



SAT Participation Initiative

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SAT Value Proposition

Students

- Requirement for High School Graduation
- Requirement for College Admission

Colleges

- Industry standard to evaluate “aptitude” of students
- Uniformity across all states is appealing

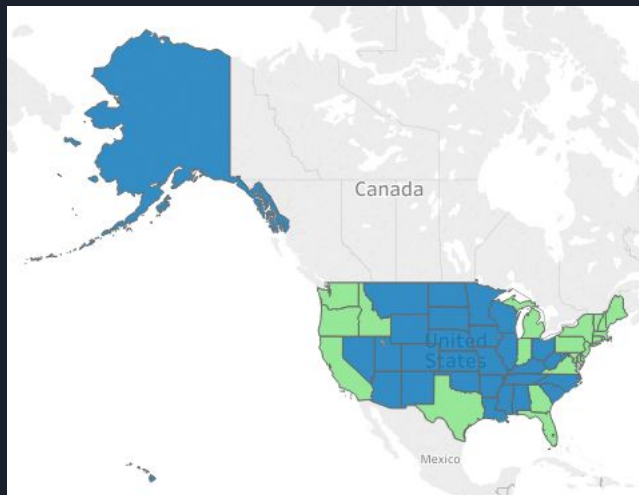
SAT Challenges

- More expensive
- Does not mirror high school curriculum, as the ACT does.
- Just made changes as of March 2016 adopting many aspects of the ACT

“The content on the New SAT is very similar to that which is on the ACT. **The major difference is in how the concepts are tested and the steps students will have to take to solve problems correctly.**”

<https://www.princetonreview.com/college/sat-changes>

SAT v ACT participation rates



Colleges

- ACT has 100% participation in 17 states.
- SAT has 100% participation in 4 states.

[assuming i do not go first] Here is the same map we've all presented: SAT v ACT dominant states. As my colleagues have mentioned, the higher the participation rate, the lower the overall score. This implies where the exams are not a HS diploma prerequisite, the best test takers will elect to take the exams, and likely take the one they perceive they will do better on.

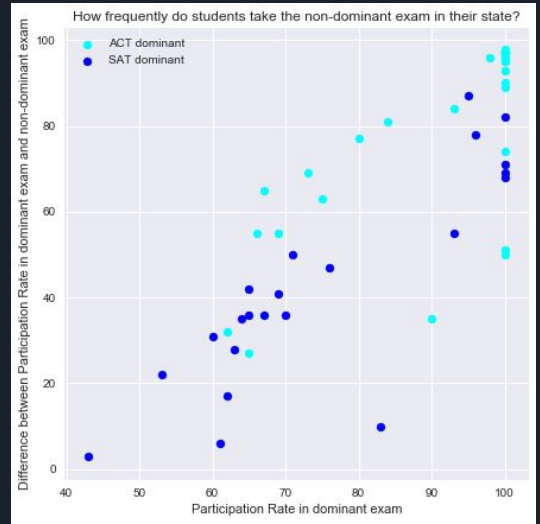
Based on this inequity between ACT and SAT high school graduation requirements, it is difficult to derive actionable insights through a comparison of scores between the two.

In markets where the SAT is dominant, do students take the ACT?

YES

In markets where the ACT is dominant, do students take the SAT?

Not as much.



Explain the graph!

Y axis = Dominant Exam Participation Rate (minus) Non Dominant Exam Participation Rate

Important takeaway: the non distinct clusters indicate a need for hypothesis test.

Explain hypoth test!

The positive correlation indicates that the higher the participation rate in the dominant exam, the lower the participation in the non-dominant exam. Florida, being a high test taker in both, is the outlier.

30 states. If you can win those 30 states, you can win the market.