

Sophomore Night Centennial HS

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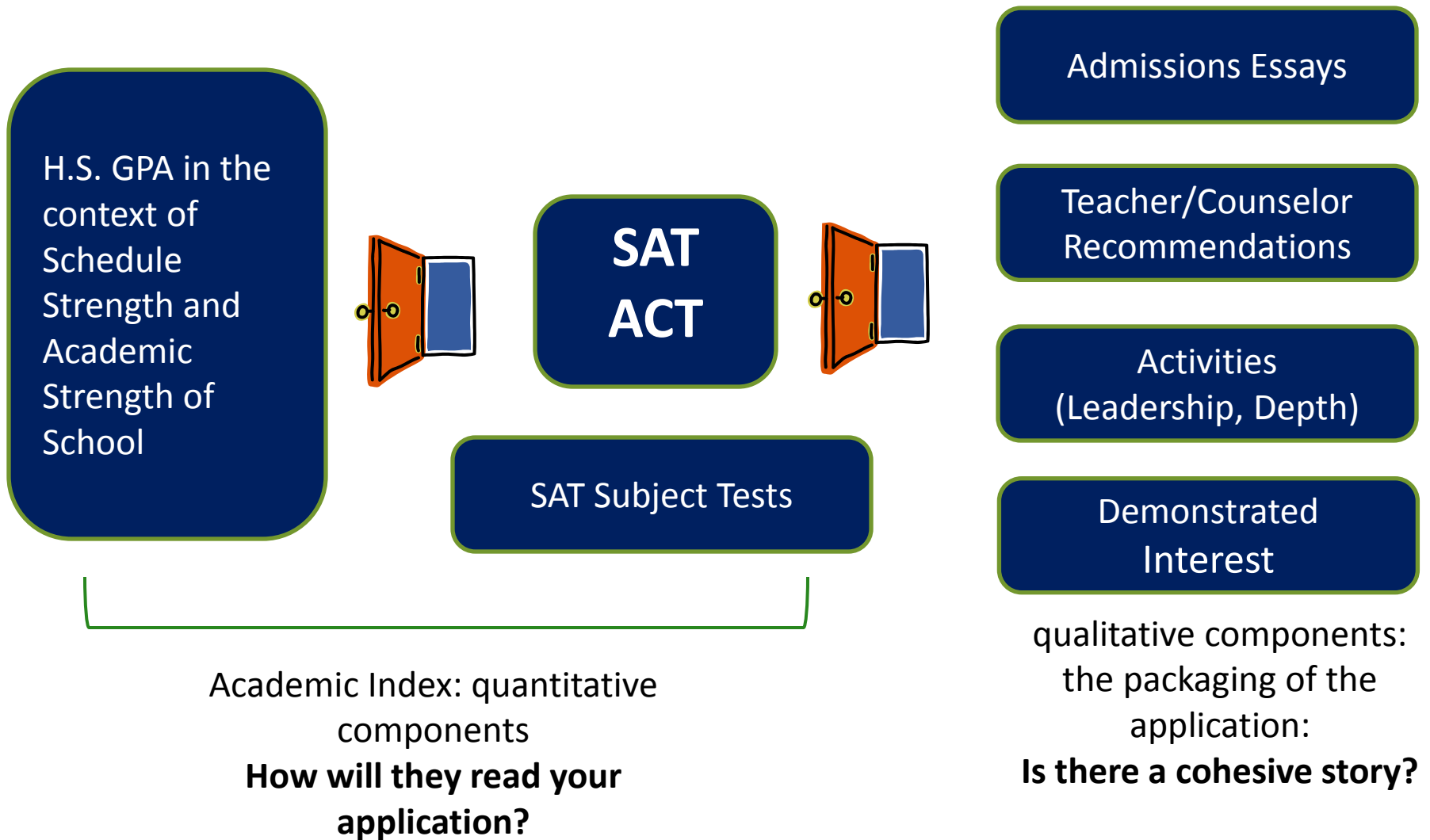


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US still puts a premium on testing: 2012 NACAC Survey: Factors influencing admissions decisions

Importance	Considerable	Moderate	Limited	None
Grades in college prep	86.5%	11.5%	1.6%	0.3%
Strength of curriculum	70.7	22.0	5.9	1.3
Admission test scores	57.8	32.0	9.2	1.0
Grades in all courses	45.6	43.9	9.8	0.7
Essay or writing sample	26.4	37.5	19.9	16.3
Demonstrated interest	20.7	27.0	27.6	24.7
Teacher recommendation	17.4	47.7	23.7	11.2
Counselor rec.	17.1	50.0	22.0	10.9
Class rank	16.3	42.2	31.7	9.8
Extracurricular activities	8.9	43.9	34.3	12.9
Subject test scores (AP, IB)	7.0	27.2	33.6	32.2
Extracurricular activities	8.9	43.9	34.3	12.9
Interview	6.6	26.3	31.9	35.2
SAT II scores	5.0	11.0	28.0	56.0

