



TACRAO Summer Meeting



July 15, 2025

Today's Updates

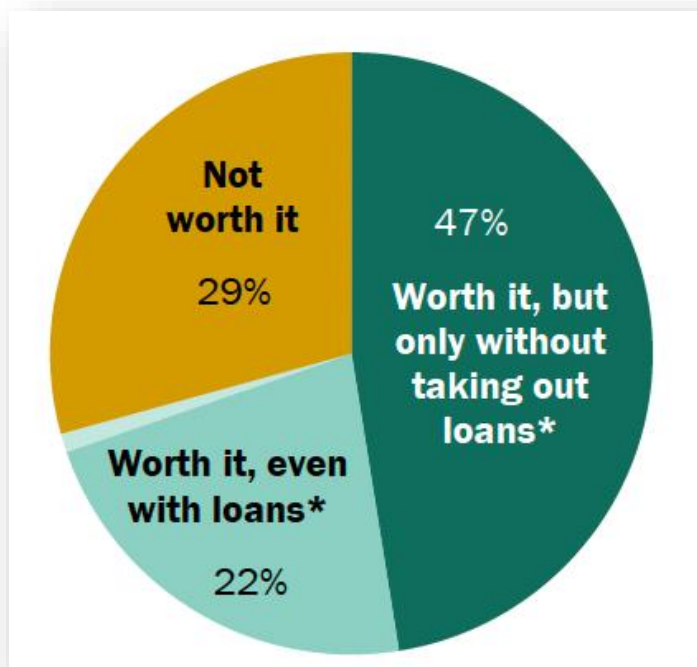
- Trends Impacting Outreach & Recruitment
- SAT in Texas
- SAT in Admissions and Student Success
- What's New with AP?

Trends impacting Outreach & Recruitment

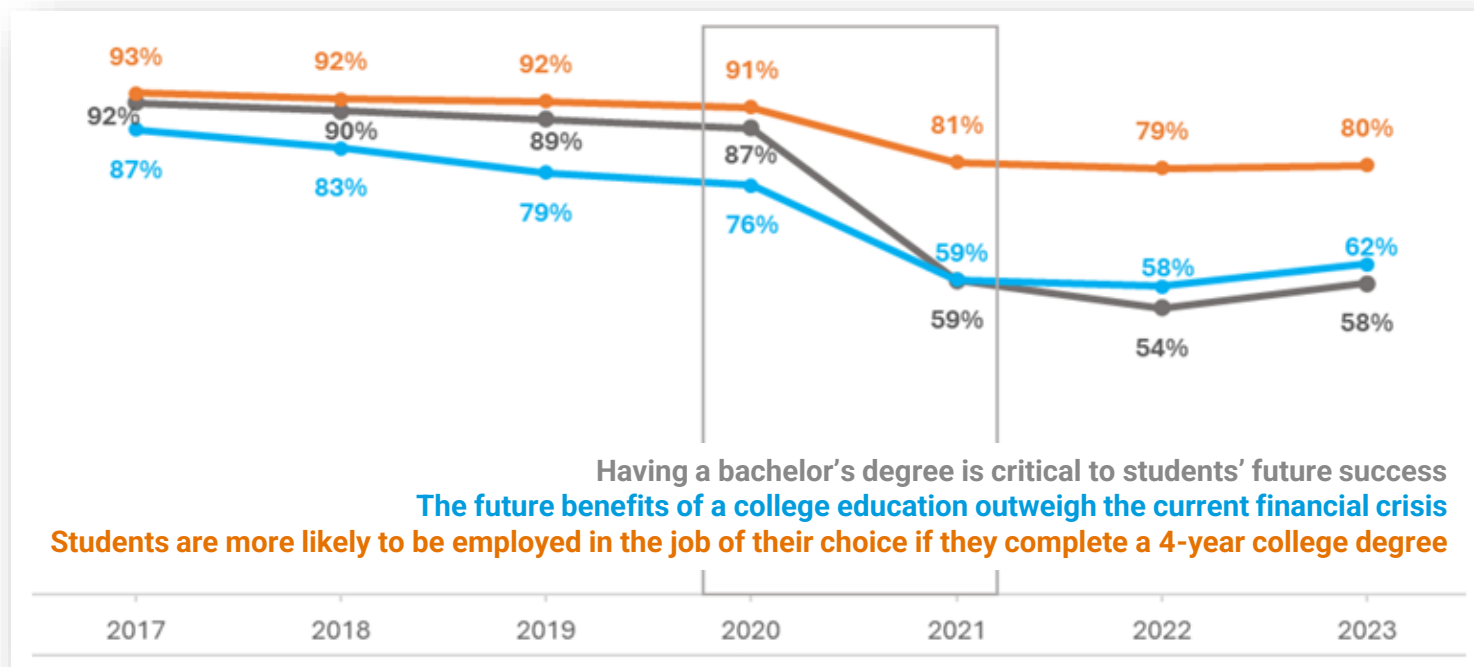
Demographics, Migration, and Perception
of College

Perceptions of the value of a 4-year degree declined sharply during the pandemic, and have not rebounded

% of U.S. adults say the cost of getting a 4-year college degree today is...



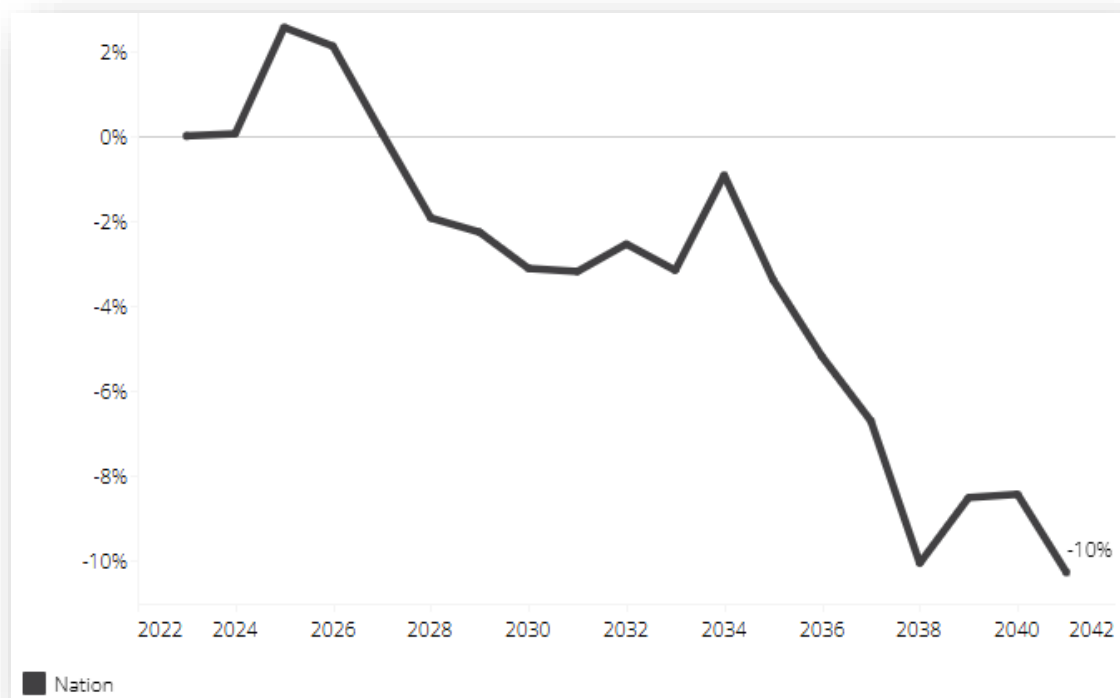
Share of student respondents who completely or generally agree with each statement about the value of college



