



# The Condition of College & Career Readiness 2017

**National**

SOCIAL MEDIA TOOLKIT



## About the Report

ACT is committed to providing meaningful data to students, parents, schools, districts, and states so that all can make more informed decisions to improve outcomes. The Condition of College and Career Readiness report includes ACT score results from all 50 states and the District of Columbia, including 16 states that required all students to take the ACT as part of their statewide testing programs and another four states that funded ACT testing on an optional basis. It also includes the results from more than 1,100 individual school districts across the country that administered the ACT to all students.

## About the ACT

The ACT is a curriculum-based achievement test that measures the skills taught in schools and deemed important for success in first-year college courses. The content of the ACT is informed by results of the ACT National Curriculum Survey®, conducted every three to four years among thousands of elementary, middle and high school teachers and instructors of first-year college courses across the United States. The data obtained in the survey allow ACT to ensure that its assessments measure the skills most important for success after high school.

ACT research shows that students who meet the ACT College Readiness Benchmarks are more likely to persist in college and earn a degree than those who don't. The benchmarks specify the minimum score students must earn on each of the four ACT subject tests to have about a 75 percent chance of earning a grade of C or higher and a 50 percent chance of earning a B or higher in a typical credit-bearing first-year college course in that subject area.

## HASHTAGS & HANDLES

### #ACTCondition17

ACT on Twitter: @ACT

ACT on Facebook: @ACTUpdates

ACT on Instagram: @ACT\_Updates

ACT on LinkedIn: ACT

ACT on YouTube: @TheACTTest

## IMPORTANT LINKS

[Press Release](#)

[Condition Report Webpage](#)

[Full Condition Report](#)

[Condition Report Video](#)

[Social Media Images](#)

# SOCIAL MEDIA MESSAGING

Use the posts below to promote #ACTCondition17 on social media.

## Twitter

- #DYK? More than 2 million US high school graduates took the ACT test. <http://bit.ly/ACTCondition17> #ACTCondition17
- The US average @ACT composite score for the 2017 graduating class has been fairly steady over the past several years #ACTCondition17
- ACT 2017 score report shows underserved students lag far behind their peers in college readiness: <http://bit.ly/ACTCondition17> #ACTCondition17
- Only 4% of 2017 graduates expressed interest in an education major: <http://bit.ly/ACTCondition17> #ACTCondition17 #ACTInsights
- 45% of high school grads who took the @ACT test took it two or more times. #ACTCondition17
- 82% of high school grads who took the ACT test say they aspire to postsecondary education: <http://bit.ly/ACTCondition17> #ACTCondition17
- Average scores and readiness levels among Hispanic students improved slightly this year even as their numbers increased. #ACTCondition17
- 21% of ACT-tested 2017 high school grads met or surpassed the ACT #STEM Benchmark: <http://bit.ly/ACTCondition17> #ACTCondition17
- DYK? Your ACT Composite score can help predict what #ACTWorkKeysNCRC level you might attain #ACTCondition17
- During the 2016-2017 academic year, more than 650K fee waivers were awarded to low-income ACT examinees #ACTCondition17
- Health sciences & technologies continues to be the most popular college major choice among ACT-tested US high school grads #ACTCondition17

# SOCIAL MEDIA MESSAGING

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## Facebook

- Underserved students lag far behind their peers when it comes to college and career readiness, and the more underserved characteristics that students possess, the less likely they are to be ready - <http://bit.ly/ACTConditionReport>
- The national average ACT composite score for the 2017 graduating class rose to 21.0 on a 1 to 36 scale, returning to 2014 and 2015 levels after dropping to 20.8 last year: <http://bit.ly/ACTConditionReport>
- Only 4% of graduates expressed interest in an education major, unchanged from last year, suggesting that more needs to be done to positively impact the education pipeline. More from ACT's new report: <http://bit.ly/ACTConditionReport>
- 45% of high school grads who took the ACT test took it two or more times: <http://bit.ly/ACTConditionReport>
- 82% of high school grads who took the ACT test say they aspire to postsecondary education, but how many end up enrolling in a postsecondary institution? Read the latest ACT report: <http://bit.ly/ACTConditionReport>
- More than 2 million US high school graduates—60% of the 2017 graduating class nationally—took the ACT test: <http://bit.ly/ACTConditionReport>
- 2 in 10 graduates (21%) met or surpassed the ACT STEM Benchmark, which represents readiness for first-year courses typically required for a STEM major: <http://bit.ly/ACTConditionReport>
- During the 2016-2017 academic year, more than 650,000 fee waivers were awarded to prospective ACT examinees. Unfortunately, more than one-fourth (28%) of those fee waivers were not used - <http://bit.ly/ACTConditionReport>