



PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Polling Presentation

SEPTEMBER 2022



ABOUT US

Morning Consult is a global data intelligence company delivering insights on what people think in real time. By surveying tens of thousands across the globe every day, Morning Consult is unmatched in scale and speed: It determines the true measure of what people think and how their decisions impact business, politics and the economy.

Industry leaders rely on Morning Consult's proprietary technology and analysis for real-time intelligence to transform information into a competitive advantage.

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EXECUTIVE SUMMARY



KEY POINTS

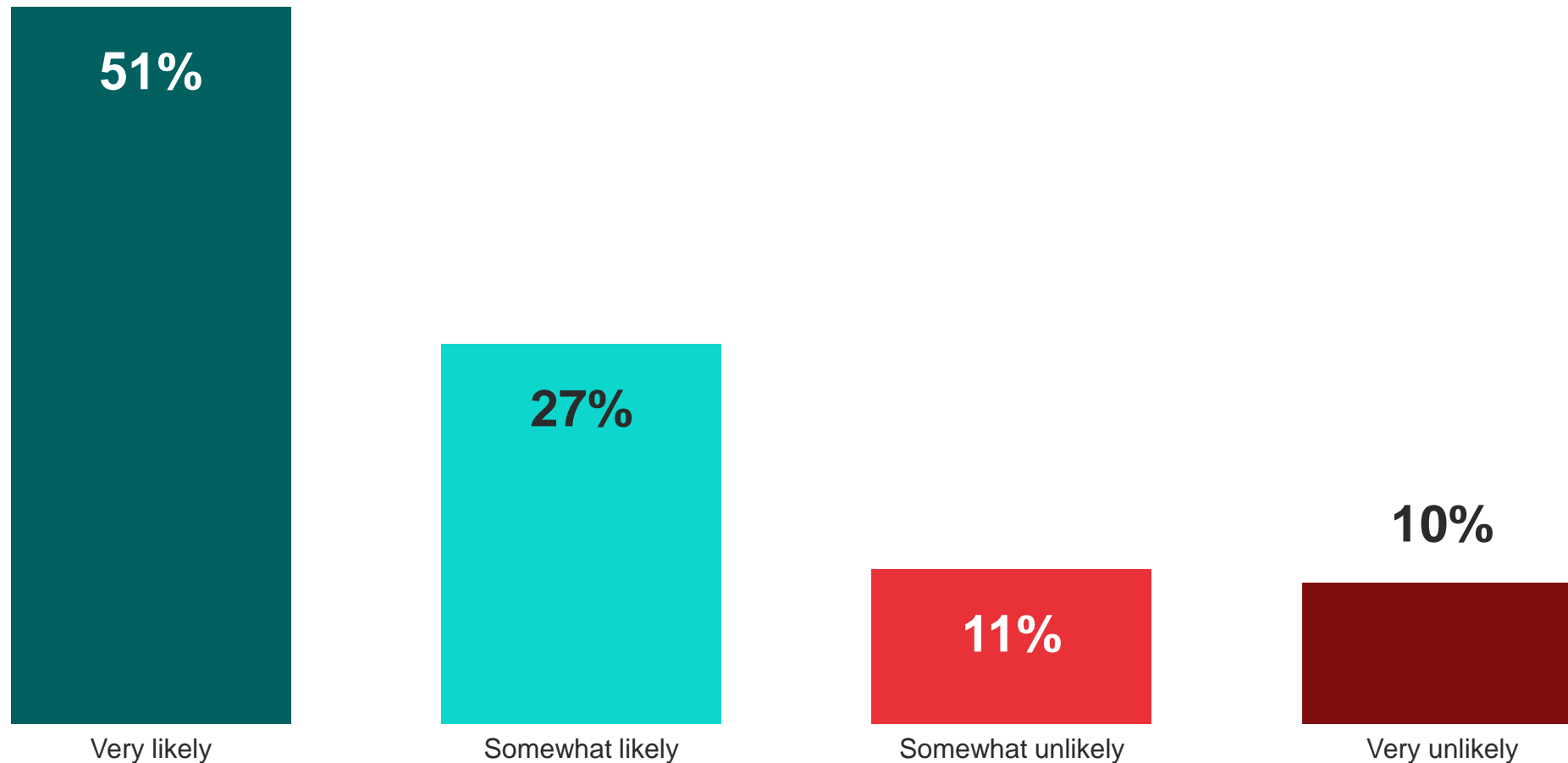
- **The majority of high school students and parents believe there is value in a college education.**
 - Close to 80% of U.S. high school students report being at least somewhat likely to attend a 4-year college within 3 years of graduating high school.
 - 2 out of 3 students who plan to attend college say that their primary reason for wanting to do so is to get the job they want.
 - More than 40% cite being exposed to many different types of people and perspectives as a secondary reason for attending college.
 - Over 70% of students and parents believe that a college degree holds the same or higher value now as it did before the pandemic.
- **When asked about preparedness for college, most parents (56%) and students (54%) reported they/their child feels “somewhat prepared.”**
 - Only 12% of students and 20% of parents reported feeling they/their child is very prepared for college.
 - 31% of students and 21% of parents chose “not too prepared” or “not prepared at all.” (4% of both students and parents answered “don’t know/no opinion.”)
- **Most high school students and parents believe the college admissions process is both difficult and fair.**
 - Three-in-five students (60%) and parents (61%) believe the college admissions process is fair.
 - While parents across income levels are equally likely to agree that the college admissions process is fair (61%), those with income levels below \$50K (26%) are more likely to *strongly agree* than parents with higher income levels (17%).
 - More than 64% of students and approximately 60% of parents think the admissions process is generally difficult.
- **Many students and parents believe that college entrance exams provide students an equal opportunity to showcase their strengths, regardless of their background.**
 - Across racial and ethnic demographics, parents and students are in consensus that college entrance exams, along with GPA, provide students the most equal opportunity to showcase their strengths over other admissions criteria.
 - College entrance exams were number 3 in this ranking for students (among 10 admissions criteria) and number 2 in the ranking for parents.
- **Approximately 80% of students and parents want college entrance exams to continue to have a role in college admissions, either as optional or required. These findings are consistent across racial and gender demographics.**
 - 70% of students and 57% prefer SAT/ACT to be optional for admissions.
 - 19% of students and 17% of parents prefer students not be permitted to submit SAT/ACT scores for admission.
 - 11% of students and 26% of parents prefer SAT/ACT to be required for college admissions.

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

About four-in-five students (78%) are likely to attend a four-year college within three years of graduating high school.

How likely or unlikely it is for you to attend a four-year college within three years of graduating high school?

AMONG STUDENTS



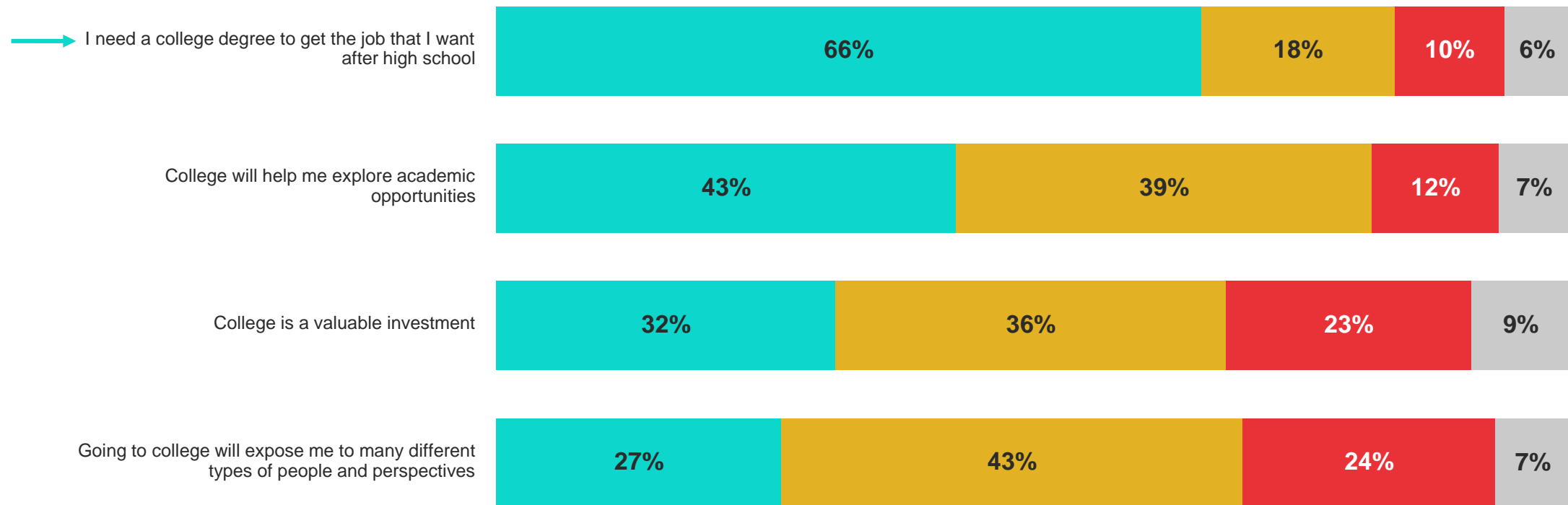
GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Students are most likely to say their *primary reason* for attending college after high school is that they *need a college degree to get the job they want after high school* (66%).

For you personally, how much of a reason is each of the following on why you plan to attend college after graduating from high school?

AMONG LIKELY COLLEGE-BOUND STUDENTS [N=791]

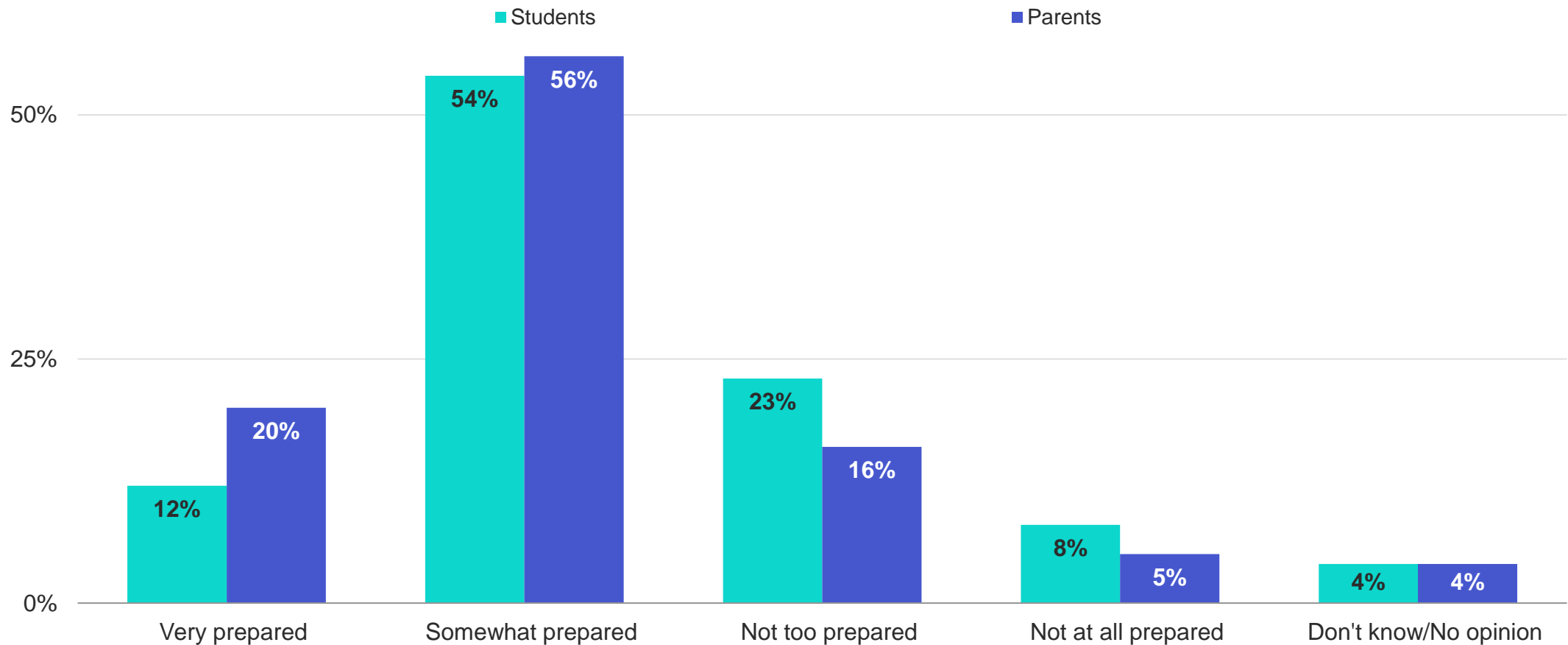
● Primary reason ● Secondary reason ● Not a reason ● Don't know/No opinion



GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Majorities of parents (76%) and students (66%) say they/their child feels *prepared* for college.

