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# College Readiness in Pennsylvania in a Time of Changing Demographics

**8<sup>th</sup> Annual College Success Forum**

Robert Morris University

January 28, 2020





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## Your presenters:

- Cassandra Allen

*Director, K-12, College Board*

- Amanda Sohl

*Director, Higher Education Services, College Board*





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## Today's topics:

- Demographic shifts across the educational landscape in PA and beyond
- College readiness in PA – participation and performance on assessments
- Opportunities for K-12 & HE moving forward
- Key takeaways and discussion on how we can best serve our students



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**The class of 2025 will mark the beginning of a significant decline in the number of high school graduates in the United States.**

**This has important implications for higher education institutions.**



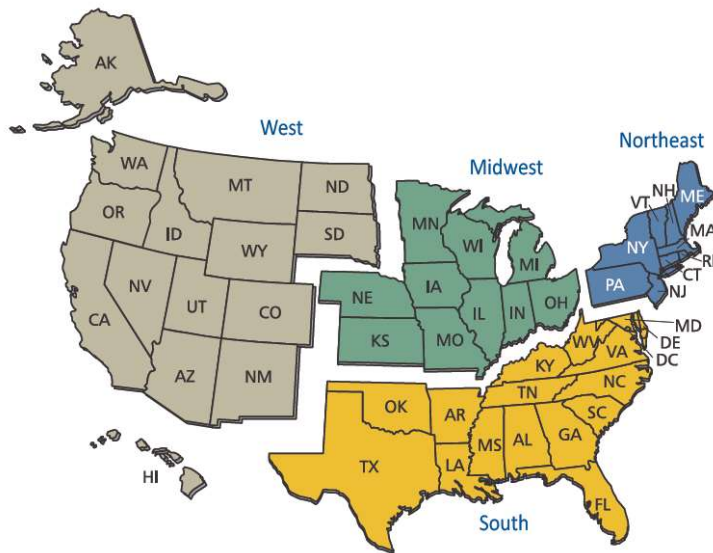
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## Some key points to keep in mind:

- Currently, approximately 40% of the US population earns a Bachelor's Degree
- Birth rates have declined 12% since 2007 – recession not only delayed but also eliminated births. Lowest rate since 1970s.



# Knocking on the College Door (WICHE)



## 2017-2029

**U.S.A. 2017 = 3,385,917, by 2021 +34,294 (+1%)**

**U.S.A. 2021 = 3,420,211, by 2025 +140,840 (+4%)**

**U.S.A. 2025 = 3,561,051, by 2029 -293,225 (-8%)**

**West 2017 = 808,871, by 2021 +21,792 (+3%)**

**West 2021 = 830,692, by 2025 +25,160 (+3%)**

**West 2025 = 855,852, by 2029 -73,901 (-9%)**

**Midwest 2017 = 726,056, by 2021 -6,970 (-1%)**

**Midwest 2021 = 719,086, by 2025 +13,477 (+2%)**

**Midwest 2025 = 732,563, by 2029 -61,503 (-9%)**

**Northeast 2017 = 603,414, by 2021 -3,406 (-1%)**

**Northeast 2021 = 600,008, by 2025 +12,629 (+2%)**

**Northeast 2025 = 612,637, by 2029 -41,983 (-7%)**

**South 2017 = 1,244,581, by 2021 +22,288 (+2%)**

**South 2021 = 1,266,869, by 2025 +85,769 (+7%)**

**South 2025 = 1,352,638, by 2029 -113,857 (-9%)**

**Hispanic  
2017-2025**

**+31%**

**+219,150**

**Private School  
2017-2023**

**-18%**

**-48,823**



## Knocking on the College Door (WICHE)

## Pennsylvania 2017-2029

| U.S.A. 2017-2029 -118,091 (-3%) |                 |                 |                 |
|---------------------------------|-----------------|-----------------|-----------------|
| 2017                            | 2021            | 2025            | 2029            |
| 3,385,917                       | 3,420,211 (+1%) | 3,561,051 (+4%) | 3,267,826 (-8%) |

| Northeast 2017-2029 -35,760 (-6%) |               |               |               |
|-----------------------------------|---------------|---------------|---------------|
| 2017                              | 2021          | 2025          | 2029          |
| 606,414                           | 600,008 (-1%) | 612,637 (+2%) | 570,654 (-7%) |

| Pennsylvania 2017-2029 -4,840 (-4%) |               |               |               |
|-------------------------------------|---------------|---------------|---------------|
| 2017                                | 2021          | 2025          | 2029          |
| 137,536                             | 135,550 (-1%) | 139,680 (+3%) | 132,696 (-5%) |

**PA Hispanic**  
2017-2025  
+5% (+5,197)

2017-2029  
+5% (+5,390)

**PA Private**  
2017-2025  
-12% (-1,574)

2017-2029  
-17% (-2,279)

