



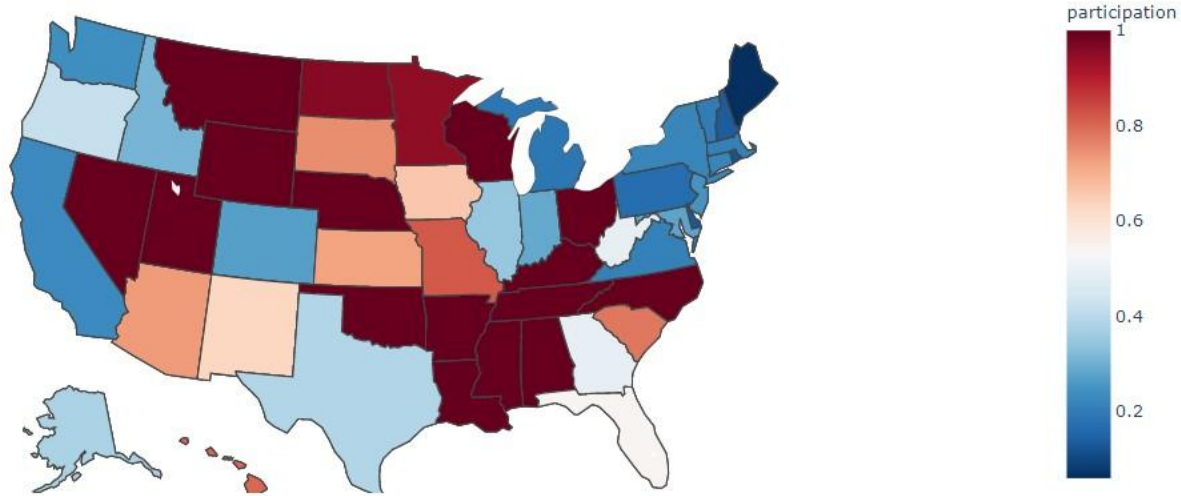
# Trends in ACT Participation Rates (2017-2019)

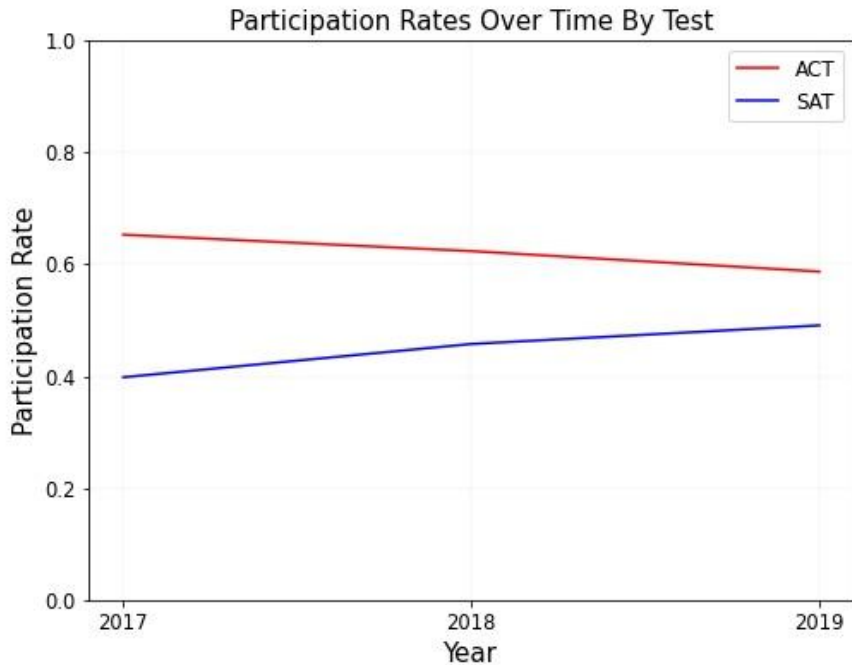
BY: SAMANTHA CHU



# Democrat vs. Republican or SAT vs. ACT?

Average ACT Participation Rates by State (2017-2019)