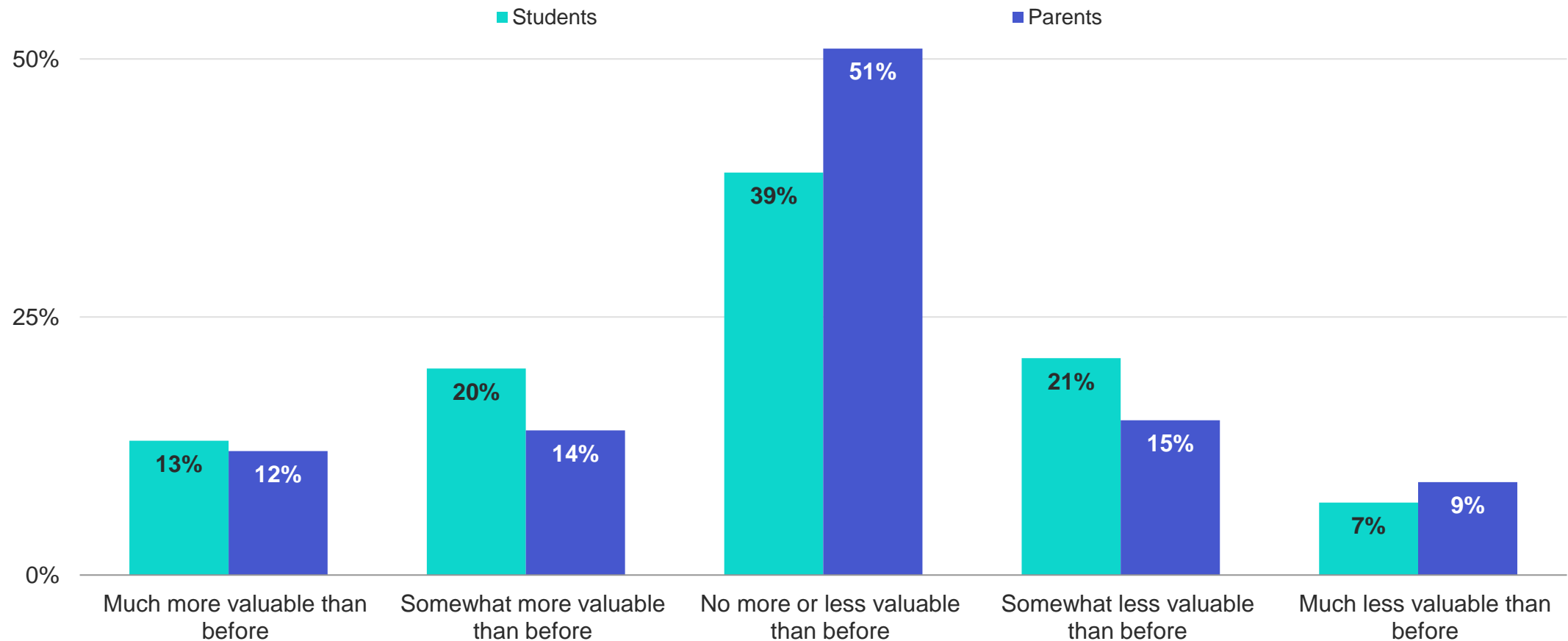
How prepared do you/your child feel for college?



GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Over 70% of students and 77% of parents believe that a college degree holds the same or higher value now as it did before the COVID-19 pandemic.

In light of the COVID-19 pandemic, would you say a college degree is?

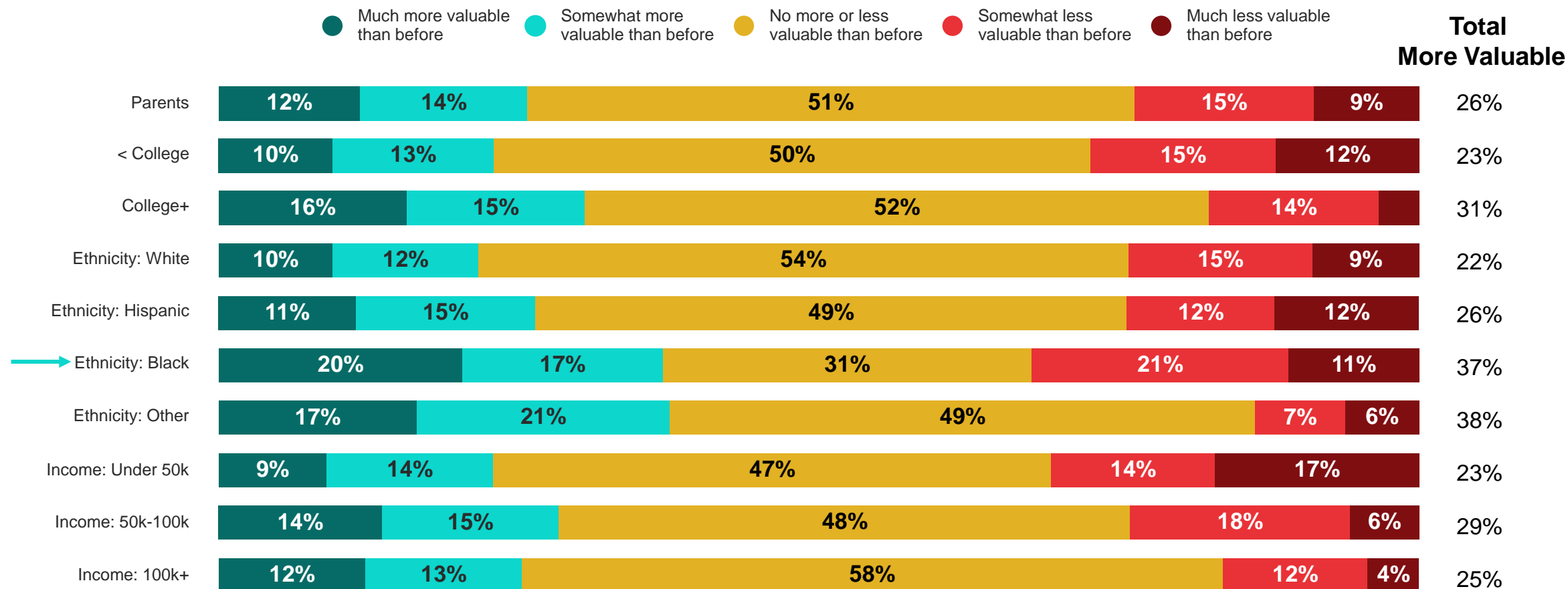


GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Black adults are more likely than Hispanic or white adults to say a college degree is *more* valuable than before the pandemic, but less likely to say it is *the same value* pre-pandemic.

In light of the COVID-19 pandemic, would you say a college degree is?

AMONG PARENTS

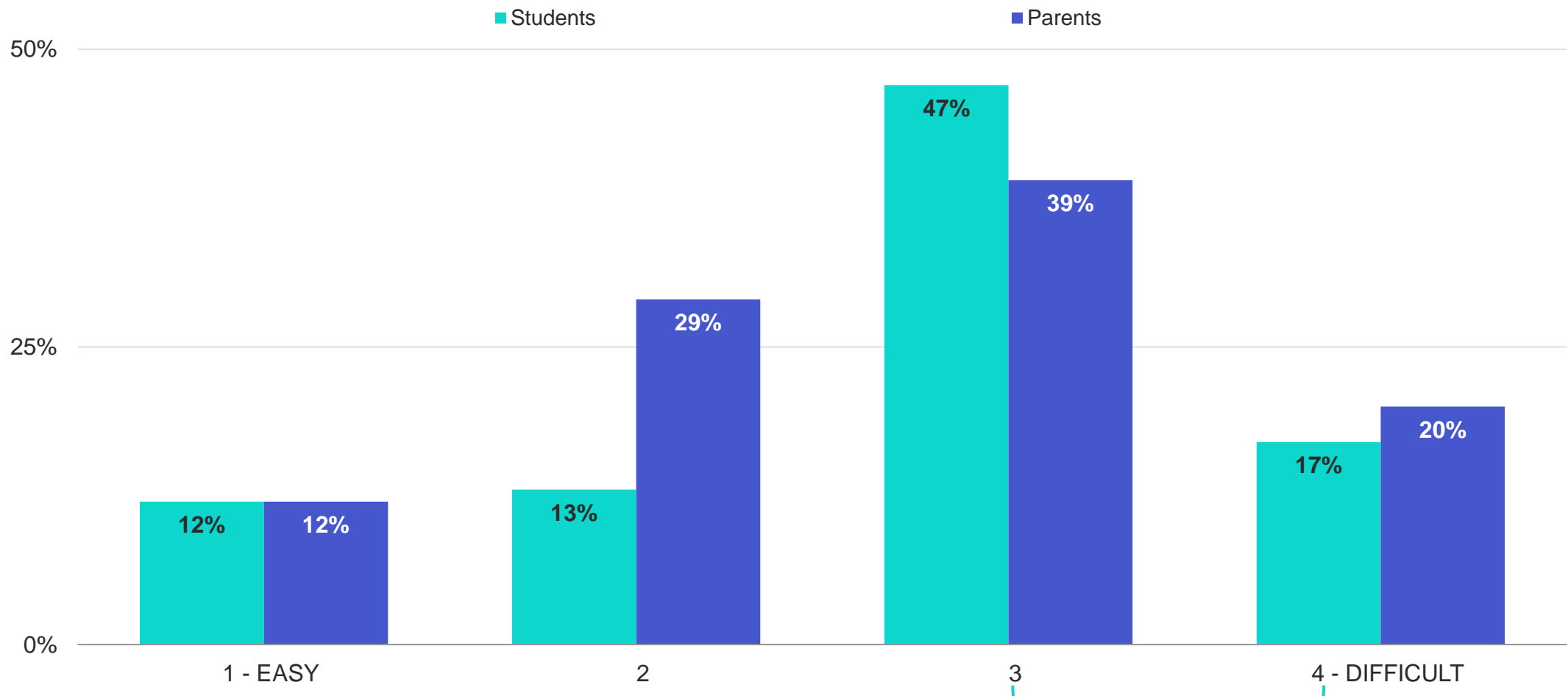


Note: Asian-American parents not included due to insufficient N size [N=33].

GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Majorities of students (64%) and parents (59%) *agree* the college admissions process is currently *difficult* as it stands.

In your opinion, which of the following words best describes the college admissions process as it currently stands? For each question, please place yourself along the spectrum from Strongly Agree with Word 1 to Strongly Agree with Word 2. **EASY/DIFFICULT**

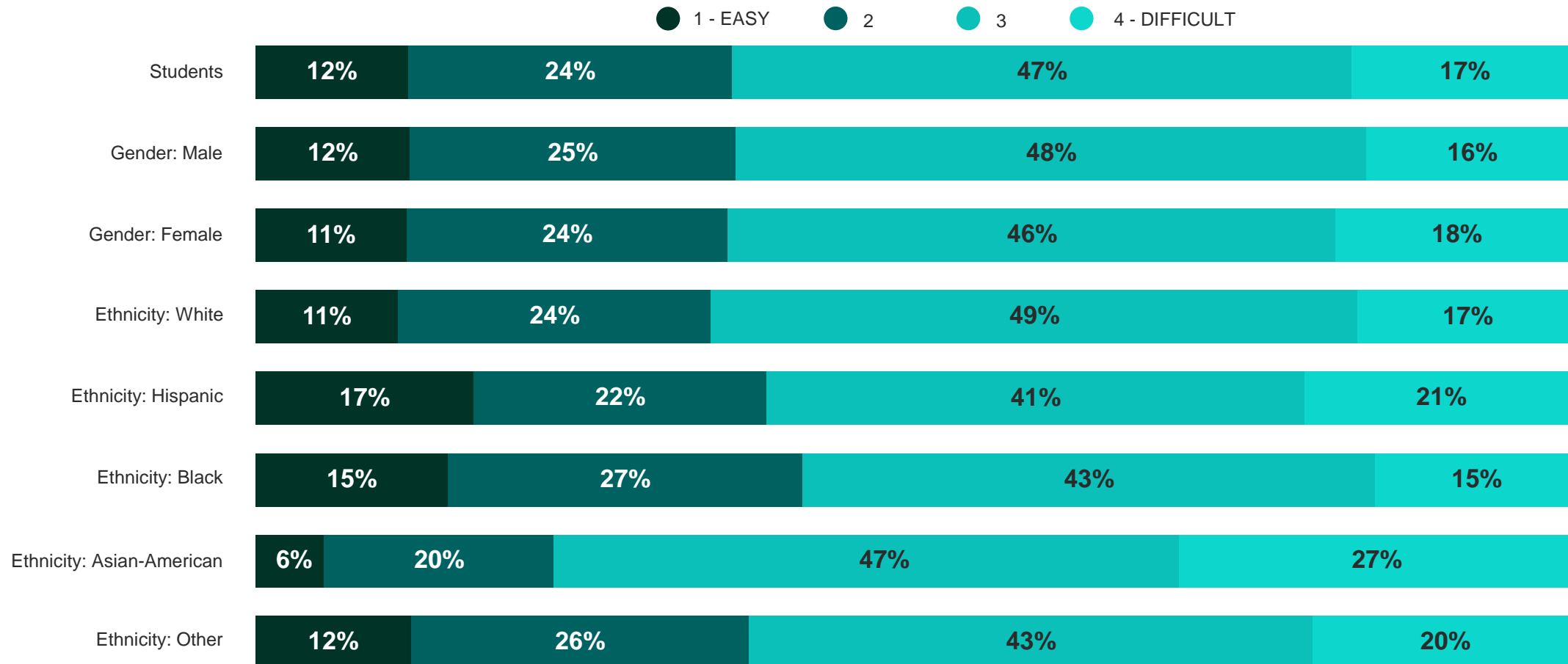


GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

There are no significant differences by gender or ethnicity on how easy or difficult the college admissions process is perceived as it currently stands.

In your opinion, which of the following words best describes the college admissions process as it currently stands? For each question, please place yourself along the spectrum from Strongly Agree with Word 1 to Strongly Agree with Word 2. **EASY/DIFFICULT**

AMONG STUDENTS



Note: Asian-American students do not differ significantly from adults of other race/ethnicity groups in this question due to margin of error (+/-12%).

GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Parents' opinions vary more widely than students on the difficulty of the college admissions process as it currently stands.

