

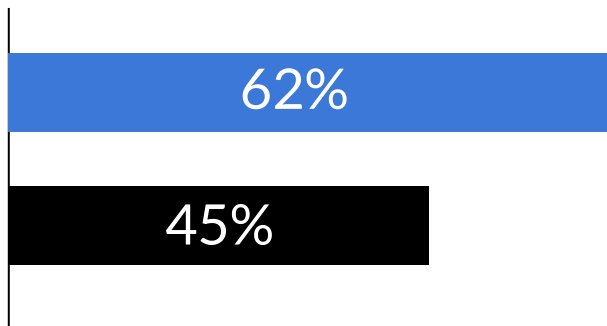
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# SAT & ACT Analysis and Recommendations

December 12, 2020  
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Prepared for: College Board

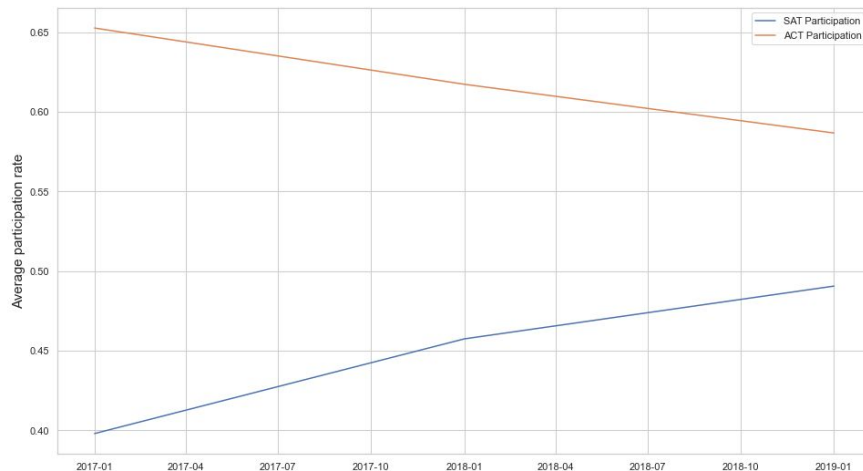
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# The ACT historically appears to be outpacing SAT participation



In recent years the ACT is steadily gaining ground across the country with mean participation rates much higher than the SAT (45% vs. 62%)

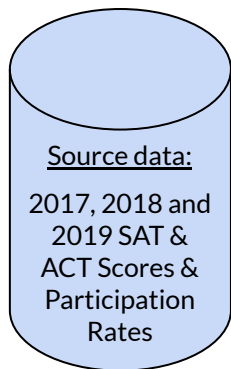
SAT vs. ACT Participation from 2017 to 2019



The College Board implemented some major design changes to the SAT in 2016 and since then the trend seems to be reversing

# How we got to our recommendations

Gather source  
data

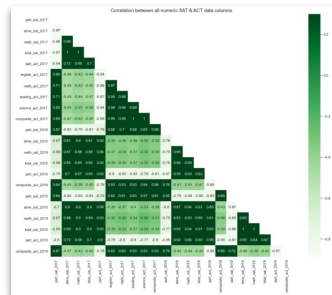


Clean data



Exploratory Data  
Analysis  
& Visualizations

	count	mean	std	min	25%	50%	75%	max
part_sat_2017	51.0	0.386039	0.352766	0.02	0.040	0.38	0.660	1.0
etw_sat_2017	51.0	568.117647	45.669101	482.00	533.500	559.00	613.000	644.0
math_sat_2017	51.0	556.882353	47.121395	468.00	523.500	548.00	599.000	651.0
total_sat_2017	51.0	1126.08039	92.494812	950.00	1055.500	1107.00	1212.000	1295.0
part_act_2017	51.0	0.692549	0.327408	0.08	0.310	0.69	1.000	1.0
english_act_2017	51.0	26.913173	2.338077	16.30	19.000	20.70	23.300	25.5
math_act_2017	51.0	21.182353	1.981989	16.00	19.400	20.90	23.100	25.3
reading_act_2017	51.0	22.013725	2.087271	16.10	20.400	21.80	24.100	26.0
science_act_2017	51.0	21.430980	1.730353	16.20	19.900	21.30	23.200	24.9
composite_act_2017	51.0	21.519608	2.020695	17.80	19.800	21.40	23.600	25.5



