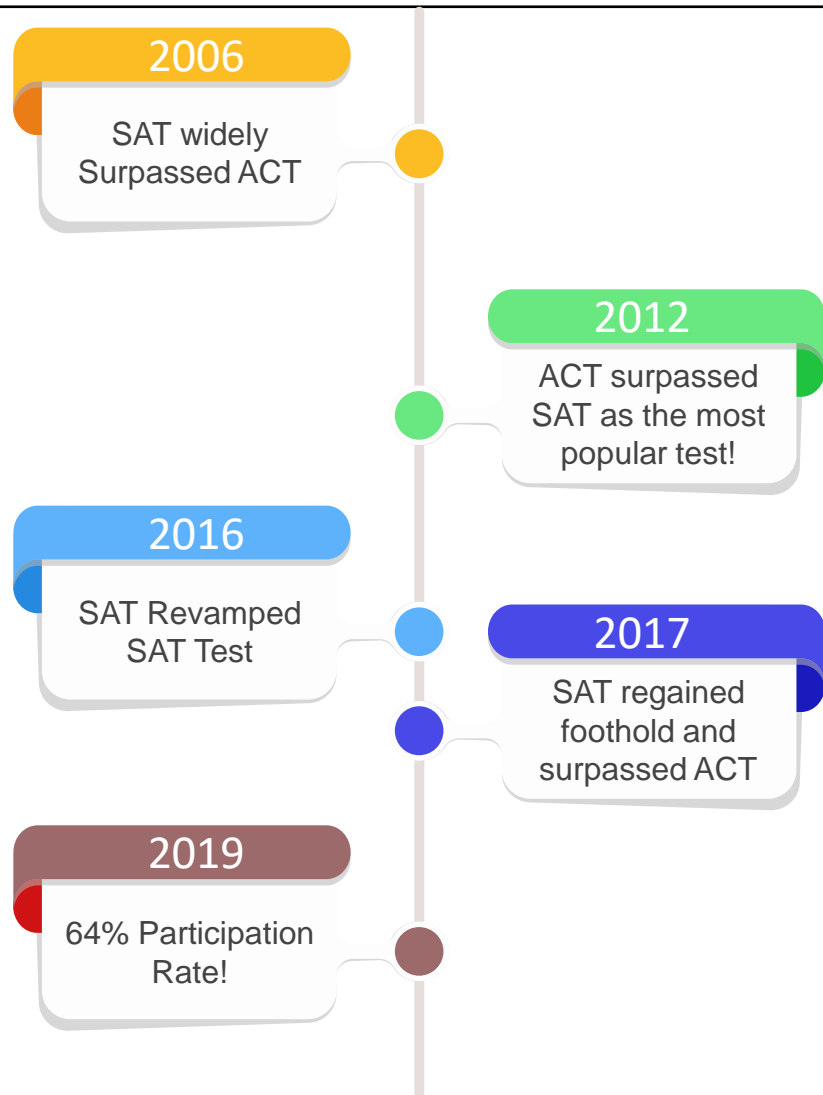




Increasing Participation Rate

CHIAM XIU TING

Timeline



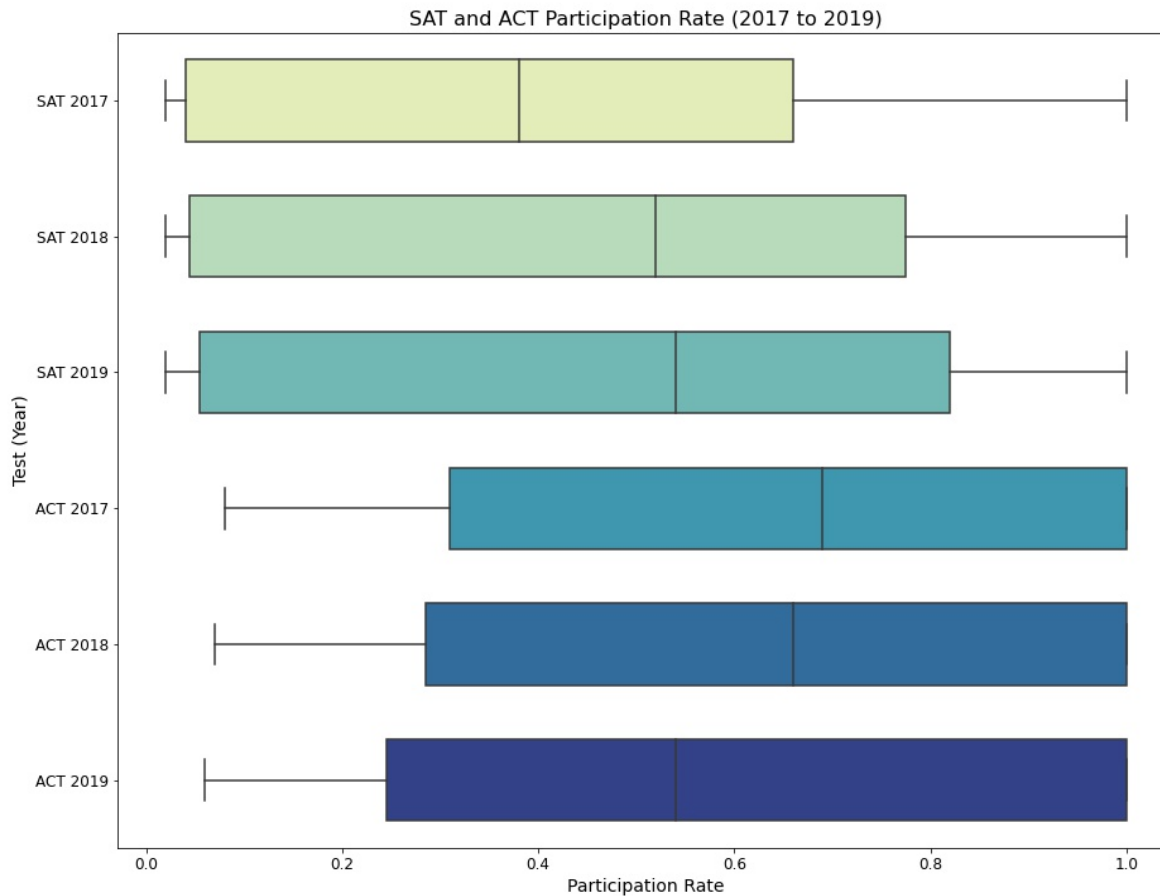
SAT has been the most popular college entrance exam in the United States until 2012 when ACT first surpassed SAT.

SAT regained foothold to become the most popular college entrance exam in 2017 after SAT revamped the SAT Test