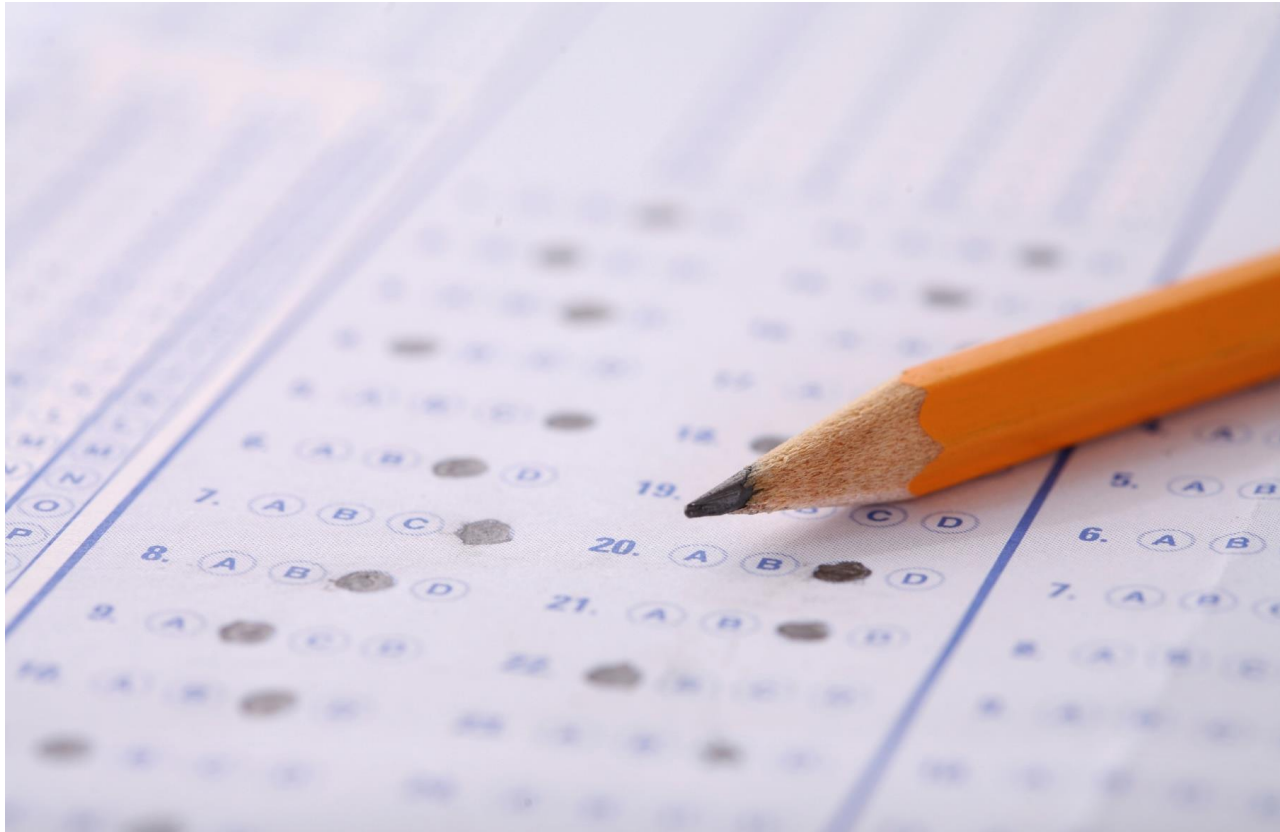
The admissions process



Testing



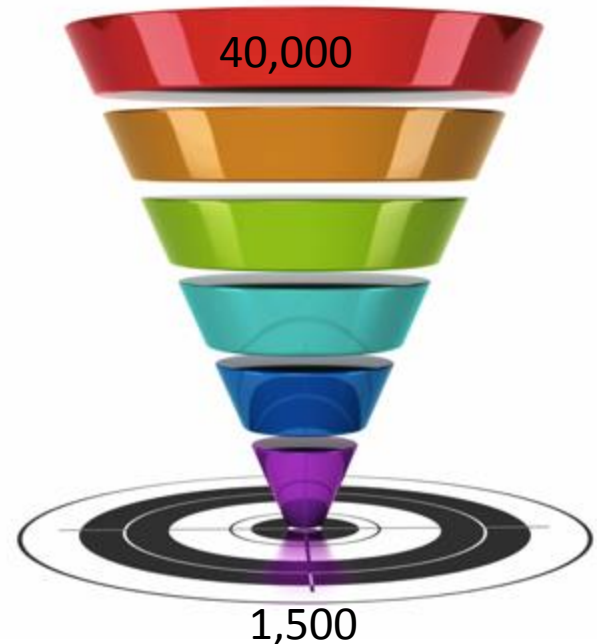
How important are the tests?



Over the last decade, the tests have become a more significant part of the admissions process.

For many institutions, the need for an admissions test remains strong

When highly selective colleges receive 40,000 applications for 1,500 spots, they need an efficient form of screening. Assessments can be most useful here.



The importance of testing



admissions



merit money

- Standardized- easy to compare across geographic and demographic lines
- A hedge against grade inflation
- Efficient way to make big cuts
- Moderately useful predictor of success in college

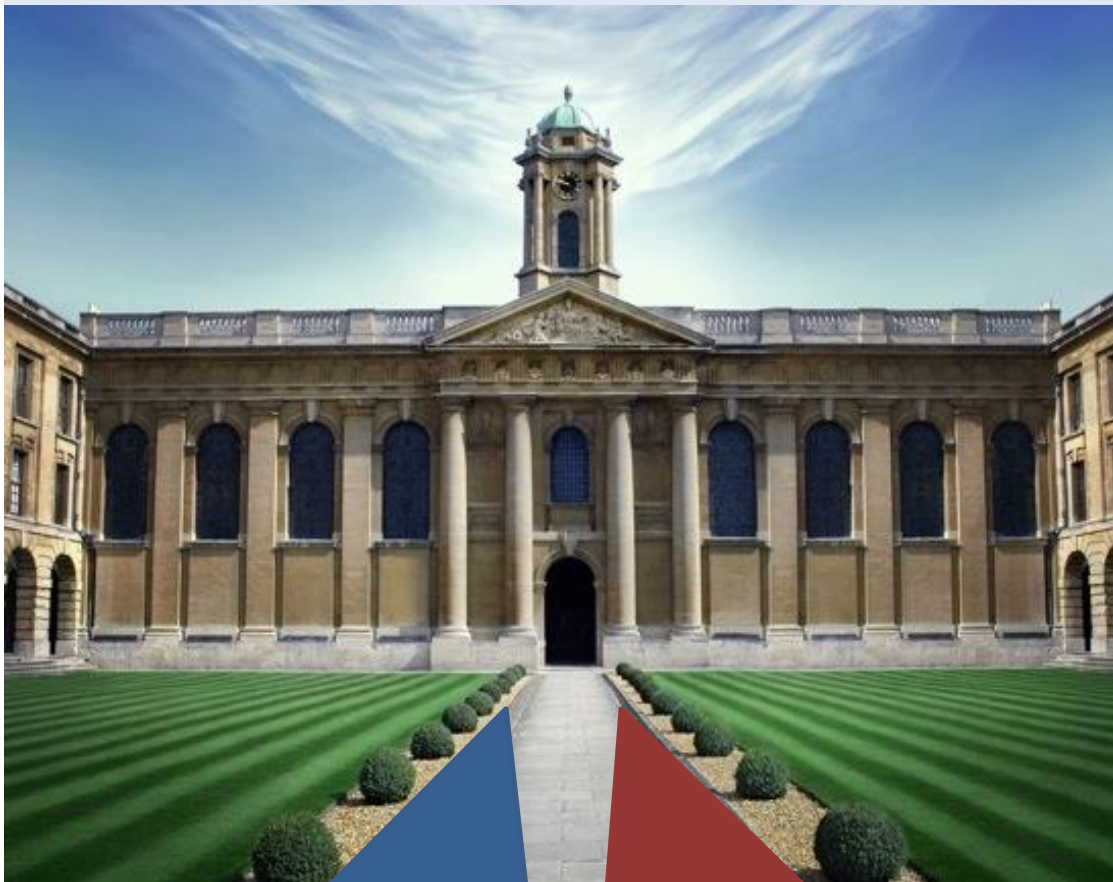
Testing and money

Score Gains



- As a result of weaker testing, sometimes students worthy of aid do not receive it
- Test scores can influence how much financial aid you get from private sources
- Even small score increases can put students into the merit threshold

