# SAT Participation Initiative

## SAT Value Proposition

#### **Students**

- Requirement for High School Graduation
- Requirement for College Admission

### Colleges

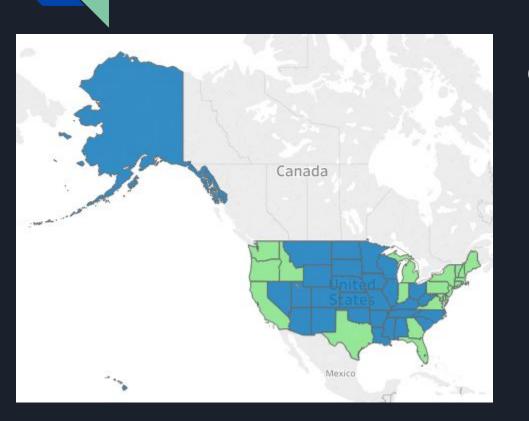
- Industry standard to evaluate "aptitude" of students
- Uniformity across all states is appealing

# SAT Challenges

- More expensive
- Does not mirror high school curriculum, as the ACT does.
- Just made changes as of March 2016 adopting many aspects of the ACT

"The content on the New SAT is very similar to that which is on the ACT. The major difference is in how the concepts are tested and the steps students will have to take to solve problems correctly."

# SAT v ACT participation rates



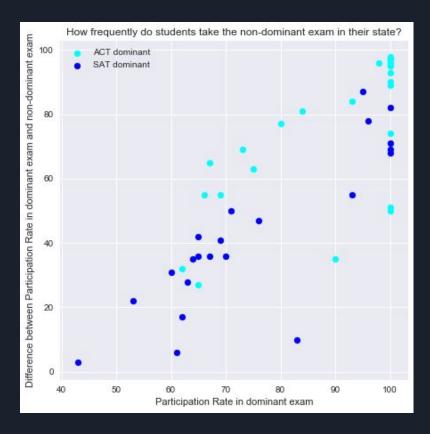
# Colleges

- ACT has 100% participation in 17 states.
- SAT has 100% participation in 4 states.

In markets where the SAT is dominant, do students take the ACT?

YES

In markets where the ACT is dominant, do students take the SAT?



Not as much.

# 30 states

Legislation has not determined a required exam.