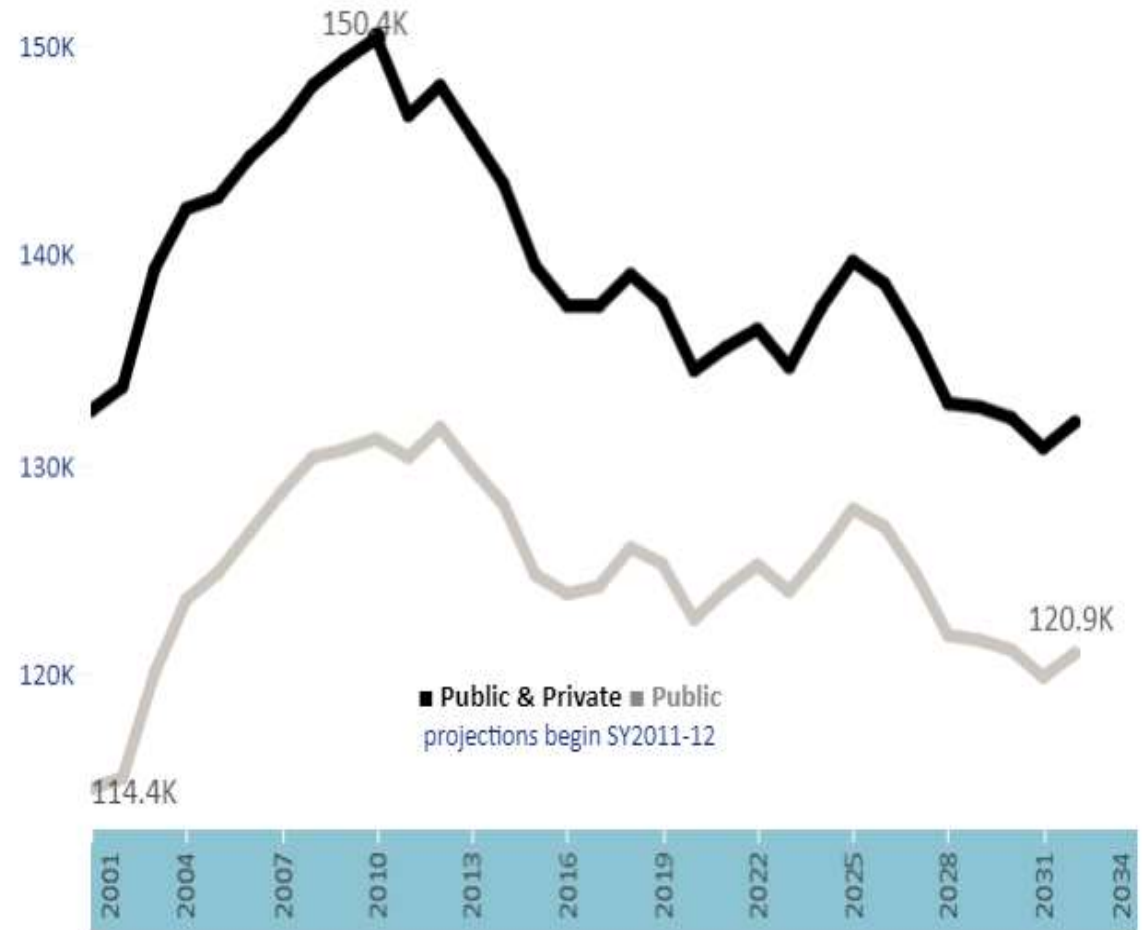
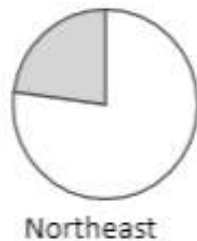


## Pennsylvania HS Enrollment Trends

- 6th highest producer of high school graduates with 137,200 high school graduates, on average, projected per year between school years 2011-12 and 2031-32.

- The total number of graduates in Pennsylvania is not projected to increase after 2011-12, ending at 132,000 in 2031-32.

- Pennsylvania generates about 23.3% of the Northeast's total, on average





# Migration of First-Time, First-Year Freshmen 2008 & 2018

Traditional (non-for-profit) four-year,  
degree granting institutions

The Top 14 exporting  
states are listed for  
each of 2008 and 2018.  
They happen to be the  
same states, just in  
different orders.

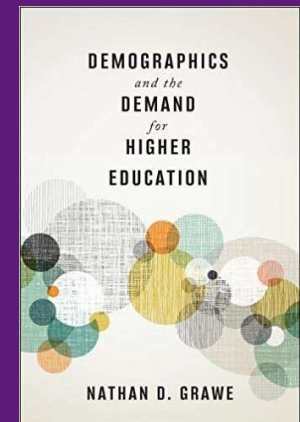
Calculated from IPEDS Fall  
Enrollment 2008 & 2018

| 2008               | Left the state | Stayed in-state | % left for other states | % stayed in-state | Entered state | 2018               | Left the state | Stayed in-state | % left for other states | % stayed in-state | Entered state |
|--------------------|----------------|-----------------|-------------------------|-------------------|---------------|--------------------|----------------|-----------------|-------------------------|-------------------|---------------|
| New Jersey (#1)    | 30,757         | 21,078          | 59%                     | 41%               | 4,121         | California (#1)    | 36,527         | 131,601         | 22%                     | 78%               | 23,632        |
| New York (#2)      | 28,334         | 75,750          | 27%                     | 73%               | 30,513        | Illinois (#2)      | 32,147         | 33,434          | 49%                     | 51%               | 12,949        |
| Illinois (#3)      | 23,855         | 37,977          | 39%                     | 61%               | 10,983        | New Jersey (#3)    | 31,090         | 27,552          | 53%                     | 47%               | 5,008         |
| California (#4)    | 21,739         | 116,664         | 16%                     | 84%               | 14,127        | New York (#4)      | 29,117         | 79,936          | 27%                     | 73%               | 34,831        |
| Massachusetts (#5) | 17,626         | 25,455          | 41%                     | 59%               | 24,505        | Texas (#5)         | 23,683         | 102,859         | 19%                     | 81%               | 10,465        |
| Texas (#6)         | 16,994         | 77,755          | 18%                     | 82%               | 6,426         | Massachusetts (#6) | 19,165         | 25,613          | 43%                     | 57%               | 25,872        |
| Pennsylvania (#7)  | 15,458         | 55,701          | 22%                     | 78%               | 29,682        | Pennsylvania (#7)  | 16,302         | 52,462          | 24%                     | 76%               | 31,617        |
| Maryland (#8)      | 15,156         | 12,721          | 54%                     | 46%               | 7,862         | Florida (#8)       | 15,004         | 96,238          | 13%                     | 87%               | 15,942        |
| Connecticut (#9)   | 13,739         | 10,271          | 57%                     | 43%               | 9,197         | Maryland (#9)      | 14,722         | 12,777          | 54%                     | 46%               | 7,701         |
| Ohio (#10)         | 12,281         | 54,298          | 18%                     | 82%               | 12,215        | Connecticut (#10)  | 13,913         | 10,746          | 56%                     | 44%               | 9,948         |
| Minnesota (#11)    | 11,879         | 18,259          | 39%                     | 61%               | 7,438         | Minnesota (#11)    | 12,776         | 17,968          | 42%                     | 58%               | 7,437         |
| Florida (#12)      | 10,575         | 81,177          | 12%                     | 88%               | 13,986        | Georgia (#12)      | 12,477         | 47,109          | 21%                     | 79%               | 12,138        |
| Virginia (#13)     | 9,783          | 27,893          | 26%                     | 74%               | 12,566        | Virginia (#13)     | 11,158         | 31,170          | 26%                     | 74%               | 13,703        |
| Georgia (#14)      | 9,624          | 40,468          | 19%                     | 81%               | 7,212         | Ohio (#14)         | 11,136         | 52,619          | 17%                     | 83%               | 17,273        |