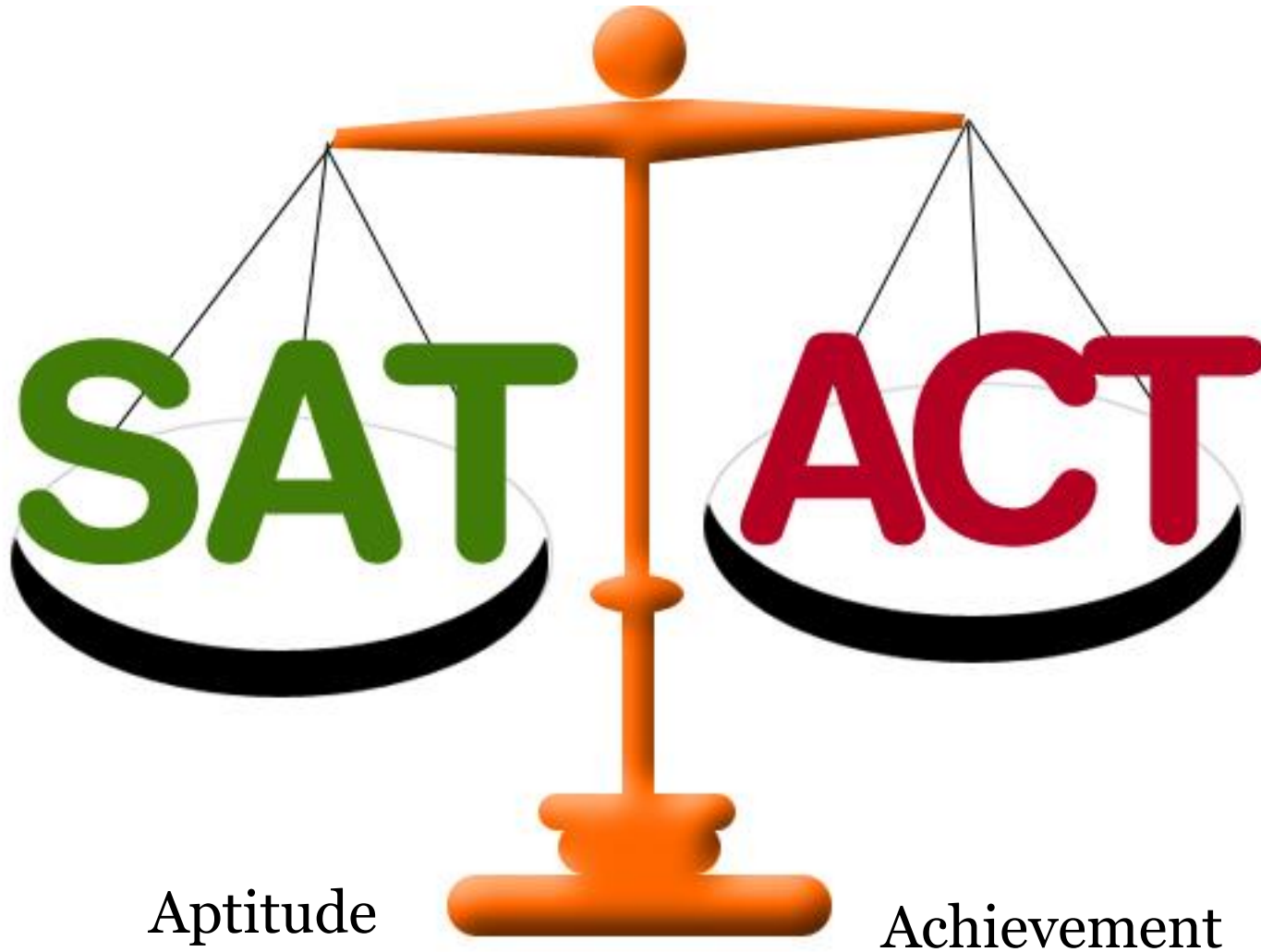
The paths to admission



SAT

ACT

Quick Intro to the Assessments



SAT Origins (IQ tests)



Carl Brigham

1920s worked on Army Alpha Tests

1923 wrote A Study of American Intelligence

1926 converted Army Alpha into Standard Aptitude Test, under the auspices of the College Board, administered test to 8,040 high school students

1934 Harvard uses SAT to select scholarship recipients



Henry Chauncey

1930 Assistant Dean at Harvard

1934 uses SAT to select scholarship recipients

1943 contracts to administer SAT (Army-Navy Qualification Test) to 316,000 high school seniors

1945 Becomes first President of Education Testing Service, ETS

1970 Retires, SAT given to 1.4 million students annually

SAT had its foundations in :
abstract intelligence and aptitude testing

ACT Origins (Iowa tests)



Everett Franklin Lindquist (1901–1978)

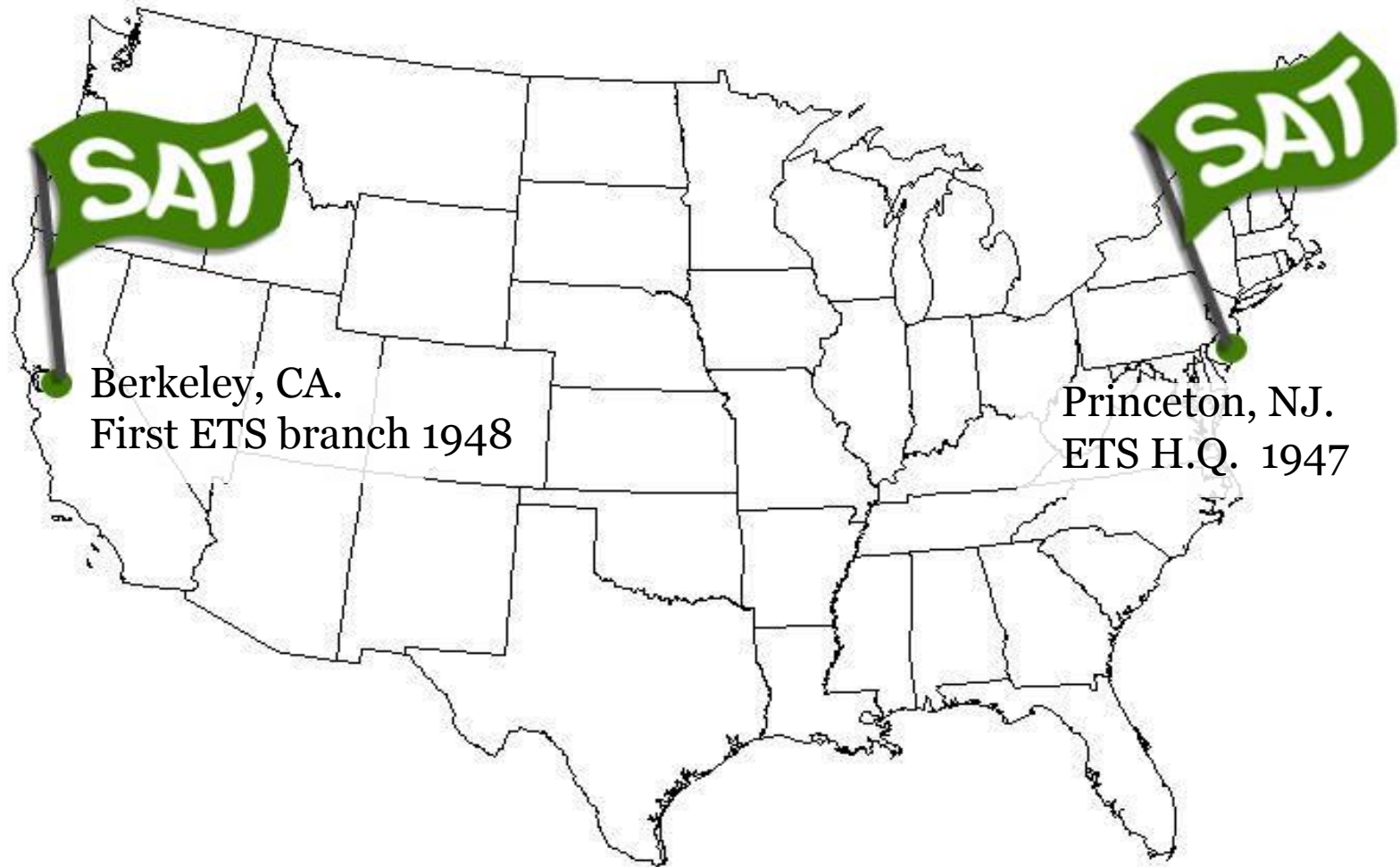
Psychology professor, educational researcher at the University of Iowa

