

Recommendations for Improving SAT and ACT Participation Rates

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Objectives

1. Based upon 2017 ACT and SAT Test Participation averages, identify states that currently favor one test over the other.
2. Based on previous, identify states that do not show clear preference on test type so that marketing efforts can be targeted.
3. Identify which states have the highest score averages per test and see if there is a correlation between test participation rate and score averages
4. Based upon data, provide potential recommendations as to where the College Board should focus efforts on increasing SAT visibility and overall participation.

Full Mandatory Participation Per State

SAT:

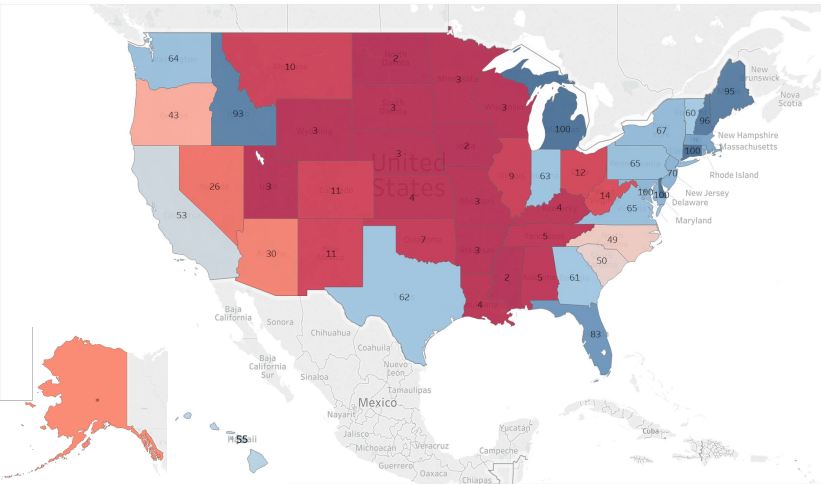
4 states: Connecticut, Michigan,
Delaware, Washington, D.C.

ACT:

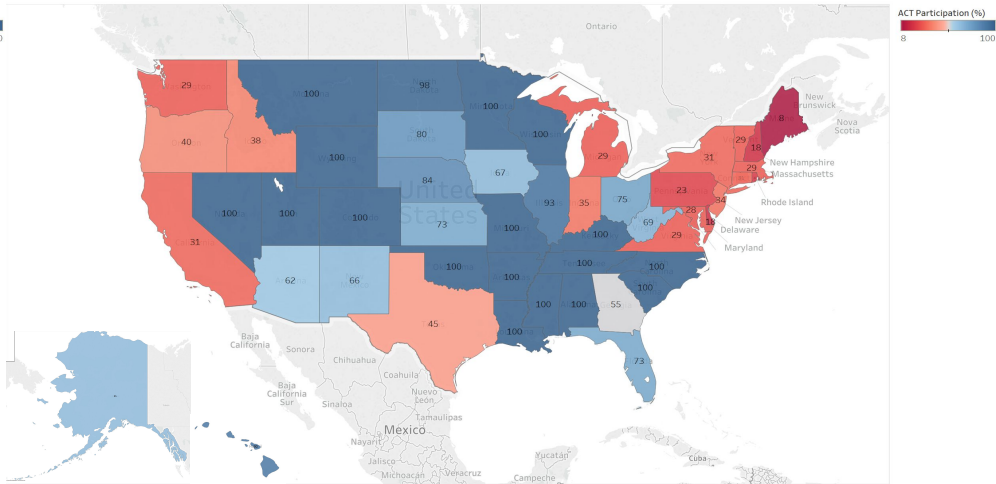
17 states: Minnesota, Wisconsin,
Missouri, Kentucky, Utah, Mississippi,
Tennessee, Wyoming, Colorado,
Arkansas, Louisiana, Montana,
Alabama, North Carolina, South
Carolina, Oklahoma