Fewer high school graduates, nationally, and in most states

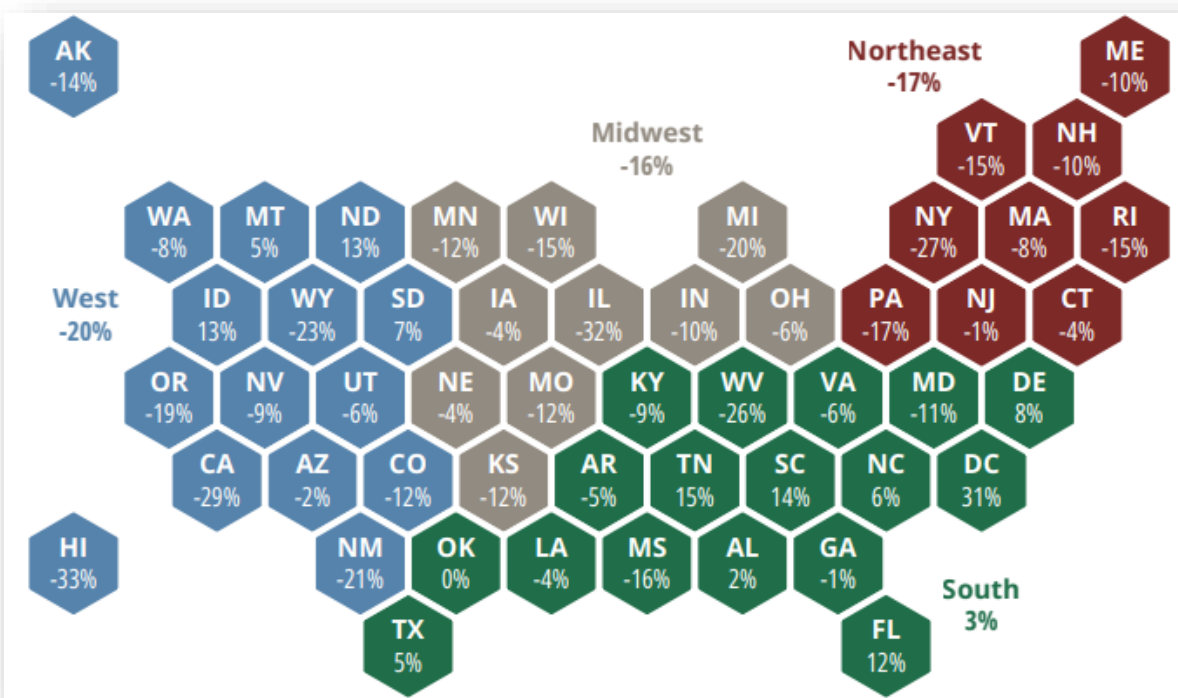
The total number of high school graduates is expected to peak in 2025 before entering a period of steady decline that is attributable to fewer births 18 years prior.

National Projected percent change, 2023-2041



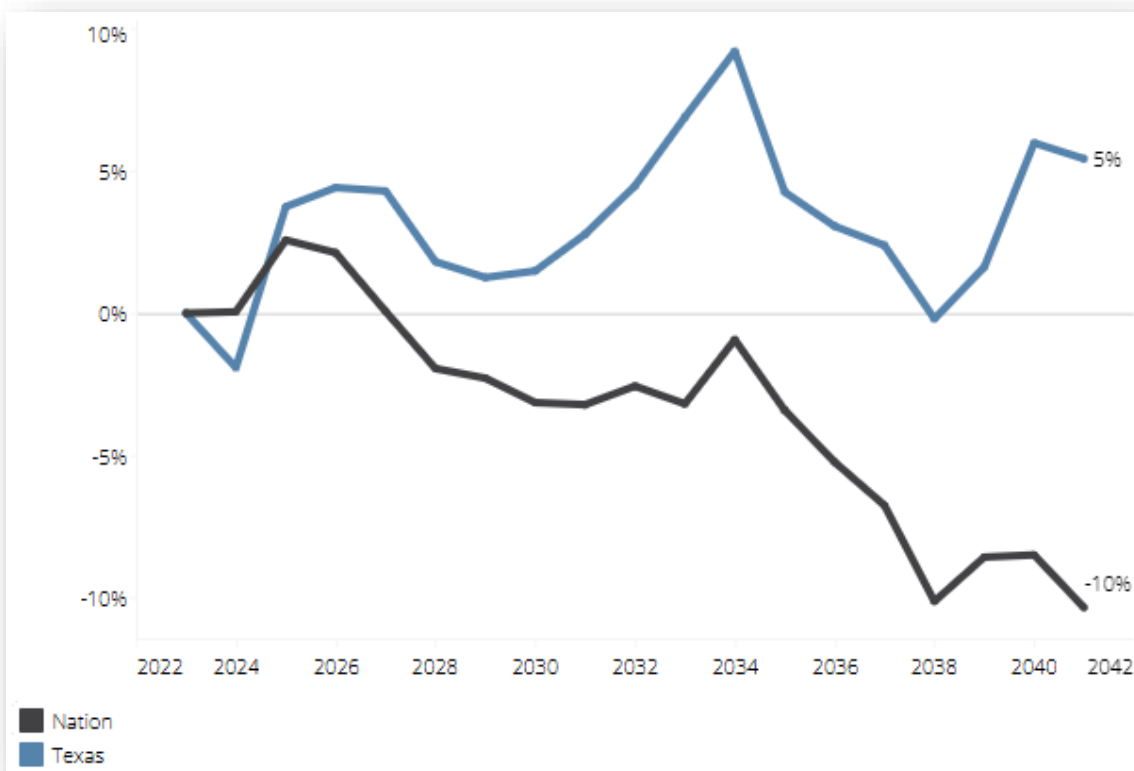
By 2041, 38 states are projected to see a decline in the number of high school graduates compared to 2023, as most regions in the U.S. continue to shrink.