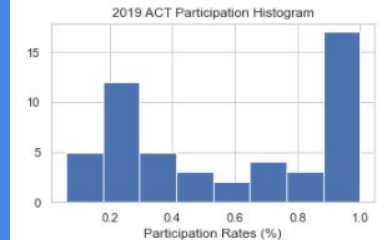
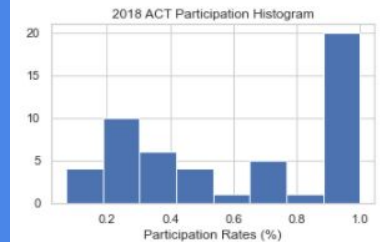
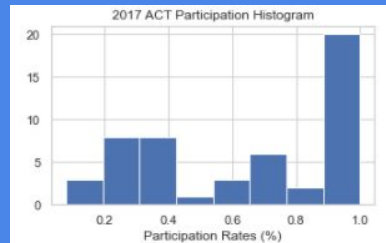
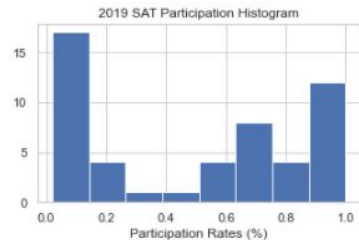
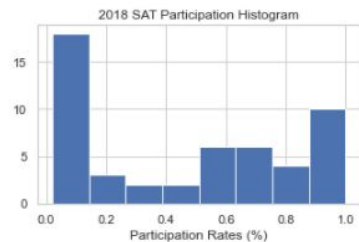
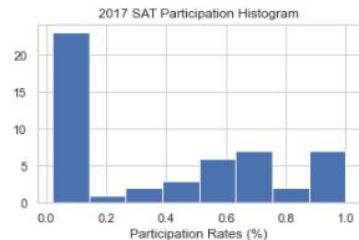
Supplemental  
Research



