2017 College Board Program Results:
The Largest Cohort in SAT History

WACAC 2018
Learning Objectives

- Understand National and local SAT performance results
- Understand how testing patterns will affect the next enrollment cycle
- Learn where to find program reports and other resources

Welcome
- Introductions

The 2017 Cohort
- Participation results
- Performance results
  - PSAT
  - SAT
  - California state results
  - Practitioner Perspective

What you need to know this enrollment cycle
- Concordance
- Predictive validity
- Testing patterns
- Practitioner Perspective
- Resources

Q & A
2017 Cohort: Participation and performance results
SAT Suite Participation Increasing

The class of 2017 is the largest cohort in SAT history.

- **This was the largest SAT cohort in history** in part due to states and districts offering the SAT during the school day at no cost to their students.

- **More than 7.3 million test takers** completed an SAT Suite assessment in 2016-17, an increase of more than 650K students (nearly 10%) from 2015-16.

- **More than 1.8 million test takers** in the class of 2017 took the new or old SAT; 1.7 million of these test takers (93% of the cohort) took the new SAT.
2017 College Board Program Results and Predictions for 2018

Considerations for Enrollment Leaders

- **SAT School Day**
  - Increased access to SAT at no cost to students

- **Academic Preparation Variances**
  - Greater range of academic preparation & college planning experience
  - Diversifying score sender/applicant pools

- **Return to a more typical score distribution**
  - Shifts in test taking behaviors returning back to expected levels
More Opportunities for More High School Students

Students who take college entrance exams in states that administer them statewide see higher college attendance rates—and low-income students benefit the most*.

Colorado, Connecticut, Delaware, Idaho, Illinois, Maine, Michigan, New Hampshire, Rhode Island and the District of Columbia participated in SAT School Day, offering the SAT during the school day at no cost to their students.

*Independent research conducted by:
### 2016-17: PSAT-Related Assessment Performance

Performance improved across PSAT-related assessments in both math and evidence-based reading and writing for nearly all demographics and grade levels.

<table>
<thead>
<tr>
<th>11th Graders Who Took the PSAT/NMSQT or PSAT 10: Performance</th>
<th>Mean Total Score</th>
<th>Met Both Benchmarks</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2015-16</td>
<td>2016-17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1003</td>
<td>1018</td>
</tr>
<tr>
<td>American Indian/Alaskan Native</td>
<td>916</td>
<td>911</td>
</tr>
<tr>
<td>Asian</td>
<td>1130</td>
<td>1148</td>
</tr>
<tr>
<td>Black/African American</td>
<td>885</td>
<td>894</td>
</tr>
<tr>
<td>Hispanic/Latino</td>
<td>925</td>
<td>932</td>
</tr>
<tr>
<td>Native Hawaiian/Other Pacific Islander</td>
<td>938</td>
<td>941</td>
</tr>
<tr>
<td>White</td>
<td>1064</td>
<td>1075</td>
</tr>
<tr>
<td>Two or More Races</td>
<td>1039</td>
<td>1045</td>
</tr>
</tbody>
</table>

As of June 2015, we have updated how we collect race/ethnicity data.
“The SAT is a strong measure of college readiness. It is heartening to see this positive association between personalized practice on Khan Academy and growth in college readiness... this was only possible because of the hard work of many people, especially incredible teachers, counselors, and school districts who have leveraged these practice tools for their students.”

Sal Khan
Founder and CEO, Khan Academy
Students answer the call.

4 million unique users

1.5 million linked accounts

40% test takers report using Official SAT Practice

Camden schools made national headlines in 2013 for having only three students hit the SAT score that predicts success in college. Now the New Jersey district is celebrating because for the first time in more than a decade, one of its seniors is heading to the Ivy League.

Joshua Sims was dismayed by his junior year PSAT score of 1020 out of 1600, so he studied free Khan Academy videos for math and reading comprehension, puzzled over practice tests and took the SAT three times. In November he racked up 1320—the top score in the district.
Score Improvements with and Without Official SAT Practice

Average number of points gained from PSAT/NMSQT to SAT correlated to hours spent practicing on Khan Academy

- **No hours of Official SAT Practice**: 60 pts. increase
- **6–8 hours of Official SAT Practice**: 90 pts. increase
- **20–22 hours of Official SAT Practice**: 115 pts. increase

Based on 250,000 students from the Class of 2017

16,000 students saw gains of 200 points or more.
SAT Suite of Assessments Annual Report