Distributions of Test Participation

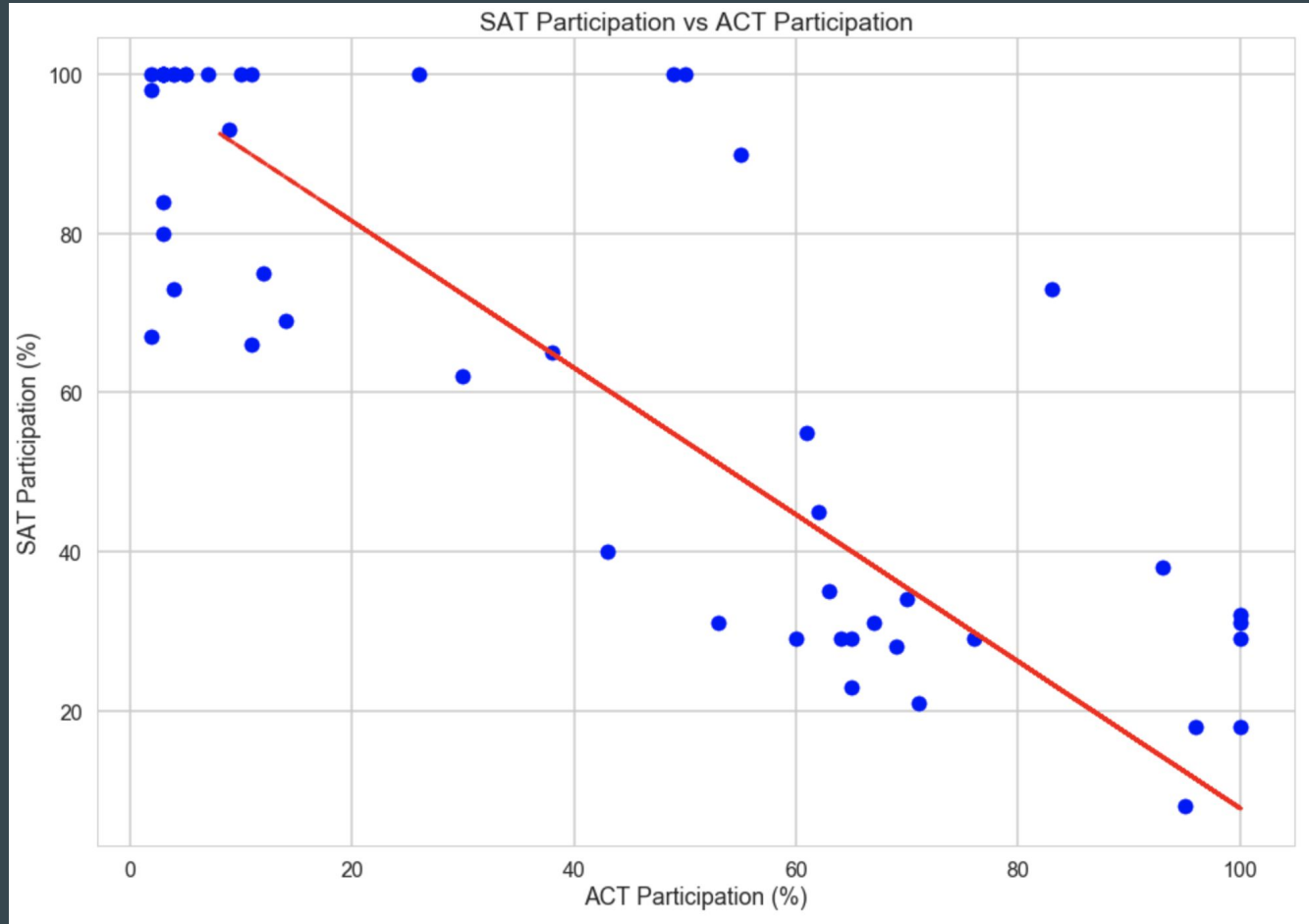
SAT Participation By State



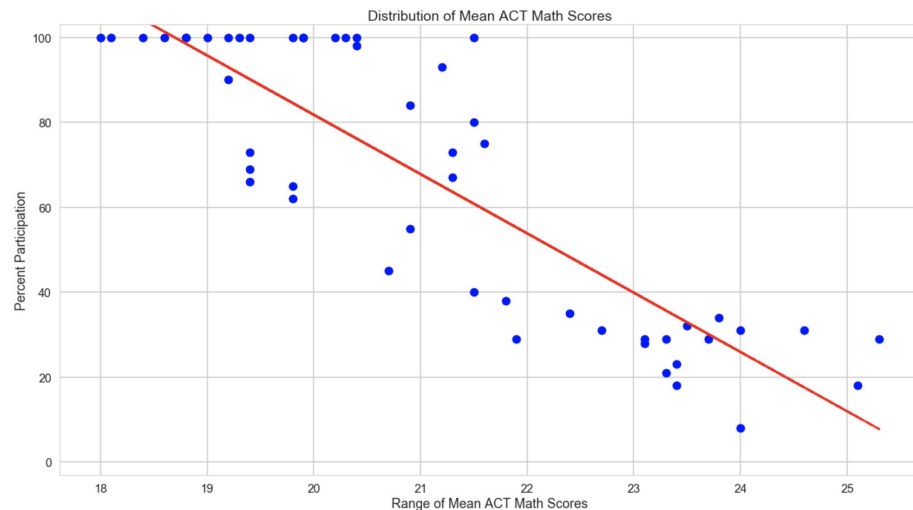
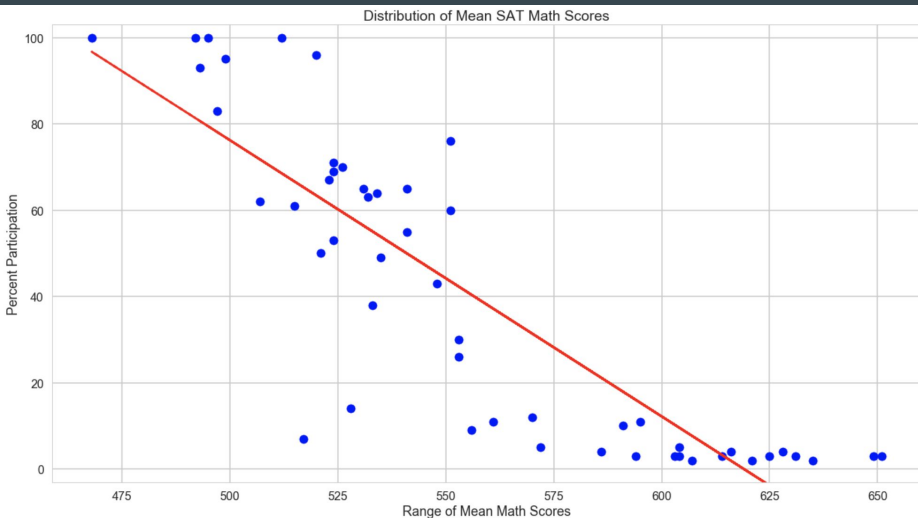
ACT Participation By State