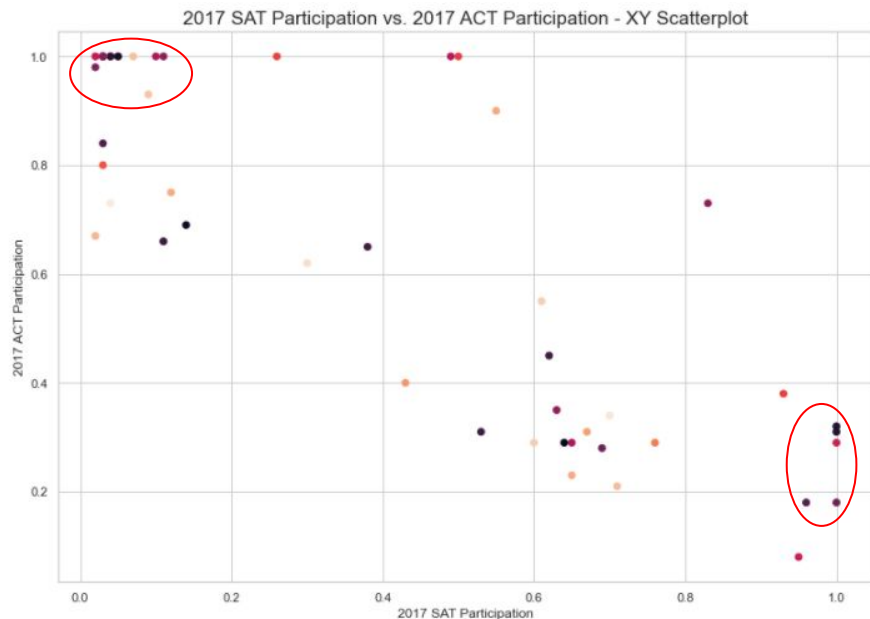
Recommendations

# 1 Insights | The ACT and SAT participation distributions roughly Mirror each other

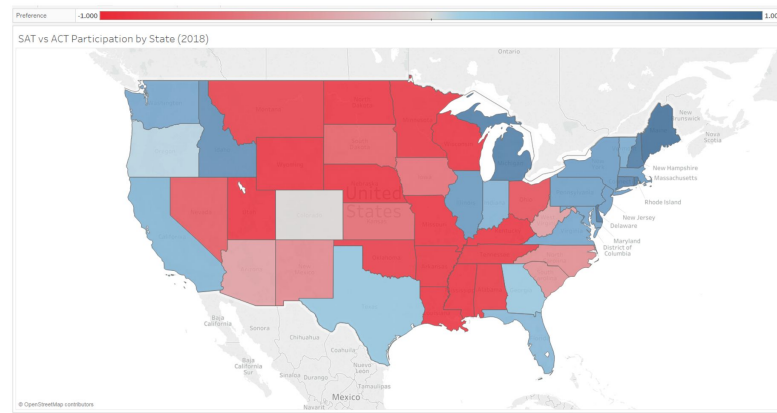
## 6



## 2 6 It's clear that state SAT/ACT mandates and decision making are made at the state level

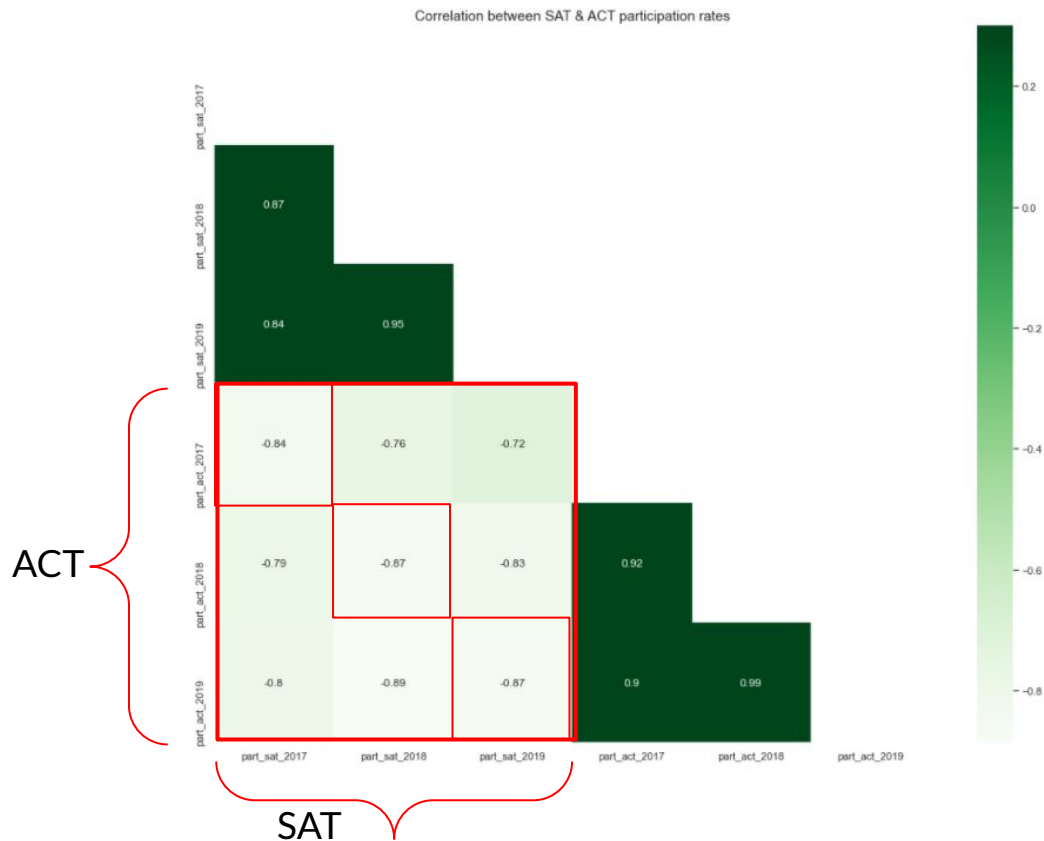