1929 Created tests which became the Iowa Tests of Basic Skills

1959 Created the ACT (American College Testing) in Iowa City, Iowa

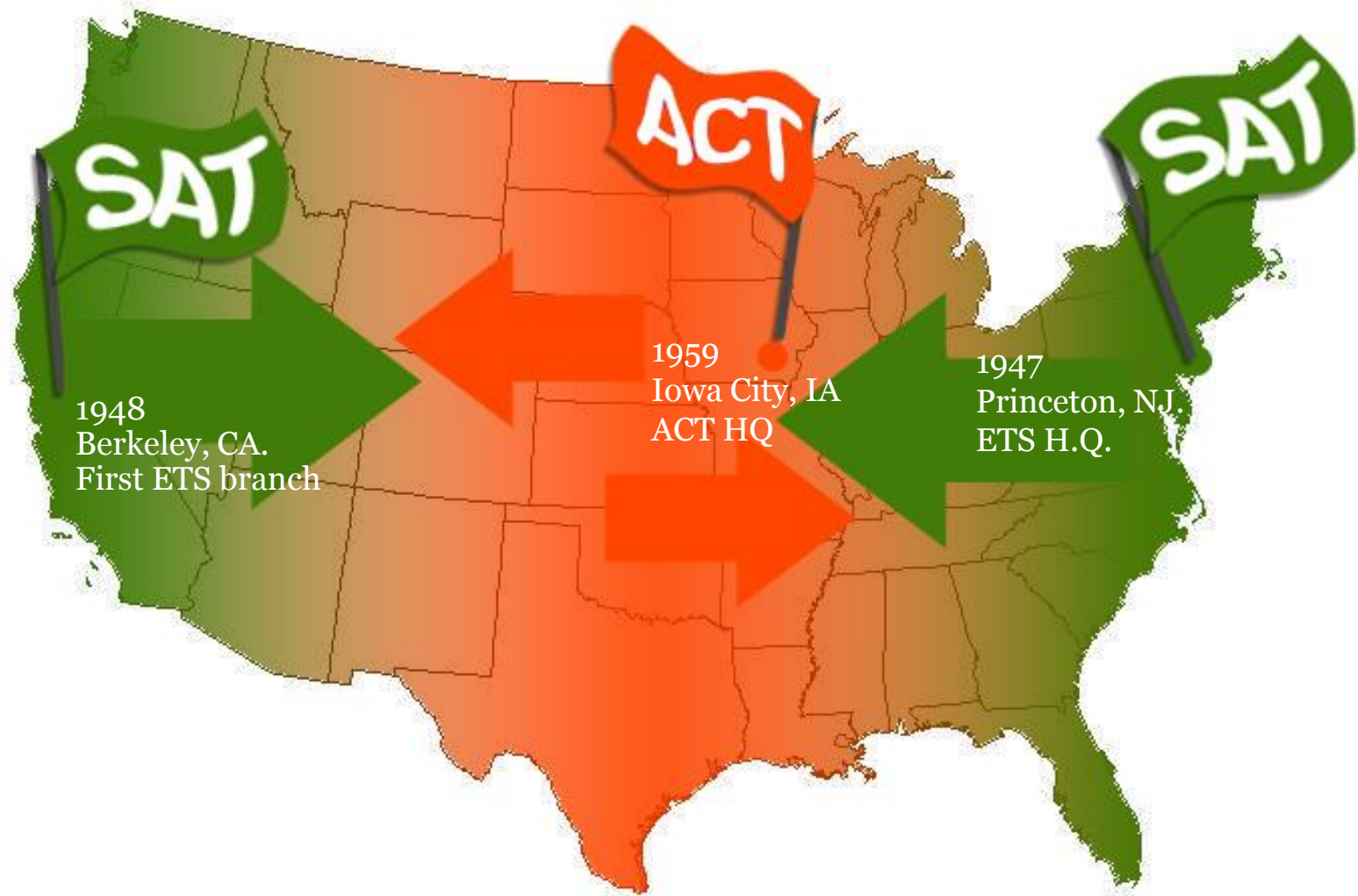
ACT had its foundations in:
Iowa standardized public school
achievement testing

SAT/ACT Geographic Origins



The SAT was first on the scene

The ACT took the heartland



Today the SAT and ACT
are universally accepted



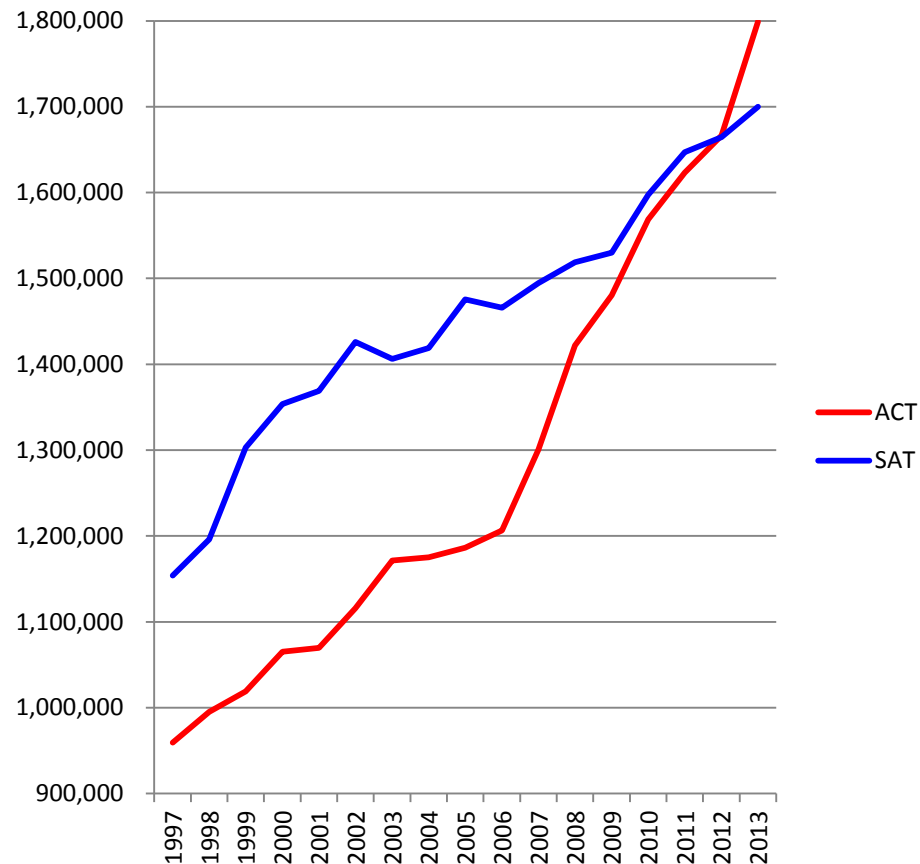
Any college will take either the SAT or ACT without prejudice

Until we develop better assessments,
it's a two-test system



The ACT has eclipsed the SAT

	SAT	ACT	Gap
2005	1,475,623	1,186,251	289,372
2006	1,465,744	1,206,455	259,289
2007	1,494,531	1,300,599	193,932
2008	1,518,859	1,421,941	96,918
2009	1,530,128	1,480,469	49,659
2010	1,597,329	1,568,835	28,494
2011	1,647,123	1,623,112	24,011
2012	1,664,479	1,666,209	-1,730
2013	1,700,000	1,800,000	-100,000