In your opinion, which of the following words best describes the college admissions process as it currently stands? For each question, please place yourself along the spectrum from Strongly Agree with Word 1 to Strongly Agree with Word 2. **EASY/DIFFICULT**

AMONG PARENTS

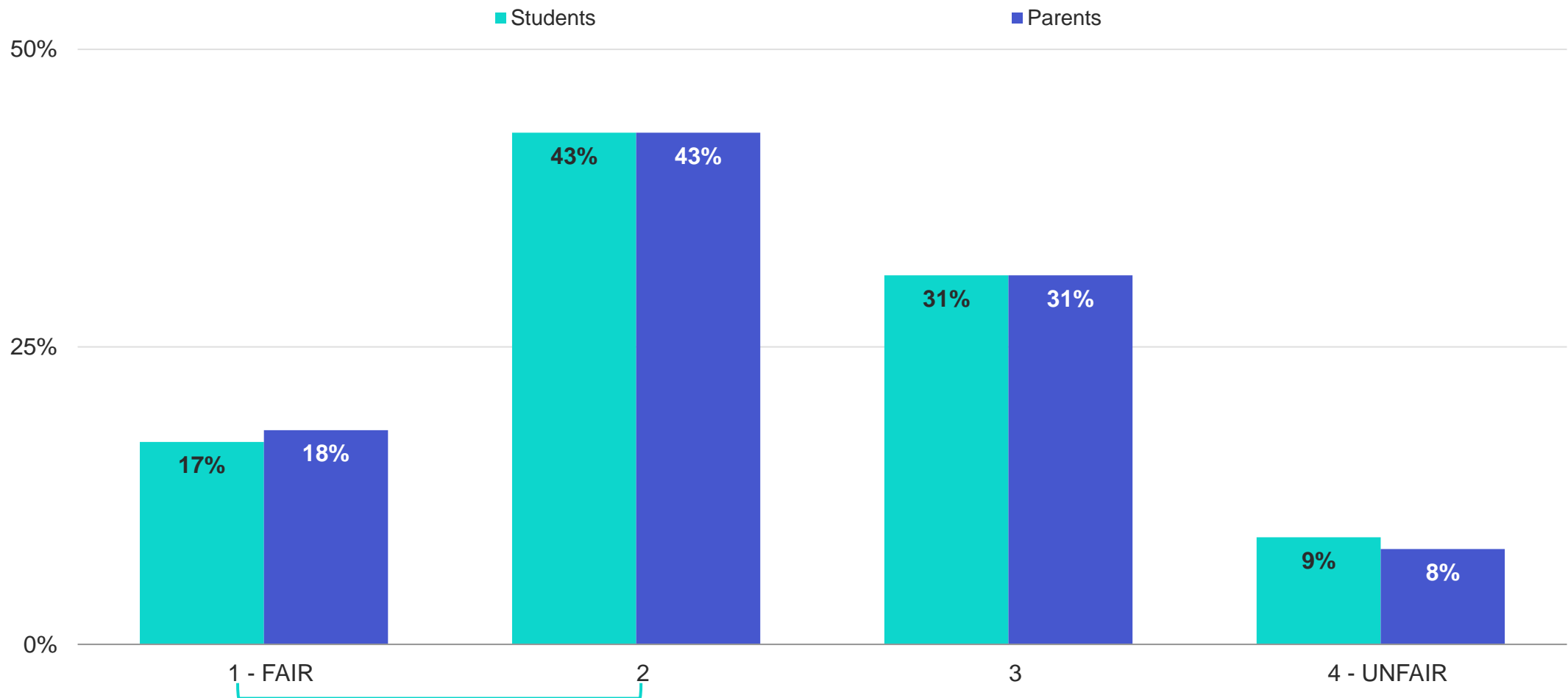


Note: Asian-American parents not included due to insufficient N size [N=33].

GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Three-in-five students (60%) and parents (61%) *agree* the college admissions process is *fair* as it currently stands.

In your opinion, which of the following words best describes the college admissions process as it currently stands? For each question, please place yourself along the spectrum from Strongly Agree with Word 1 to Strongly Agree with Word 2. **FAIR/UNFAIR**



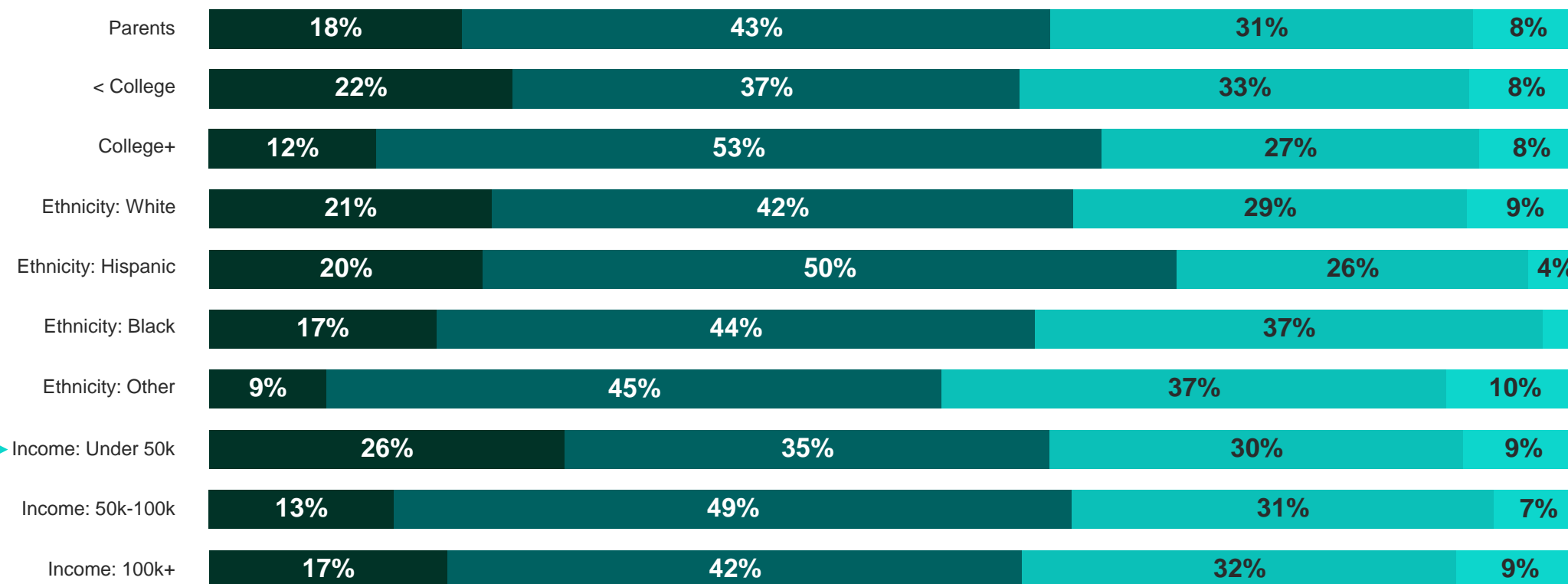
GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Parents with incomes below \$50k (26%) are more likely than those with higher incomes to *strongly agree* the college admissions process is *fair* as it currently stands.

In your opinion, which of the following words best describes the college admissions process as it currently stands? For each question, please place yourself along the spectrum from Strongly Agree with Word 1 to Strongly Agree with Word 2. **FAIR/UNFAIR**

AMONG PARENTS

● 1 - much more to 'Fair' ● 2 ● 3 ● 4 - much more to 'Unfair'

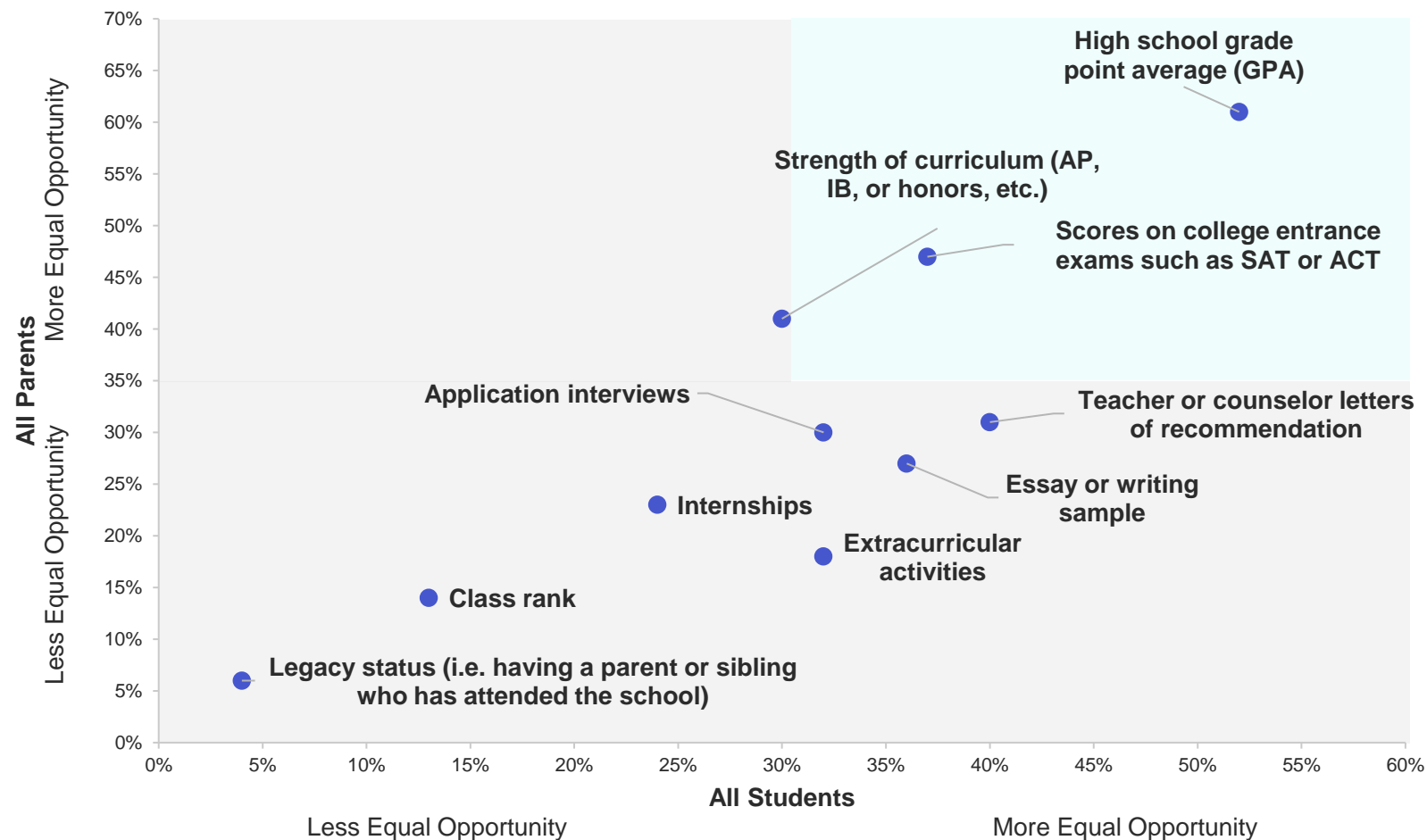


Note: Asian-American parents not included due to insufficient N size [N=33].

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Parents and students are in consensus that college entrance exams, along with GPA, provide students the most equal opportunity to showcase their strengths over other admissions criteria.

Which of the following admissions criteria do you think provides students the most equal opportunity to showcase their strengths, regardless of their background? Select your top three. % **Selected**

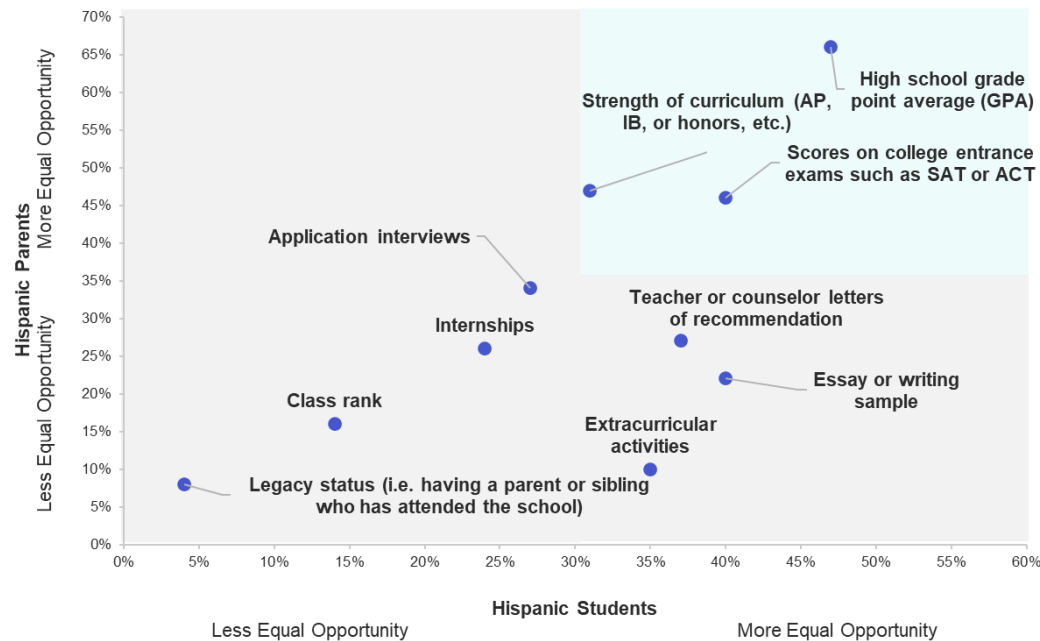


PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS (ALL)

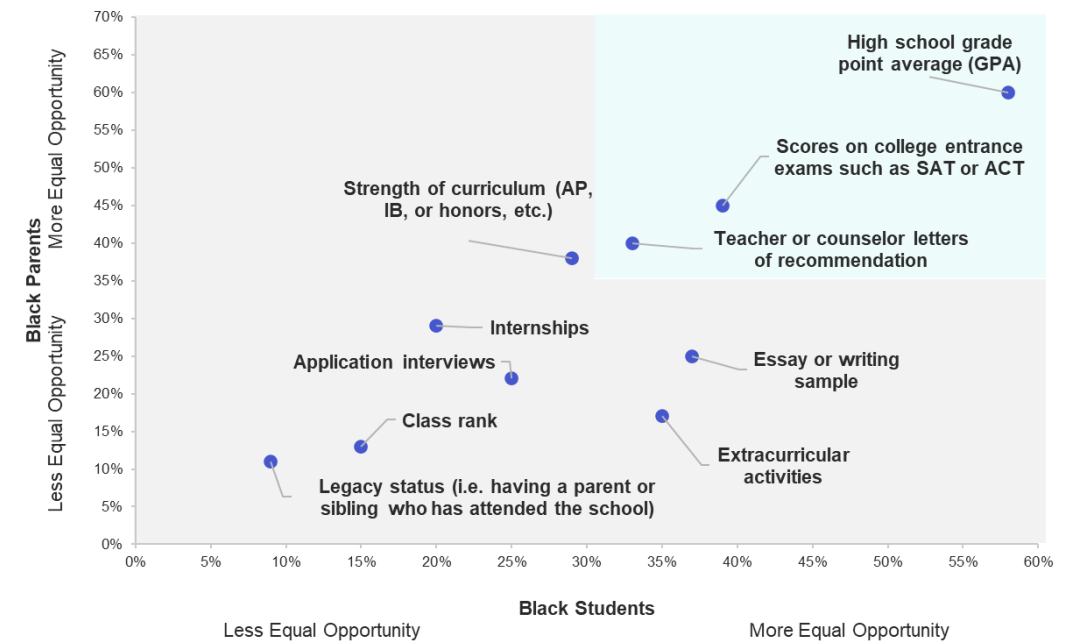
Similar to the overall responses, Hispanic and Black parents and students agree that college entrance exams, along with GPA, provide students the most equal opportunity to showcase their strengths.