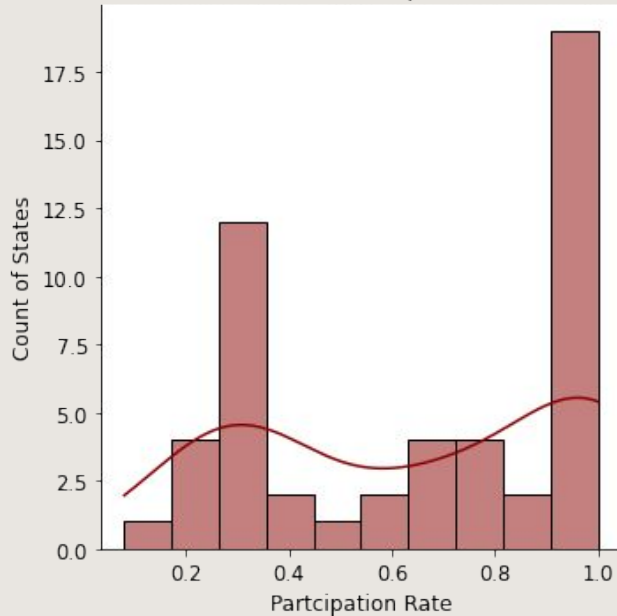


# THE PROBLEM

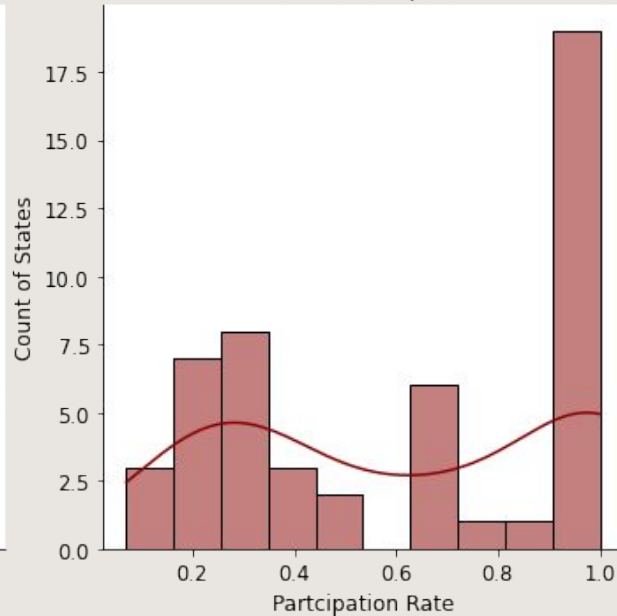
- **ACT** participation rates have started to **decrease** in the past few years.
- While our competitors at College Board have seen a **increase in SAT** participation rates.

# ACT Participation Rates Distribution 2017-2019

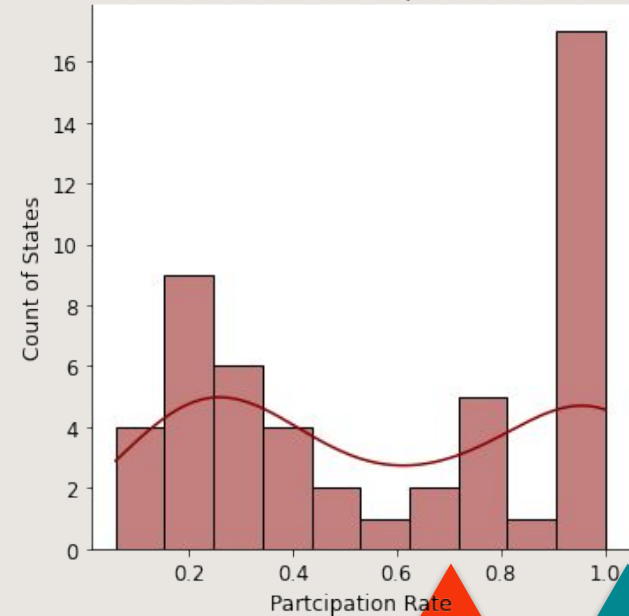
Distribution of ACT Participation Rates, 2017



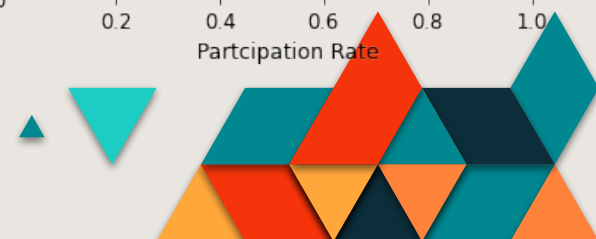
Distribution of ACT Participation Rates, 2018