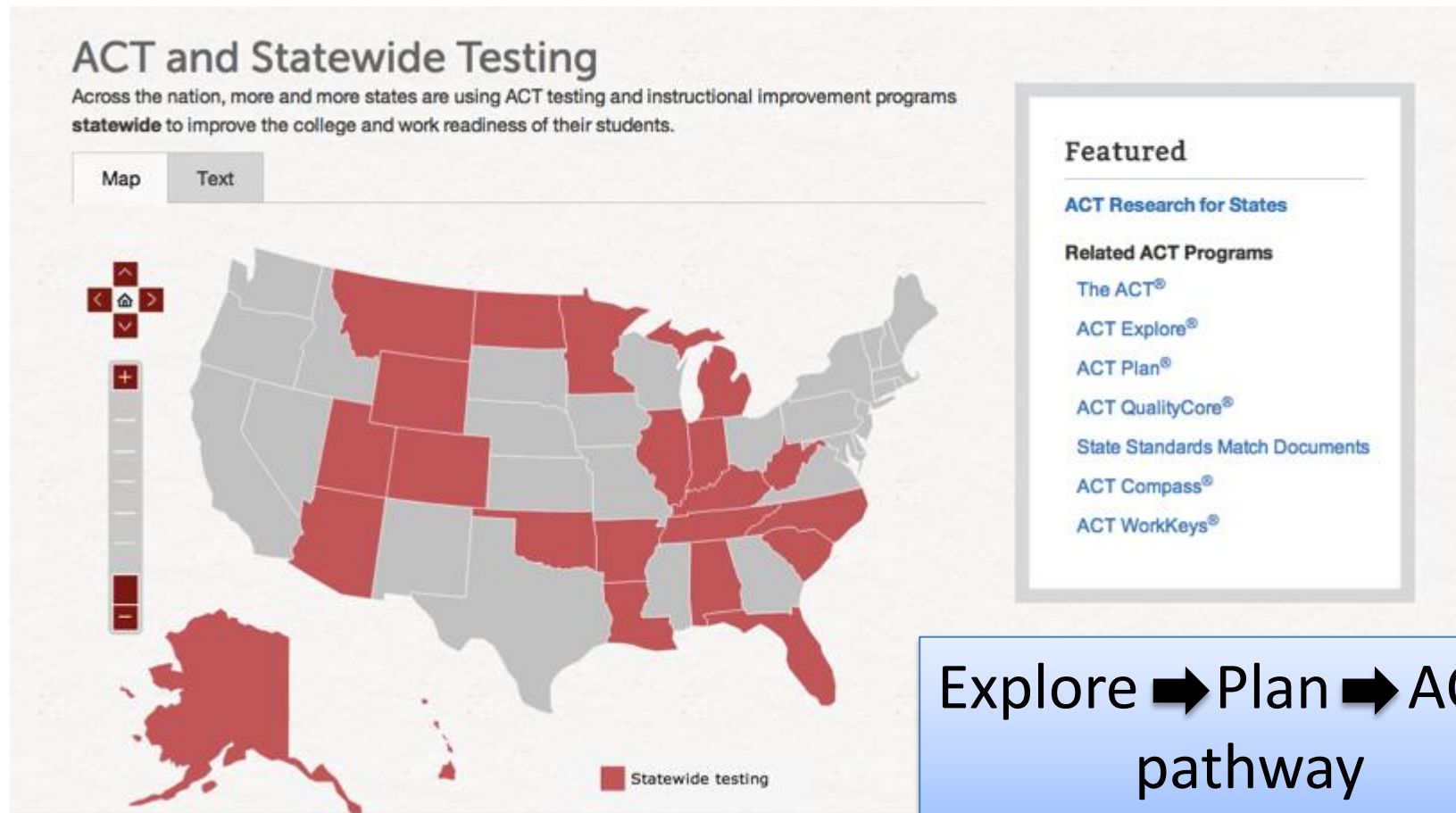
Aligning with the Common Core has been a big winner for the ACT. 2014 will reveal huge gains for the ACT.

Why is the ACT dominating?

- Historical differences
- Focus on achievement versus aptitude
- The Battle for Common Core alignment

Common Core State Standards Initiative

ACT has leveraged its superior Common Core alignment to win state-wide contracts across the country. Districts and states are using the ACT as their End of Course Tests.

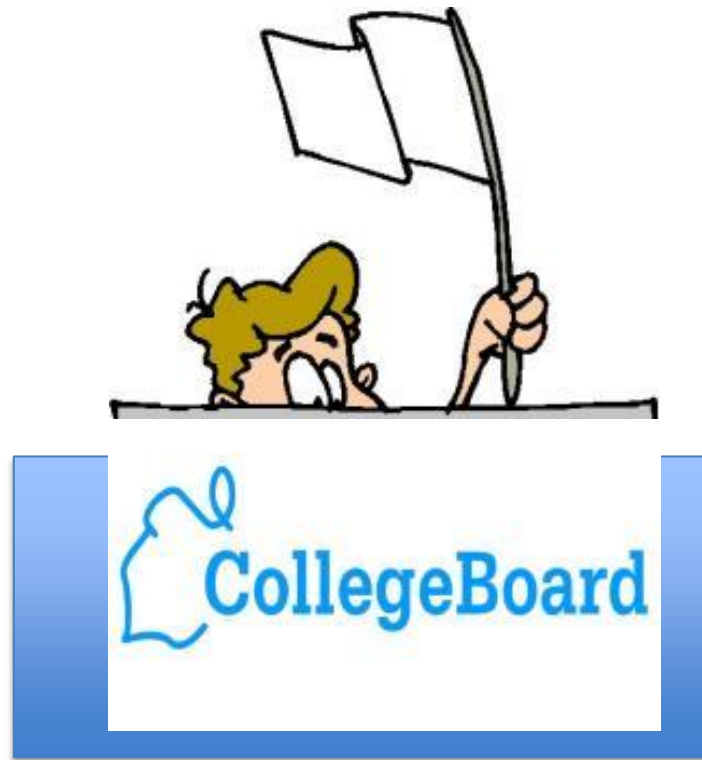


Common Core State Standards Initiative

- The writing is on the wall: align with the CCSSI or get out of the game
- Current ACT is better aligned with Common Core Standards, leading to broader adoption
- Testing Consortia, PARCC & Smarter Balanced, funded by DOE, assigned with developing CCSSI-aligned assessments: an existential threat to the SAT and ACT



The College Board had no choice but to change



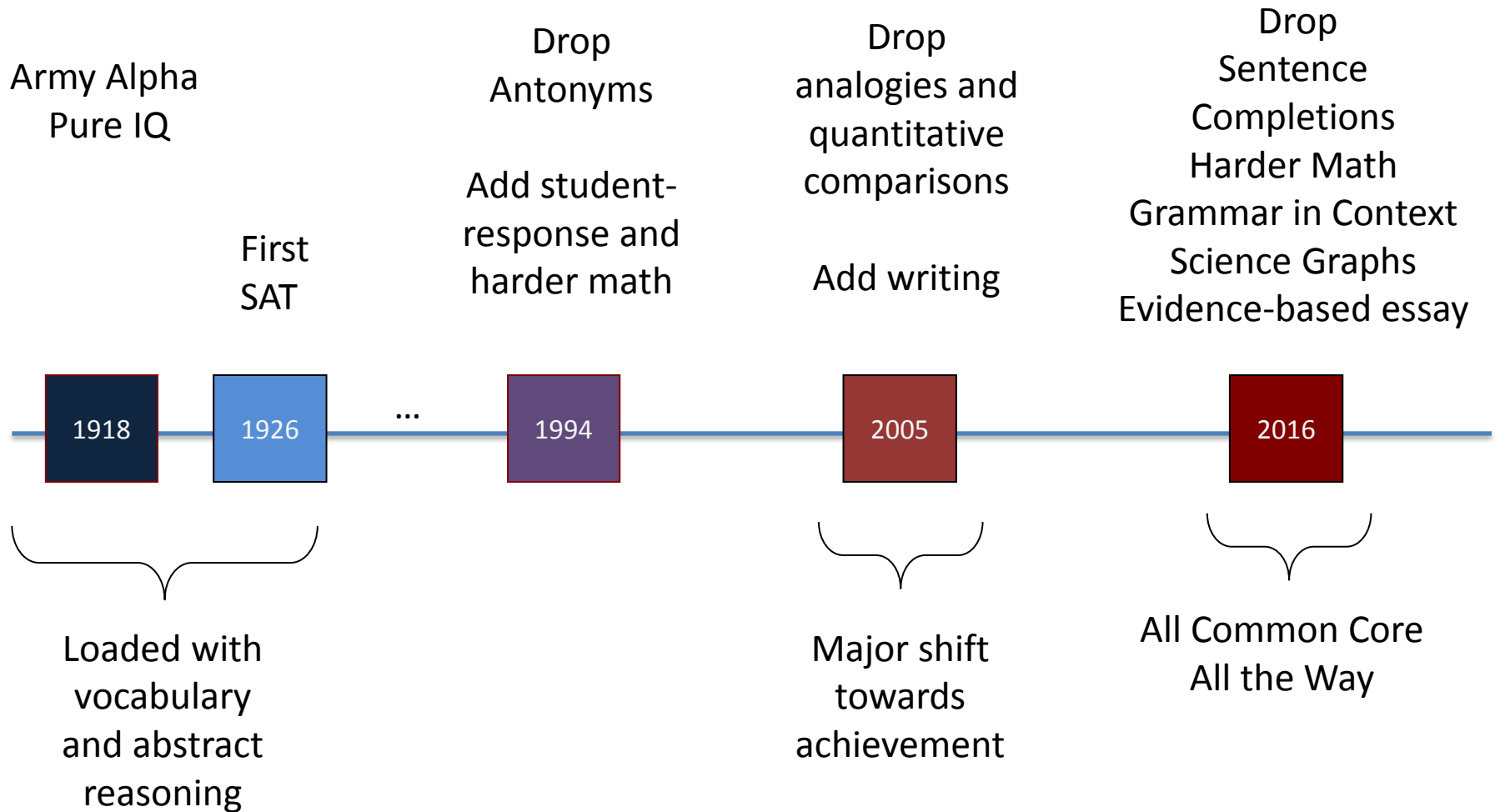
College Board tapped Common Core standards writer David Coleman to lead

