



Roy Kim

Recommendations to the College Board

Joel Heller 2014
HYPERTOON.COM

WE'RE DROPPING
THE "ESSAY"
FROM THE "SAT."

WHICH
STANDS FOR
TROUBLE.

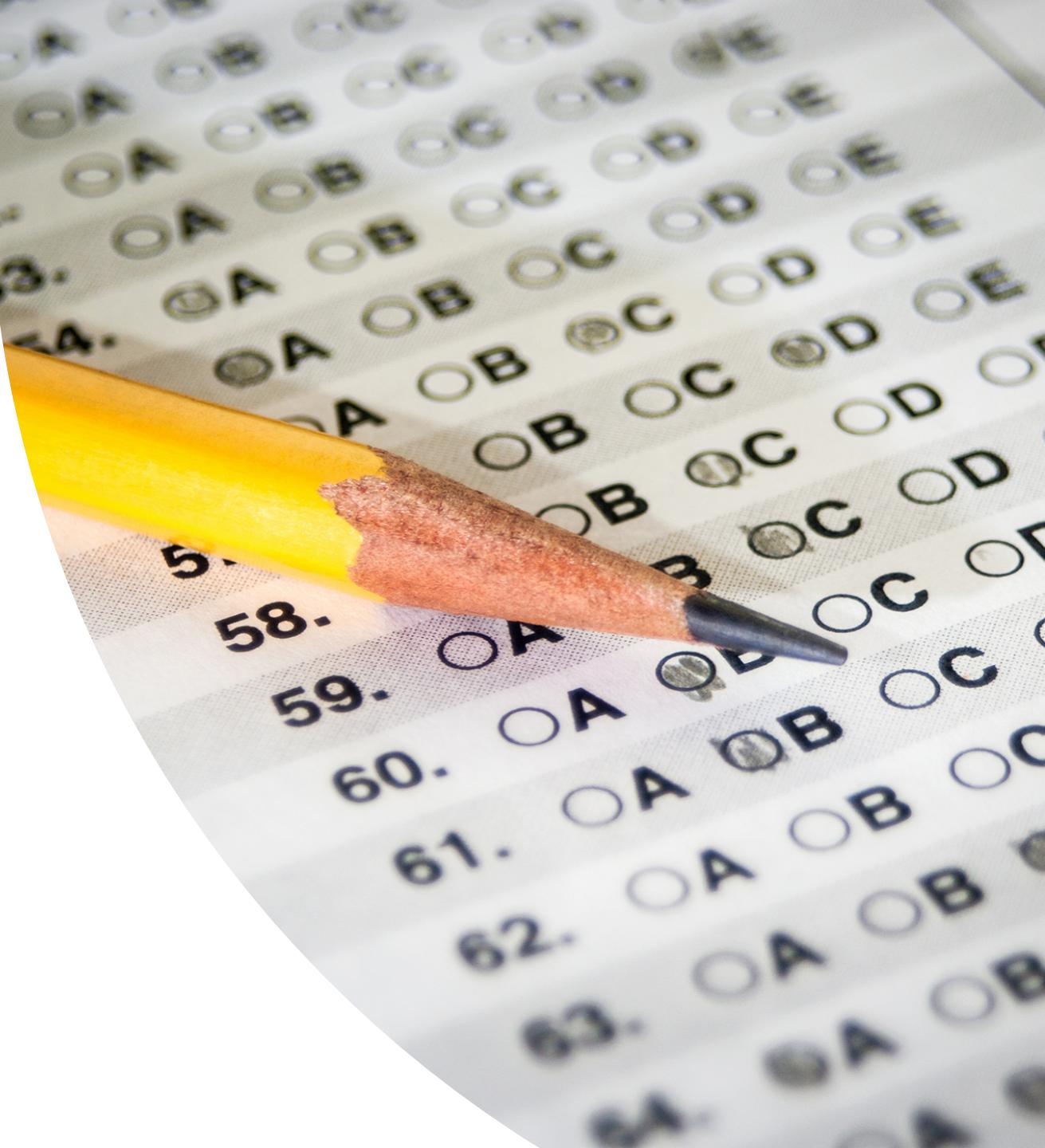
WOW!
THAT'LL JUST
LEAVE A
"T."