Which of the following admissions criteria do you think provides students the most equal opportunity to showcase their strengths, regardless of their background? Select your top three. % **Selected**

Hispanic Parents and Students



Black Parents and Students



The number of responses for Asian American responses was insufficient to show in this matrix (students N=62 and parents N=33).

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Lower- (51%) and mid-income (50%) parents are more likely than high-income (39%) parents to say scores on college entrance exams provide students the most equal opportunity to showcase their strengths.

Which of the following admissions criteria do you think provides students the most equal opportunity to showcase their strengths, regardless of their background? Select your top three. % Selected

AMONG PARENTS

	Parents	Gender: Male	Gender: Female	Ethnicity: White	Ethnicity: Hispanic	Ethnicity: Black	Ethnicity: Other	Income: < 50k	Income: 50-100k	Income: 100k+
High school grade point average (GPA)	61%	61%	62%	59%	66%	60%	75%	59%	66%	59%
Scores on college entrance exams such as SAT or ACT	47%	48%	46%	46%	46%	45%	56%	51%	50%	39%
Strength of curriculum (AP, IB, or honors, etc.)	41%	44%	39%	39%	47%	38%	54%	39%	39%	47%
Teacher or counselor letters of recommendation	31%	28%	34%	31%	27%	40%	22%	41%	26%	27%
Application interviews	30%	30%	31%	33%	34%	22%	24%	29%	31%	32%
Essay or writing sample	27%	22%	31%	28%	22%	25%	23%	21%	27%	32%
Internships	23%	25%	22%	24%	26%	29%	18%	28%	20%	23%
Extracurricular activities	18%	19%	18%	20%	10%	17%	14%	11%	23%	21%
Class rank	14%	17%	11%	14%	16%	13%	13%	10%	16%	16%
Legacy status	6%	6%	7%	7%	8%	11%	0%	11%	3%	5%

Note: Asian-American parents not included due to insufficient N size [N=33].

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

81%

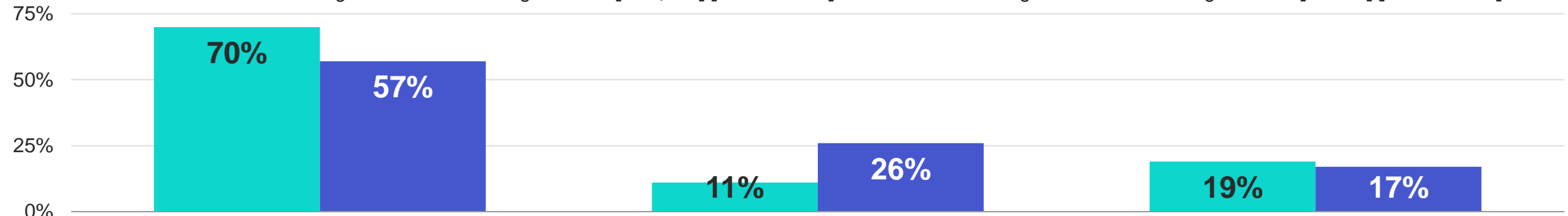
of students prefer score submissions to be *required or optional*

83%

of parents prefer score submissions to be *required or optional*

■ High school students ages 16-18 [N=1,006] [MOE=+/-3%]

■ Parents of high school students ages 16-18 [N=605] [MOE=+/-4%]



All students have the **option** to submit SAT or ACT scores to colleges for consideration when applying

All students are **required** to submit SAT or ACT scores to colleges for consideration when applying

All students are **not permitted** to submit SAT or ACT scores to colleges for consideration when applying

“Some students can benefit from submitting them, but others shouldn't be punished if they didn't do well.” - *Student*

“It creates an even playing field where students have all the same things being compared.” - *Student*

“Those who did well will have bias over those who did not submit.” - *Student*

“For some, this may be the only thing that helps them get into college at all.” - *Parent*

“It's an objective measurement of readiness that can be applied nationally.” - *Parent*

“A single test does not tell you enough to make a judgment about a student.” - *Parent*

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

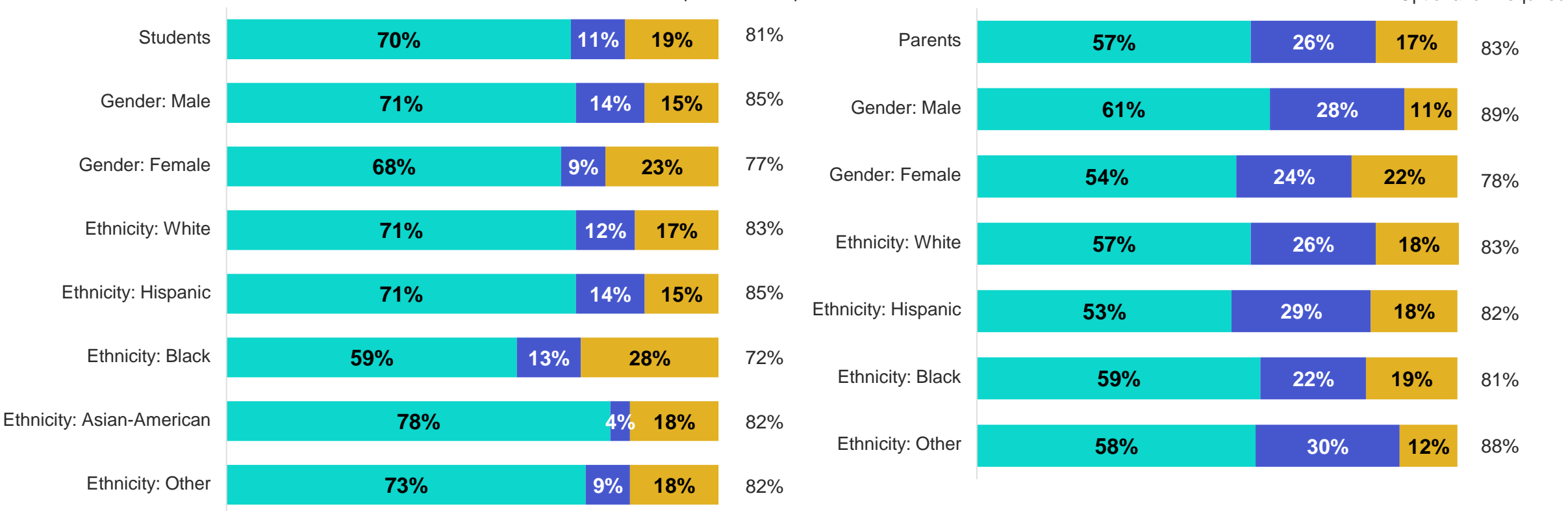
Across the key demographics, parents and students prefer to have an option or requirement to submit college entrance exam scores over the restriction of not having a choice.

Thinking about your college applications, would you prefer...?

- All students have the **option** to submit SAT or ACT scores to colleges for consideration when applying
- All students are **required** to submit SAT or ACT scores to colleges for consideration when applying
- All students are **not permitted** to submit SAT or ACT scores to colleges for consideration when applying

Optional or Required

Optional or Required



Note: Asian-American parents not included due to insufficient N size [N=33].

ACADEMIC RESEARCH FUNDING

METHODOLOGY





RESEARCH OBJECTIVE

The research was conducted by Morning Consult on behalf of The College Board and Bloomberg Philanthropies to understand the perspectives of students and parents on post-pandemic college admissions. This study, based on a nationally-representative sample of 16-18-year-old U.S. high school students and their parents, provides unique insights on what parents and students want from the college admissions process – particularly with respect to college entrance exams.

METHODOLOGY STATEMENT

These polls were conducted between August 22-September 3rd, 2022 among samples of 1,006 students and 605 parents. The interviews were conducted online. Results from the full surveys have a margin of error of +/- 3 percentage points (students) and +/- 4 percentage points (parents).

STUDENT SURVEY DEMOGRAPHIC DEFINITIONS

DEMOGRAPHIC	WEIGHTED (N)	%	DEFINITION
Students	1,006	100%	High school students ages 16-18 in grades 11-12
Gender: Male	521	52%	Male students
Gender: Female	485	48%	Female students
Ethnicity: White	661	66%	White students (includes Hispanic and non-Hispanic)
Ethnicity: Hispanic	239	24%	Hispanic students
Ethnicity: Black	152	15%	Black students (includes Hispanic and non-Hispanic)
Ethnicity: Asian-American	62	6%	Asian-American students (includes Hispanic and non-Hispanic)
Ethnicity: Other	194	19%	Students of another race or ethnicity (includes Hispanic and non-Hispanic)
1 st Gen	387	38%	Students with no parent(s) that have completed a four-year college degree or more education
Test Takers	856	85%	Students who have taken and/or are planning to take the SAT or ACT
Non-Test Takers	150	15%	Students who have not taken and have no plans to take the SAT and ACT
High Achievers	318	32%	Students currently in/have previously taken AP/IB courses and with a weighted GPA of 3.7+

PARENT SURVEY DEMOGRAPHIC DEFINITIONS

DEMOGRAPHIC	WEIGHTED (N)	%	DEFINITION
Parents	605	100%	Parents of high school students ages 16-18 in grades 11-12
Educ: < College	381	63%	Parents who have not completed a 4-year college degree
Educ: College+	224	37%	Parents who have completed a 4-year college degree or more education
Ethnicity: White	447	74%	White parents (includes Hispanic and non-Hispanic)
Ethnicity: Hispanic	129	21%	Hispanic parents
Ethnicity: Black	73	12%	Black parents (includes Hispanic and non-Hispanic)
Ethnicity: Other	84	14%	Parents of another race or ethnicity (includes Hispanic and non-Hispanic)
Income: Under 50k	185	31%	Parents whose annual household income is below \$50,000
Income: 50k-100k	236	39%	Parents whose annual household is between \$50,000-\$100,000
Income: 100k+	184	30%	Parents whose annual household is above \$100,000

Note: Asian-American parents not included due to insufficient N size [N=33].

OPEN-ENDED ANALYSIS APPROACH

1

PREPROCESS

Leverage Natural Language Processing (NLP) techniques to standardize responses

2

ENRICH

Enrich our understanding of each response via artificial neural networks trained on massive quantities of text data

3

ANALYZE

Apply an NLP technique called Term Frequency-Inverse Document Frequency (TF-IDF) to compare and analyze documents

4

SYNTHESIZE

Cluster responses into coherent, distinct narratives by conducting unsupervised machine learning modeling

ACADEMIC RESEARCH FUNDING

APPENDIX



AGENDA

GENERAL VIEWS OF ADMISSIONS
& COLLEGE ENTRANCE EXAMS

VIEWS OF SCORE
SUBMISSION APPROACHES

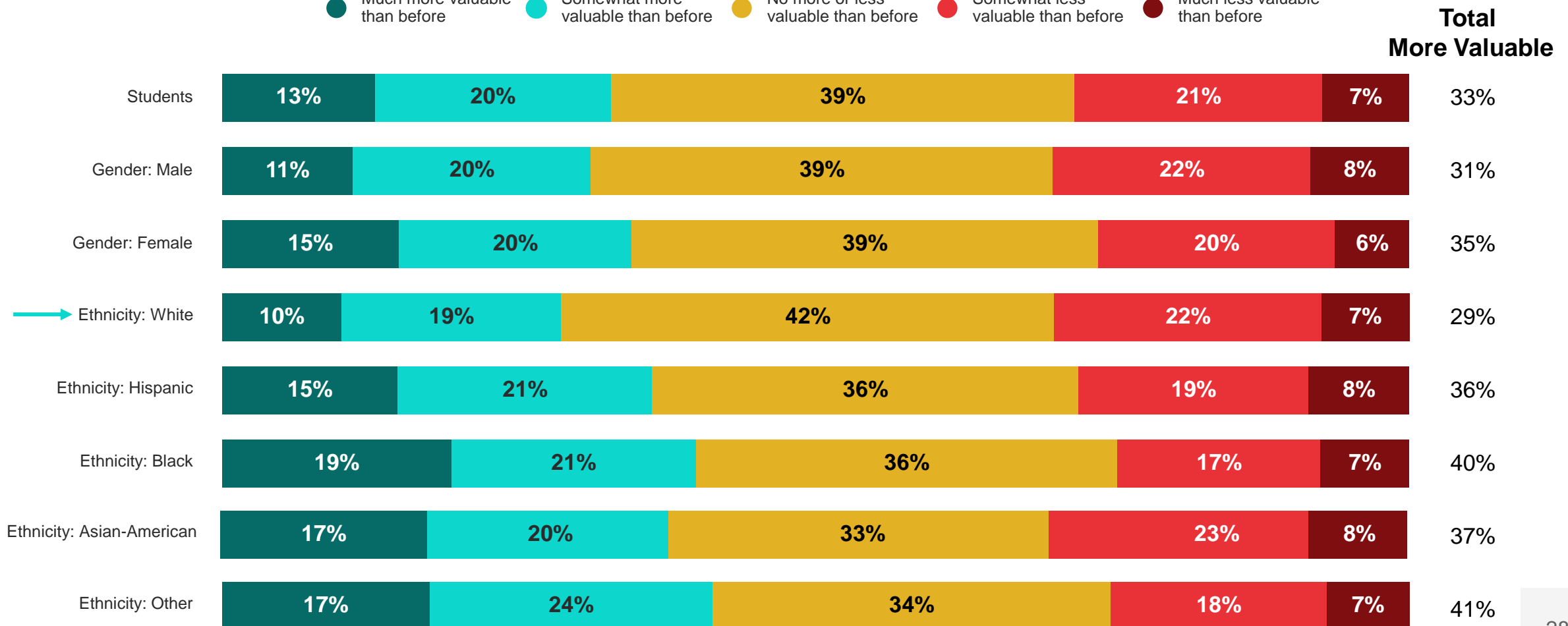
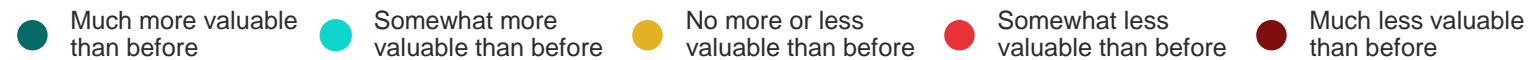


GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

White students (42%) are more likely than those from other racial/ethnic backgrounds to say a college degree holds *no more or less value* than before the pandemic.