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# Are headcounts the right way to think about future demand for higher education?





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# The problem with headcounts

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## Example:

Lilly: Asian American female living in Boston with both parents who both have a bachelor's degree and earn \$125,000 annually.

Marco: Hispanic male living in California with a mother who hold no degree and earns \$40,000 annually.

Probability of Lilly attending a 4-year college or university = 96%

Probability of Marco attending a 4-year college or university = 9%

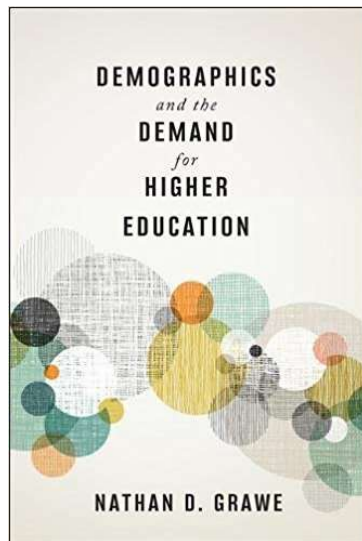
Probability of Lilly attending a college or university ranked in the top 50 = 73%

Probability of Marco attending a college or university ranked in the top 50 = 2%



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## Higher Education Demand Index (HEDI)



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- For a wide variety of reasons, there have been different patterns of college attendance along the lines of gender, race, income, geography, parental education, family structure, etc.
  - **Different groups of students have different probabilities of attending college.**
  - Dr. Nathan Grawe built a model of higher education attendance and developed future demand forecasts – the Higher Education Demand Index (HEDI)
  - The HEDI should be considered a baseline. Think of these projections as what would happen if nothing of significance changed.



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## Higher Education Demand Index (HEDI)

### Major takeaways

- 2-year schools will experience a dramatic decline – 20% over the next 15 years.
- Elite 4-year schools (top 50) will not see impact like other sectors.
- National and regional schools will experience a greater share of decline.
- This is compounded by for those in the Northeast



# Higher Education Demand Index (HEDI) National



## 2018-2029

All percentages relative to 2018



**All Four-Year 2018 = 1,783,720**

**All Four-Year 2019 = 1,783,517 (0%)**

**All Four-Year 2025 = 1,863,528 (+4%)**

**All Four-Year 2029 = 1,583,889 (-11%)**

**Regional Four-Year 2018 = 1,446,526**

**Regional Four-Year 2019 = 1,442,102 (0%)**

**Regional Four-Year 2025 = 1,511,125 (+4%)**

**Regional Four-Year 2029 = 1,268,267 (-12%)**

**National Four-Year 2018 = 281,214**

**National Four-Year 2019 = 282,856 (+1%)**

**National Four-Year 2025 = 299,651 (+7%)**

**National Four-Year 2029 = 251,825 (-10%)**

**Elite Four-Year 2018 = 170,980**

**Elite Four-Year 2019 = 174,054 (+2%)**

**Elite Four-Year 2025 = 188,006 (+10%)**

**Elite Four-Year 2029 = 174,451 (+2%)**

### HEDI Category Definitions

**Elite** = #1-50 USNWR National Colleges and Universities

**National** = #51-100 USNWR

**Regional** = Outside top 100 USNWR

### How do I read the numbers?

"The market for prospective students in 2018 seeking a four-year college in the United States was 1,783,720."

<https://people.carleton.edu/~ngrawe/HEDI/StatusQuo.xlsx>



# HEDI Northeast



## 2018-2029

All percentages relative to 2018

All Four-Year

Regional

National

Elite

|      | All Northeast  | Middle Atlantic | New England   |
|------|----------------|-----------------|---------------|
| 2018 | 386,587        | 283,751         | 84,836        |
| 2019 | 357,148 (-3%)  | 276,128 (-3%)   | 81,020 (-4%)  |
| 2025 | 363,570 (-1%)  | 284,016 (0%)    | 79,555 (-6%)  |
| 2029 | 305,726 (-17%) | 240,297 (-15%)  | 65,430 (-23%) |
| 2018 | 294,294        | 232,049         | 62,244        |
| 2019 | 282,035 (-4%)  | 224,106 (-3%)   | 57,928 (-7%)  |
| 2025 | 290,979 (-1%)  | 232,372 (0%)    | 58,606 (-6%)  |
| 2029 | 241,132 (-18%) | 192,970 (-17%)  | 48,162 (-23%) |
| 2018 | 62,500         | 44,108          | 18,392        |
| 2019 | 60,895 (-3%)   | 43,517 (-1%)    | 17,378 (-6%)  |
| 2025 | 63,281 (+1%)   | 46,121 (+5%)    | 17,160 (-7%)  |
| 2029 | 51,654 (-17%)  | 37,825 (-14%)   | 13,830 (-25%) |
| 2018 | 45,619         | 32,609          | 13,101        |
| 2019 | 46,336 (+2%)   | 33,086 (+1%)    | 13,251 (+2%)  |
| 2025 | 47,542 (+4%)   | 34,311 (+5%)    | 13,231 (+2%)  |
| 2029 | 42,720 (-6%)   | 31,691 (-3%)    | 11,029 (-15%) |