The SAT is **not** becoming more like the ACT (trust me)



Before the pending changes take effect, SAT-ACT scores already strongly correlate, .83 to .87!

SAT's slow and steady march from Aptitude to Achievement



The Great SAT Overhaul



The SAT nixed the guessing penalty

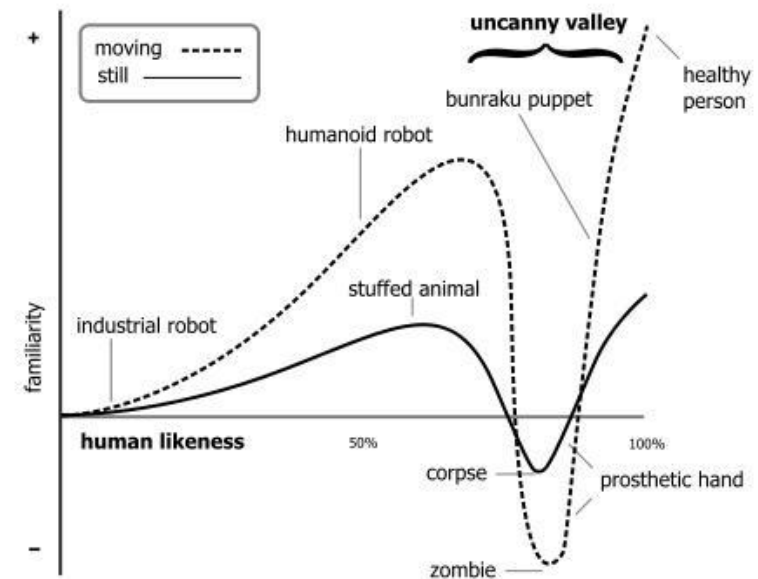


Bring on the Random Guess! No more worries about that pesky quarter point.

And welcomed Science!



The new SAT will incorporate tables, charts, and graphs. SAT takers will need to find correlations, plot points, and manipulate data as on the ACT.



SAT will incorporate the science items throughout both the verbal and the math sections.

Took away the calculator on one math section

New math sections will stress fluency with calculation and number sense. These questions are quite challenging



Students will need to learn more math fundamentals and learn how to read and perceive problems differently. It transcends the ability to solve.

Put grammar in context

To conform with the Common Core standards, like the ACT, the SAT is placing all of its writing items in the context of paragraphs

He wasn't always so resistant to flying, although he has always been afraid of it. As to the former, when he was eleven years old, my parents took him on a trip to Disneyland. He got on the plane without incident, but as soon as he heard the engines start up he covered his ears with his hands and kept them there for the duration of the three-hour flight. On the way home, he did precisely the same thing. 5 15

4.

Choices

- ☐ A NO CHANGE
- ☐ B owing to the fact that he heard
- ☐ C because of his hearing
- ☐ D since he will have heard

The passages on the new SAT Writing will be harder level passages than those found on the ACT.

More time per question, but many students will need it for the harder question types



Section	Seconds Per Question		
	ACT	Current SAT	New SAT
Grammar	36.0	42.9	47.7
Reading	52.5	62.7	75.0
Math	60.0	77.8	84.2
Science	52.5	-	

Even considering the more difficult items on the New SAT, the extra time will help students with slower processing speeds,

Doubled the timing of the essay, put it at the end, and made it much more analytical and challenging

“Your essay should not explain whether you agree with [the author’s] claims, but rather explain how [the author] builds an argument to persuade his audience.”

The new essay is an improvement, but it’s long and at the end of a 4-hour testing administration



Made Reading look more like the ACT

- Like the ACT, the SAT Reading section will consist of passages from the domains of Science, Literature, and Humanities/Social Studies.
- SAT will also add ACT Science-style charts, graphs, and figures into the science passages.
- The level of difficulty on the science and prose passages is similar to that found on the SAT Literature test, demanding a higher degree of fluency than ever before.

Invoked the “Great Global Conversation”

If the Preview questions are an accurate indication of what’s to come, questions drawn from the “Global Conversation” will punish students who lack context into our history and political process.



Made a Common Core math test emphasizing conceptual understanding

- Less of a focus on heuristics and speed
- Algebra will be the king of the redesigned SAT Math section.
- geometry will be taking a major backseat: going from a whopping 40% of questions on the current SAT to a mere 10% on the redesigned test.
- Additional Topics in math- will incorporate every math topic currently tested by the ACT and not the SAT (from trigonometry and radians to equations of a circle and congruence theorems)

Demonstrating how new problems require a deeper understanding of math

OLD

How long after the second car leaves will it catch up to the first car?

- A) 17 minutes
- B) 30 minutes

NEW

Which of the follow mathematical equations represents the scenario described?

- A) $3x + 4y - 19 = 230$
- B) $4x + 3y - 19 = 180$

The New SAT appears to be the hardest SAT in recent memory, significantly more challenging than the ACT

- With elevated levels of reading and math difficulty, the new SAT may provide quite a challenge for many students
- We predict many sophomores will stick with the current SAT, completing testing by January 2016, or migrating to the ACT

the ACT is also shifting, albeit more subtly

June 13 announcement

- Essay Changes
- Extra Scores/Reporting
- Digital Assessments
- Reading Changes
- Optional Constructed Response subject tests



ACT is getting itself more Common-Core aligned,
gradually and without fanfare

ACT takes a swipe at the College Board

ACT improve yourself

SOLUTIONS

PRODUCTS

RESEARCH & POLICY

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Innovation and Continuous Improvement

... without the need for radical change

At ACT, we apply innovation at a responsible pace, always keeping our clients in mind.

As we enhance and improve the ACT® college readiness assessment, our approach:

- keeps the ACT consistently relevant
- ensures we are meeting the needs of the people we serve
- continually strengthens the research that makes the ACT so effective
- eliminates the need for radical change

We know the ACT has significant impact on people's lives. Because of this, we work hard to avoid unnecessary risks that might come with large-scale changes or total product reinvention.

