

SAT[®]



SAT and ACT analysis

BreakRoom 4

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SAT & ACT Analysis

1. Context & Problem Statement
2. Analysis & Findings
3. Recommendation

Context

How we can increase the participation rates of SAT based on the participation trends of SAT and ACT from 2017-2018

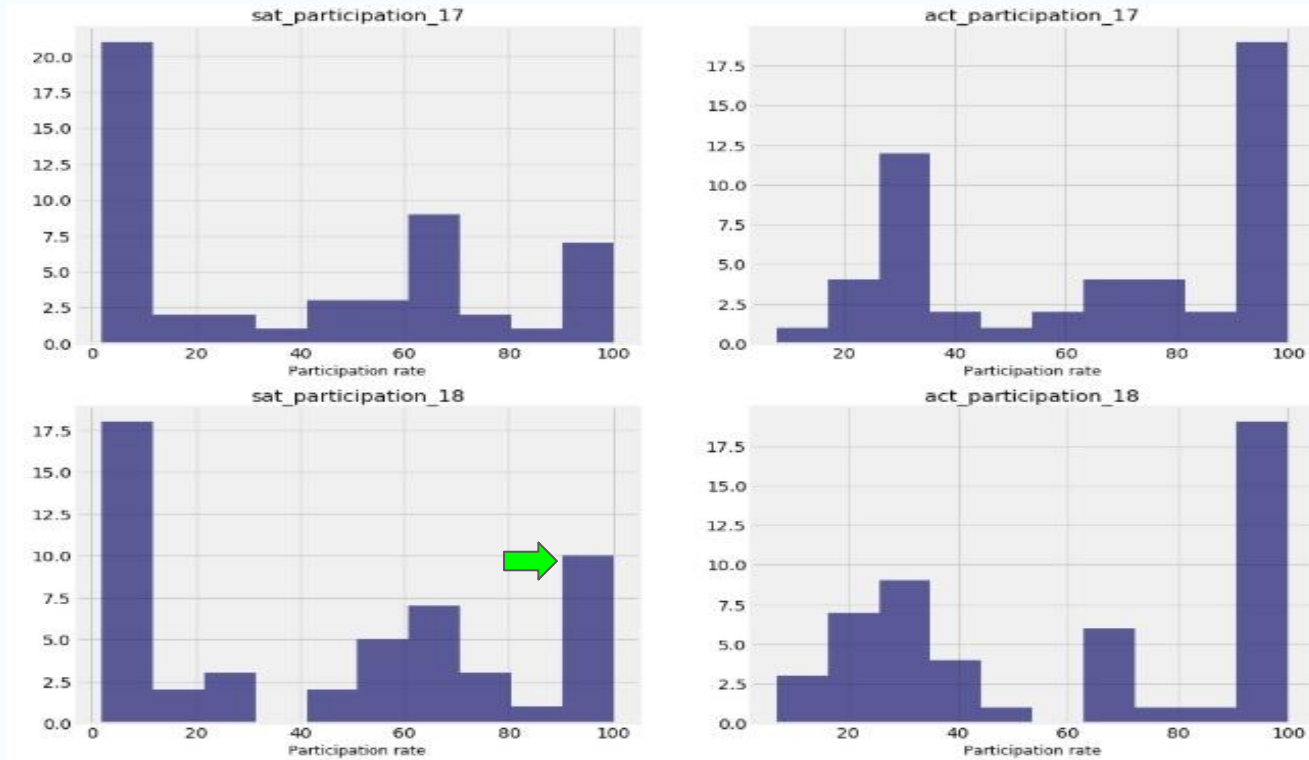
Problem Statement

Which state should the College Board focus on to raise SAT participation rates?