# HEDI Pennsylvania



## 2018-2029

All percentages relative to 2018



All Four-Year

Regional

National

Elite

|      | All Pennsylvania | Not PHL or PIT | Philadelphia Metro | Pittsburgh Metro |
|------|------------------|----------------|--------------------|------------------|
| 2018 | 95,394           | 36,817         | 45,274             | 13,304           |
| 2019 | 91,480 (-4%)     | 33,120 (-10%)  | 46,268 (+2%)       | 12,092 (-9%)     |
| 2025 | 89,482 (-6%)     | 32,938 (-11%)  | 43,168 (-5%)       | 13,376 (+1%)     |
| 2029 | 80,956 (-15%)    | 31,723 (-14%)  | 37,959 (-16%)      | 11,274 (-15%)    |
| 2018 | 78,468           | 30,838         | 36,897             | 10,733           |
| 2019 | 74,830 (-5%)     | 27,412 (-11%)  | 37,741 (+2%)       | 9,678 (-10%)     |
| 2025 | 73,011 (-7%)     | 27,290 (-12%)  | 34,691 (-6%)       | 11,030 (+3%)     |
| 2029 | 65,845 (-16%)    | 25,770 (-16%)  | 30,951 (-16%)      | 9,124 (-15%)     |
| 2018 | 14,067           | 4,659          | 7,432              | 1,976            |
| 2019 | 13,674 (-3%)     | 4,281 (-8%)    | 7,555(+2%)         | 1,839 (-7%)      |
| 2025 | 12,940 (-8%)     | 4,055 (-13%)   | 6,778 (-9%)        | 2,106 (+7%)      |
| 2029 | 11,850 (-16%)    | 3,965 (-15%)   | 6,242 (-16%)       | 1,644 (-17%)     |
| 2018 | 10,135           | 3,389          | 5,250              | 1,496            |
| 2019 | 10,043 (-1%)     | 3,205 (-5%)    | 5,334 (+2%)        | 1,503 (+1%)      |
| 2025 | 10,856 (+7%)     | 3,473 (+2%)    | 5,898 (+12%)       | 1,485 (-1%)      |
| 2029 | 9,166 (-10%)     | 3,514 (+4%)    | 4,483 (-15%)       | 1,169 (-22%)     |

<https://people.carleton.edu/~ngrawe/HEDI/StatusQuo.xlsx>



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## Don't Ignore These Realities



**Nathan D. Grawe**

Image & Quote via Inside Higher Ed  
article by Scott Jaschik

- 
- Q: Many college leaders outside elite higher education seem to assume there is a magic bullet for admissions success -- that some combination of better marketing, more out-of-staters, more international, lower tuition or something -- will just do the trick. What is your message for them?
  - A: Psychologists tell us that our brains struggle with paradigm shifts. Despite obvious evidence of a sea change, we are predisposed to seek status quo solutions. As uncomfortable as it may be to face up to the demographic challenges ahead, we will feel much less comfortable if we ignore these realities until the end of the 2020s when enrollments are in free fall. **With so much lead time, thoughtful planning using nuanced forecasts should better prepare us for the storm ahead. The HEDI forecasts are intended to provide campus leaders the basis for just such discussions.**



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**In the Northeast in 2016, 52% of high school graduates attended a four-year institution and 18% a two-year or other type of institution.**

**But more than 30% of 2016 high school graduates in the Northeast, about 186,000 students, did not engage in higher education.**

Calculated from WICHE and IPEDS Freshman Migration data for 2016.



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# College Readiness in Pennsylvania



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## College Board Program Results for 2019 cohort

### National Results:

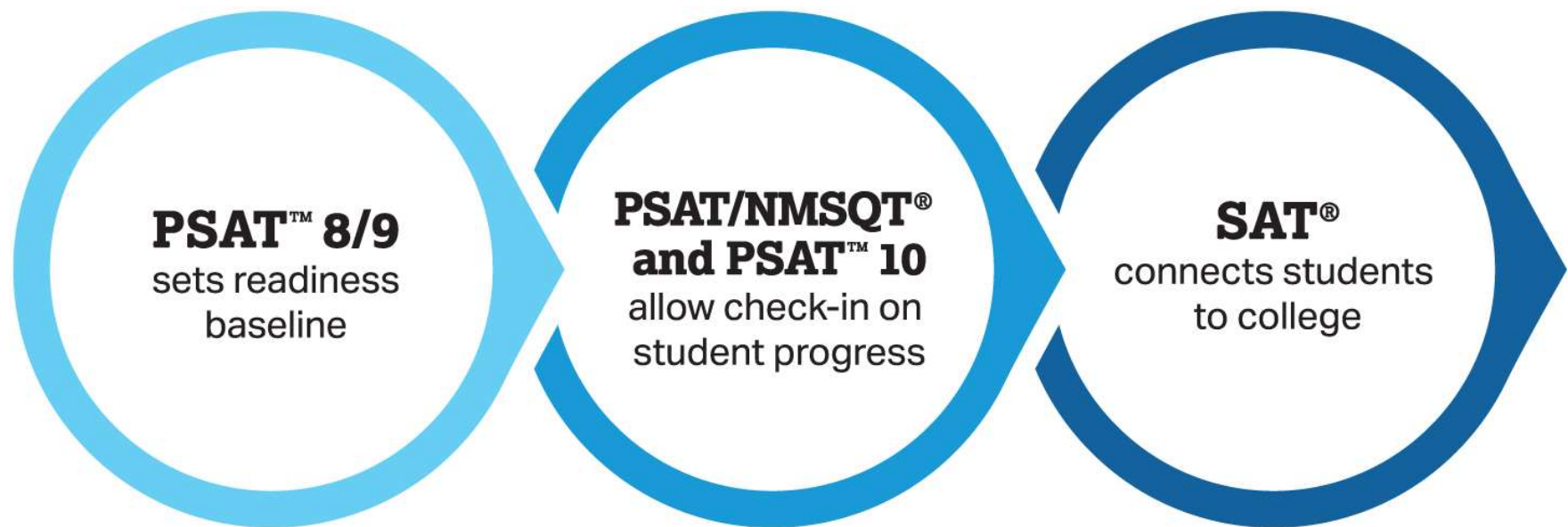


- 
- 🏆 2.2 million SAT test takers in the class of 2019 took the new SAT, a 4% increase over the class of 2018
  - 🏆 64% took the essay
  - 🏆 41% underrepresented minority students
  - 🏆 19% took SAT using a fee waiver
  
