

In 2006, 99% of Harvard freshman stated they took the SAT, 18% ACT



Thanks!!