Relevance

For more than 50 years, the ACT has been relevant and effective. Here's how ...

The ACT has never been static. Gradual updates and enhancements based on research and evidence are integral to our philosophy of continuous improvement. The ACT assessment forms part of our organization's legacy of expertise and helps drive excellence in assessment across the nation.

“We work hard to avoid unnecessary risks that might come **with large-scale changes or total product reinvention.**”

Essay Changes

- The essay will evaluate four writing areas: ideas and analysis, development and support, organization, and language use.
- It might be longer than 30 minutes
- Students will be provided several perspectives and asked to create their own analysis of a complex issue

Old Essay

Should students who have C averages in high school be allowed to get driving permits?



New Essay



Vs.



Digital Test Details

The ACT will introduce computer-based tests to various districts and states in 2015:

- Beta testing Spring 2015; Broader rollout 2016
- First tests are facsimiles of paper tests, timing may be modified, adaptive testing to follow



ACT Reading has been changing gradually since October 2013

New ACT reading sections have **compare and contrast** dual passages! Taking a note directly from the SAT playbook

How is Author 1's tone distinct from that of Author 2?



Author 1

VS



Author 2

Lock 'em in early! The new battleground

- ACT Aspire product for grades 3-12
- New College Board assessments for grades 6-12 in development



Both shops targeting Common Core Assessments and
End of Course Tests

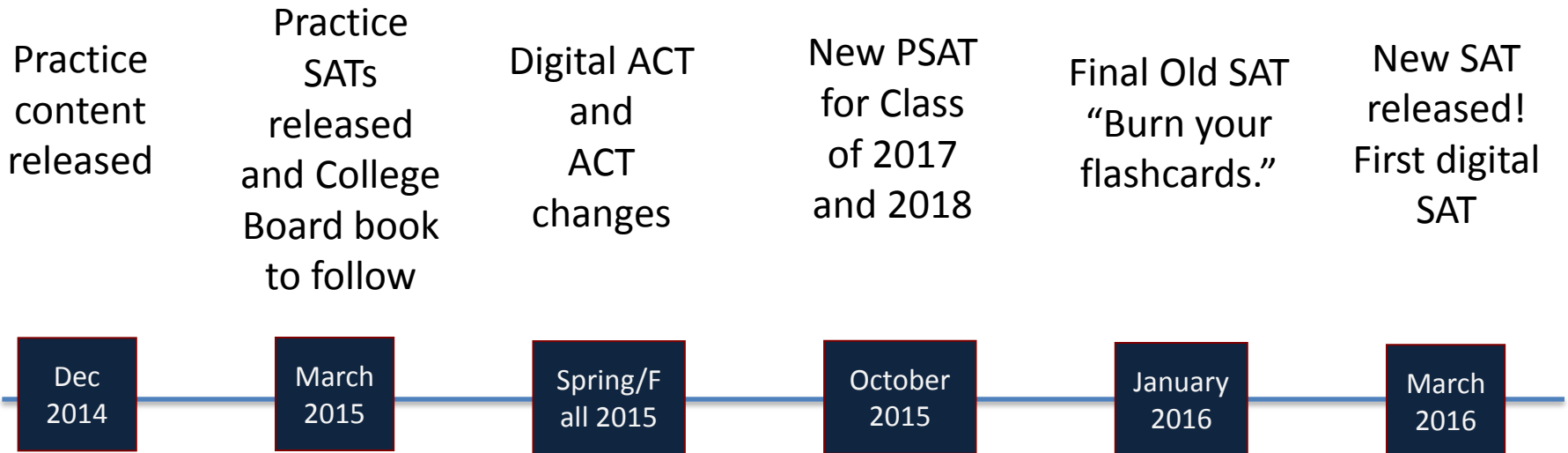
Digitization of testing changes the nature of assessment

- ACT enters digital world 2015, SAT in 2016.
- Adaptive testing. Rich virtual environments. (GMAT-integrated reasoning. GRE)
- PARCC digital tests
- Future of testing moves beyond multiple choice



New assessments will be adaptive, dynamic, allow students to display knowledge in new ways

Reviewing the timeline for forthcoming SAT-ACT changes



Class of 2017 (rising sophomores) will straddle the old and new SAT. Many will take practice exams to determine their optimal test.

Elements to Successful Prep



Momentum: Going in strong

- Don't spread this out evenly over the year; kids can and do burn out on testing
- Go hard before the actual tests
- Take a mock test within a month of every real test
- Give students breaks and time away from prep



Allow enough time to Prep

- This is a process, not a one-shot deal.
- Cram jobs almost never work.
- Plan on taking the test 3 times.
- It's smart to start **early!**



Mock tests: You've got to Practice

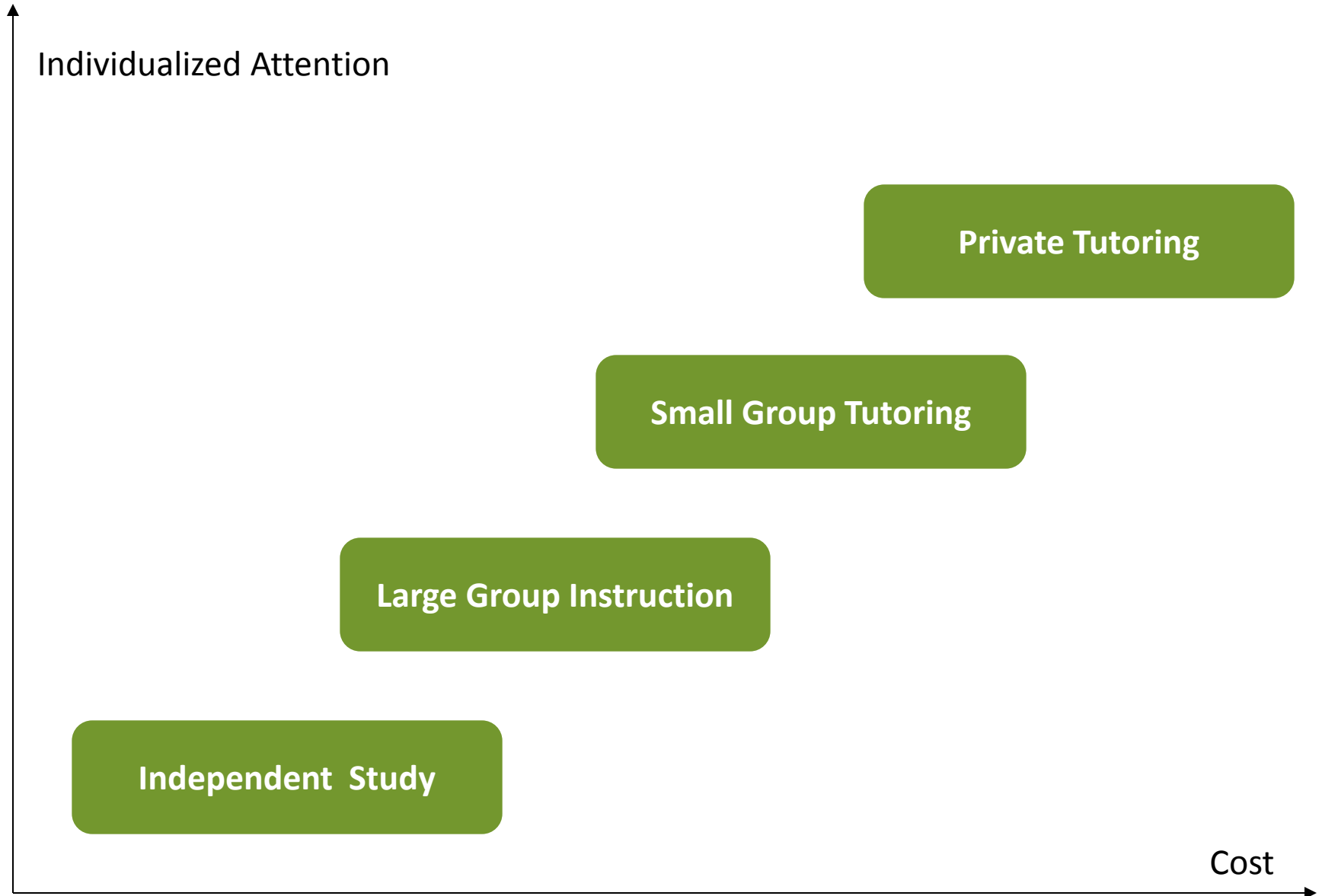
Mock tests reveal

- Wrong answer patterns (carelessness)
- Time management
- Mental fatigue
- Guessing efficacy



It's not just about the
content!
The process is 50%

Different forms of prep



For motivation: create a score goal

Highest SAT Scores

HOW DO YOU STACK UP?