In light of the COVID-19 pandemic, would you say a college degree is?

AMONG STUDENTS



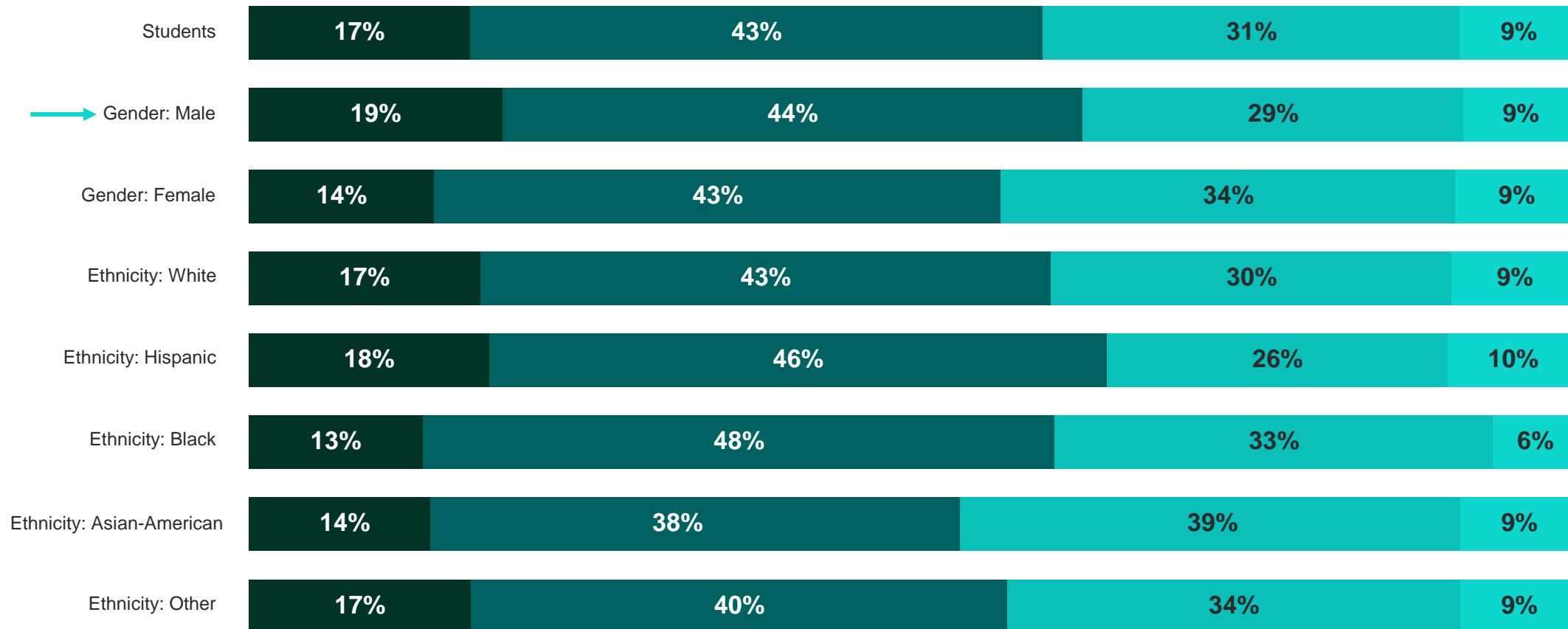
GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Male students (63%) are more likely than female students (57%) to say the college process is *fair* as it currently stands.

In your opinion, which of the following words best describes the college admissions process as it currently stands? For each question, please place yourself along the spectrum from Strongly Agree with Word 1 to Strongly Agree with Word 2. **FAIR/UNFAIR**

AMONG STUDENTS

● 1 - much more to 'Fair' ● 2 ● 3 ● 4 - much more to 'Unfair'

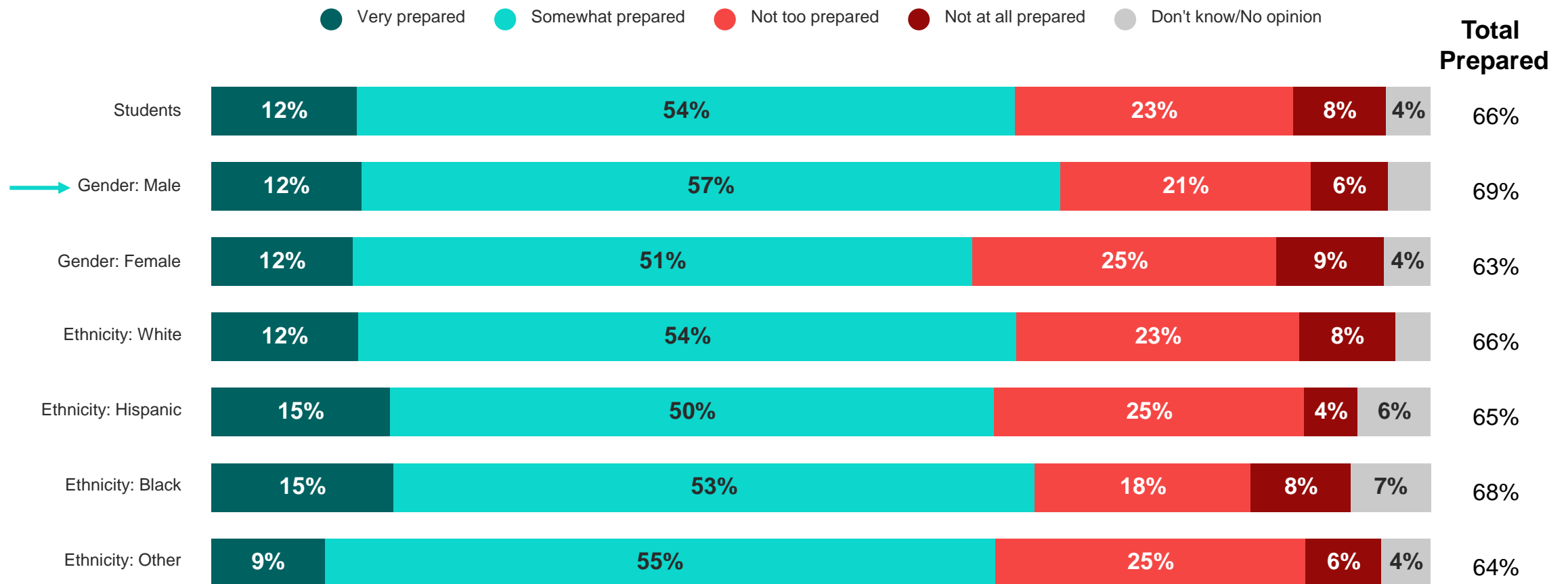


GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Male students (69%) are more likely than female students (63%) to feel *prepared* for college.

How prepared do you feel for college?

AMONG LIKELY COLLEGE-BOUND STUDENTS [N=791]



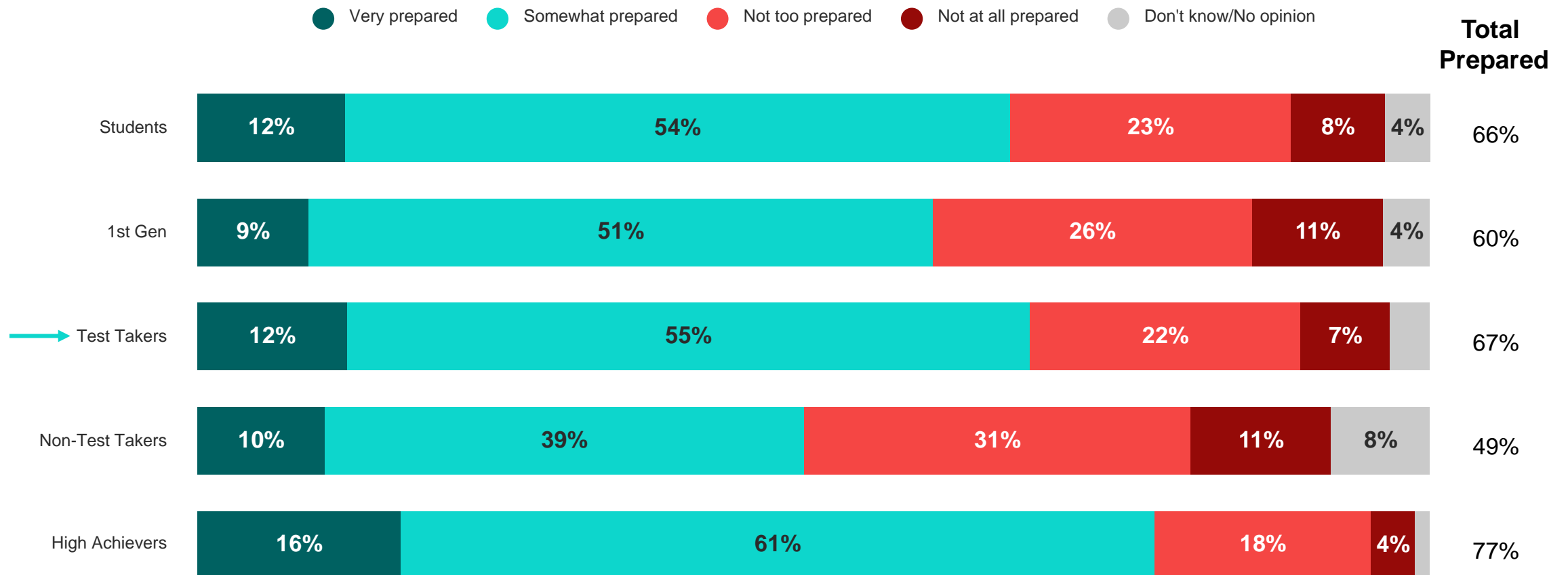
Note: Asian-American students not included due to insufficient N size [N=53].

GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Two-thirds of students who have taken the SAT or ACT ('test takers') feel *prepared* (67%) for college, where 49% of non-test takers say they feel *prepared*.

How prepared do you feel for college?

AMONG LIKELY COLLEGE-BOUND STUDENTS [N=791]

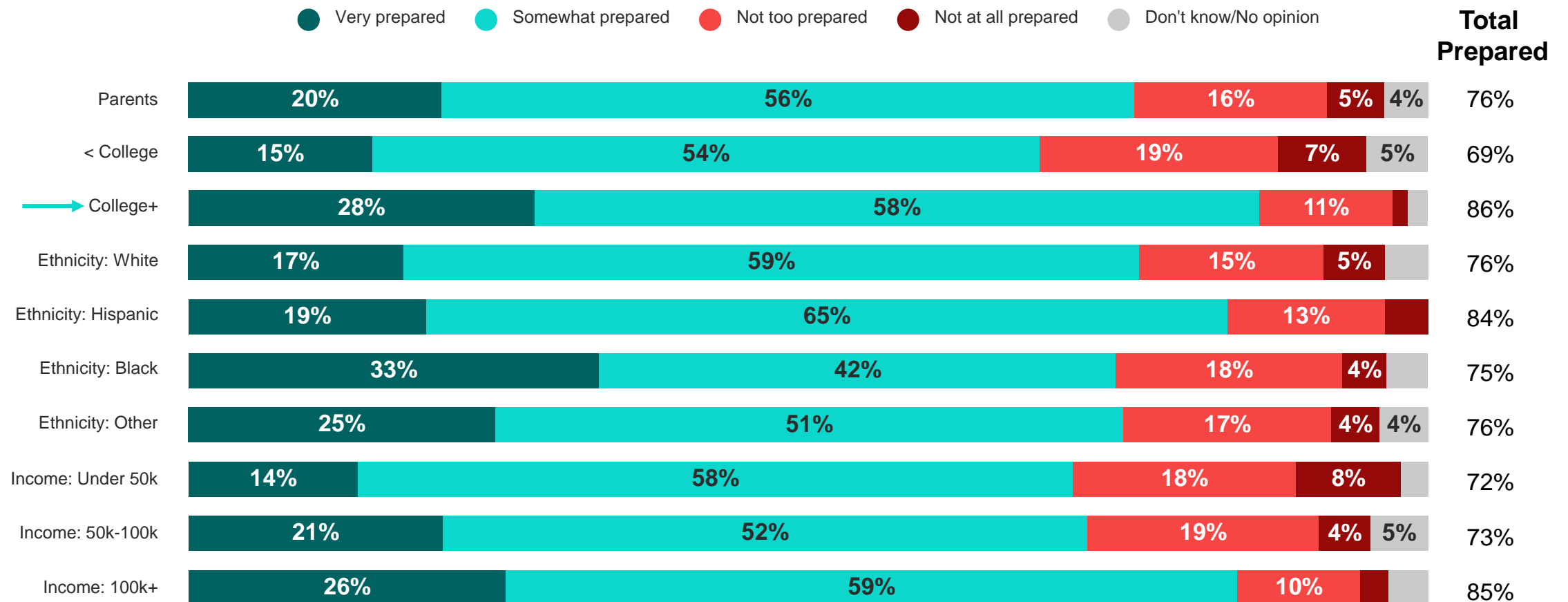


GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

College-educated parents (86%) are more likely than non-college-educated parents (69%) to say their child feels *prepared* for college.

To the best of your knowledge, how prepared does your child feel for college?

AMONG PARENTS OF LIKELY COLLEGE-BOUND STUDENTS [N=496]



Note: Asian-American parents not included due to insufficient N size [N=29].

GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Test takers (67%) are more likely than non-test takers (50%) say the *primary reason* they plan to attend college is that they *need a college degree to get the job they want after high school*.

For you personally, how much of a reason is each of the following on why you plan to attend college after graduating from high school?

I need a college degree to get the job that I want after high school

AMONG LIKELY COLLEGE-BOUND STUDENTS [N=791]



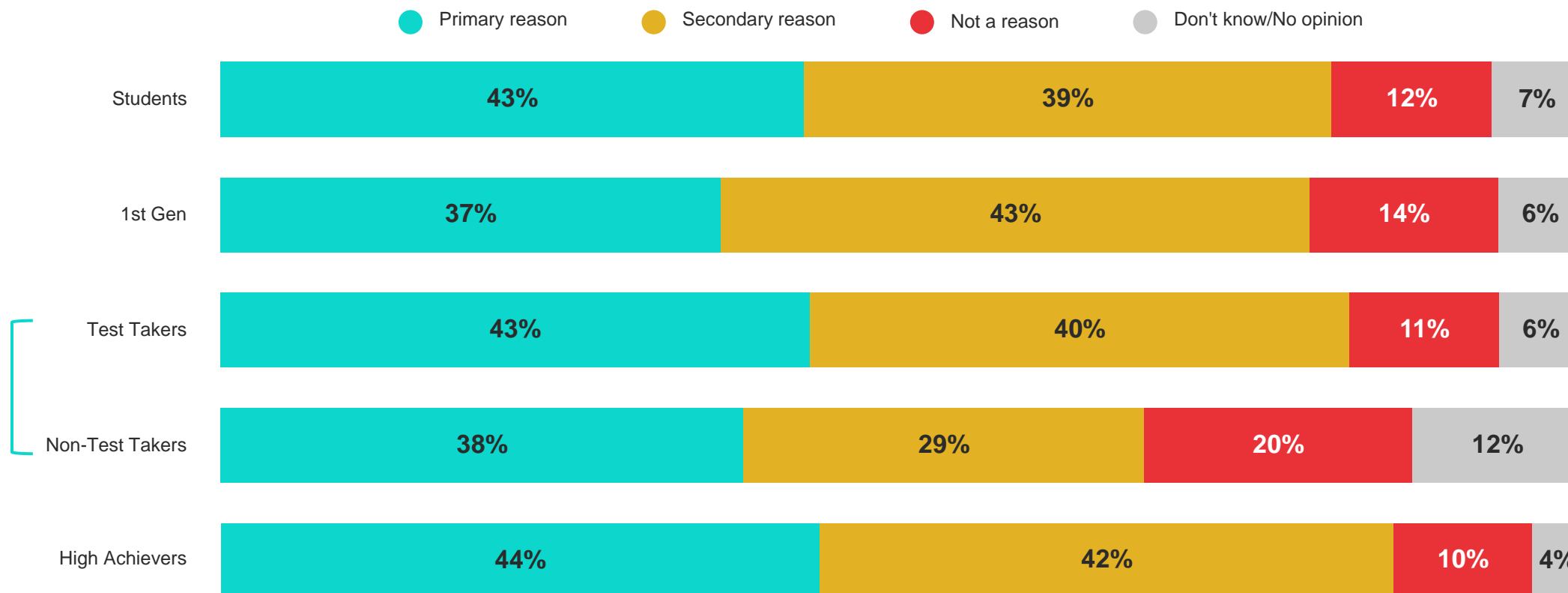
GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Test takers (43%) and non-test takers (38%) are about equally likely to say they *primary reason* they plan to attend college is to *explore academic opportunities*.

For you personally, how much of a reason is each of the following on why you plan to attend college after graduating from high school?

College will help me explore academic opportunities

AMONG LIKELY COLLEGE-BOUND STUDENTS [N=791]



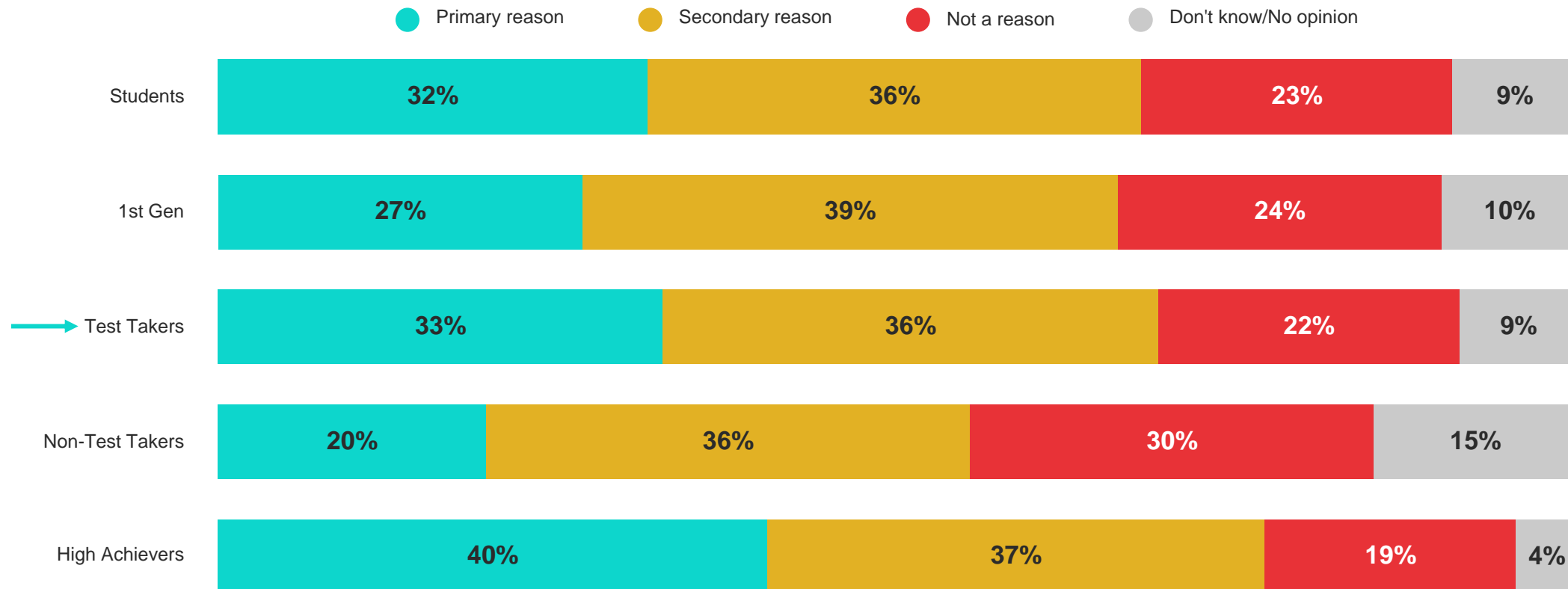
GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Test takers (33%) are more likely than non-test takers (20%) to say the *primary* reason they plan to attend college is because *college is a valuable investment*.

For you personally, how much of a reason is each of the following on why you plan to attend college after graduating from high school?

College is a valuable investment

AMONG LIKELY COLLEGE-BOUND STUDENTS [N=791]



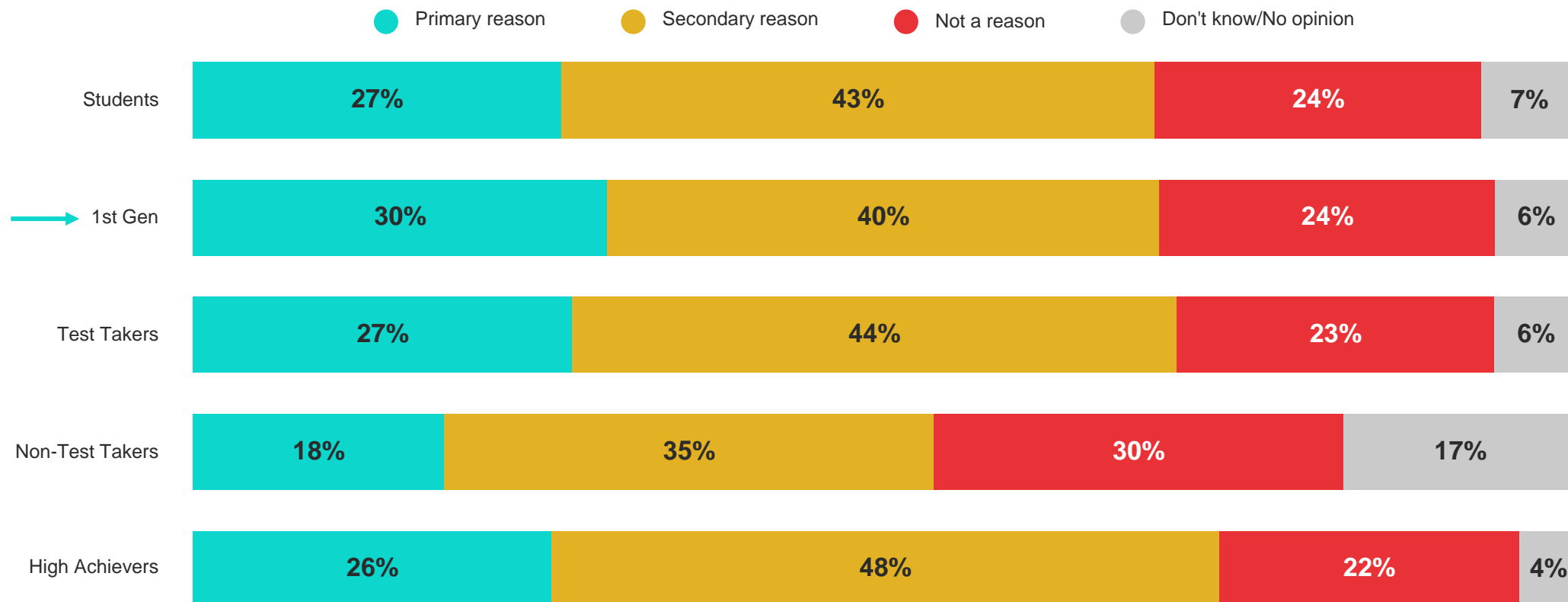
GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

Almost a third of 1st generation college students say the *primary* reason they plan to attend college is that *college will expose them to many different types of people and perspectives.*

For you personally, how much of a reason is each of the following on why you plan to attend college after graduating from high school?

Going to college will expose me to many different types of people and perspectives

AMONG LIKELY COLLEGE-BOUND STUDENTS [N=791]



AGENDA

GENERAL VIEWS OF ADMISSIONS & COLLEGE ENTRANCE EXAMS

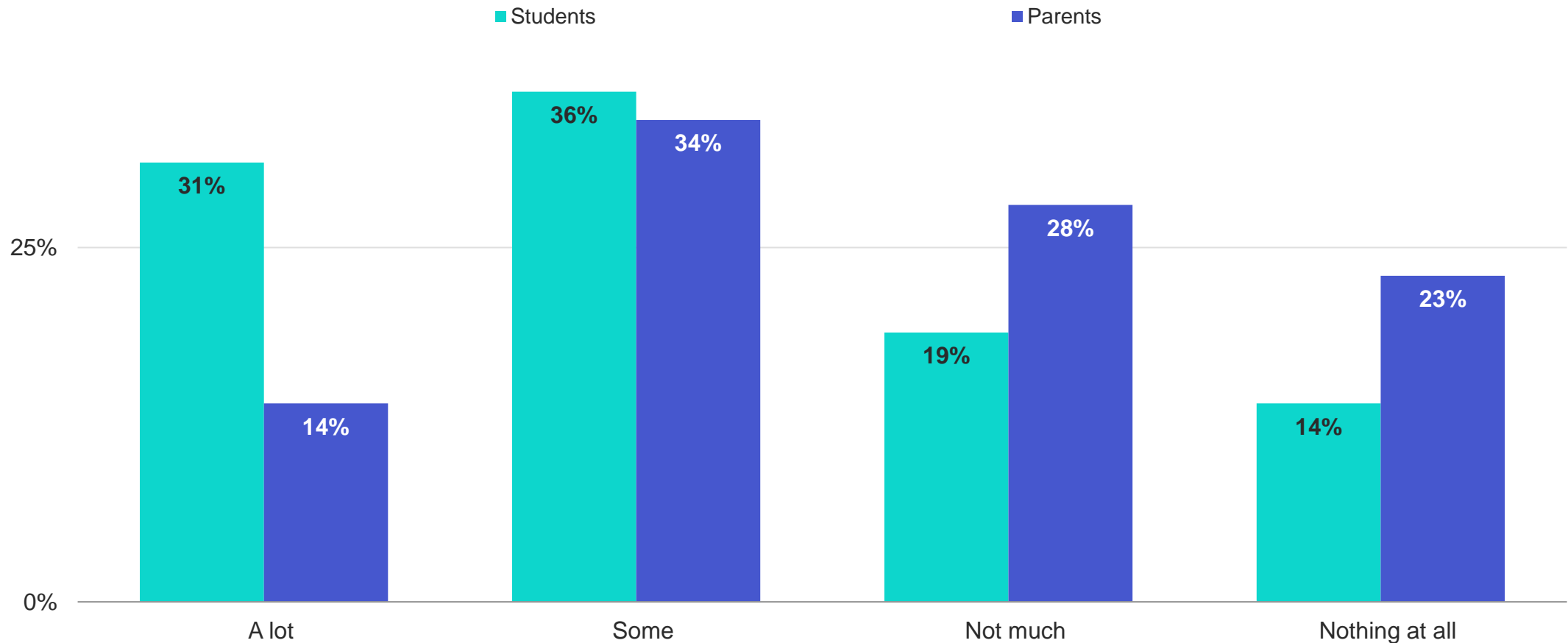
VIEWS OF SCORE
SUBMISSION APPROACHES



— VIEWS OF SCORE SUBMISSION APPROACHES

Students (67%) are more likely than parents (48%) to have seen, read, or heard about colleges giving students the option to submit their scores in the application process.

How much have you seen, read, or heard about colleges **giving students the option** to submit SAT or ACT scores as a part of the application process?



