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GROWTH FOR MORE SAT TEST CENTERS IN THE US

Nareerat Moottatarn

 CollegeBoard

SAT[®]



**FROM 2017 TO 2019, SAT EXAM
PARTICIPATION INCREASED FROM
40% TO 49%**

Sample data from the mean participation rate of 51 states including the District of Columbia 2017-2019.



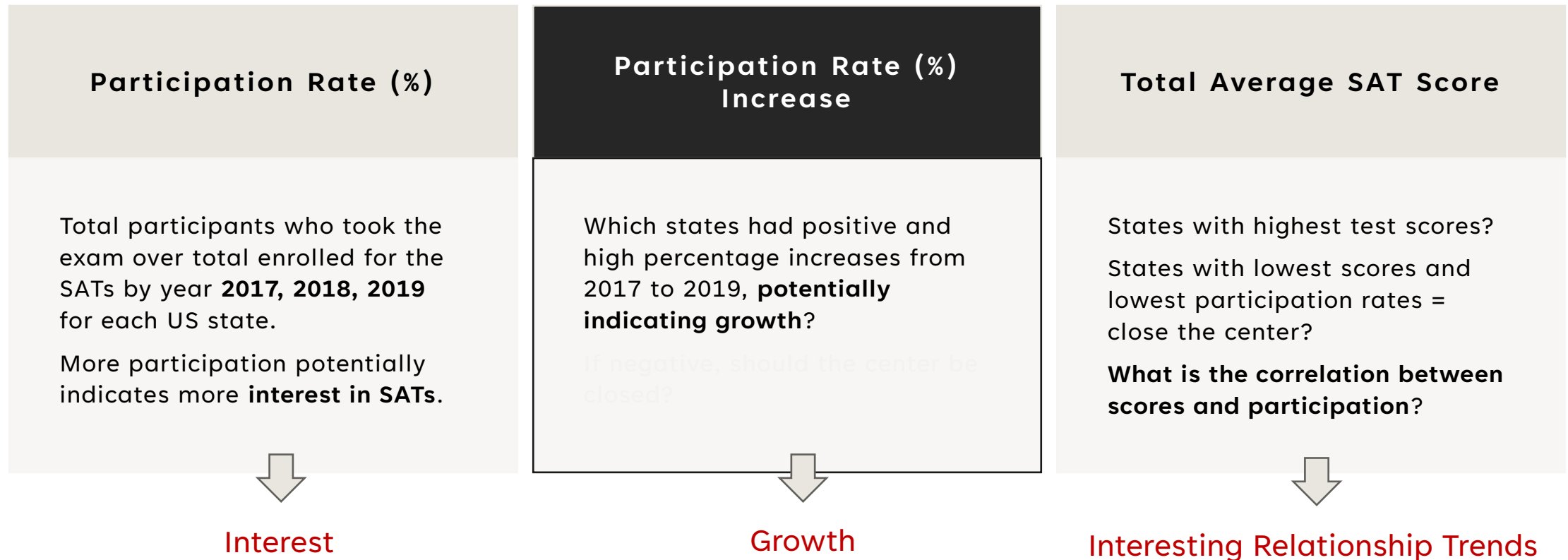
**1.8 MILLION SAT TEST-TAKERS IN
2019**



IS THERE GROWTH FOR SAT EXAM CENTERS IN **2020?**

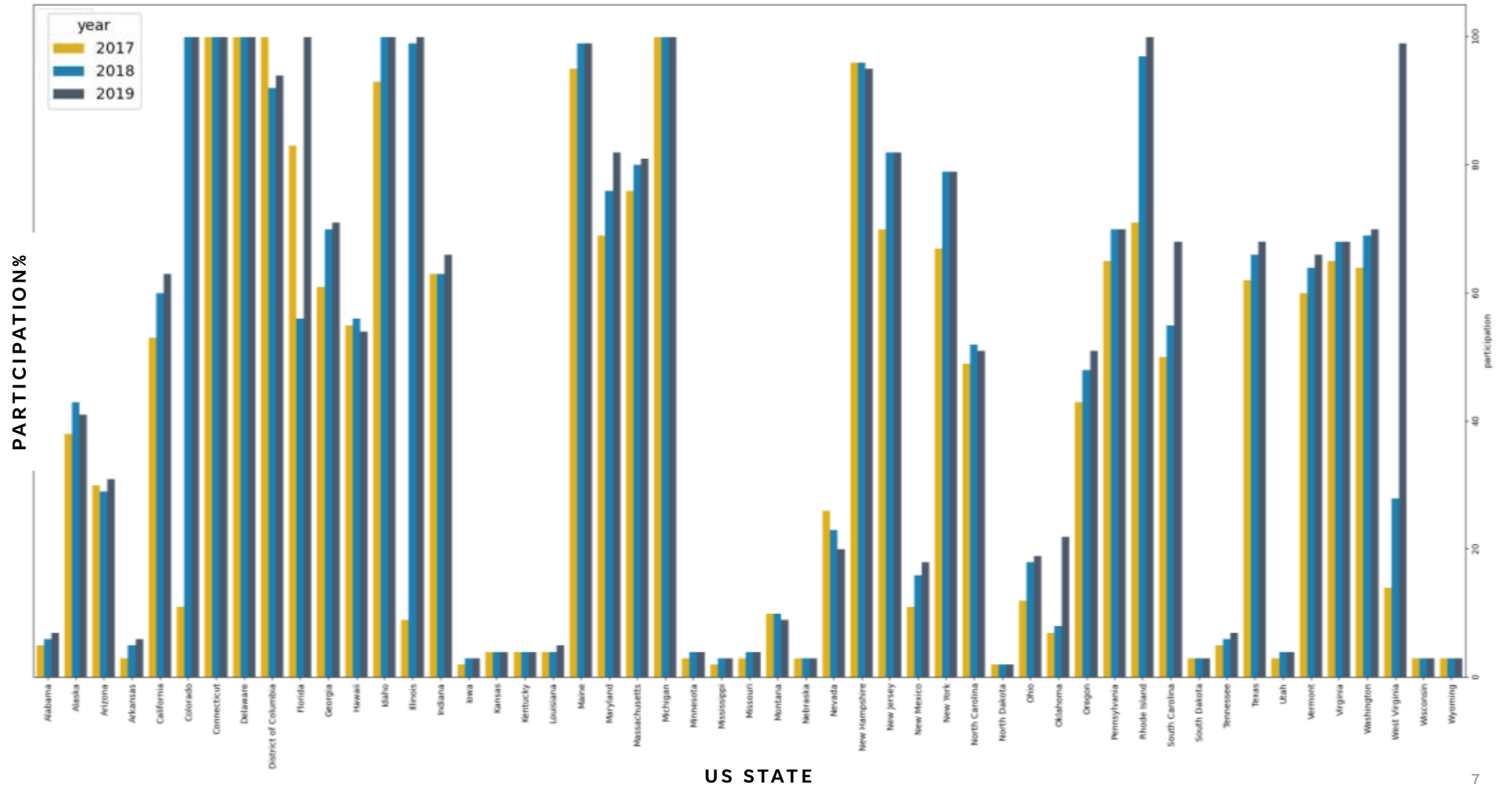
FACTORS INVESTIGATED IN THIS STUDY

Potential indicators for choosing a state from the sample data to support the launch of a new SAT Test Center?