SAT Predominant States in Blue, ACT Predominant States in Red

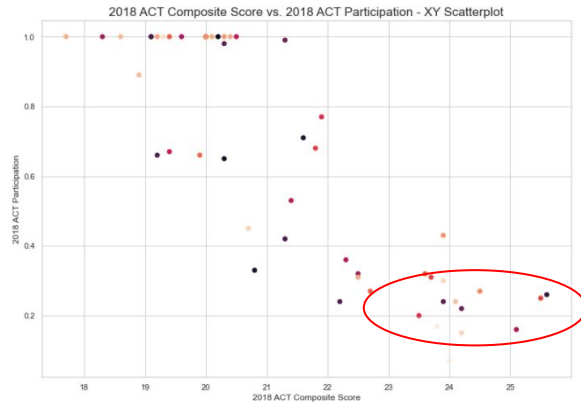
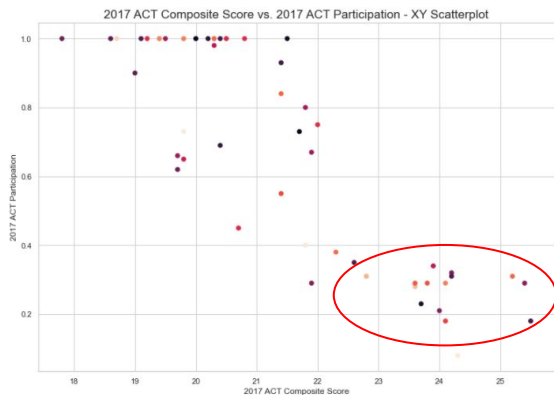
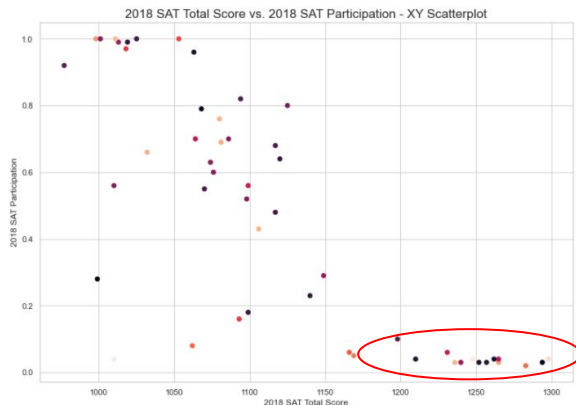
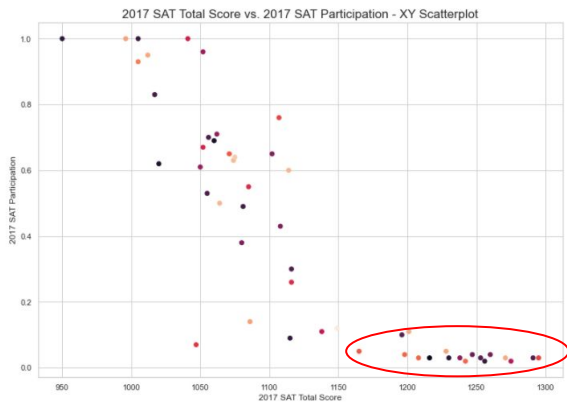


Source: [Collegeraptor.com](https://collegeraptor.com)