— VIEWS OF SCORE SUBMISSION APPROACHES

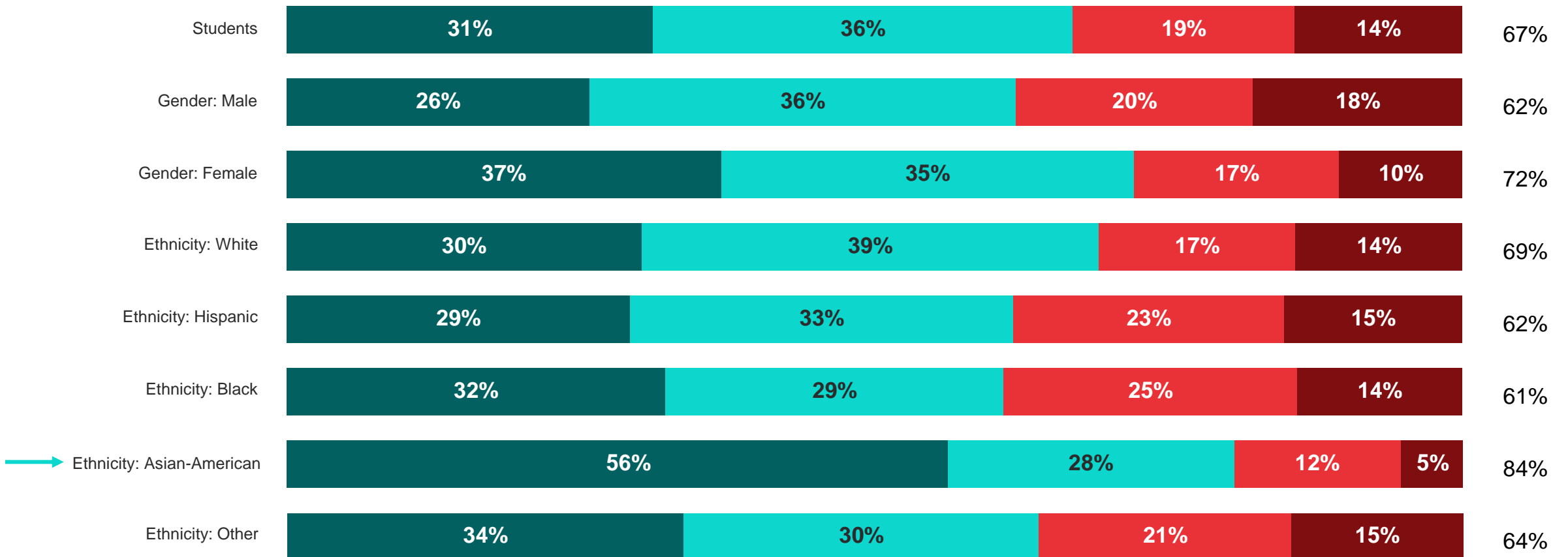
Asian-American students (84%) are more likely to have heard *a lot/some* about colleges giving students the option to submit test scores than students of other racial/ethnic groups.

How much have you seen, read, or heard about colleges **giving students the option** to submit SAT or ACT scores as a part of the application process?

AMONG STUDENTS

● A lot ● Some ● Not much ● Nothing at all

Total
A Lot/Some



— VIEWS OF SCORE SUBMISSION APPROACHES

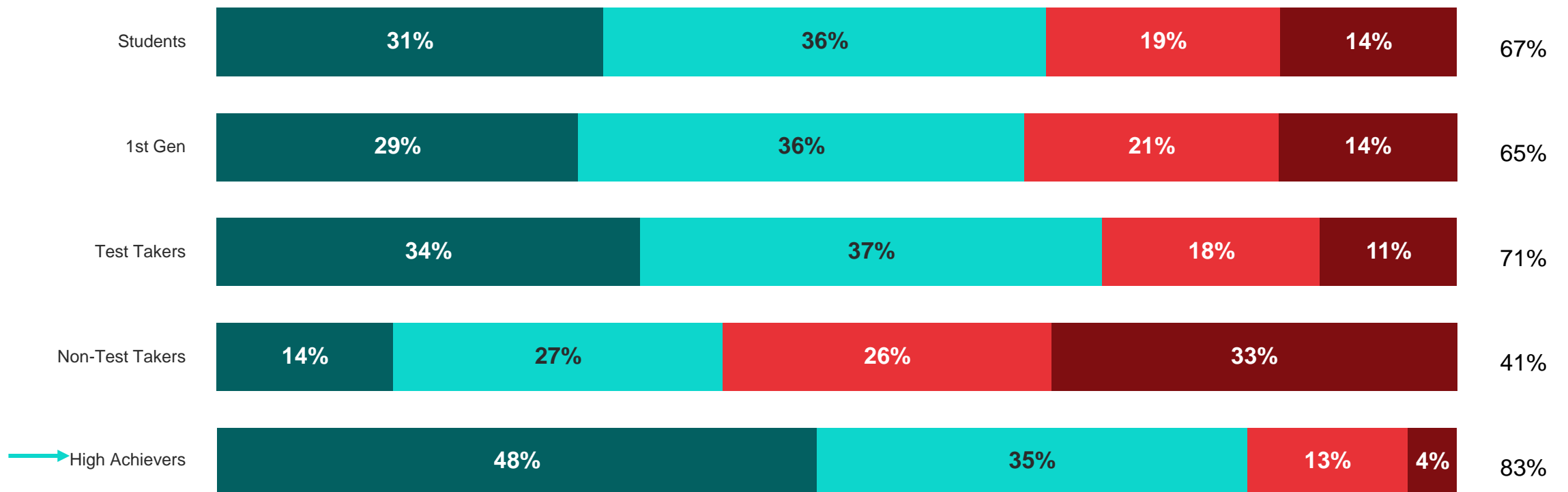
Four-in-five high-achieving students have heard *a lot/some* (83%) about colleges giving students the option to submit SAT or ACT scores in the application process.

How much have you seen, read, or heard about colleges giving students the option to submit SAT or ACT scores as a part of the application process?

AMONG STUDENTS

● A lot ● Some ● Not much ● Nothing at all

**Total
A Lot/Some**

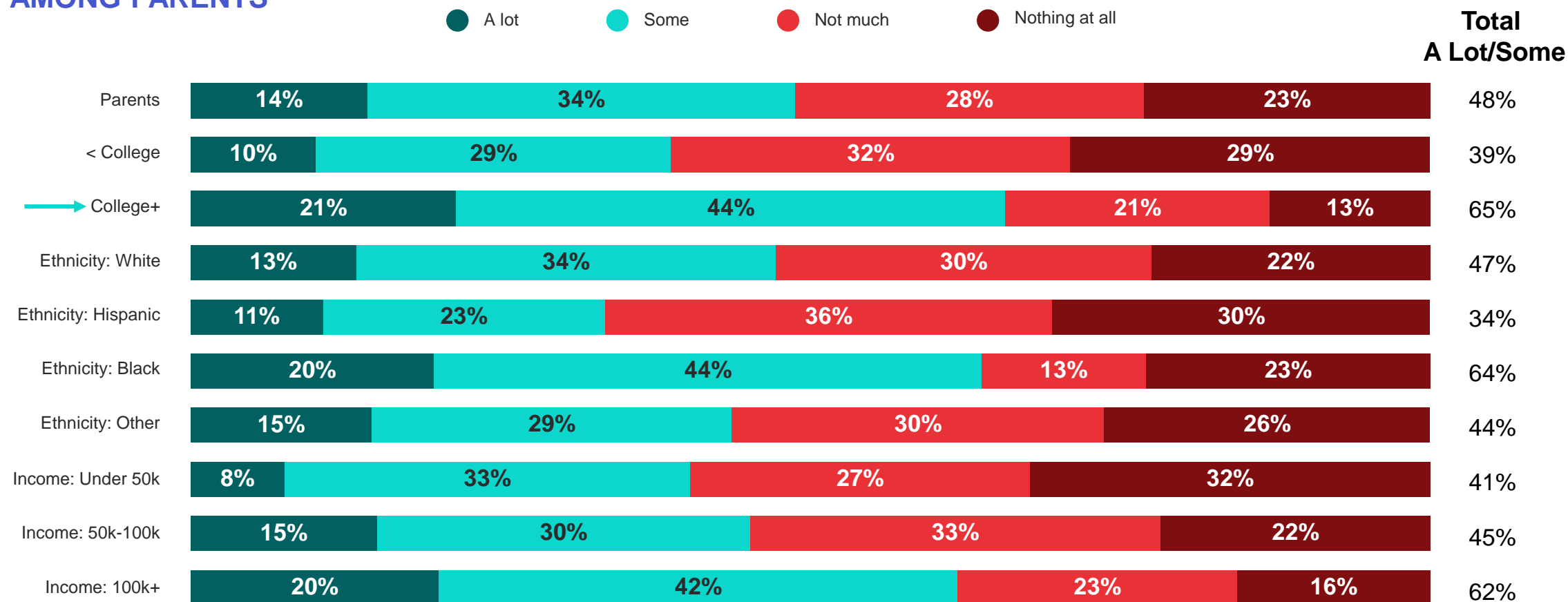


IEWS OF SCORE SUBMISSION APPROACHES

College-educated parents (65%) are more likely than non-college-educated parents (39%) to have seen, read, or heard *a lot/some* about colleges giving students the option to submit their scores.

How much have you seen, read, or heard about colleges **giving students the option** to submit SAT or ACT scores as a part of the application process?

AMONG PARENTS

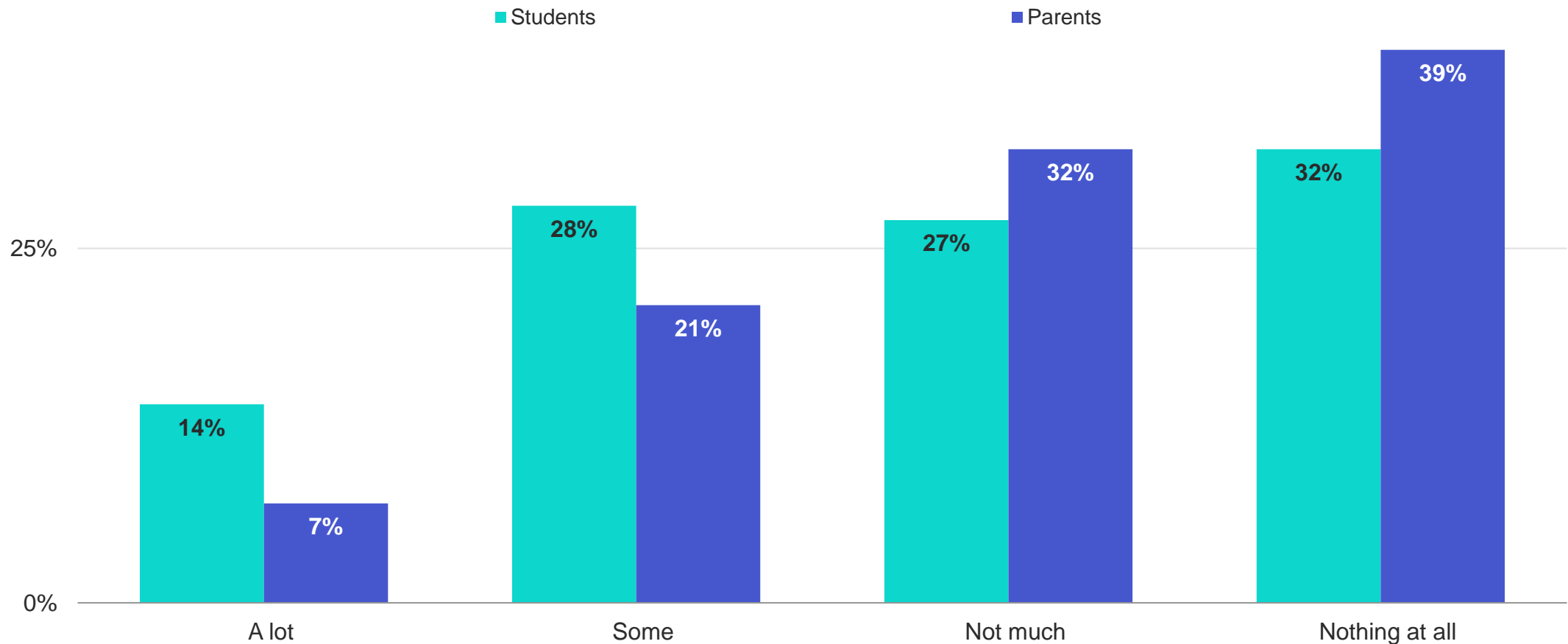


Note: Asian-American parents not included due to insufficient N size [N=33].

VIEWS OF SCORE SUBMISSION APPROACHES

Almost three-quarters of parents (71%) have *not* seen, read, or heard about colleges prohibiting students from submitting scores, where students are more split between those who *have* (42%) and *have not* (59%) heard about this.

How much have you seen, read, or heard about colleges **prohibiting students** from submitting SAT or ACT scores as a part of the application process?