Projected pct change in high school graduates, 2023-2041

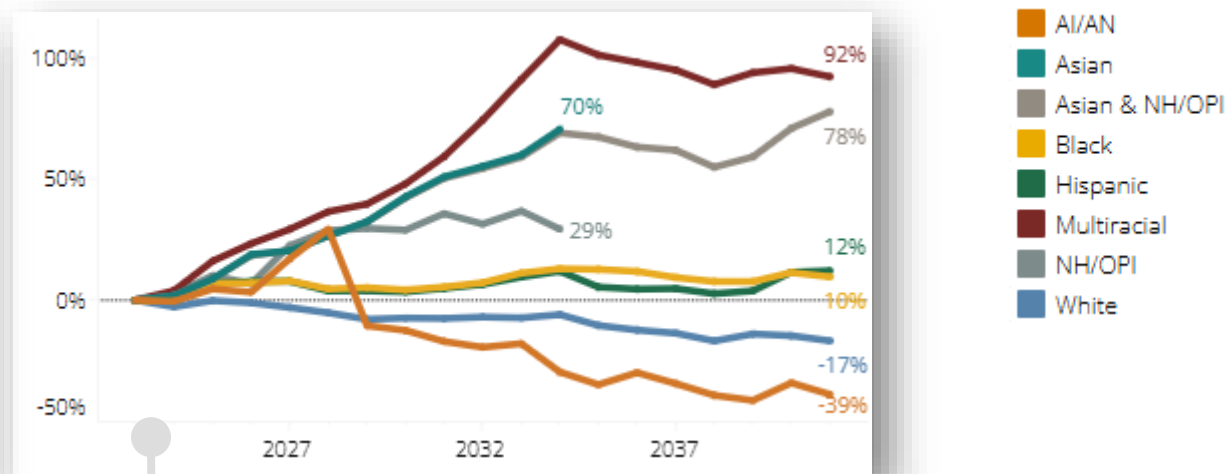


Texas demographic trends (WICHE)

Projected change in high school graduates, 2023-2041



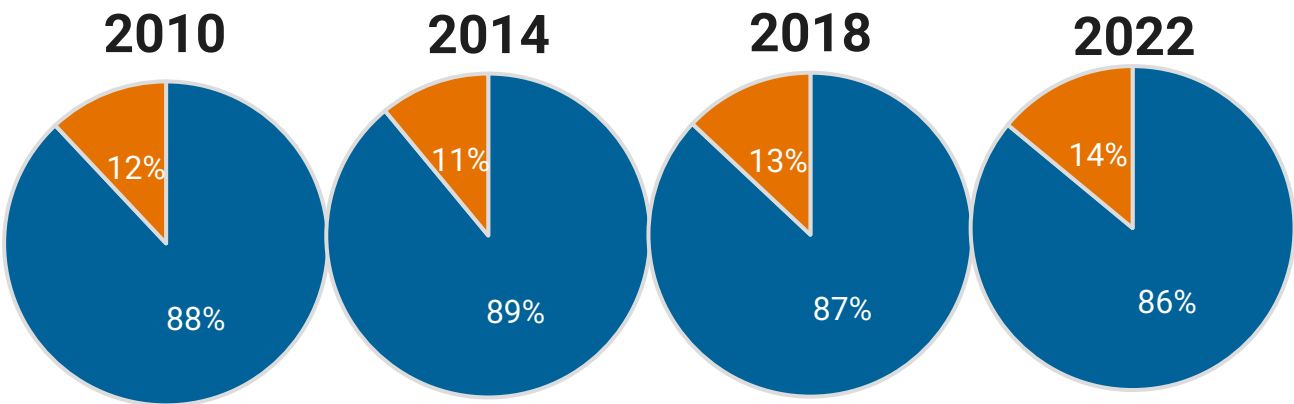
Projected change by race/ethnicity



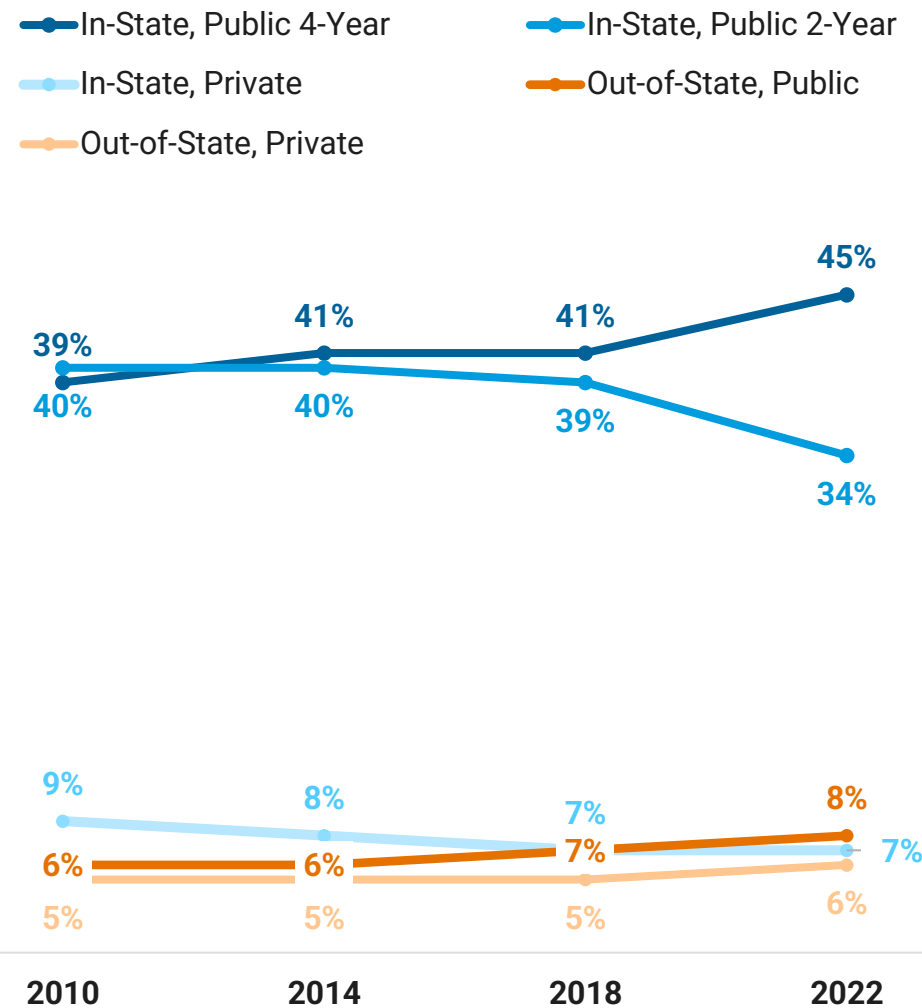
Texas is projected to see growth

Source: Western Interstate Commission for Higher Education (2024). *Knocking at the College Door*. <https://www.wiche.edu/knocking/data-visualizations/geography/>

Texas student migration trends



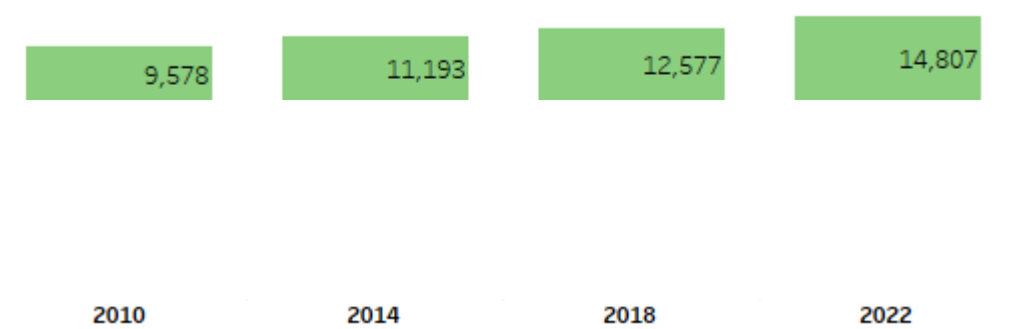
	2010	2014	2018	2022
In-State	143,053	161,351	175,625	175,598
Out-of-State	19,049	20,737	25,173	29,070
Total	162,102	182,088	200,798	204,668