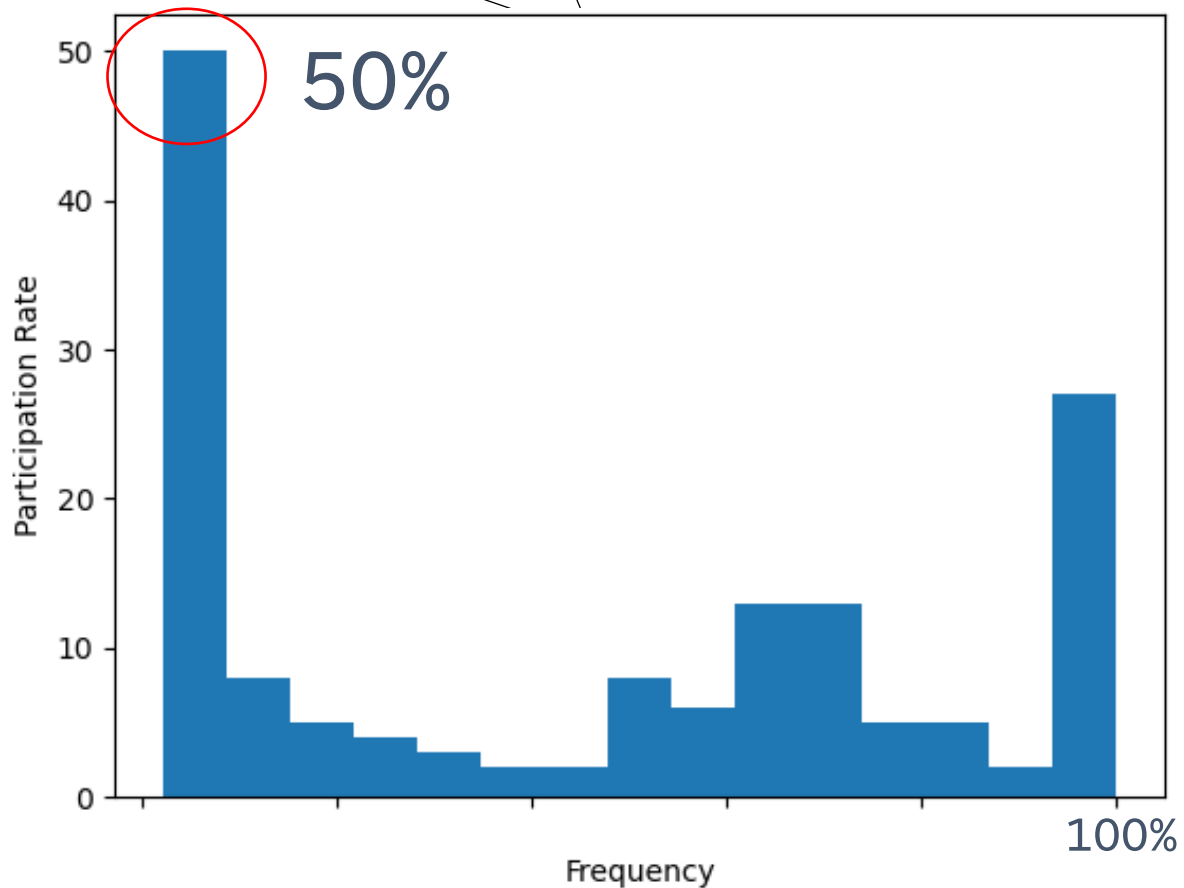
PARTICIPATION RATE

PARTICIPATION RATE BY YEAR AND STATE



INTEREST IN TAKING THE SAT

Proportion of Students Opting for SAT



50% students take the SAT.

The distribution of the participation rate is not normal. Participation rates are concentrated near the lower and higher end.

SAT Participation Rates are not 100% since:

- SATs are optional for certain colleges
- Some students opt for the ACTs
- High school graduates do not always enter college

TRENDS

STATES WITH HIGHEST POSITIVE GROWTH OF PARTICIPATION RATES

Participation rates **exploded** for:

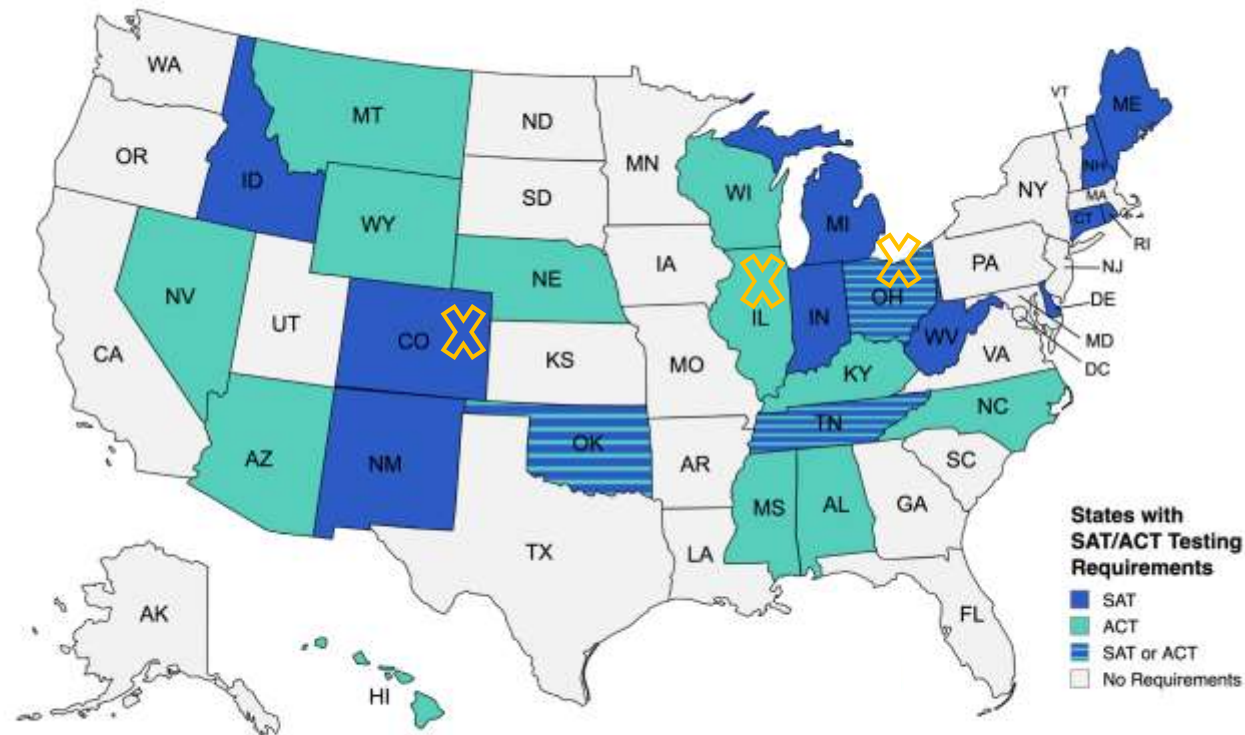
| State | Participation2017 | Participation2018 | Participation2019 | Change |
|---------------|-------------------|-------------------|-------------------|---------|
| Illinois | 9% | 99% | 100% | 1011.1% |
| Colorado | 11% | 100% | 100% | 809.1% |
| West Virginia | 14% | 28% | 99% | 607.1% |
| Ohio | 7% | 18% | 22% | 214.3% |
| Arkansas | 3% | 5% | 6% | 100.0% |
| New Mexico | 11% | 16% | 18% | 63.6% |
| Oklahoma | 12% | 8% | 19% | 58.3% |
| Iowa | 2% | 3% | 3% | 50.0% |
| Mississippi | 2% | 3% | 3% | 50.0% |
| Rhode Island | 71% | 97% | 100% | 40.8% |
| Alabama | 5% | 6% | 7% | 40.0% |

