

SAT Investment Opportunities

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The 2018 average state
participation in the US for the
SAT was **46%**
compared to that of the
ACT at **61%**



SAT vs ACT

Students take
either the ACT or
SAT



- Which test they will perform best in

Popular test by
state remained
relatively
consistent



- College/State requirements

Performance in
One Test is slightly
negatively related
to performance in
another



- ACT has more specialized sections (e.g. Science)
- SAT more general



Investments in: Utah 3% participation

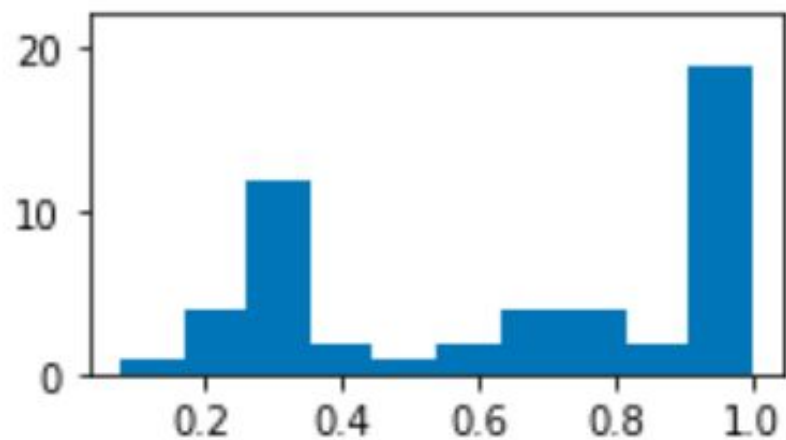
CURRENT:

- Requirement: ACT taken by 100% of students
- Free of charge to students

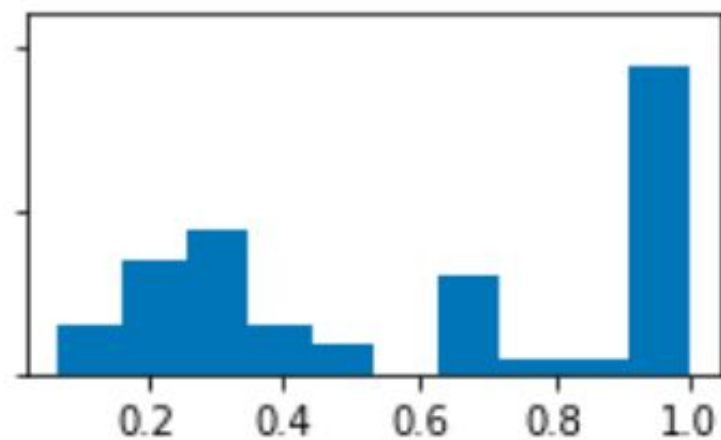
OPPORTUNITIES FOR STATE:

- Provide options for students and tailor to their learning style
- Benefits of new 2016 format
- Diversify risk (e.g. ACT no longer available)