2016
SAT
REDESIGN



Background Information

- Standardized college exams are tests made to be an objective reference point across states on the preparedness of students to succeed in college
- Two major tests: SAT and ACT
- Recent increase in state participation



Goal

To analyze recent SAT and ACT data to inform the College Board on what state market to expand in.

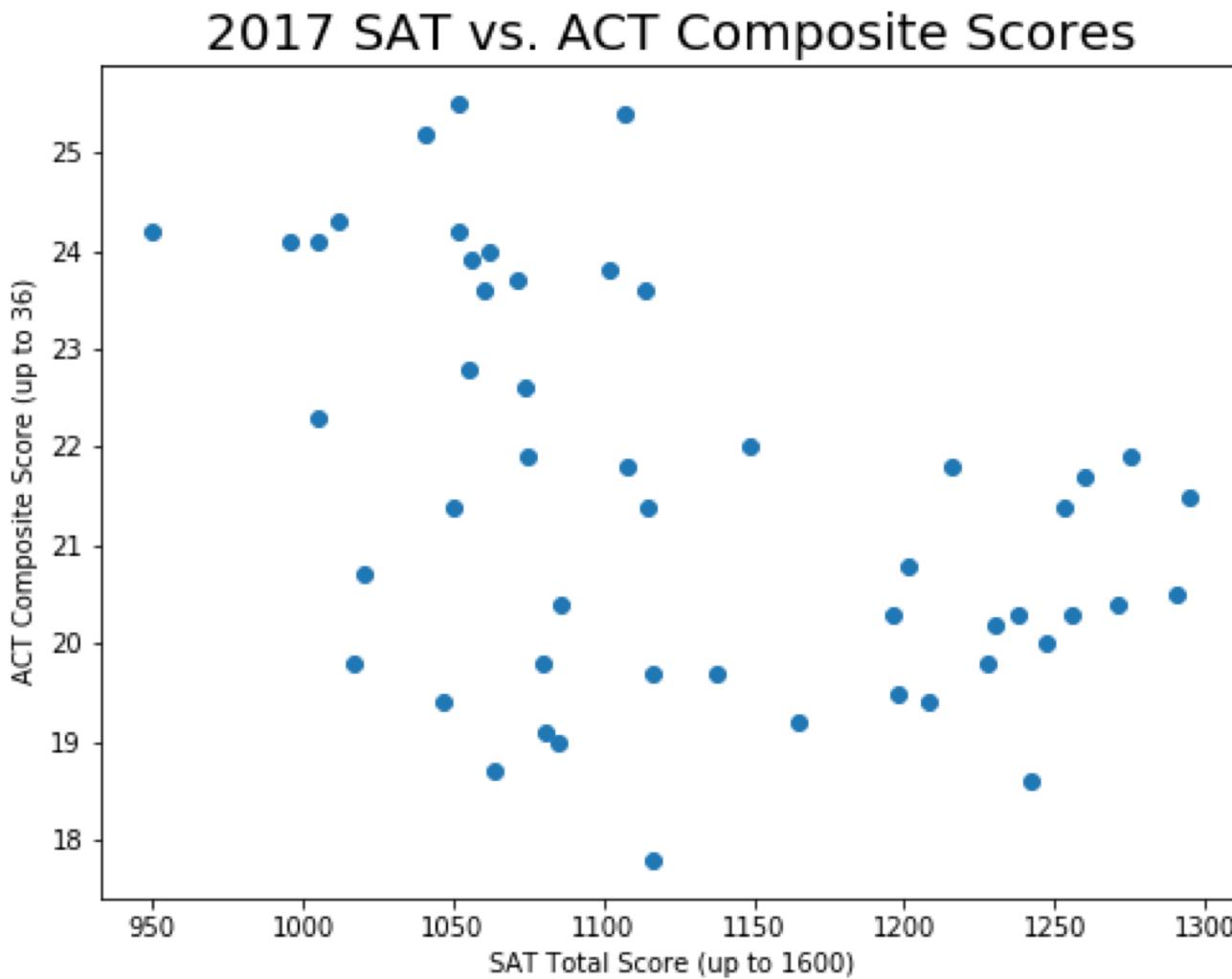
Problem Statement

What market should the College Board pursue to increase SAT participation?