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SAT & ACT Participation Rates (2017-2018)

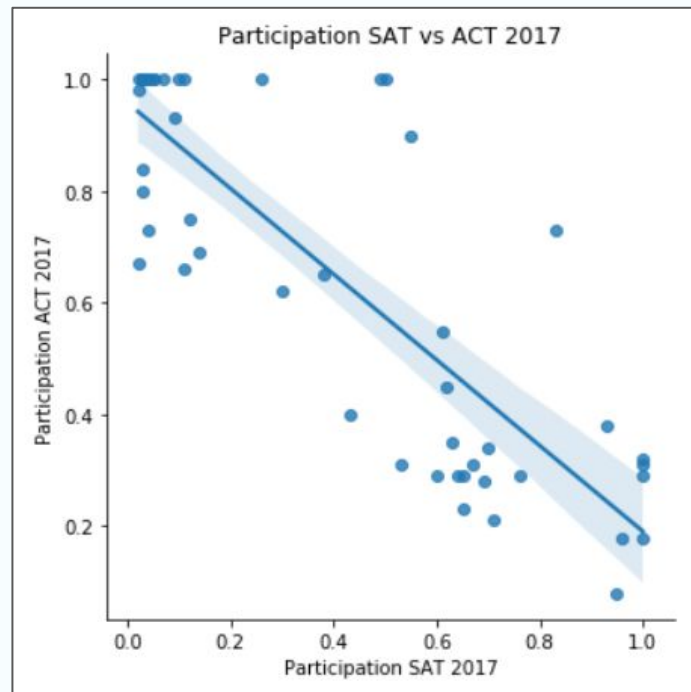
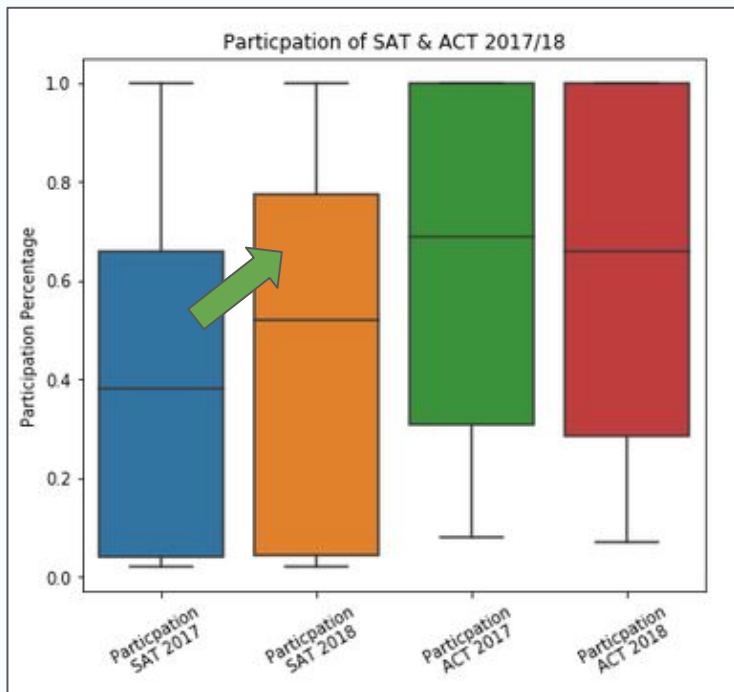


For respective tests, rates almost mirrored across 2017-2018.