Illinois +1011%

Colorado +809%

West Virginia +607%

STATES WITH SUDDEN POLICY CHANGE: SAT ARE NOW MANDATORY



X States with Sudden Change: SAT now Mandatory

Illinois

Colorado

Ohio

Source: EdWeek.org,
Coloradokids.org

Source: ACT & SAT Graduation Requirements by State | Piqosity

STATES FOR POTENTIAL GROWTH

| State | Participation2017 | Participation2018 | Participation2019 | Change |
|---------------|-------------------|-------------------|-------------------|---------|
| Illinois | 9% | 99% | 100% | 1011.1% |
| Colorado | 11% | 100% | 100% | 809.1% |
| West Virginia | 14% | 28% | 99% | 607.1% |
| Ohio | 7% | 18% | 22% | 214.3% |
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| Iowa | 2% | 3% | 3% | 50.0% |
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| Rhode Island | 71% | 97% | 100% | 40.8% |
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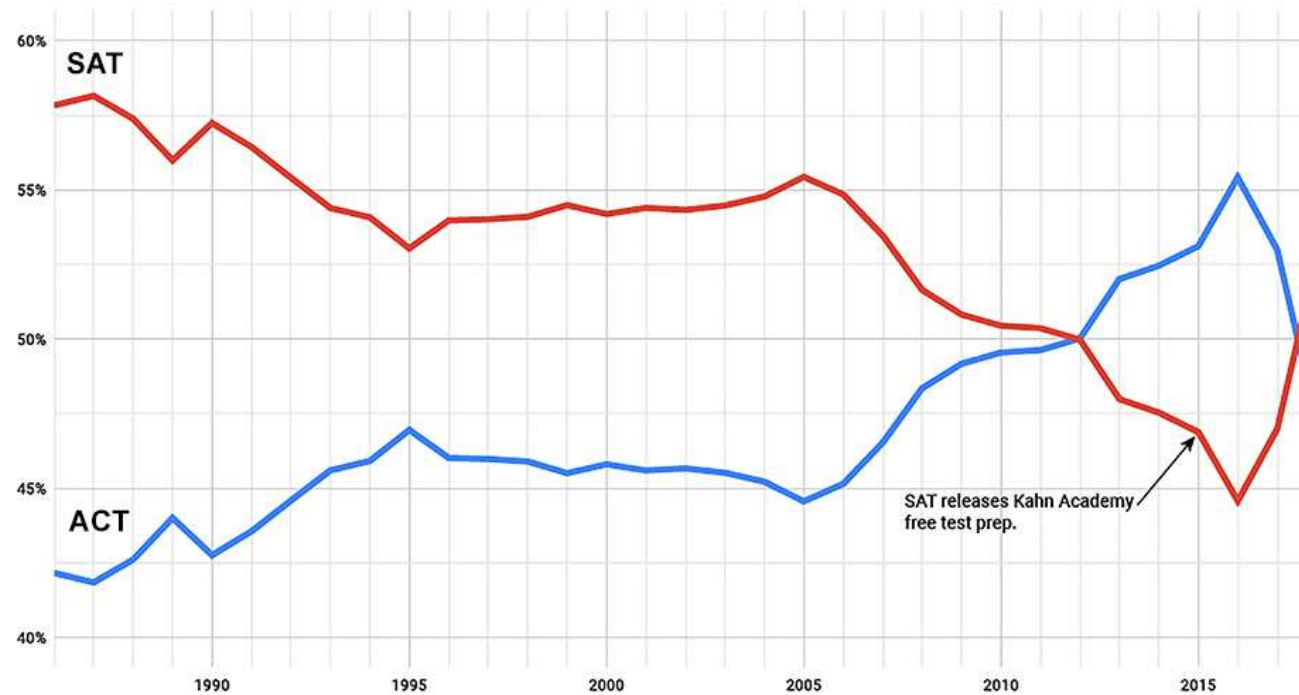
Explosive growth excluded

- Illinois
- Colorado
- West Virginia

CHANGE IN GROWTH LINKED TO EVENTS

2015 EVENT: LAUNCH OF KHAN ACADEMY

ACT vs. SAT Market Share



Source : SAT vs ACT: Which is More Popular? - The Olive Book Blog (olive-book.com)

CONCLUSION

ADD MORE SAT TEST CENTERS?

- **No new SAT test centers should be built**, despite the overall growth in participation rate from 40% to 49%.
- Policy changes is one of many factors causing explosive increase in participation rates.
- **Incremental increase should be closely scrutinized for their true reason for increase, such as the launch of a new service or external event.**



THANK YOU FOR YOUR ATTENTION

If there are questions, let us know!