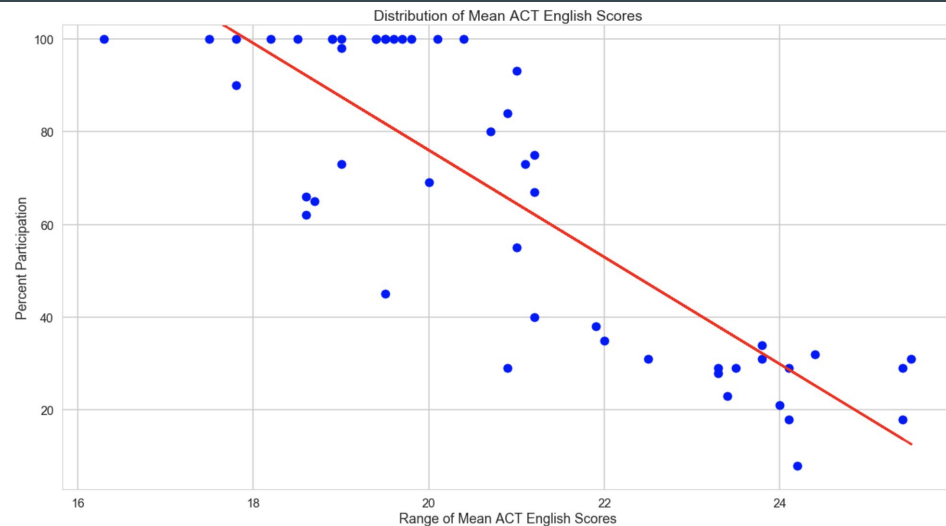
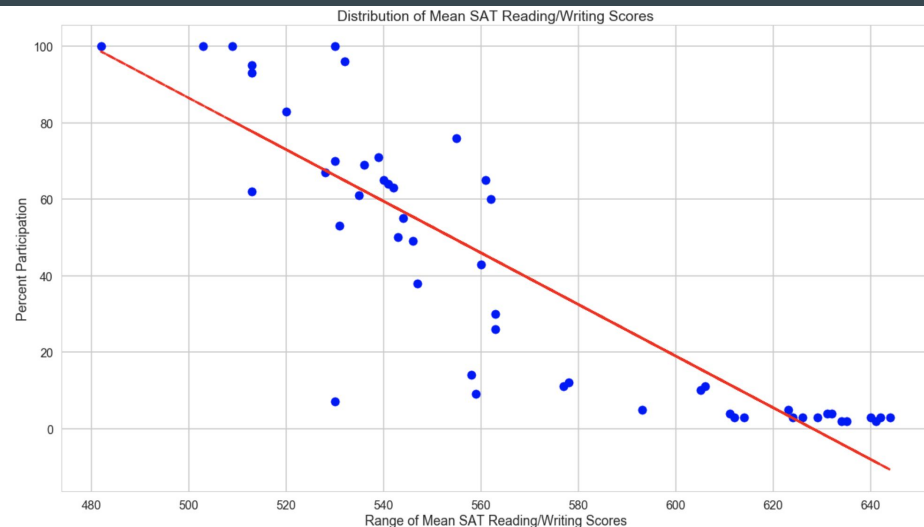
SAT vs ACT Participation



Math Score as a Function of Participation



English Scores as a Function of Participation



Takeaways

- SAT and ACT Participation are negatively correlated
 - Some exceptions to this, see Oregon, Alaska, West Virginia, Kansas, Georgia, and New Mexico
- Math and English scores are negatively correlated with participation rates.
 - Higher test scores in states with low participation could be a result of more highly motivated students going out and studying and taking the test on their own initiative rather than being required to do so by the state's DoEd.
- ACT adoption tends to be more “all or nothing” when compared against SAT adoption.
 - Consequently, there is little data about SAT test statistics within ACT states, thus making it difficult to draw meaningful correlations between the two datasets.

Recommendations

- Direct market penetration efforts at states which currently have an ambivalent stance towards mandatory testing. States already having 100% adoption of the ACT are less than likely to switch to the SAT.
- Improve efforts to market SAT test to states with less than 100% adoption.
 - While the ratio of SAT to ACT tests is 2:3, the vast majority of ACT states have at or very near 100% participation. States with the SAT as their primary test have a much wider range of adoption.
- Invest in research that could provide evidence for the SAT being a better gauge of student success/preparedness over the ACT.

Questions