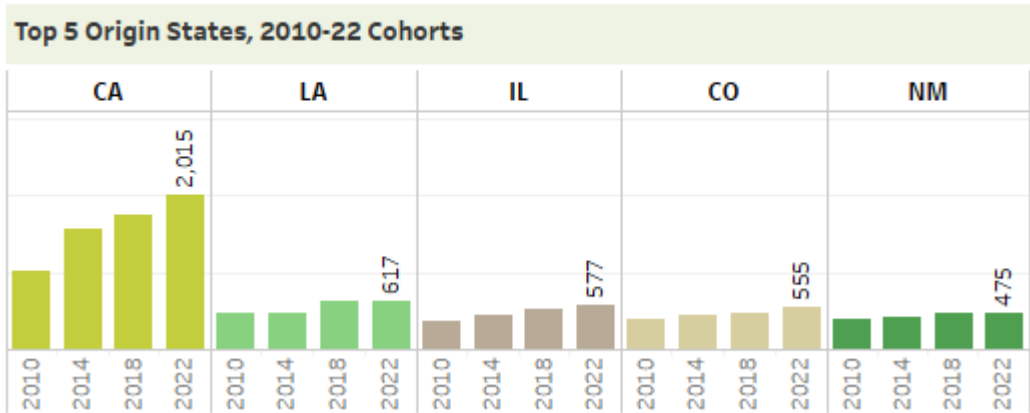
Texas: Imports

In 2022, **Texas** had an Import to Export ratio* of **0.5**, which **ranked #46** among states.

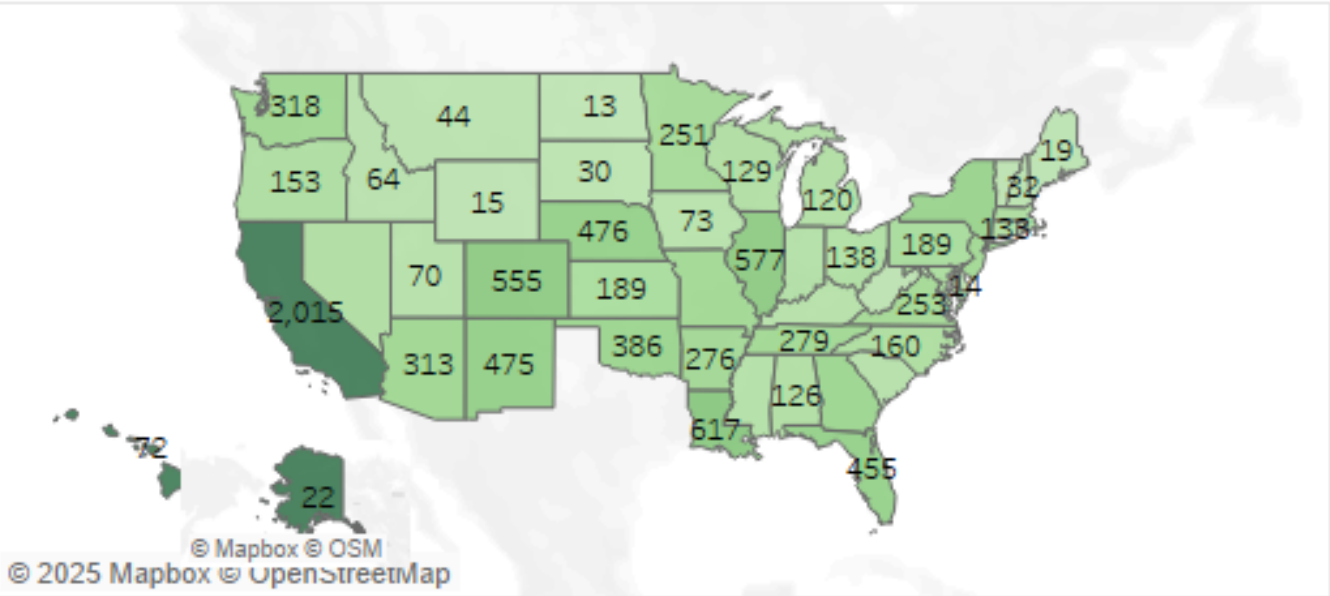
Incoming students
Outgoing students



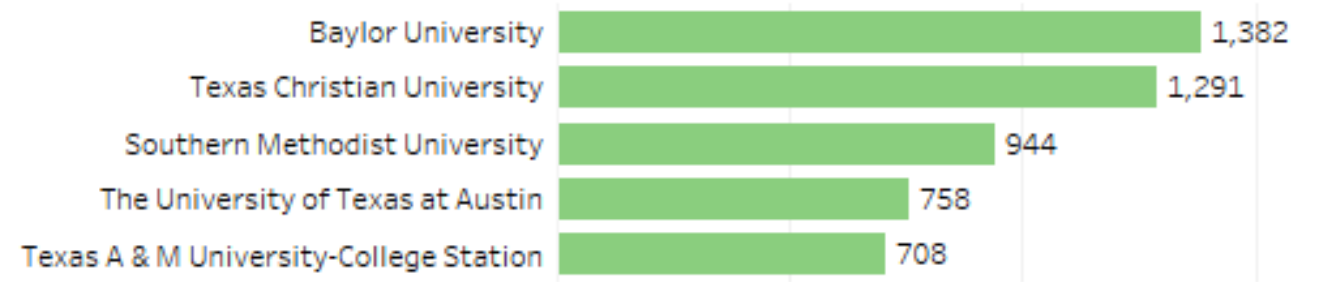
Imports (HS Grads coming to Texas for college)