# 3 A negative correlation between exam 6 types further confirms this theory

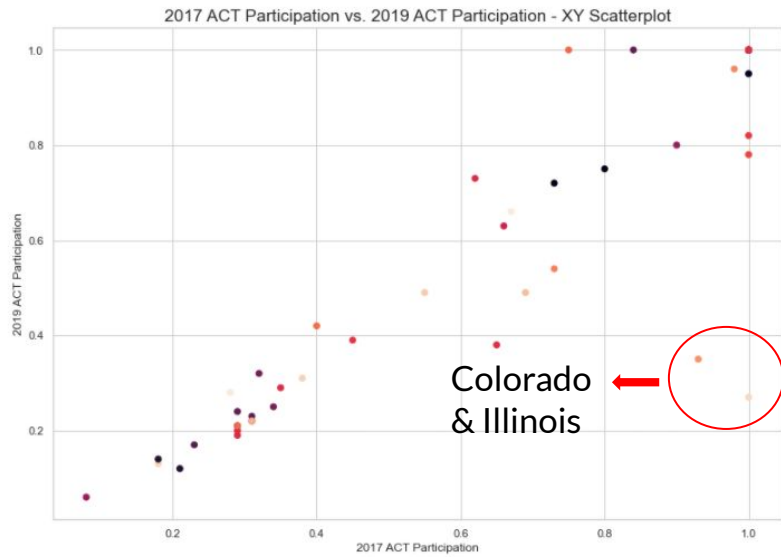
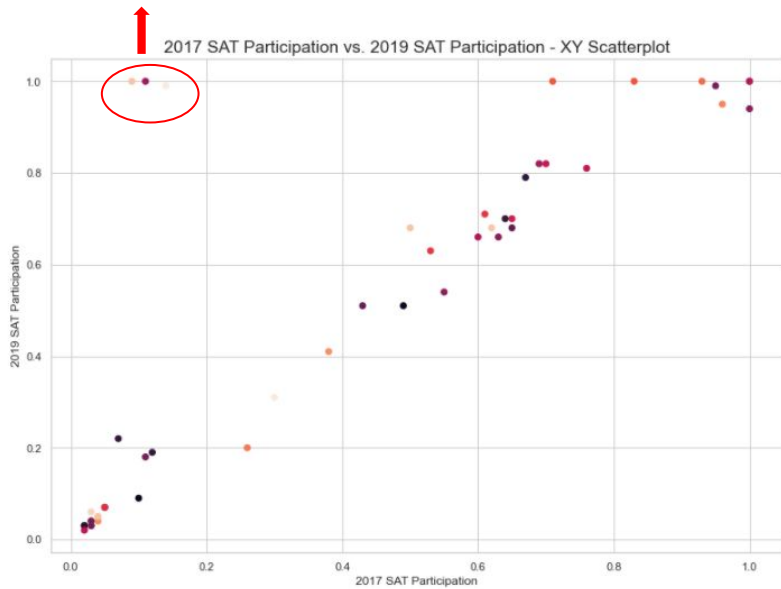


# 4 6 When students in low participation states elect to take the non traditional test, they ace it!



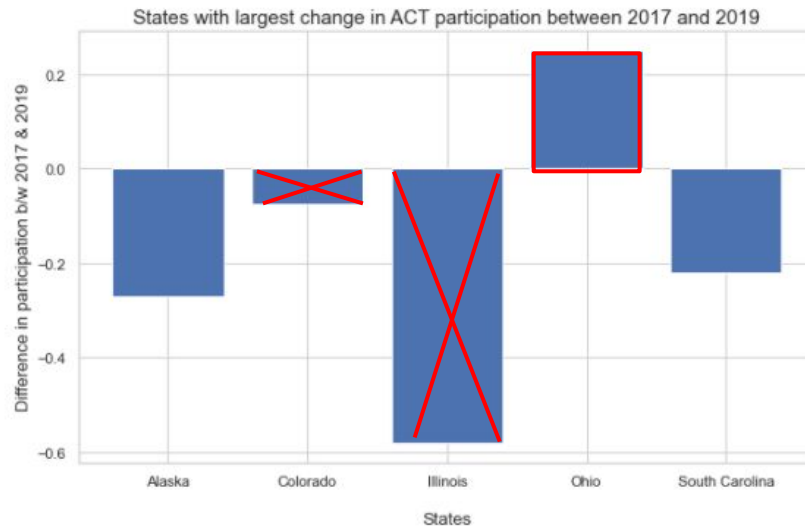
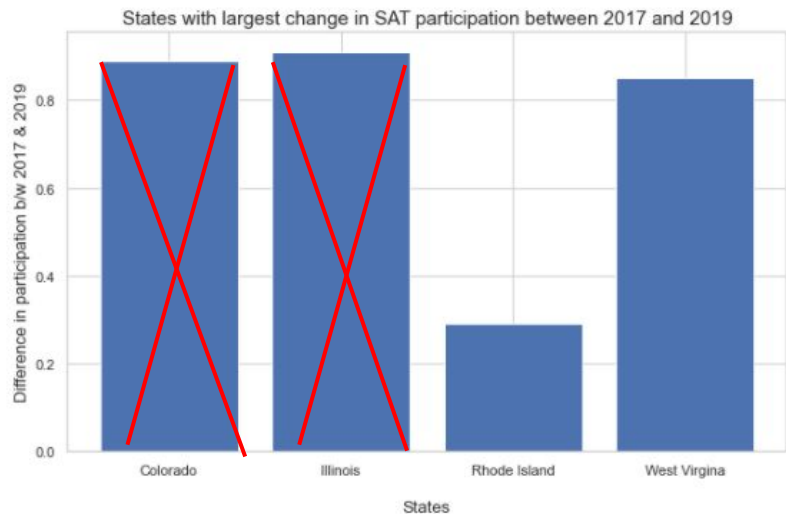
# 5 States are recognizing the value of the 6 revamped SAT and making the switch