Problem Statement

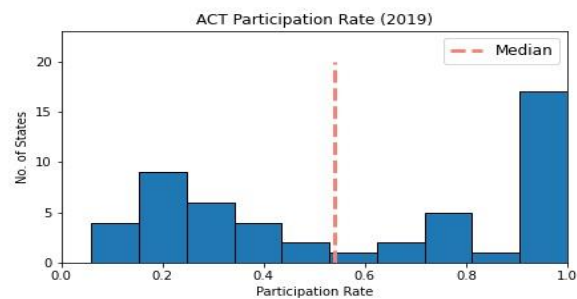
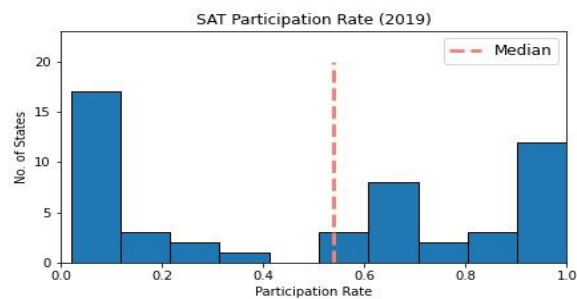
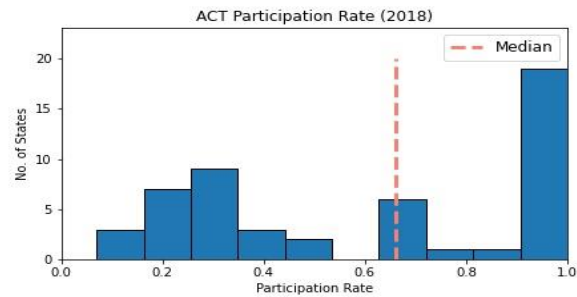
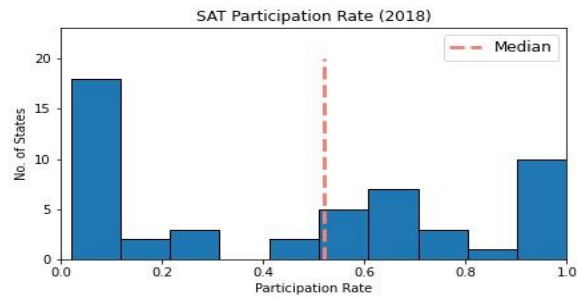
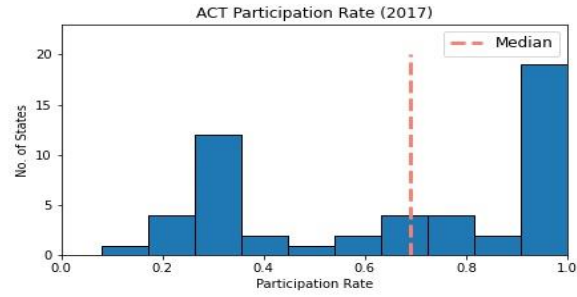
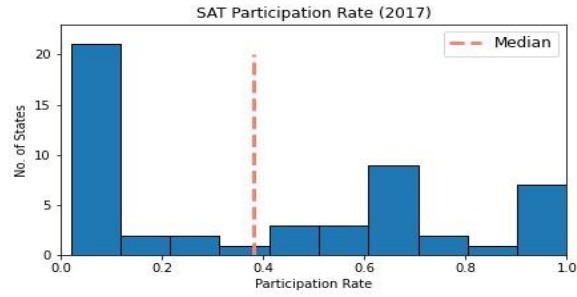
In order to remain as the leading provider of college entrance test, the College Board seeks to explore trends in SAT and ACT participation rates in 2017-2019 to identify the reasons for the increase in SAT participation rates since 2017, and recommend strategies on how SAT's popularity and participation rate can be further increased.

SAT vs ACT Participation Rate (2017 to 2019)