  - 🏆 45% of SAT takers in the class of 2019 met both SAT College and Career Readiness Benchmarks
    - 🏆 68% met EBRW benchmarks
    - 🏆 48% met Math benchmarks
  
  - 🏆 PSAT/NMSQT test takers on track to meet both SAT benchmarks:
    - 🏆 Grade 11: 43%
    - 🏆 Grade 10: 40%



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# The SAT<sup>®</sup> Suite of Assessments





# SAT<sup>®</sup> College and Career Readiness Benchmarks

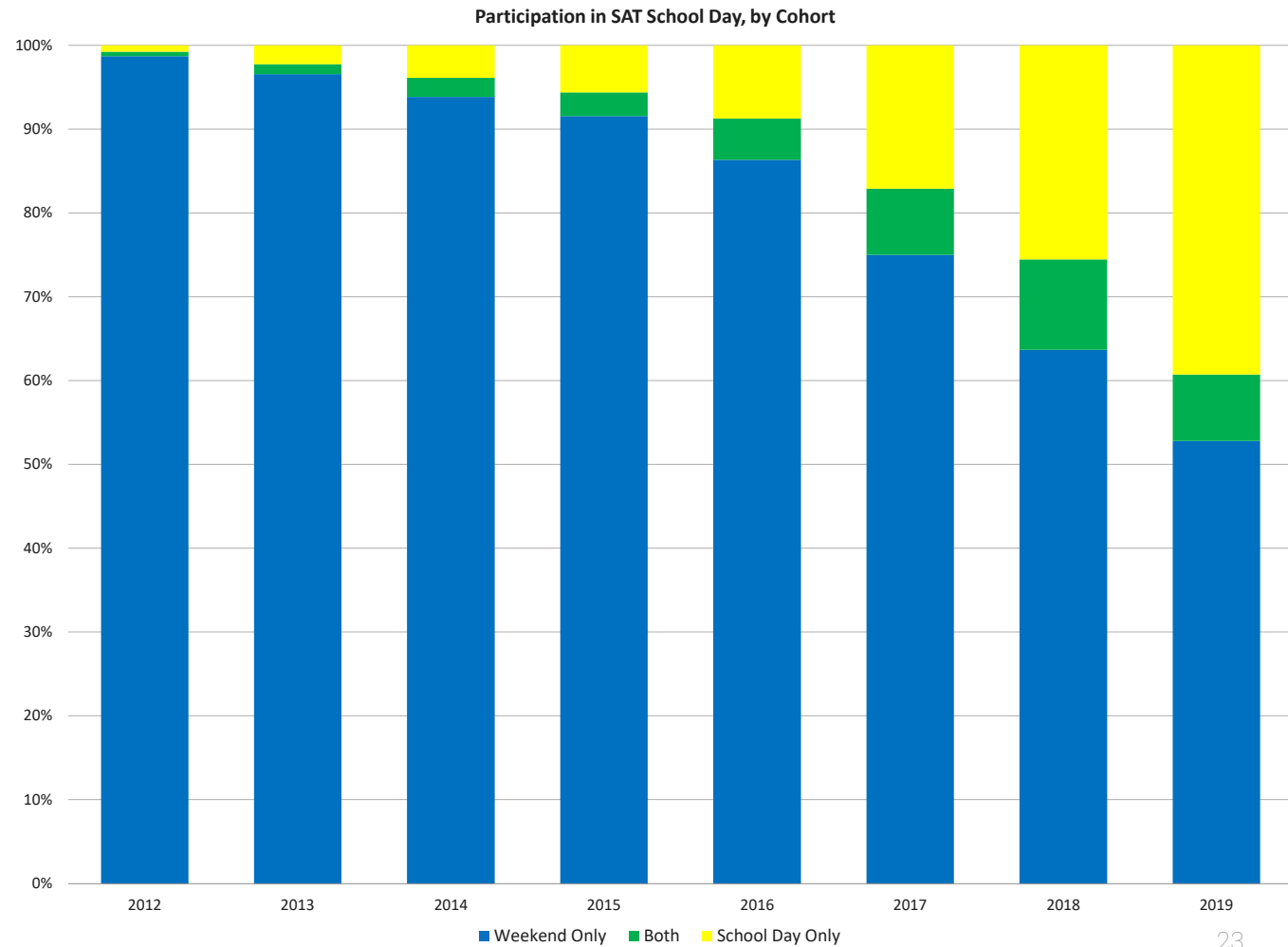
- 75% likelihood of earning at least a C in a first-semester, credit-bearing college course in a related subject
- Set at section level
- Overall college and career readiness is defined as achieving both of the section-level benchmarks on a given assessment.
- Grade-level benchmarks are based on expected student growth toward the SAT Benchmarks:

|               |   | Grade 8 | Grade 9 | Grade 10 | Grade 11 | SAT |      |
|---------------|---|---------|---------|----------|----------|-----|------|
| Section Level | ▶ | 390     | 410     | 430      | 460      | 480 | ERW  |
|               | ▶ | 430     | 450     | 480      | 510      | 530 | MATH |



# SAT School Day & Saturday Administrations

Nearly 1 M Students in the 2019 cohort took SAT during the school day.