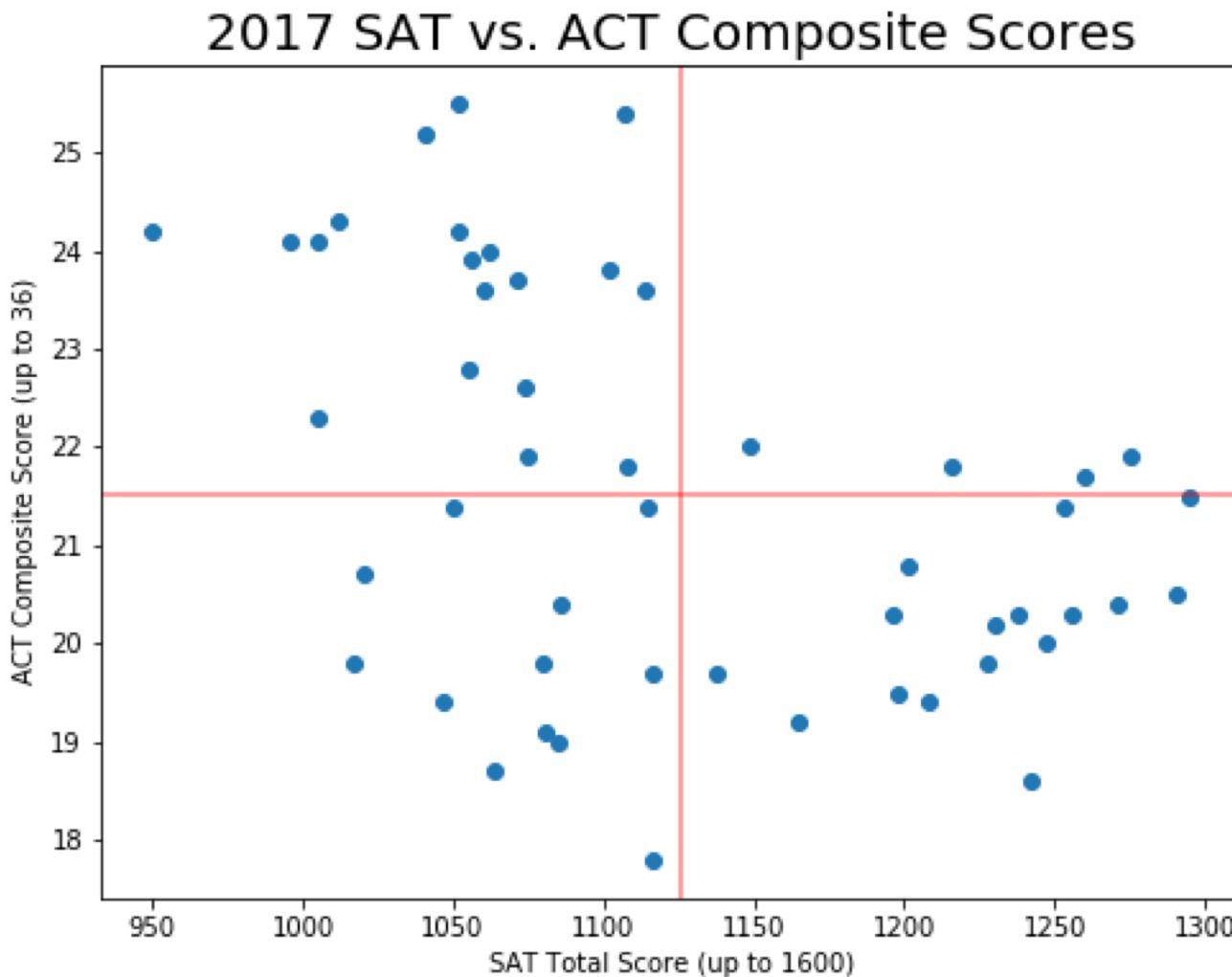
Approach

1. Collect SAT and ACT data from 2017 and 2018 and combine with relevant state information (median income, college bound percent, population, etc.).
2. Perform exploratory data analysis to understand relationships and patterns between different facets of data.
3. Assess data and choose a state “market” that the College Board can expand in
4. Research and analyze information about said state market and present findings