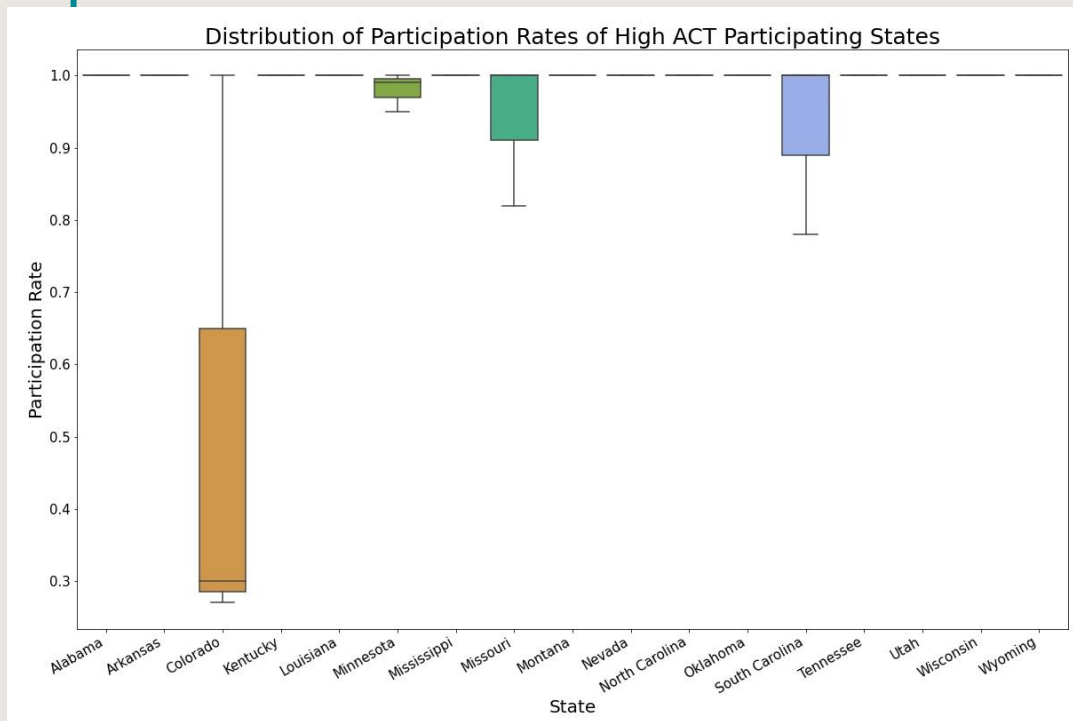
Distribution of ACT Participation Rates, 2019



- Not normally distributed due to state's contracting with ACT Inc. to host free exams for high school juniors.