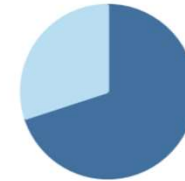


# Pennsylvania SAT Suite Participation

259,755 test takers completed the SAT or a PSAT-related assessment (PSAT/NMSQT, PSAT 10, or PSAT 8/9) in the 2018-19 school year.

## Class of 2019

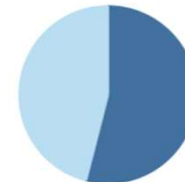
|                                    |         |
|------------------------------------|---------|
| SAT Takers <sup>1</sup>            | 95,794  |
| High School Graduates <sup>2</sup> | 137,709 |
| SAT Participation Rate             | 70%     |



70% of graduates in the class of 2019 took the SAT during high school

## Class of 2020

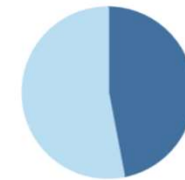
|                                    |         |
|------------------------------------|---------|
| PSAT/NMSQT Takers <sup>3</sup>     | 77,696  |
| 11th-Grade Enrollment <sup>2</sup> | 144,142 |
| Participation Rate                 | 54%     |



54% of 11th graders took the PSAT/NMSQT last fall

## Class of 2021

|   |         |
|---|---------|
| PSAT/NMSQT or PSAT 10 Takers <sup>3</sup> | 72,275  |
| 10th-Grade Enrollment <sup>2</sup>        | 153,370 |
| Participation Rate                        | 47%     |



47% of 10th graders took the PSAT/NMSQT or PSAT 10 in 2018-19



# SAT Participation and Performance: Total Group

Data reflect 2019 high school graduates who took the SAT during high school. If a student took the SAT more than once, the most recent score and self-reported SAT questionnaire responses are summarized.

| Total                   | Test Takers |         | Mean Score |     |      | Met Benchmarks |     |      |      |
|-------------------------|-------------|---------|------------|-----|------|----------------|-----|------|------|
|                         | Number      | Percent | Total      | ERW | Math | Both           | ERW | Math | None |
| Total                   | 95,794      |         | 1082       | 545 | 537  | 50%            | 75% | 52%  | 23%  |
| Took Essay <sup>1</sup> | 45,457      | 47%     | 1140       | 574 | 566  | 61%            | 84% | 63%  | 15%  |

| Race / Ethnicity                       | Test Takers |         | Mean Score |     |      | Met Benchmarks |     |      |      |
|--|-------------|---------|------------|-----|------|----------------|-----|------|------|
|  | Number      | Percent | Total      | ERW | Math | Both           | ERW | Math | None |
| American Indian/Alaska Native          | 287         | 0%      | 956        | 479 | 477  | 25%            | 47% | 29%  | 49%  |
| Asian                                  | 5,603       | 6%      | 1202       | 581 | 621  | 71%            | 81% | 77%  | 14%  |
| Black/African American                 | 9,820       | 10%     | 911        | 464 | 447  | 17%            | 41% | 18%  | 58%  |
| Hispanic/Latino                        | 8,967       | 9%      | 979        | 498 | 481  | 29%            | 56% | 31%  | 42%  |
| Native Hawaiian/Other Pacific Islander | 65          | 0%      | 962        | 484 | 478  | 26%            | 52% | 29%  | 45%  |
| White                                  | 64,724      | 68%     | 1119       | 564 | 554  | 58%            | 84% | 60%  | 15%  |
| Two or More Races                      | 3,657       | 4%      | 1071       | 543 | 528  | 45%            | 74% | 47%  | 25%  |
| No Response                            | 2,671       | 3%      | 945        | 479 | 466  | 26%            | 46% | 28%  | 52%  |

| Sex         | Test Takers |         | Mean Score |     |      | Met Benchmarks |     |      |      |
|-------------|-------------|---------|------------|-----|------|----------------|-----|------|------|
|             | Number      | Percent | Total      | ERW | Math | Both           | ERW | Math | None |
| Female      | 51,863      | 54%     | 1070       | 545 | 525  | 46%            | 75% | 48%  | 23%  |
| Male        | 43,902      | 46%     | 1097       | 546 | 551  | 55%            | 75% | 58%  | 23%  |
| No Response | 29          | 0%      | 805        | 409 | 396  | 10%            | 14% | 10%  | 86%  |

| First Language Learned       | Test Takers |         | Mean Score |     |      | Met Benchmarks |     |      |      |
|------------------------------|-------------|---------|------------|-----|------|----------------|-----|------|------|
|                              | Number      | Percent | Total      | ERW | Math | Both           | ERW | Math | None |
| English Only                 | 81,234      | 85%     | 1090       | 551 | 539  | 52%            | 78% | 54%  | 21%  |
| English and Another Language | 8,400       | 9%      | 1057       | 528 | 529  | 44%            | 65% | 46%  | 33%  |
| Another Language             | 4,413       | 5%      | 1076       | 523 | 553  | 48%            | 62% | 54%  | 32%  |
| No Response                  | 1,747       | 2%      | 864        | 438 | 426  | 15%            | 29% | 17%  | 69%  |



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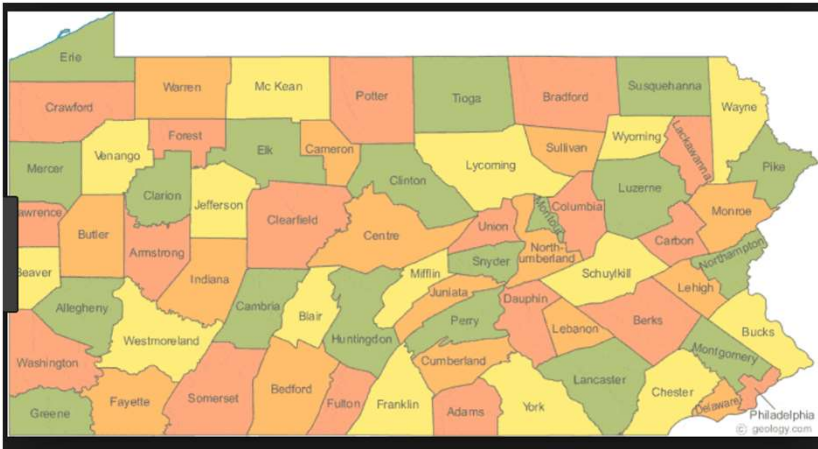
## Pennsylvania