Step 1 Findings / Supporting Information

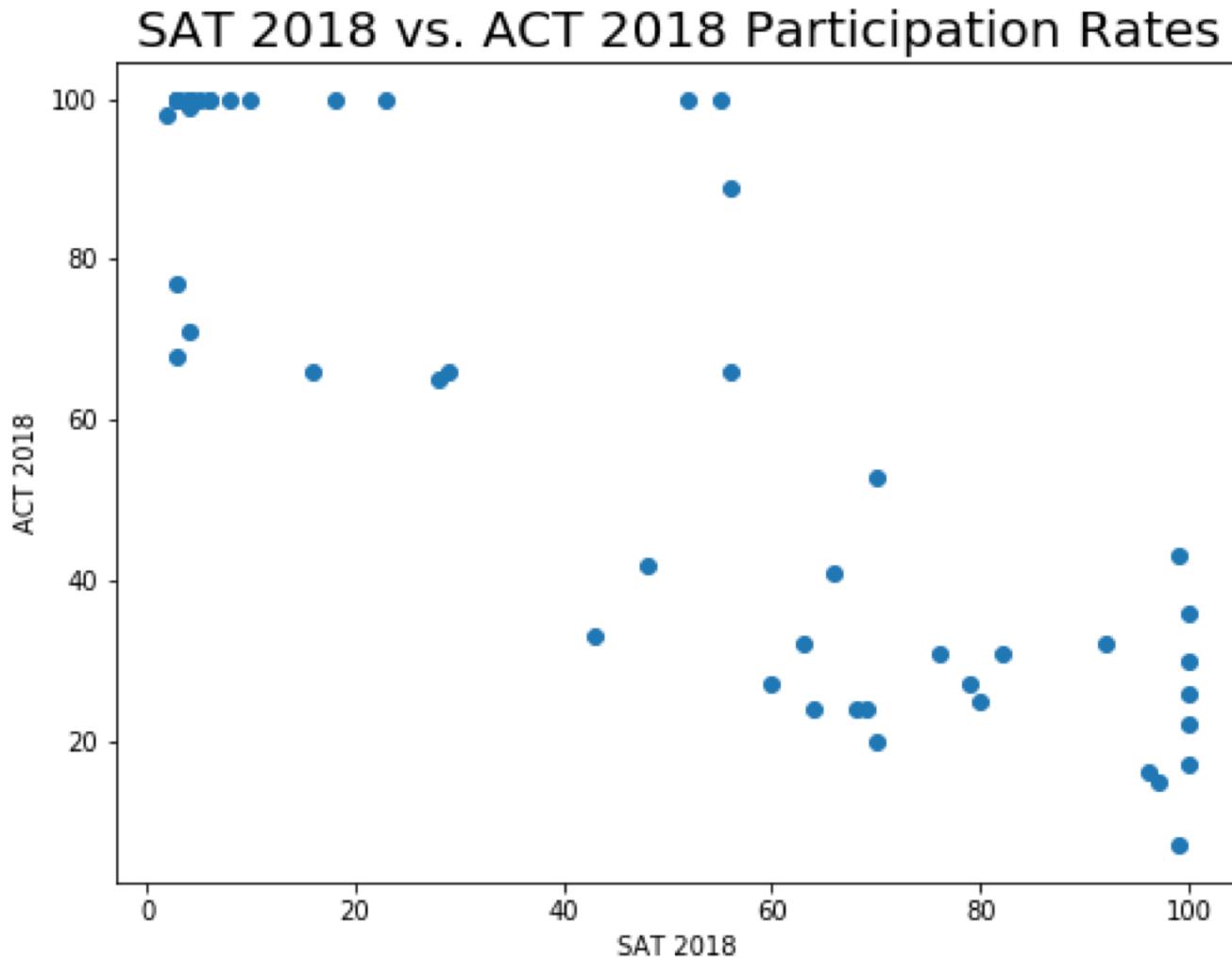


Step 1 Findings / Supporting Information

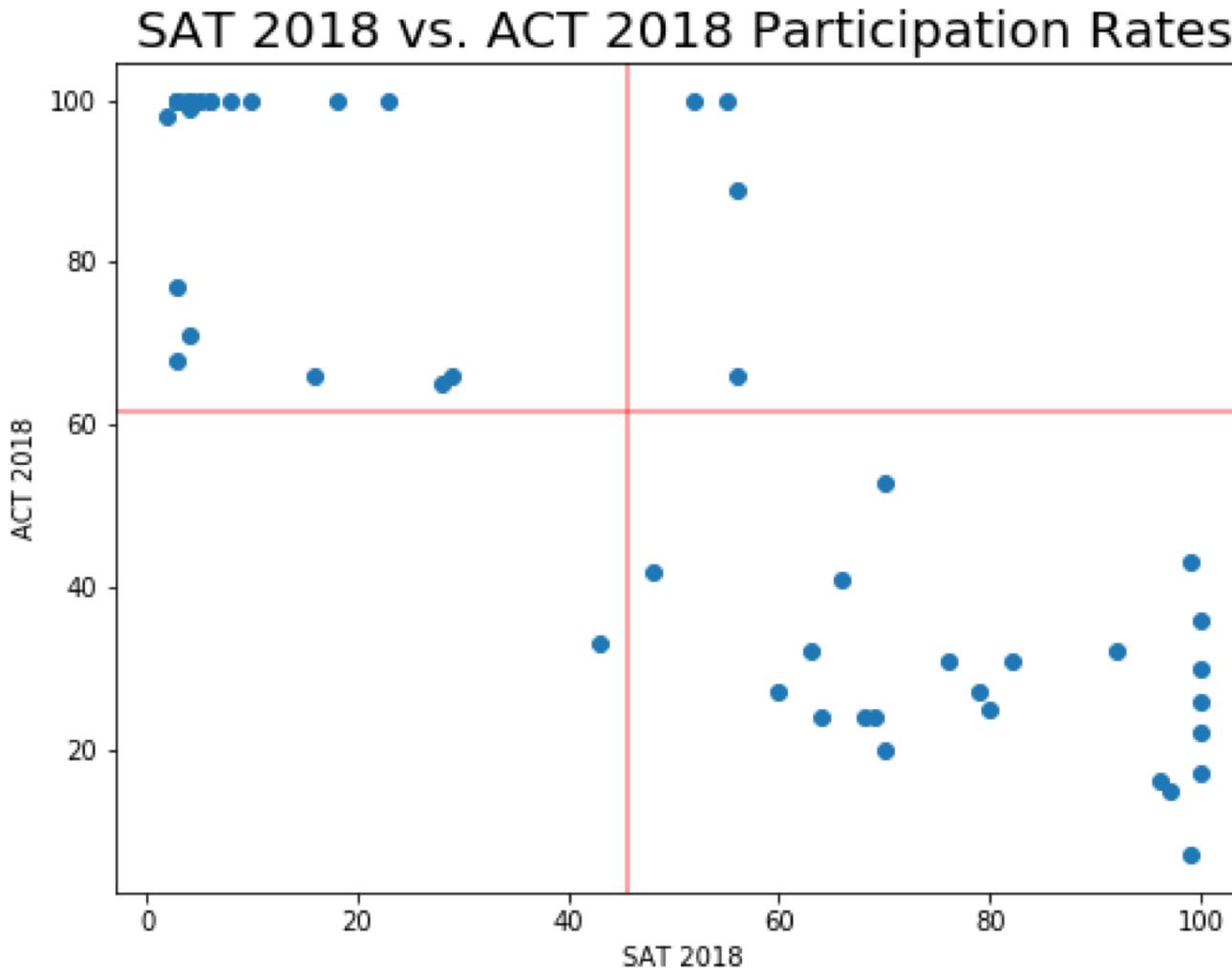


Bottom left quadrant are states with below average SAT and ACT scores in 2017

Step 2 Findings / Supporting Information



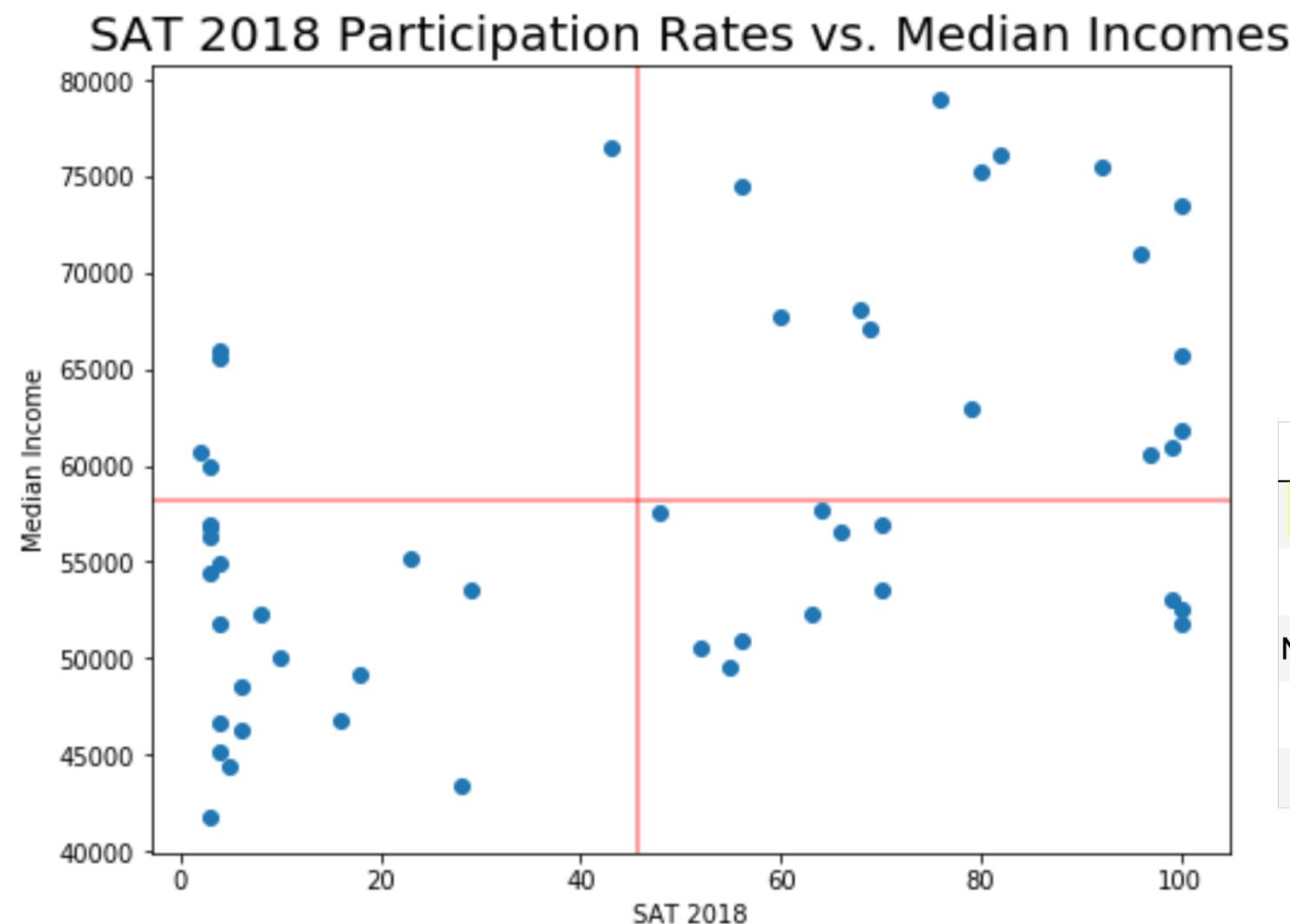
Step 2 Findings / Supporting Information



Only one state that has below average participation on ACT and SAT

state	2018_sat_part	2018_act_part
Alaska	43	33

Step 3 Findings / Supporting Information



Potential markets: States with low SAT participation rates

Deeper Research into Alaska

- Alaska has the second lowest college-bound senior class amongst all 50 states
- Alaska has a high median income due to the industries available for work (no higher education needed)
- Alaska only has two universities
- Most students go to other states for college (and don't return)



state	median_income	college_bound	2018_sat_part	2018_act_part	2017_pop_est
Idaho	51807	43.7	100	36	1716943
Alaska	76440	44.0	43	33	739795

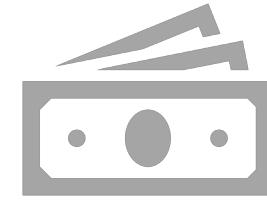
Conclusion



Alaska's students has performed below average on the SAT and ACT for 2017 and 2018



Alaska has below average participation on both the SAT and ACT



Alaska has a high median income but low college entrance rate

****The College Board and Alaska's students can benefit from increased participation in the SAT****

Recommended Actions

Making the SAT more widely available (maybe mandatory) in Alaska would:

- Prepare Alaskan students to be a more diverse workforce
- Help future-proof Alaska
- Improve quality of universities in Alaska



Next Steps / Questions

- Work with school systems to encourage higher education participation
- Work with legislators to
 - make SAT a state-funded test
 - re-evaluate secondary and higher education funding