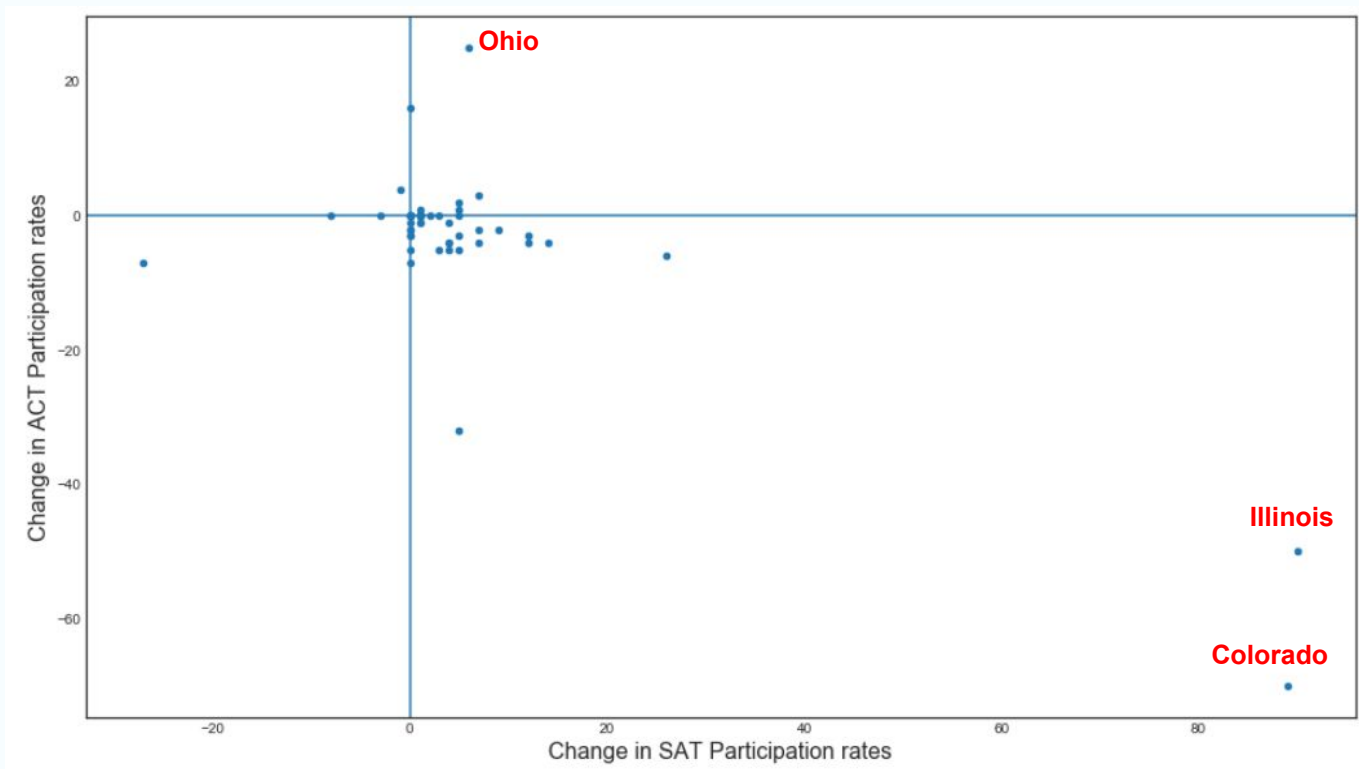
SAT has a small cluster of high participation states

No. of states with 100% SAT participation rates increased in 2018.