Origin Map, 2022 Cohort

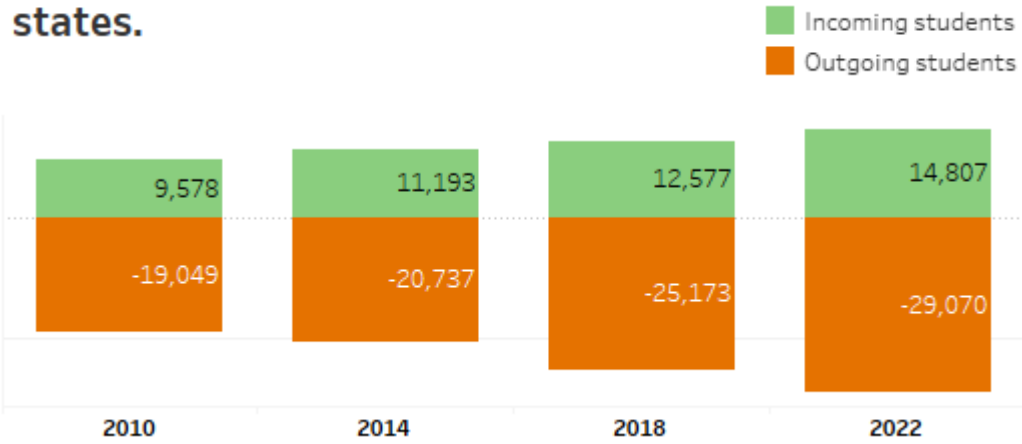


Top Texas Colleges for out-of-state students, 2022 Cohort

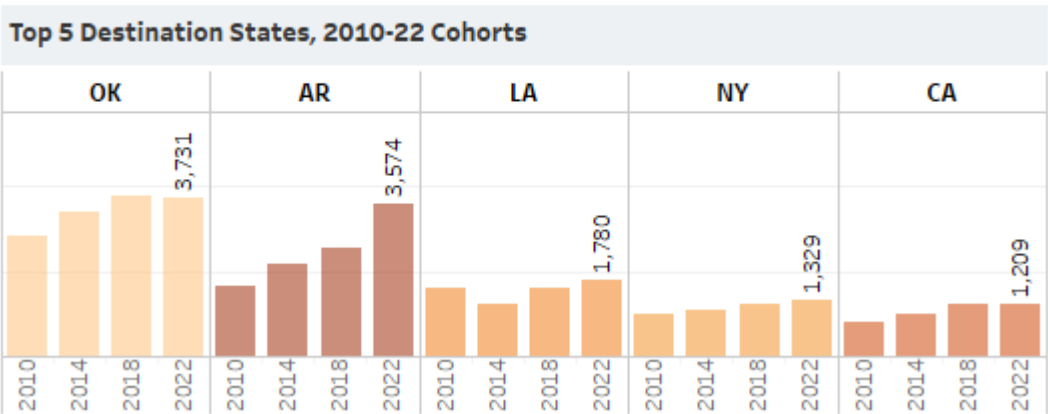


Texas: Exports

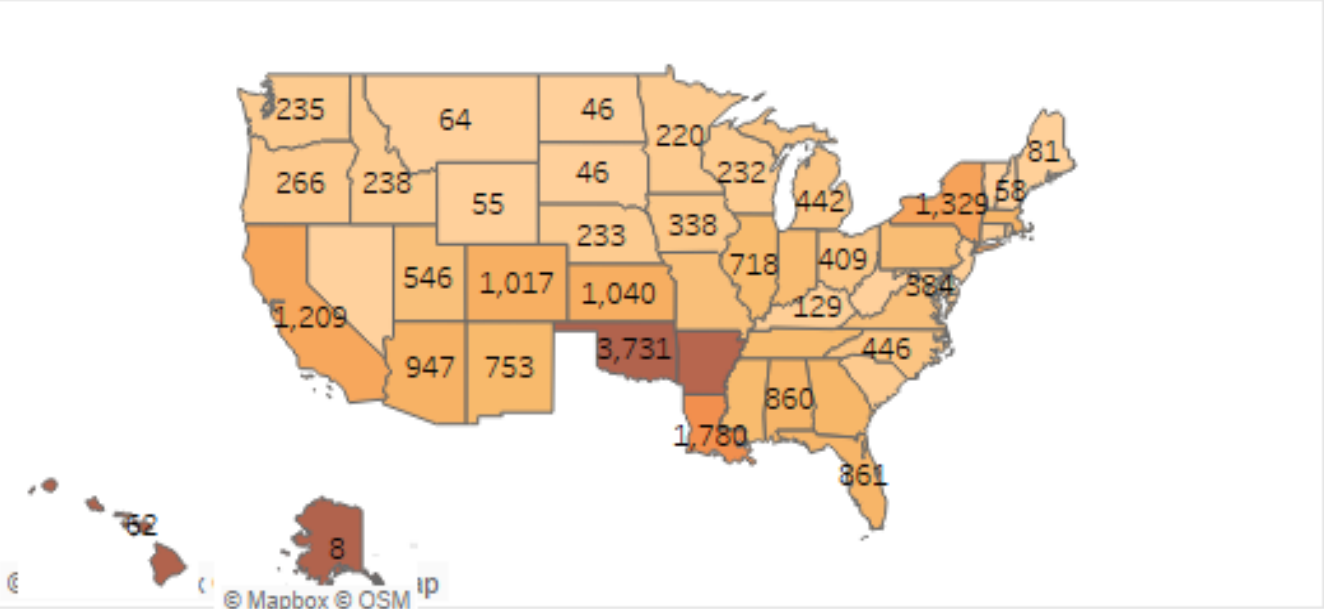
In 2022, **Texas** had an Import to Export ratio* of **0.5**, which **ranked #46** among states.



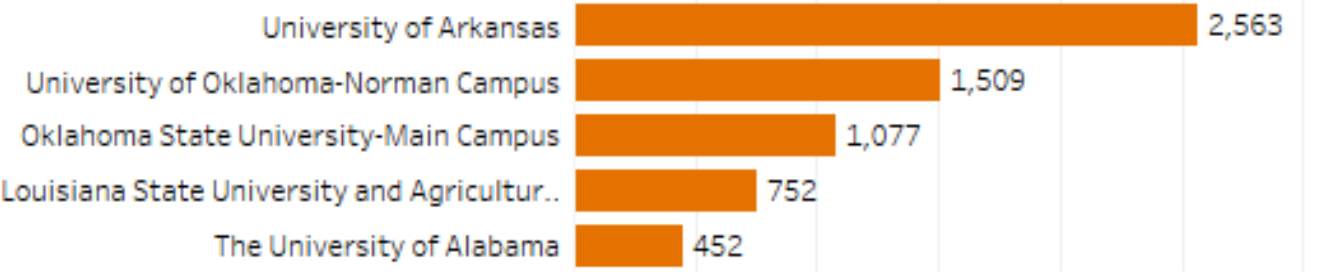
Exports (HS Grads leaving Texas for college)



Destination Map, 2022 Cohort

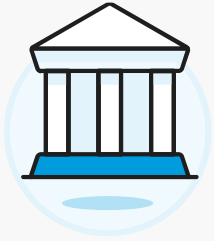


Top out-of-state Colleges for Texas students, 2022 Cohort



SAT[®] Suite Participation in Texas

2023-24 SAT Suite Participation



2.2M+

Students
took the
SAT®



3.2M+

Students
took the
PSAT/NMSQT®



488K+

Students
took the
PSAT™ 10



1.4M+

Students
took the
PSAT™ 8/9

Texas SAT/PSAT Participation for Class of 2024

953,868 students took an SAT or a PSAT-related assessment (PSAT/NMSQT, PSAT 10, or PSAT 8/9) in the 2023-24 school year.

The HB 3 College Preparation Assessment Reimbursement, provides funding to public school districts for the cost of administering college preparation assessments (SAT, ACT, and TSIA) while in high school

SAT Suite Participation Summary

The SAT Suite of Assessments — the SAT (grades 12 and 11), PSAT/NMSQT and PSAT 10 (grades 11 and 10), and PSAT 8/9 (grades 9 and 8) — measures a student's college and career readiness. Together, these assessments provide a comprehensive solution that systematically and progressively measures the knowledge, skills, and understandings essential for success in college and career.

953,868 test takers completed the SAT or a PSAT-related assessment (PSAT/NMSQT, PSAT 10, or PSAT 8/9) in the 2023-24 school year.