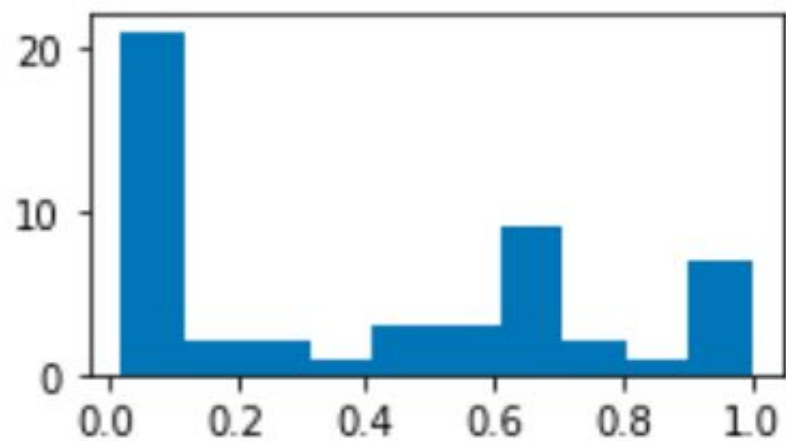
ACT 2017



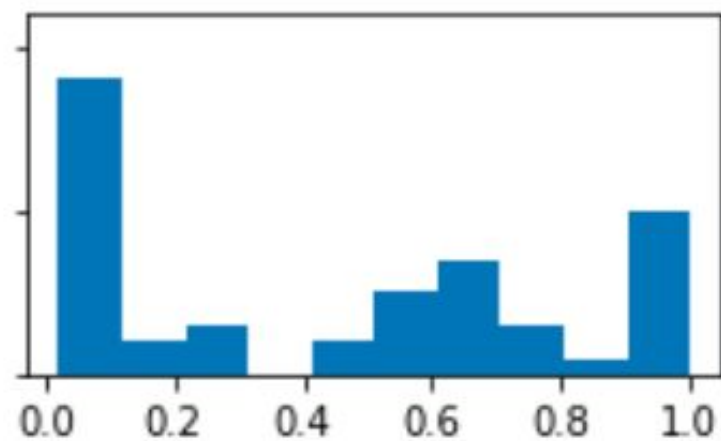
ACT 2018



SAT 2017

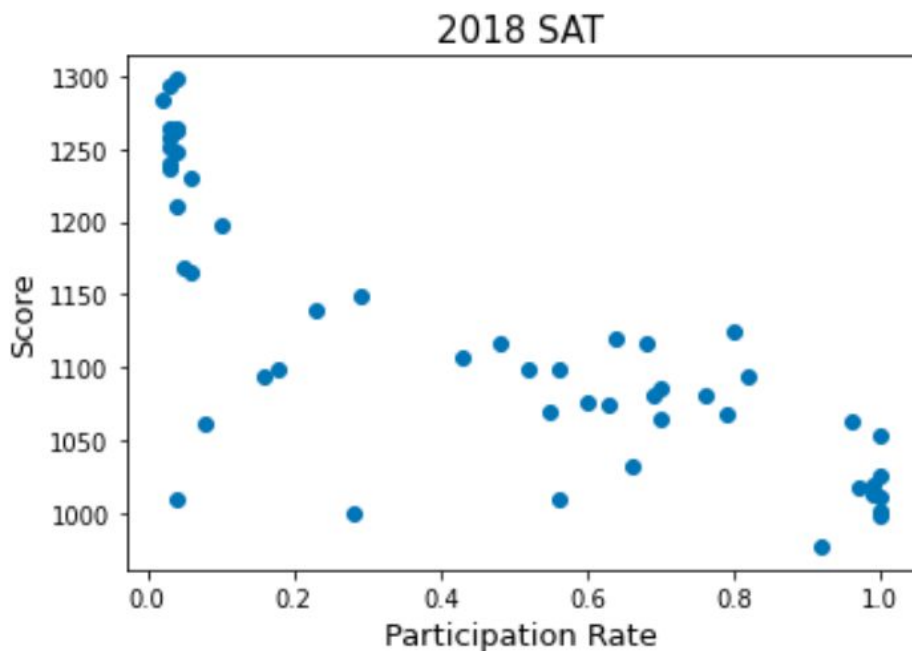
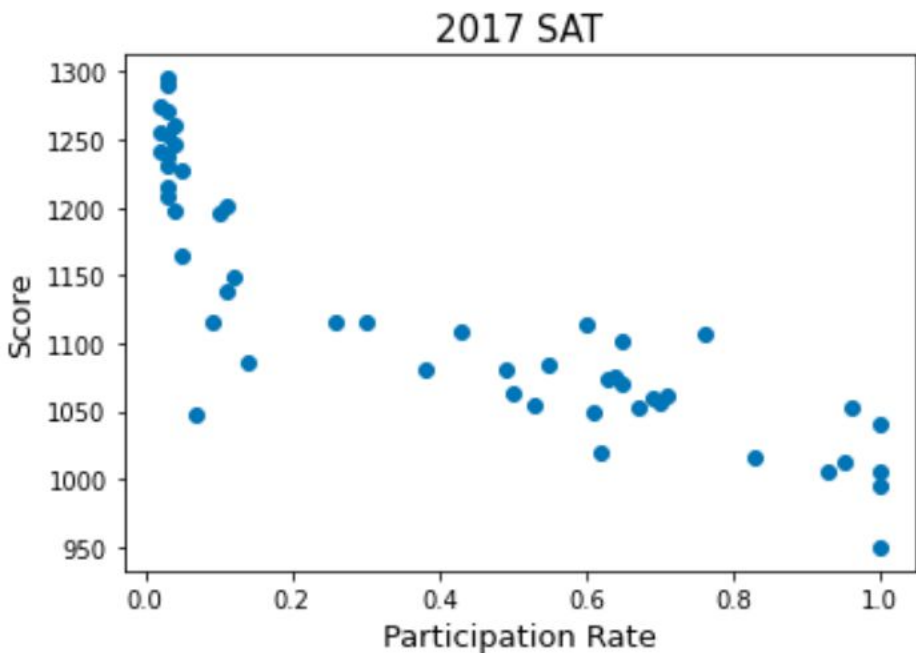


SAT 2018





The Higher the Participation, the Lower the Total Score





Invest in Students and Government

- Invest in students
 - College prep programs
 - Increase accessibility
 - Test Prep - Math!
- Invest in relationships with state government
 - Offering exam free of cost
 - Mandating all students take exam to improve odds of good brand