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## Class of 2019

### 70% of PA 2019 graduates took the SAT

- 75% met the CCR benchmark for EBRW
- 52% met the CCR benchmark for math
- 50% met both benchmarks
- 47% completed the essay
- 23% were underrepresented minority students
- 21% used a fee waiver





## SAT Score Sending: Institutions

Of the 95,794 students from Pennsylvania who took the SAT, 68,868 designated that their score reports be sent to institutions.

A total of 3,132 institutions received score reports from

Pennsylvania students.

| Institution                                 | State | Type            | Number of Students | % of Score Senders <sup>1</sup> |
|---|-------|-----------------|--------------------|---------------------------------|
| Penn State University Park                  | PA    | Public College  | 26,815             | 38.9%                           |
| Temple University                           | PA    | Public College  | 13,563             | 19.7%                           |
| University of Pittsburgh                    | PA    | Public College  | 13,197             | 19.2%                           |
| West Chester University of Pennsylvania     | PA    | Public College  | 11,028             | 16.0%                           |
| Drexel University                           | PA    | Private College | 8,031              | 11.7%                           |
| Bloomsburg University of Pennsylvania       | PA    | Public College  | 5,966              | 8.7%                            |
| Indiana University of Pennsylvania          | PA    | Public College  | 5,670              | 8.2%                            |
| Kutztown University of Pennsylvania         | PA    | Public College  | 4,825              | 7.0%                            |
| Millersville University of Pennsylvania     | PA    | Public College  | 4,551              | 6.6%                            |
| University of Pennsylvania                  | PA    | Private College | 4,431              | 6.4%                            |
| Shippensburg University of Pennsylvania     | PA    | Public College  | 4,275              | 6.2%                            |
| NCAA Eligibility Center                     | IN    | Public College  | 4,273              | 6.2%                            |
| University of Delaware                      | DE    | Public College  | 3,668              | 5.3%                            |
| Villanova University                        | PA    | Private College | 3,642              | 5.3%                            |
| Duquesne University                         | PA    | Private College | 3,439              | 5.0%                            |
| Slippery Rock University of Pennsylvania    | PA    | Public College  | 3,323              | 4.8%                            |
| Robert Morris University                    | PA    | Private College | 3,203              | 4.7%                            |
| Lehigh University                           | PA    | Private College | 3,137              | 4.6%                            |
| Arcadia University                          | PA    | Private College | 2,928              | 4.3%                            |
| West Virginia University                    | WV    | Public College  | 2,819              | 4.1%                            |
| La Salle University                         | PA    | Private College | 2,748              | 4.0%                            |
| Saint Joseph's University                   | PA    | Private College | 2,592              | 3.8%                            |
| Carnegie Mellon University                  | PA    | Private College | 2,511              | 3.6%                            |
| New York University                         | NY    | Private College | 2,507              | 3.6%                            |
| Widener University                          | PA    | Private College | 2,444              | 3.5%                            |
| East Stroudsburg University of Pennsylvania | PA    | Public College  | 2,405              | 3.5%                            |
| University of Scranton                      | PA    | Private College | 2,063              | 3.0%                            |
| Boston University                           | MA    | Private College | 2,052              | 3.0%                            |
| Cornell University                          | NY    | Private College | 1,948              | 2.8%                            |
| University of Maryland: College Park        | MD    | Public College  | 1,927              | 2.8%                            |
| Ohio State University: Columbus Campus      | OH    | Public College  | 1,880              | 2.7%                            |
| California University of Pennsylvania       | PA    | Public College  | 1,812              | 2.6%                            |



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# Update on Official SAT Practice on Khan Academy

**Driving Performance  
and Impact**

**SATPRACTICE.org/k12**

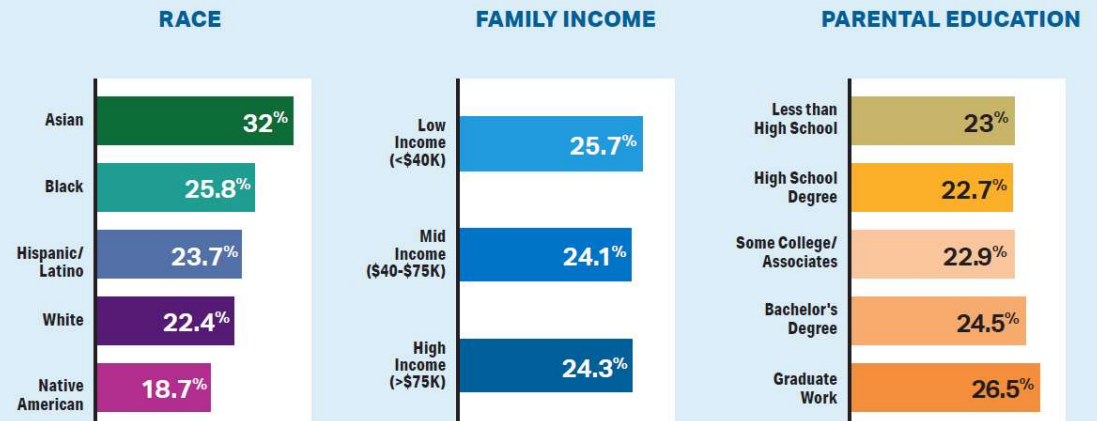




# Usage Is Consistent Across Demographics

## Roughly Equal Usage of Official SAT® Practice by Race, Family-Income Level, and Parental Education Level

Students with linked accounts proportional to the SAT test-taking population



Data reflect students from the high school graduating class of 2017 who took the October 2015 PSAT/NMSQT® and the new SAT through January of 2017, and the percentage within each subgroup who linked their College Board and Khan Academy accounts.