Class of 2024

SAT Takers ¹	291,694
High School Graduates ²	398,030
SAT Participation Rate	73%



73% of graduates in the class of 2024 took the SAT during high school

Class of 2025

PSAT/NMSQT Takers ³	238,816
11th-Grade Enrollment ²	431,454
Participation Rate	55%



55% of 11th graders took the PSAT/NMSQT last fall

Class of 2026

PSAT/NMSQT or PSAT 10 Takers ³	272,246
10th-Grade Enrollment ²	460,298
Participation Rate	59%



59% of 10th graders took the PSAT/NMSQT or PSAT 10 in 2023-24

Class of 2027

PSAT 8/9 Takers ³	111,361
9th-Grade Enrollment ²	495,503
Participation Rate	22%



22% of 9th graders took the PSAT 8/9 in 2023-24

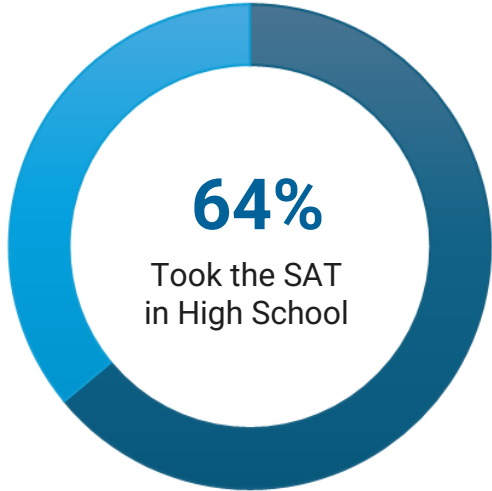
Class of 2028

PSAT 8/9 Takers ³	134,186
8th-Grade Enrollment ²	436,632
Participation Rate	31%

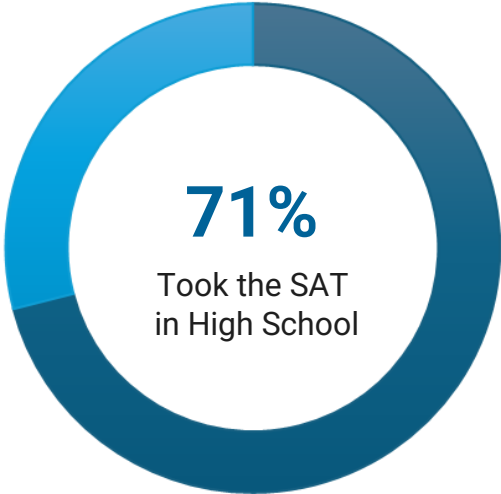


31% of 8th graders took the PSAT 8/9 in 2023-24

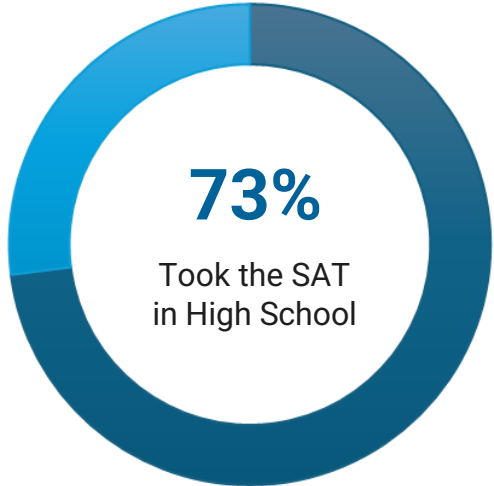
Proportion of Texas Students who take the SAT while in High School 2022-2024



Class of 2022



Class of 2023



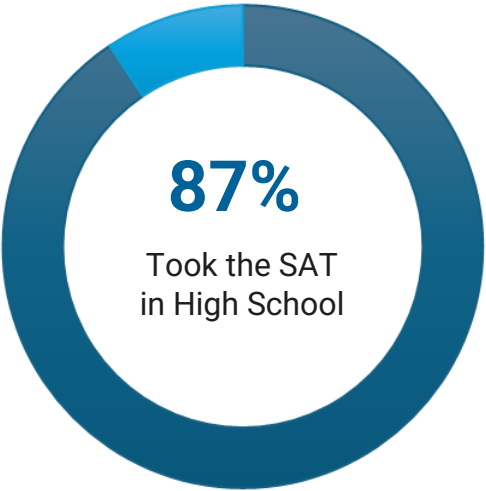
Class of 2024

Proportion of Texas SAT takers who took the SAT During the School Day 2022-2024

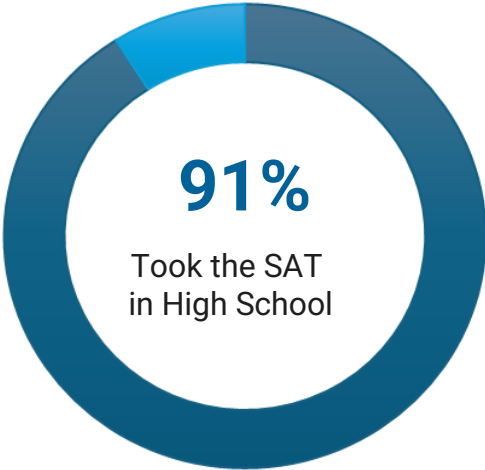


SAT School Day

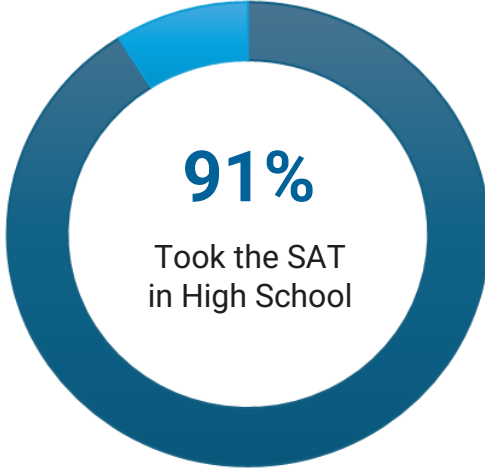
- SAT administered by school staff during the school day, provides equity and access to the SAT for students who might have difficulty taking the SAT on the Weekend



Class of 2022



Class of 2023



Class of 2024

College and Career Enrollment Choices

Texas Class of 2024

Of the 291,694 Texas students who took the SAT, 177,890 designated their scores to be sent to institutions.

SAT Test-takers represented a wide variety of Texas locations:

- **City – 39%**
- **Suburb – 33%**
- **Rural - 26%**

Top Intended Majors

Health Professions & Rel. Clinical Sciences – **14%**

Business, Management, Marketing – **13%**

Biological and Biomedical Studies – **9%**

Engineering – **9%**

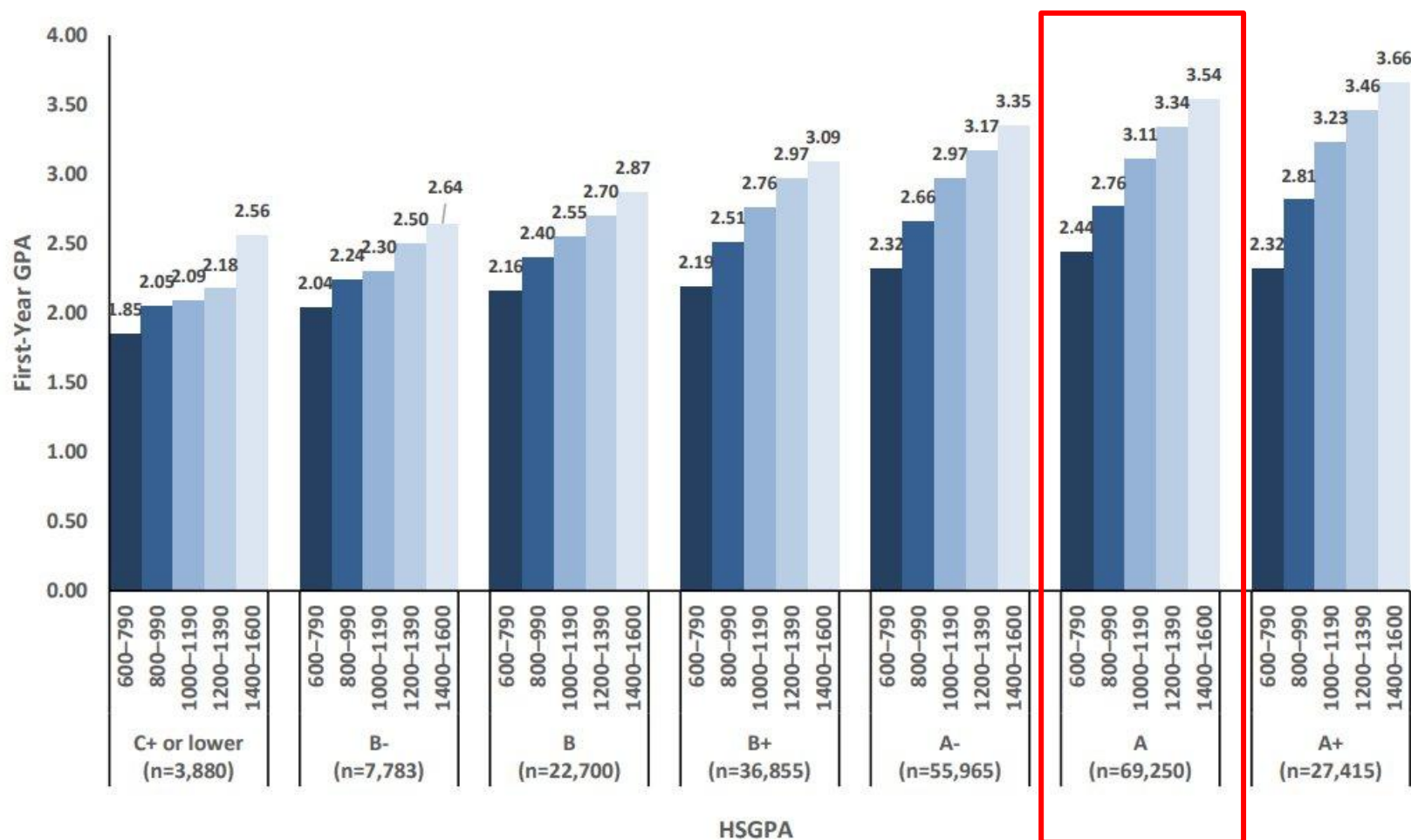
Visual and Performing Arts, General – **7%**

Top Institutions Receiving SAT Scores

1. Texas A&M University– **28.4%**
2. University of Texas at Austin– **22.3%**
3. University of Houston– **15.8%**
4. Texas Tech University– **14.8%**
5. Texas State University– **11.1%**

SAT in Admission and Student Success

The SAT continues to help predict college success, even when controlling for HSGPA



Even for students with an “A” GPA, first year GPA’s vary by SAT score band.

SAT Scores & STEM Success: Research, Policy & Practice

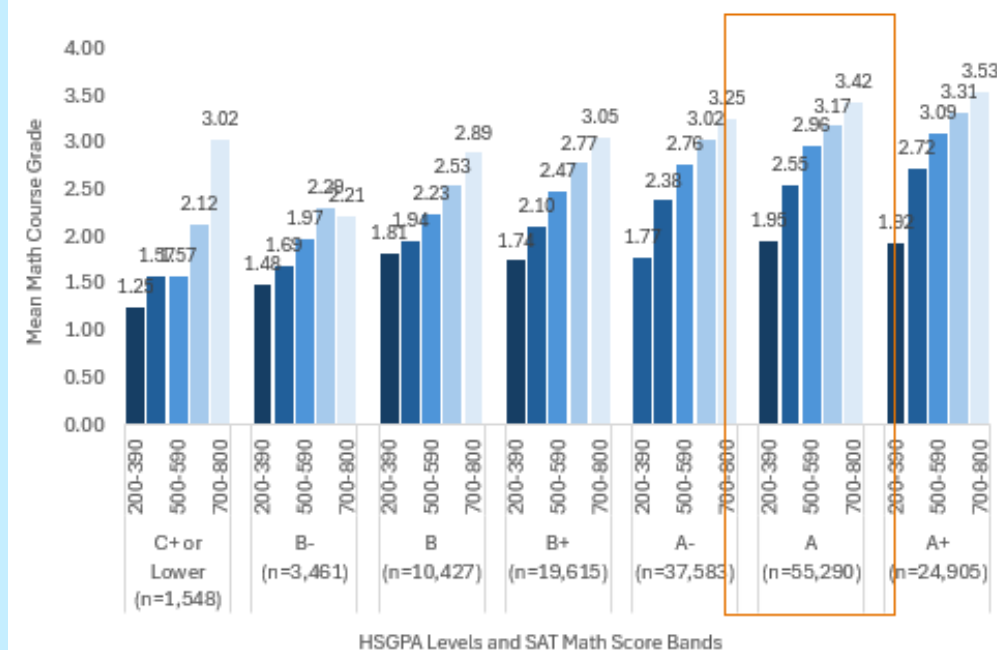
Research shows a **38% improvement in the prediction of first-year college performance for STEM** majors (versus 22% for overall sample) when the SAT and HSGPA were used together.

Research has also shown SAT scores can help with:

Academic Advising: At every point along the HSGPA scale, students with higher SAT math scores have higher chances of earning a GPA of 3.0 or higher within their first-year STEM coursework

Course Placement: SAT Math scores provide critical information beyond HSGPA, to predict first-semester and first-year math performance in specific coursework.

Average Math Course Grades by SAT Math Score and HSGPA

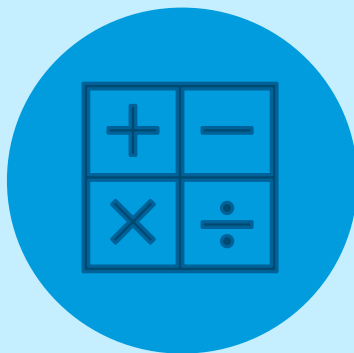


Visit research.collegeboard.org/reports/sat-suite to learn more.

SAT Scores & STEM Success: Campus Examples



Institutions that require scores for applicants to specific STEM majors:
Carnegie Mellon & Cooper Union



STEM- heavy institutions that now require or expects scores for all applicants:
MIT, Purdue, CalTech



Institutions that require a demonstration of Math/STEM readiness for all or for certain majors:
Stockton University, Univ. Kentucky, UT Austin



Many institutions also use SAT scores, and specifically SAT Math for Math course placement:
Baylor & Skidmore

What's new with AP?

Access Course Overview



AP Computer Science Principles

Launched: 2017

2024 Exams:

National: 175K

Texas: 17,554

What to know:

AP CSP participation has quadrupled since launch, with significantly higher representation from rural, female, black and Hispanic students.