What are your highest SAT scores (real or predicted)?

Enter and save your info to compare yourself to this or any college.

SAT Critical Reading

SAT Math

SAT Writing

[Save](#)

SAT MID-RANGE TEST SCORES ?

SAT Critical Reading

200 : 660-750 : 800

SAT Math

200 : 690-780 : 800

SAT Writing

200 : 670-770 : 800

Percent of freshmen in each SAT score range

Critical Reading | Math | Writing

700 - 800	<div></div>	61%
600 - 699	<div></div>	33%
500 - 599	<div></div>	6%
400 - 499		

Have your students use the CollegeBoard.com site to see the ranges for their desired schools

GA and Regional Schools

25-75% Ranges	CR Range		Math Range		Writing Range		ACT Range	
GA Southern	510	590	510	600			21	24
GSU	490	590	490	590			21	25
UGA	560	660	570	660	560	660	24	29
GA tech	590	690	650	730	580	670	27	31
Emory	640	740	670	760	650	740	30	33
Charleston	570	650	570	650			23	26
Furman	590	690	590	680	590	680	26	30
Clemson	550	640	590	680			25	30
Wake Forest	610	690	630	710			27	31
Duke	660	750	680	790	680	780	29	34

The middle 50% will give you a range of scores, shoot for the upper end of the range

Score Reporting

- Score Choice: changes nothing
- Cherry Picking scores: rewards multiple iterations
- No prejudice against multiple sittings

What matters is **that** you get the score,
not **how** you get the score

No Easy or Hard test Dates!

Historic SAT Data 2006-2012

	Reading	Math	Writing	Total	Students		
October	592	595	596	1782	1359		
November	585	603	609	1797	522		
December	582	593	588	1763	621		
January	588	593	597	1777	1263		
March	585	598	604	1786	1351		
May	580	584	586	1750	1000		
June	584	594	594	1773	1285		
Averages	586	594	596	1776	7401		

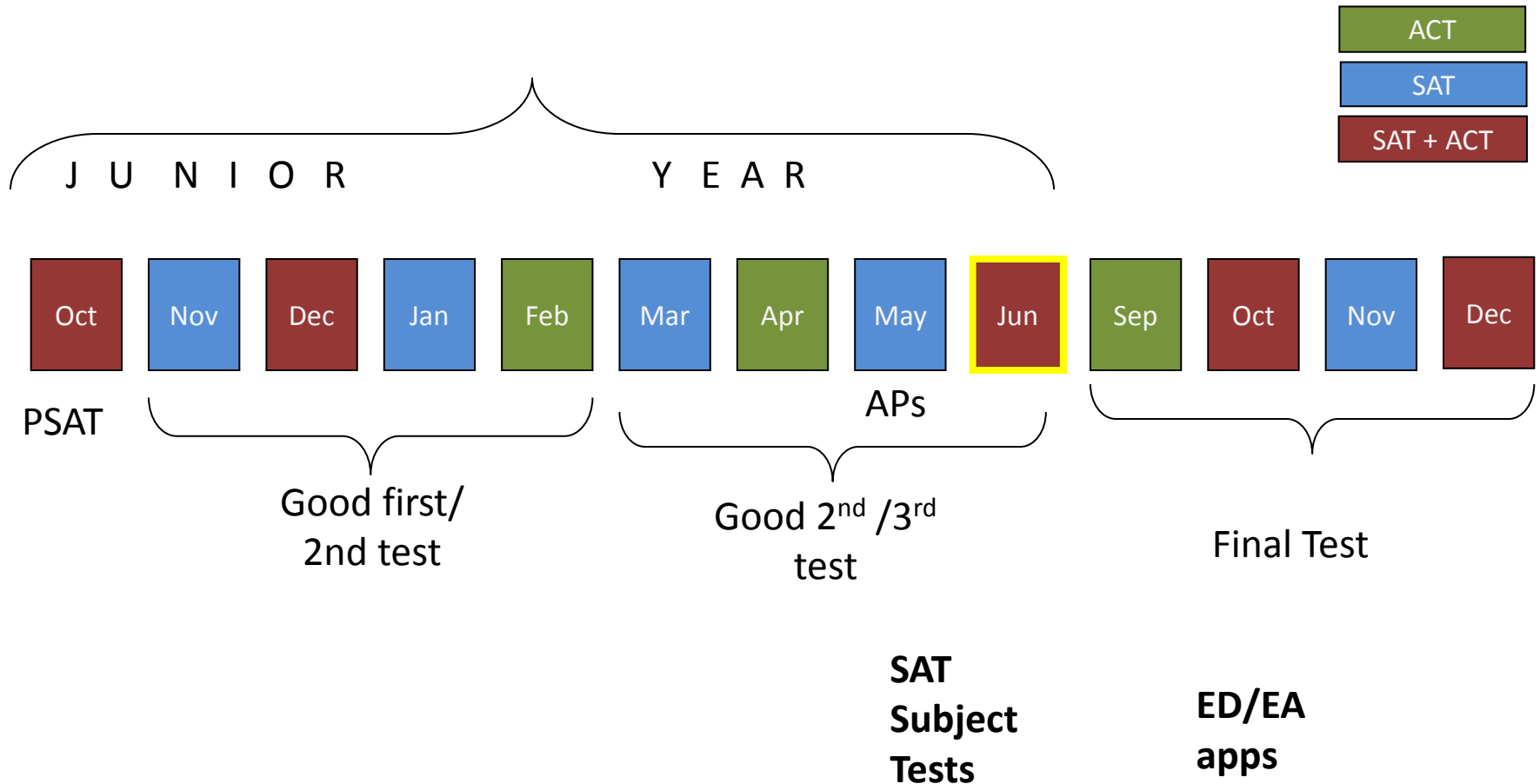
No Easy or Hard Test Dates!

Historic **ACT** Data 2007-2012

	English	Math	Reading	Science	Total	Students				
September	27.6	26.6	27.0	25.9	26.8	485				
October	26.9	26.1	26.9	25.5	26.4	305				
December	26.6	25.7	26.3	24.9	25.8	246				
February	26.1	26.1	26.3	25.2	25.9	458				
April	27.0	26.1	26.1	25.3	26.2	653				
June	26.5	26.0	26.3	25.0	25.9	765				
Averages	26.8	26.1	26.4	25.3	26.2	2912				

The ideal time to prep

Testing typically lives in Junior year, but in this year of transition, some sophomores may take an SAT in May or June



Our Services

- SAT & ACT prep (online, private, group)
- SAT Subject and AP prep
- Academic Support
- Study Skills



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