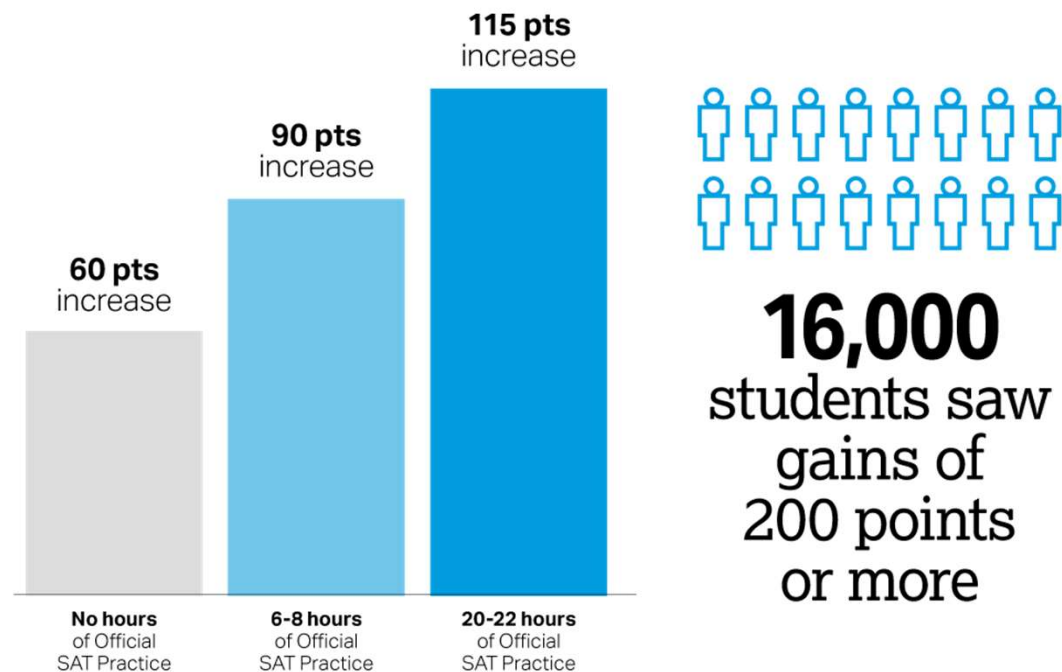
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# SAT Score Improvements and Official SAT® Practice

Number of points gained from PSAT/NMSQT® to SAT correlated to hours spent practicing



Based on 250,000 students from the Class of 2017



# The College Board Opportunity Scholarships recognize students who take six key actions to prepare for college.

## 1. Build Your College List

Get started by exploring colleges you're interested in with BigFuture™.

**\$500** (600 scholarships)

## 2. Practice for the SAT®

Get ready for test day with Official SAT Practice on Khan Academy®.

**\$1,000** (1,500 scholarships)

## 3. Improve Your Score

Show how practice pays off by improving your SAT score.

**\$2,000** (150 scholarships)

## 4. Strengthen Your College List

Make sure your college list has a mix of academic safety, fit, and reach schools.

**\$500** (400 scholarships)

## 5. Complete the FAFSA

Fill out the free government form to apply for financial aid.

**\$1,000** (800 scholarships)

## 6. Apply to Colleges

Apply to the schools you want to attend.

**\$1,000** (500 scholarships)



Complete all six key actions to be eligible for the

**Complete Your Journey Scholarship**

**\$40,000**

(25 scholarships)



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# Key Takeaways & Resources for You



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## AP Credit Policy & Funding

We are in year two of the state of Pennsylvania dedicating state funds to further reduce the 2020 AP Exam fees for economically disadvantaged students. **The final fee for any AP Exam is now \$20 per exam for students who qualify for the College Board AP Exam fee reduction.**

Beginning this fall, students attending Pennsylvania State System of Higher Education (PASSHE) institutions, Pennsylvania public community colleges, and other Pennsylvania Transfer and Articulation Center (PA TRAC) member institutions, can now **receive college credit for Advanced Placement (AP) Exam scores of 3 and higher** and CLEP Exam scores of 50 and higher.

**Three out of five AP Exam takers report that an institution's AP policy—and how much credit can be earned—impacts their college choice.**

**AP Exam takers have higher four-year graduation rates than non-AP Exam takers—regardless of AP Exam score earned.**



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## College Board Search

The College Board reaches millions of students every year through assessments like the SAT and courses like Advanced Placement. Since 1972, College Board's Student Search Service® has led the way in enabling student and college connections.

Among students who have opted into Search, students whose information is licensed through Search are:

- 23% more likely to send their SAT scores to a licensing college, and
- 22% more likely to enroll in a licensing college

(Compared to identical students who also met the college's Search criteria but were not licensed)

**Participating in  
Search increases a  
student's  
college enrollment  
probability by  
12%**



# Staff Development

We are happy to train partners across PA on being a voice for student opportunity and information on various items, including:

- Fee Waivers;
- Retesting;
- Official SAT Practice on Khan Academy;
- College Board Opportunity Scholarships;
- AP Potential;
- AP Classroom;
- Conversations about demographic shifts for your campus leaders;
- *and more!*




March 11–13, 2020 | Chicago, IL

**A Dream Deferred: The Future of African American Education**

Registration is now open.

[Register](#)



April 23–24, 2020 | Las Vegas, NV

**Prepárate: Educating Latinos for the Future of America**

Registration is now open.

[Register](#)



June 4–5, 2020 | Phoenix, AZ

**NASAI: Native American Student Advocacy Institute**

[Register Now](#)



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# Thank You.

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