AP Seminar

Launched: 2014

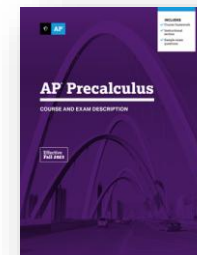
2024 Exams:

National: 94K

Texas: 8,819

What to know:

AP Seminar is a sophomore English course in over 2,000 high schools, giving **51k 10th graders** early access to key skills they'll need in college



AP Precalculus

Launched: 2023

2024 Exams:

National: 184K

Texas: 22,830

What to know:

Biggest launch in AP history, ensuring a broader range of students are ready for college-level math

Growth of AP Availability

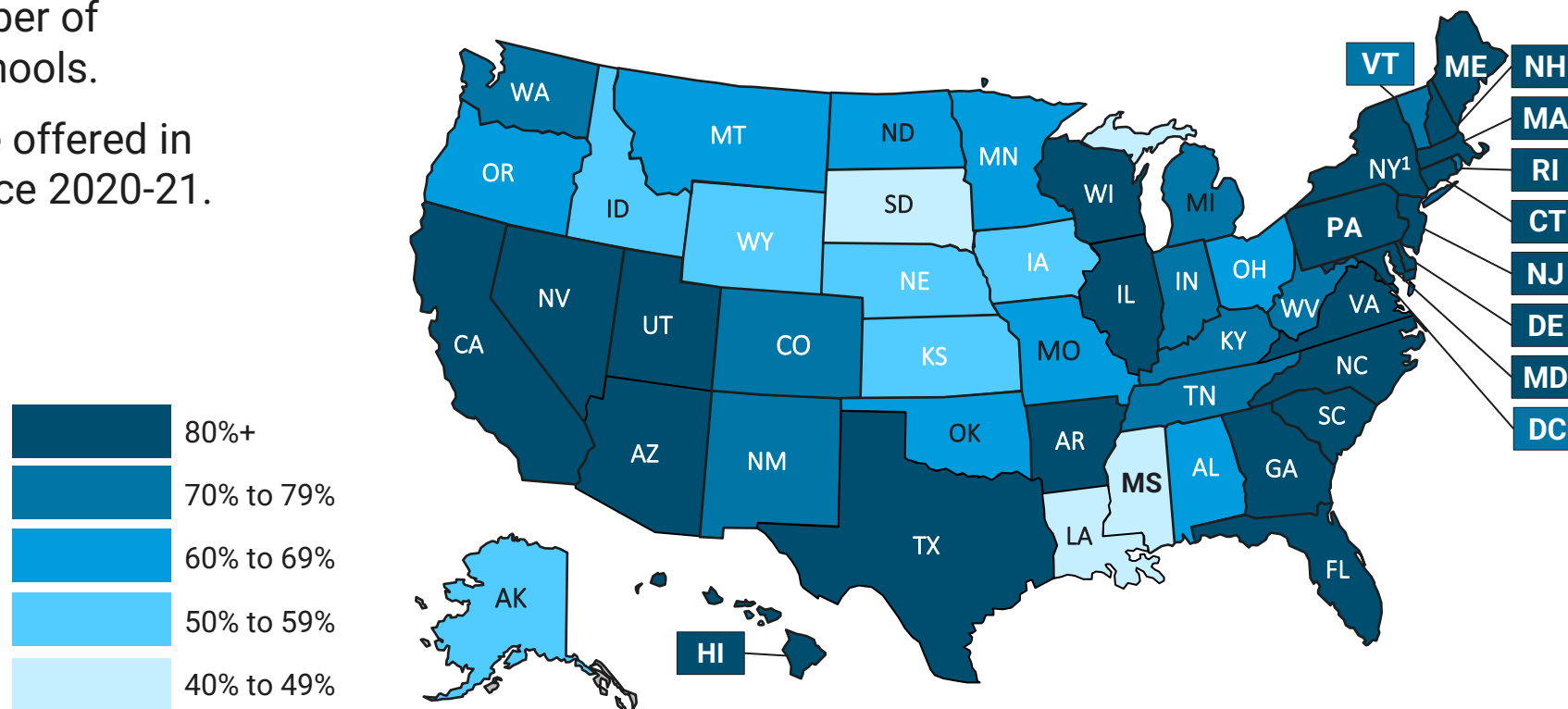
In 2023-24, 80% of public high school students attended schools offering at least 5 AP courses.

Greater availability

- Growth in AP participation has also been driven by growth in the number of sections available within schools.
- Over 333K AP sections were offered in 2022-23, a 10% increase since 2020-21.

Access Across the Nation:

% of public HS students whose school offers at least 5 AP courses



AP Business with Personal Finance

Business also continues to be the **most popular** undergraduate major.

390K

Annual **bachelor degrees awarded in business** or business-related fields¹

20%

Percentage of the two million undergrad degrees conferred that were **business majors**

"It [this course] is truly what our students and industry has needed: a rigorous, accessible new benchmark and standard of excellence in secondary business education that empowers teachers, and builds tangible, transferable skills in students for the 21st century and beyond." - 20-year Veteran Business Teacher, AZ (Field Study)

Unit 1	Business, Competition & New Ideas <i>PBL Role: Entrepreneur</i>
Unit 2	Marketing <i>PBL Role: Marketing Manager</i>
Unit 3	Business Finance & Accounting Personal Saving & Borrowing <i>PBL Role: Small Business Owner</i>
Unit 4	Management & Strategy <i>PBL Role: Business Consultant</i>
Unit 5	Personal Goals, Budgeting & Investing <i>PBL Role: Financial Advisor</i>

AP Cybersecurity

In a national survey on student interest in technology courses, **Cybersecurity was the second-most selected topic¹** (*surpassed only by AI*).

450K

Open cybersecurity jobs in the U.S, of which 90% require a higher ed credential

27K

Cybersecurity degrees awarded in 2022

20%

New enrollment growth in Cybersecurity bachelor's degree programs in 2023-24

“As we attempt to better the lives of our students, Cybersecurity is a field that is here to stay and will help provide our students with upward mobility opportunities, create new opportunities for generational wealth, change their families’ lives, and help improve their communities.” - Dr. Diego Tibaquirá, Professor, Miami Dade College

Pilot Overview:



**Spring
2025**

K12 schools confirm participation in pilot; begin to recruit students for 2025-26 school year



**Fall
2025**

AP Cybersecurity course launch as part of pilot program. Deadline to register students for AP Cybersecurity Exams is Nov. 15.



**May
2026**

AP Cybersecurity Exams administered and completion of pilot year



Engaging & Recruiting AP students

The AP Course Ledger lists secondary school courses offered worldwide that are authorized to include either AP® or Pre-AP® designation when listed on students' transcripts.

- Verify AP courses offered by high schools
- Determine which AP scores to accept for college credit
- Identify trends in AP course offerings and student performance
- Help incoming students understand how their credits will apply to degree requirements

AP Course Ledger



Use this tool to find which secondary schools offer AP® or Pre-AP® courses
<https://apcourseaudit.inflexion.org/ledger>

AP Course Ledger

The AP Course Ledger lists secondary school courses offered worldwide that are authorized to include either AP® or Pre-AP® designation when listed on students' transcripts. As part of Course Audit for the academic years listed on the school's "Authorized Courses" page, AP courses are reviewed by the Advanced Placement Program® (AP), and Pre-AP courses are approved meeting course, curricular, and implementation requirements.

Ledger Search

Enter search criteria into one or more of the fields below.

School Name: Country: Schools with: ☐ Pre-AP Courses ☐ Online Delivery

College Board School Code: State/Province:

Year: City:

Subjects:

Search



Questions?

Thanks for taking the time to
answer a few questions about our
meeting today!



Garfield by Jim Davis



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