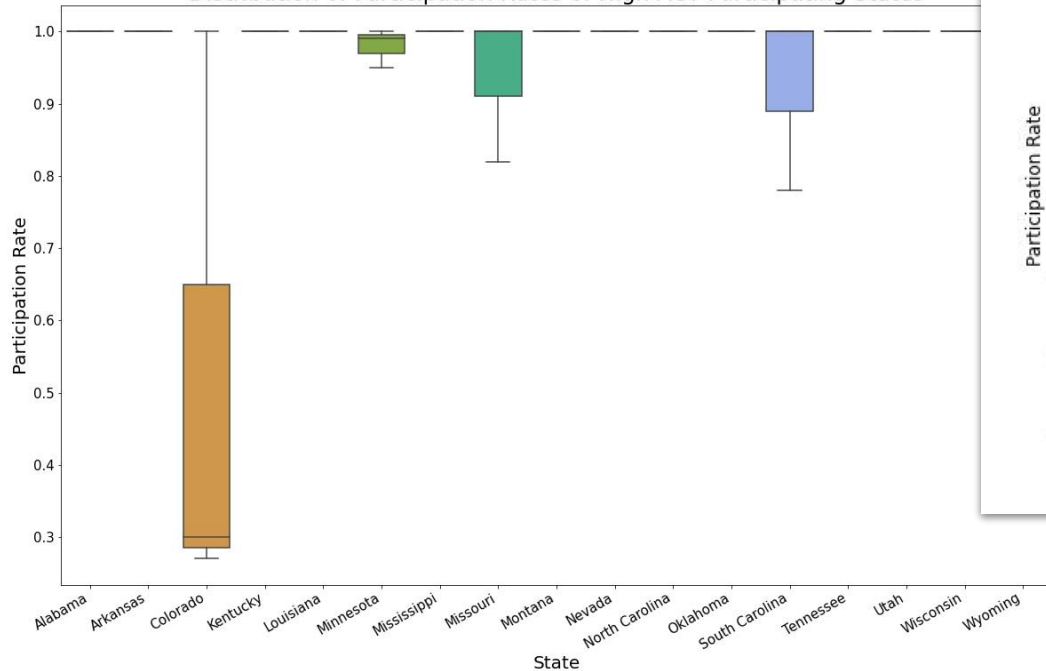


# ACT Participation Rates Distribution By High Participating States (2017-2019)

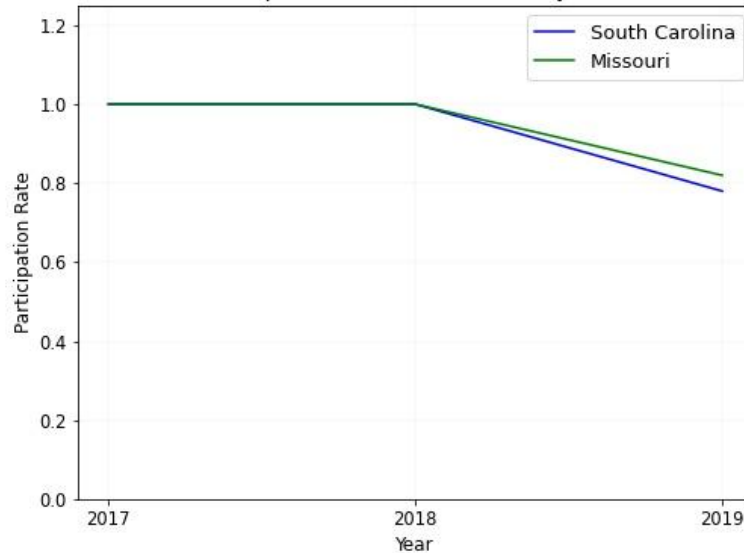


# ACT Participation Rates Distribution By High Participating States (2017-2019)

Distribution of Participation Rates of High ACT Participating States

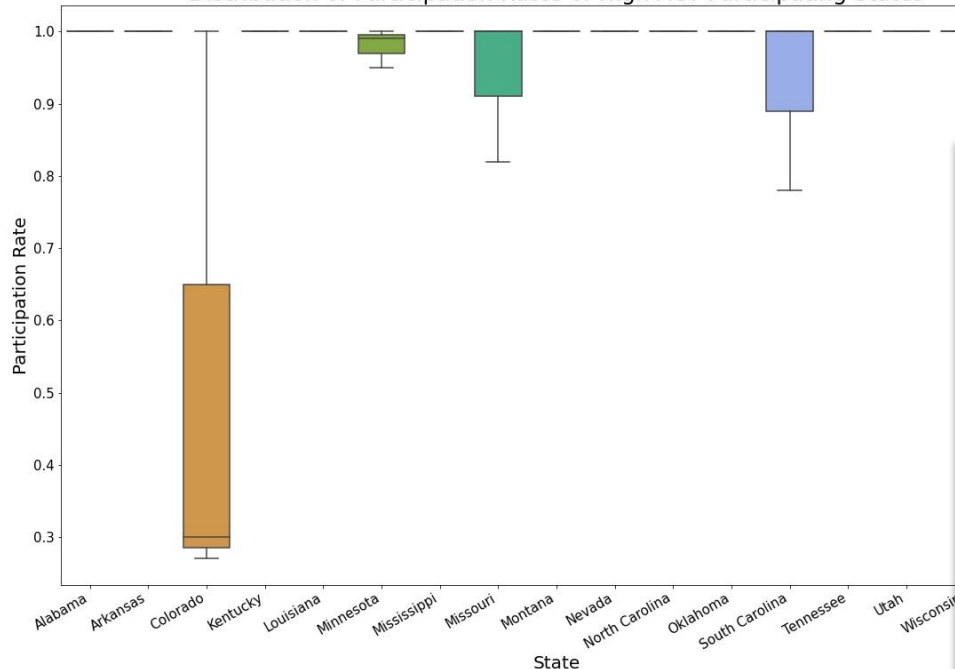


Participation Rates Over Time By State

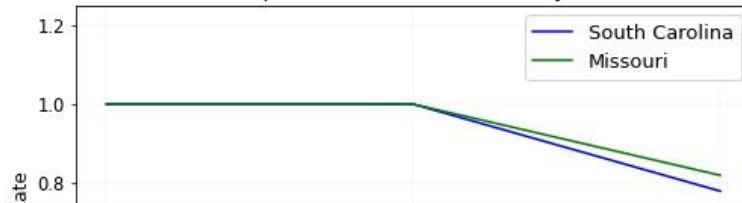


# ACT Participation Rates Distribution By High Participating States (2017-2019)

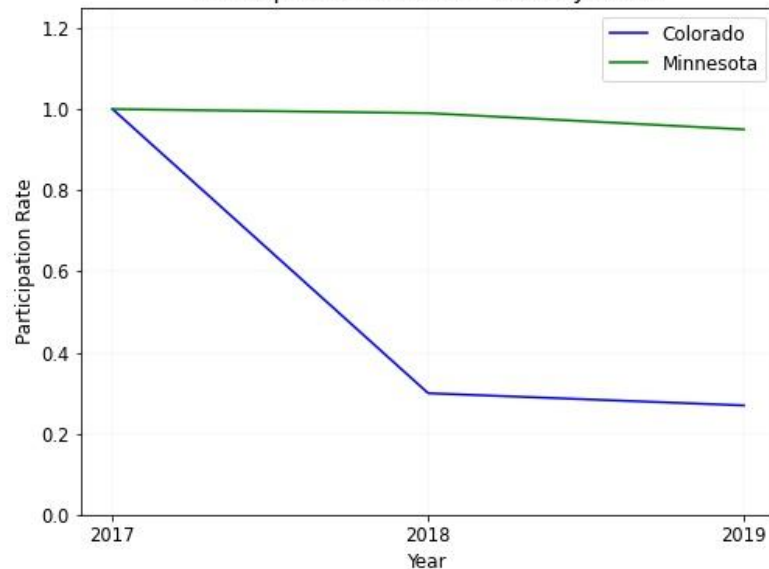
Distribution of Participation Rates of High ACT Participating States



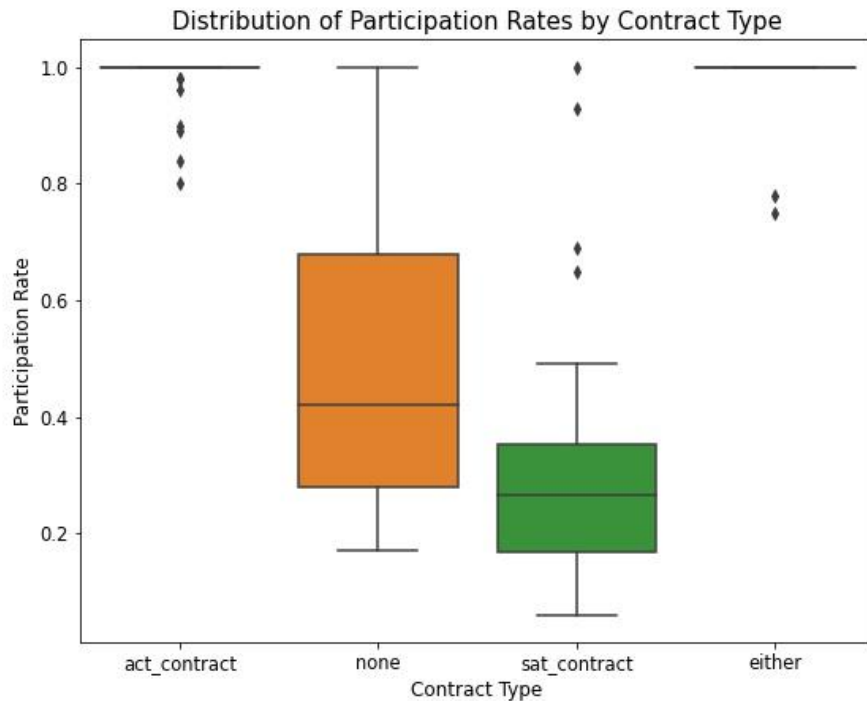
Participation Rates Over Time By State



Participation Rates Over Time By State



# ACT Participation Distribution by Contract Types (2017-2019)



## Some key conclusions

- No contracts → ACT contract ⇒ average **increase** in participation by **60 percentage** points
- Only College Board contract → both ACT and College Board ⇒ average, **increase** in participation by **75 percentage** points







- ◄ For states that saw small decreases in participation rates:
  - ◄ Increase marketing strategy to these states
  - ◄ Increase online presence, social media, website analytics to understand who lands on the ACT website and how to market to these individuals.
- ◄ For states that have no contracts:
  - ◄ Develop relationships with those states to discuss starting a contract and increasing our market share
- ◄ For states that have contracted with College Board only (i.e. Colorado):
  - ◄ Improve relationships with these states. Send a liaison to discuss why they no longer contract with ACT Inc.

# RECOMMENDATIONS

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THANKS!