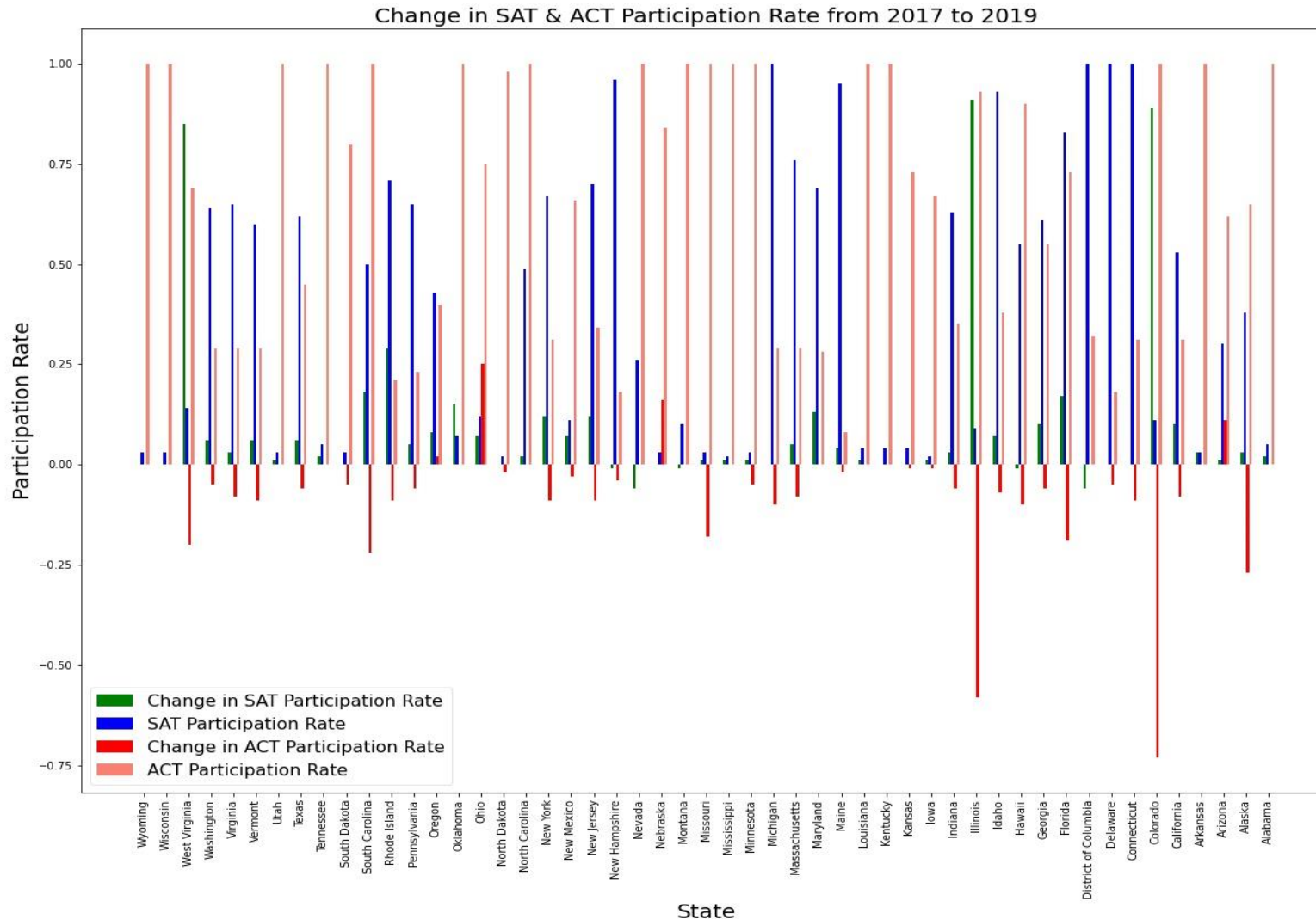
- SAT's participation rate has been going up since 2017, with an increase in the median participation rate.
- The opposite is true, with ACT's median participation rate going down over the years.

SAT vs ACT Participation Rate (2017 to 2019)



- Distribution of participation rate for each given test is similar across the 3 years.
- The higher number of 100% participation rates in ACT, the higher number of low participation rates in SAT.
- SAT has an increase in the number of states with 100% participation rate in 2019, while ACT has seen a decline
- The median for SAT participation rate has increased over the years

SAT vs ACT Change in Participation Rate (2017 to 2019)

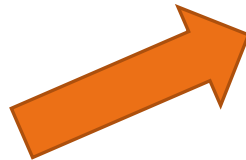


States with highest increase:

- Illinois: 91%
- Colorado: 89%
- West Virginia: 85%

ACT participation declined in some states. Not much decline is observed for SAT

How did Participation rate increase?



Mandatory SAT
statewide

Other Reasons:

- Free test
- SAT School Day

How to increase participation rate

- Replicate success stories
- Collaboration with State Government / Policy makers
- Work with Schools to implement SAT School Day to make test more convenient and accessible
- Work with State Government / Schools to provide lower cost / zero cost tests