- Data points include:
  - SAT Suite Participation Summary
  - SAT Participation and Performance
  - SAT Participation and Performance: Score Distributions.
  - SAT Participation and Performance: Intended College Major and Degree-Level Goal
  - SAT Score Sending: Institutions That Received the Most SAT Score Reports from the state
  - PSAT Participation and Performance
Practitioner Perspective

Higher Education Insights:
- Leveraging Concordance Data for Institutional Practices: Evaluation and Matriculation
- Increased Representation in Secondary / Emerging Markets
- On average increase in scores from senders, when compared to 2014, 2015, and 2016; after calibration
- Compared to last year cycle, seen significant increase in score reports

High School Perspective:
- Khan Academy
- Access and availability of the test offered during a school day
- Learning curve on how to best connect PSAT with SAT
- SAT Suite on same scale
What you need to know this enrollment cycle
Concordance is valid

- The original concordance study was weighted to reflect the characteristics of the 2011-14 test taking cohorts.
- To test whether the concordance would differ if based on the 2017 cohort, we re-weighted the sample from the original concordance study to reflect the 2017 cohort.
- We saw no difference in the resulting concordance.
The New SAT is as Predictive of College Success as the Old SAT

The SAT continues to effectively predict success in college.

National Validity Study

For institutions interested in participating in the national research study, please contact Helen Ng: hng@collegeboard.org

Mean FYGPA by New SAT Total Score Band

Note: results based on fewer than 15 students are not reported (e.g., score band 400-590, n=2)
Score Distributions
Returning to a
More Typical
Pattern

Test taking behaviors are moving back to what we saw pre-2016.

New SAT total score distributions for juniors testing in the spring 2016 and 2017 administrations.
What You Need to Know this Enrollment Cycle

The changes in testing opportunities represent a new normal; we expect this to continue moving forward.

Percent of students taking School Day & National Administrations

- Only School Day
- Both
- Only National
What You Need to Know this Enrollment Cycle

Rely on concordance when comparing scores.

- If you are setting policy scores based on percentiles you need to think very carefully about how you set them in 2018 and beyond.
  - Means and percentiles will continue to reflect the increasing test taking population.

- The new, direct ACT/SAT concordance will be released in the summer of 2018.
  - The current ACT/New SAT concordance is derived from older concordances, and is as accurate as the last direct concordance.
Colorado, Connecticut, Delaware, Idaho, Illinois, Maine, Michigan, New Hampshire, Rhode Island and the District of Columbia participated in SAT School Day, offering the SAT during the school day at no cost to their students. **NEW** – West Virginia

- Consider using EPS to analyze your recruitment populations, feeder high schools.

The SAT test taking population will continue to increase; the impact on enrollment will differ depending on geography and recruitment territories.

What You Need to Know this Enrollment Cycle
What You Need to Know this Enrollment Cycle

The 2018 cohort is on its way to surpassing 2017 and becoming the biggest in SAT history

- Score sending is up for the 2018 cohort.
- Coupled with the August SAT administration, this will impact the timing and number of scores sent to your institution.
Practitioner Perspective

Higher Ed Perspectives:
• SAT Search: Attention to SAT Score send patterns
  • Align Search to include SAT states
  • Build multiple search segments at multiple points throughout the year
• Increase score sends from SAT School Day
  • Increase from CO & IL especially
  • Allow for more targeted out of state recruitment
• Participating in the National Validity Study for the new SAT and our student performance for policies and procedures

High School Perspective:
• College Outcome Trends
• SAT School Day
  • Operational experience
New ACES™ System

Launched February 2018 and includes:

- Fully redesigned and simplified user experience
- New report designs and options
- Helpful features to flag at-risk students
- Capability to compare study results year-over-year
- Dynamic charts, dashboards, and infographics
- https://aces.collegeboard.org/

<table>
<thead>
<tr>
<th>Functionality/Requirement</th>
<th>Old System</th>
<th>New System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retention Report</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Completion Report</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Year Over Year Comparisons of Results within Institution</td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Intuitive, easy-to-use Dashboards</td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Single Sign-on Process; tracking all submissions</td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Admission Report (returned file to include at-risk retention indicators)</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>AP Report</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>CLEP Report</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>SAT Placement Report</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>ACCUPLACER Report</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Requires student SSN in the file</td>
<td></td>
<td>√</td>
</tr>
</tbody>
</table>
Resources

College Board Program Results (CBPR) 2017:
https://reports.collegeboard.org/sat-suite-program-results

CBPR Supplemental State reports:
https://reports.collegeboard.org/sat-suite-program-results/detailed-2017-reports

Official SAT Practice:
https://collegereadiness.collegeboard.org/sat/practice/khan-academy

ACES Study Information:
https://aces.collegeboard.org/
Thank You

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