Colorado, Illinois,  
West Virginia



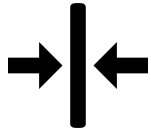


# 6 It's also possible other states saw significant 6 YoY changes in participation that we're not driven by a statewide mandate



# Using Colorado's success as a roadmap for Ohio

Aligned



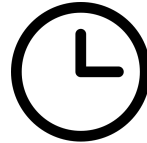
Enhanced  
Reporting



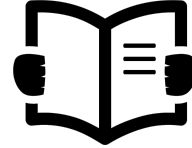
Material  
Relevance



Less time  
constrained



Free  
resources



Accessibility



Ohio has the infrastructure to quickly make the switch..and has proven it in recent years

Ohio ACT score are declining which is raising questions and concerns about alignment to Ohio education standards

# Recommendations & Next Steps

Given the context, Ohio is an excellent candidate for the College board to focus on targeting participation rate improvements

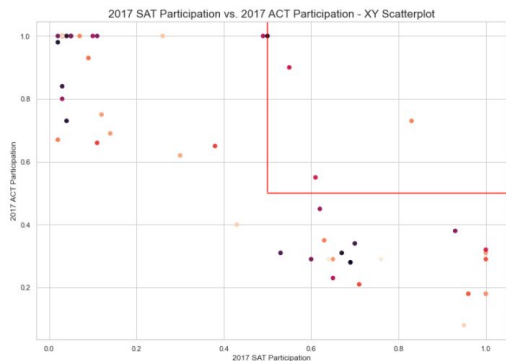
- We can apply successful learnings from Colorado's SAT transition and leverage the overhauled student-accessible SAT design to gain traction amongst school districts
- In 2018, **127K** students took the ACT in Ohio whereas only **22.8K** took the SAT
- There is a lot of potential to increase participation in Ohio (~5.5x potential growth)
- The state infrastructure & funding are open and setup to support this



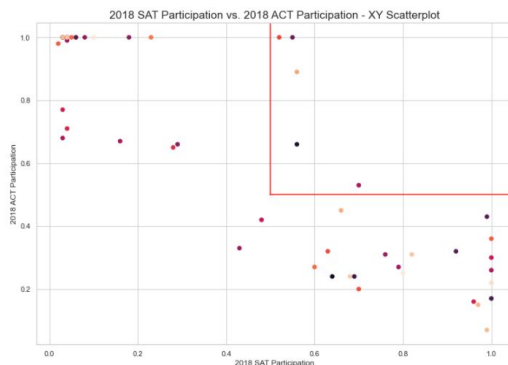
**Next Steps:** Moving into the next phase of this analysis would require additional resources and data. In order to properly strategize our campaign in Ohio, it will be critical to get access to granular statewide data by school district in order to better understand local trends and ensure our approach aligns to their requirements & needs.

# APPENDIX SLIDES

# 1 X Insights: It's clear that state SAT vs. ACT mandates and decision making are made at the state level

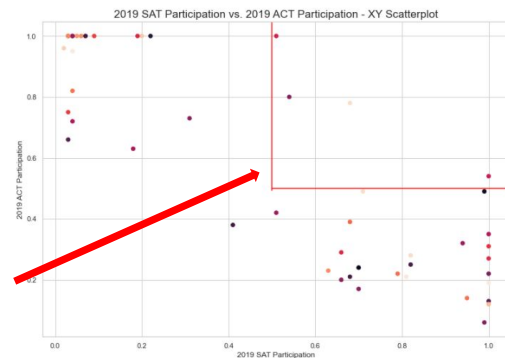


← Florida, Georgia, Hawaii



← Florida, Georgia, Hawaii, North Carolina, South Carolina

Florida, Hawaii, North Carolina, South Carolina



# 1 X Insights: This trend is further confirmed when comparing boxplots