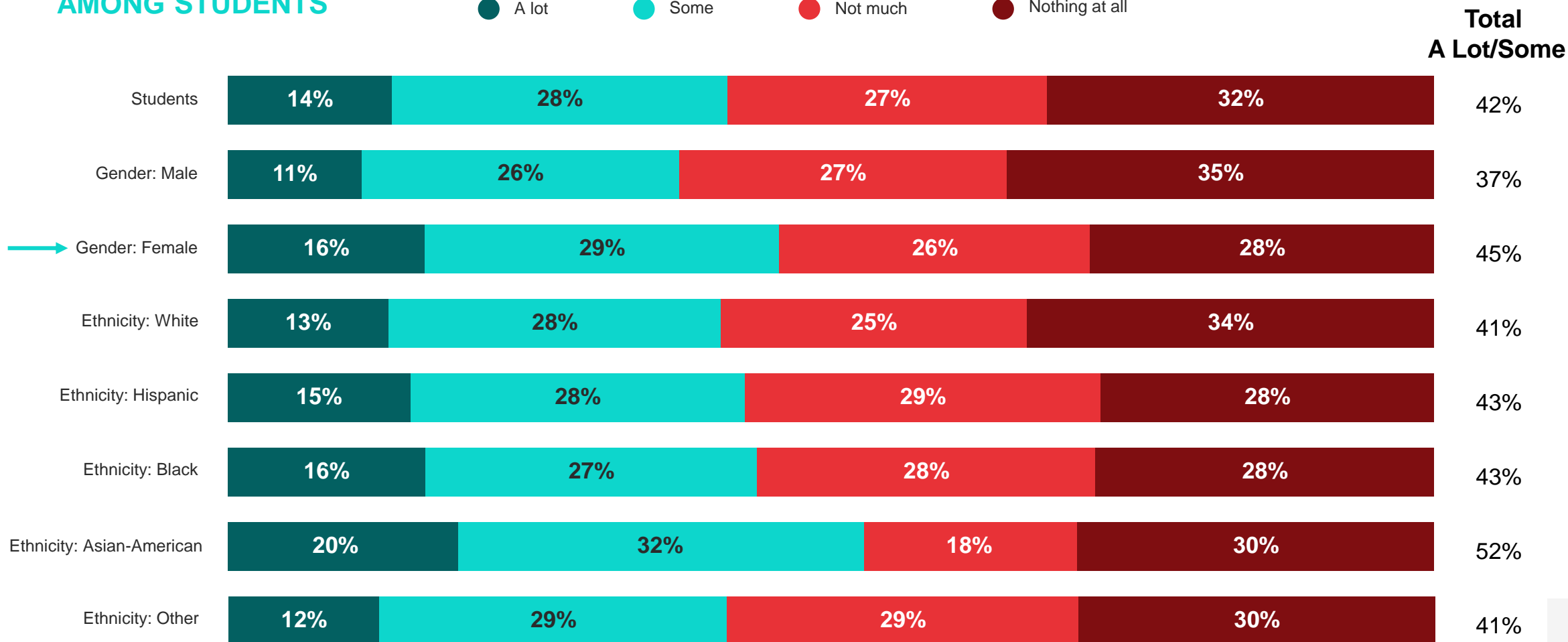
— VIEWS OF SCORE SUBMISSION APPROACHES

More female students (45%) than male students (37%) have heard *a lot/some* about colleges prohibiting students from submitting their scores in the application process.

How much have you seen, read, or heard about colleges **prohibiting students** from submitting SAT or ACT scores as a part of the application process?

AMONG STUDENTS

● A lot ● Some ● Not much ● Nothing at all



— VIEWS OF SCORE SUBMISSION APPROACHES

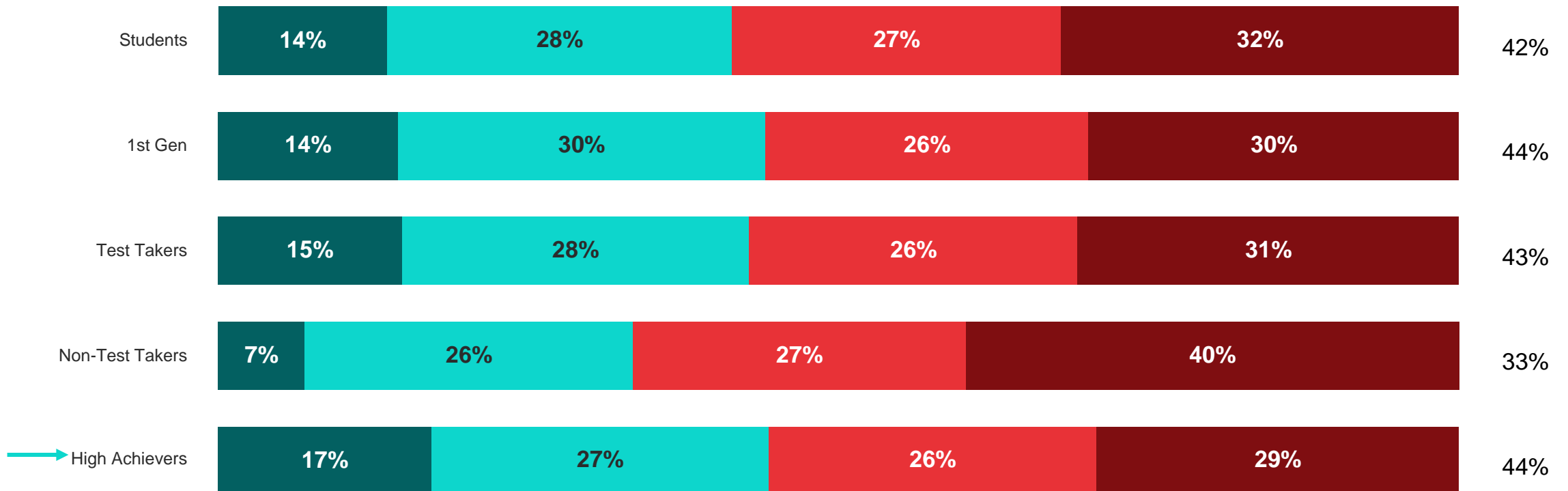
High-achieving students are split between those who *have heard* (44%) and *have not heard* (55%) about colleges prohibiting students from submitting scores in the application process.

How much have you seen, read, or heard about colleges prohibiting students from submitting SAT or ACT scores as a part of the application process?

AMONG STUDENTS

● A lot ● Some ● Not much ● Nothing at all

**Total
A Lot/Some**

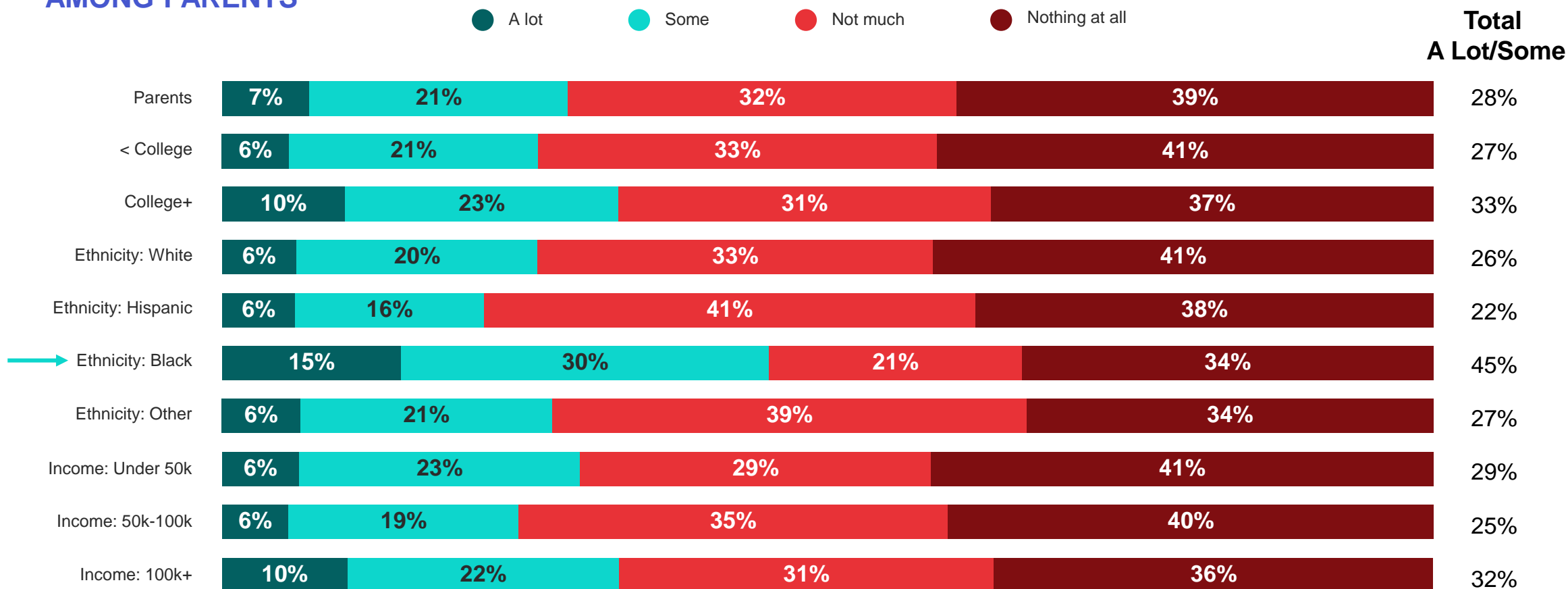


— VIEWS OF SCORE SUBMISSION APPROACHES

Nearly half of Black parents (45%) have heard *a lot/some* about colleges prohibiting students from submitting their scores in the application process, compared to fewer parents of other races/ethnicities.

How much have you seen, read, or heard about colleges **prohibiting students** from submitting SAT or ACT scores as a part of the application process?

AMONG PARENTS



Note: Asian-American parents not included due to insufficient N size [N=33].

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Students who prefer a test-optional approach to submitting scores name *fairness*, *choice*, and *playing to strengths* as the strongest drivers for their view.

In a sentence, why do you think all students should have the option to submit SAT or ACT scores to colleges for consideration when applying?

AMONG STUDENTS WHO PREFER SCORES TO BE OPTIONAL [N=704]

FAIRNESS

“If you didn’t get a good score on the SAT/ACT, you still have a chance of getting into a decent college”

“Not everyone has equal time and resources to achieve a baseline score for college”

“To give a fair opportunity for all students to do or not to do something to give them an advantage”

CHOICE

“It should be a person’s choice to submit anything to colleges because they have a right to keep private or share”

“It should be an option so that students have a choice in the matter”

“If a student does well on the test it doesn’t bring down their chances of getting in”

PLAYING TO STRENGTHS

“Maybe their strengths lie in the ACT/SAT but for another student strengths lie in GPA or extracurriculars”

“Some students may have a high SAT/ACT but are at disadvantage of low GPA/overall average”

“Some kids who are good exam takers might stand to benefit if they get good scores”

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Parents who prefer a test-optional approach to submitting scores believe it promotes *fairness*, accounts for *background* differences, and lets students *play to their strengths*.

In a sentence, why do you think all students should have the option to submit SAT or ACT scores to colleges for consideration when applying?

AMONG PARENTS WHO PREFER SCORES TO BE OPTIONAL [N=344]

FAIRNESS

“It is the most inclusive option”

“That would be fair if everyone had the option of turning them in”

“To have the option is fair. To not have an option or require them is not fair”

ACCOUNTS FOR BACKGROUND

“Because every student should have the option no matter their background”

“Students come from different educational backgrounds, quality of schools, and cultural differences”

“To get a scholastic view of the student regardless of their background”

PLAYING TO STRENGTHS

“Because if students are apt to be good test-takers, they should be able to showcase that skillset”

“For kids who have done well, they should be allowed to opt in to submit their scores”

“For some this may be the only thing that helps them get into college at all”

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Students who prefer scores not be permitted believe that college entrance exams *misrepresent students, penalize lower scores, and are generally unfair.*

In a sentence, why do you think all students should not be permitted to submit SAT or ACT scores to colleges for consideration when applying?

AMONG STUDENTS WHO PREFER SCORES TO BE NOT PERMITTED [N=191]

MISREPRESENT STUDENTS

“I don't think SAT or ACT scores are the most accurate representation of someone's ability”

“I don't think a test score shows how smart someone is”

“The scores of one test should not define you as a student or your limitations”

PENALIZE LOWER SCORES

“You could've done terrible on the SAT or ACT and they won't take you in, but in reality you're intelligent”

“I am a bad standardized test taker and out of my GPA and other stuff, my act/sat score might weigh me down.”

“So that the people that don't want to submit their test scores won't be penalized for it”

UNFAIR

“It is unfair that some people get to show how good they are at taking tests”

“Standardized testing is an unfair way to measure a student's intelligence and ability to learn.”

“ It is an unfair way of testing.”

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Parents who prefer scores not be permitted say college entrance exams *misrepresent students*, are *unfair* to students with fewer resources, and that there are *better alternatives* available.

In a sentence, why do you think all students should not be permitted to submit SAT or ACT scores to colleges for consideration when applying?

AMONG PARENTS WHO PREFER SCORES TO BE NOT PERMITTED [N=102]

MISREPRESENT STUDENTS

“Some students do not test well therefore their full abilities are not showcased”

“If you take the SAT/ACT during high school, it may not be an accurate indication of how you’ll do in college”

“Test scores don’t always show how the student will do”

UNFAIR

“Unfair advantage to those that have basic needs met and can perform better by having economical advantages”

“These tests are expensive so some can take them many times and others don’t have the means to take them at all”

“So everyone student gets a fair chance”

BETTER ALTERNATIVES

“I think other things need to be considered, such as GPA and Teacher Recommendation”

“Because there are plenty of other ways to determine a student’s eligibility”

“Because they can prove their talent in other ways”

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Parents who prefer colleges require scores think they *reflect college readiness, reflect student motivation, and level the playing field* for all students.

In a sentence, why do you think all students should be required to submit SAT or ACT scores to colleges for consideration when applying?

AMONG STUDENTS WHO PREFER SCORES TO BE REQUIRED [N=110]

REFLECT COLLEGE READINESS

“They show what level you are at or what you can handle”

“They should be required to know if students are ready to go to college”

“Gives a scope of where you need to be for college”

REFLECT MOTIVATION

“It shows the college that this person is willing to try to hard to get what they want”

“It shows how much they apply themselves”

“Most people study months before it happens to get a great score”

LEVEL PLAYING FIELD

“I think it makes things fair”

“It makes an even playing field”

“It creates an even playing field where students have all the same things being compared”

PREFERENCES OF PARENTS AND STUDENTS ON COLLEGE ENTRANCE EXAMS

Parents who prefer colleges require scores say they *reflect college readiness, level the playing field*, and uphold *tradition* in the college application process.

In a sentence, why do you think all students should be required to submit SAT or ACT scores to colleges for consideration when applying?

AMONG PARENTS WHO PREFER SCORES TO BE REQUIRED [N=157]

REFLECT COLLEGE READINESS

“They are the best tool to measure if a student is ready for college”

“It has a bearing on how the student will fare at school”

“Evaluates how well the student will perform at their undergraduate studies”

LEVEL PLAYING FIELD

“To make it easy to compare them to each other”

“It is the least subjective and best indicator”

“It’s an objective measurement of readiness that can be applied nationally”

TRADITION

“This system has worked for decades”

“It’s tradition”

“It’s been that way since I started in college”