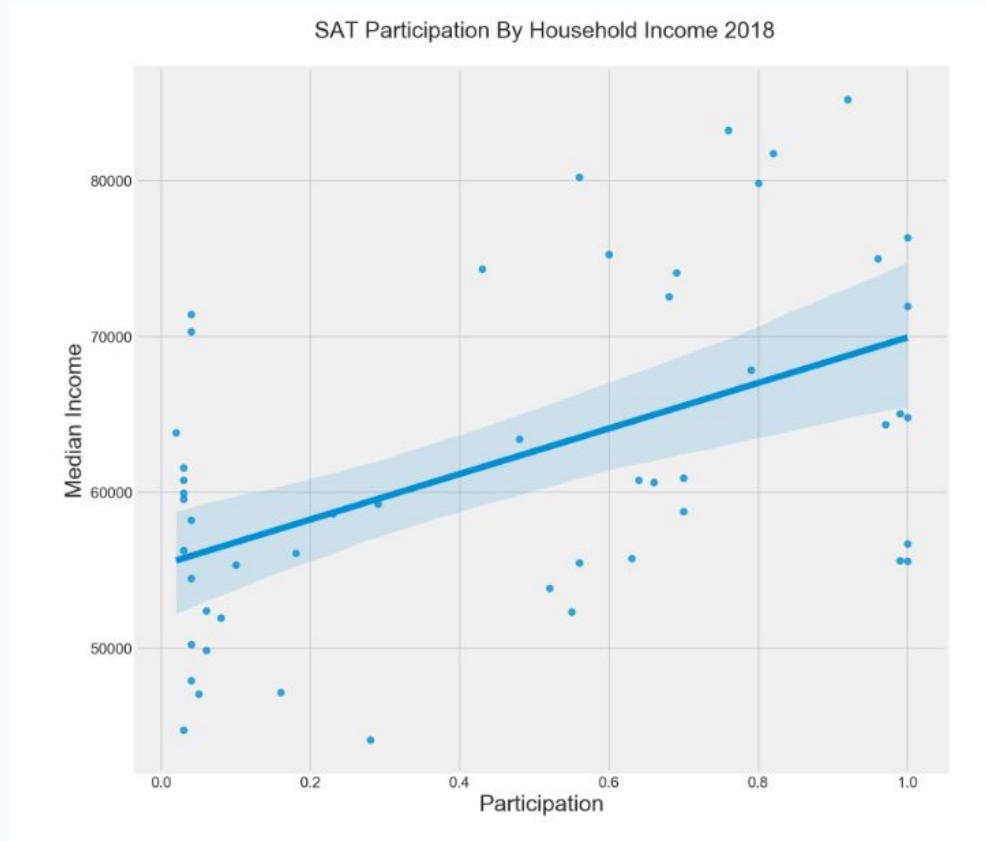
Participation rates in 2017 and changes between 2017 and 2018



Change in Participation rates between the SAT and ACT



Comparing Participation rates and household income



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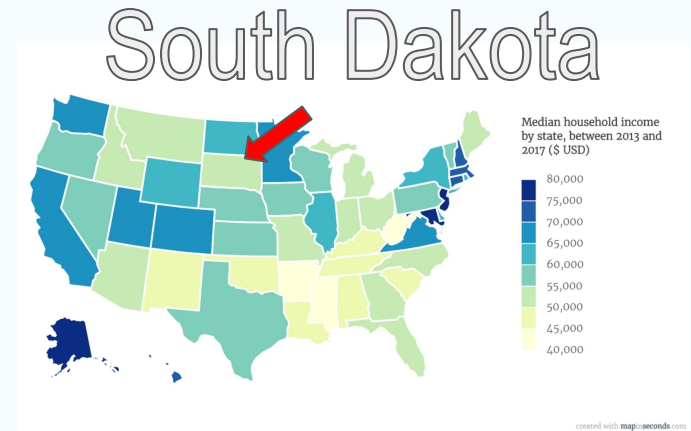
Recommendations

- The shift in participation rates is strongly driven by state education policies.
- The College Board could consider focusing on states with
 - Low SAT participation rates;
 - Non-mandatory State education policies.

As such, our proposal is to focus on **South Dakota**.

Why South Dakota?

State	SAT 2018 Participation	ACT 2018 Participation	SAT Required	ACT Required
North Dakota	2.0	98.0	False	True
Wyoming	3.0	100.0	False	True
South Dakota	3.0	77.0	False	False
Nebraska	3.0	100.0	False	True
Wisconsin	3.0	100.0	False	True



- It currently has low SAT participation rates, which leaves much room for growth.
- It has not adopted mandatory statewide test for either SAT or ACT.
- The scholarships and fee-waiver will be beneficial for South Dakota students

Further Recommendations

To ease transition from ACT to SAT:

- Partner South Dakota's educational board to create materials (e.g. partnership with Khan Academy for pre-SAT preparation) to better prepare the students for SAT.
- Policies to alleviate cost for taking SAT.
- Continual data monitoring & retention of past data (SAT and ACT); so as to better refine South Dakota's policies to SAT testing.