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# 5 REASONS ACT IS THE RIGHT CHOICE

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# 1

**ACT** customers are all about outcomes. Universities, the dedicated leaders of higher education, have had a long history of using ACT and all of the other standardized tests to help them make decisions about which students to admit. And the results of these tests have been consistently positive. Which is the ACT? Because, like all other standardized tests, the ACT is designed to measure what students have learned in high school. What is the ACT? It is a test that measures what students have learned in high school.

# 7

## Measuring Success Is in ACT's DNA

ACT's commitment to measuring success is in its DNA. The ACT has been measuring success for over 70 years. The ACT is the only test that measures what students have learned in high school. The ACT is the only test that measures what students have learned in high school. The ACT is the only test that measures what students have learned in high school.

# 2

## The ACT Measures What Matters

It's the link between high school curriculum and college performance.

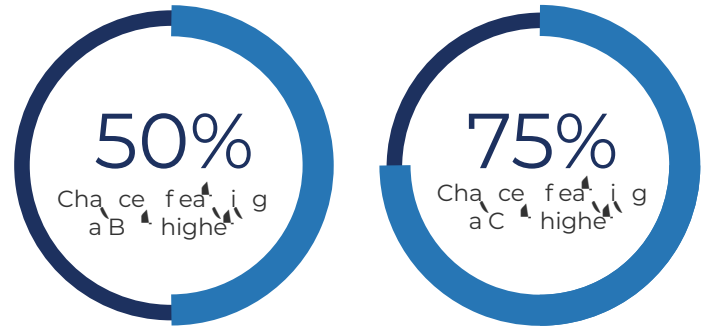
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# 3

## Readiness: College Completion Begins with a Strong Start

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In corresponding credit-bearing first year college courses

# 4

## The College Entrance Exam that Supports English Learners

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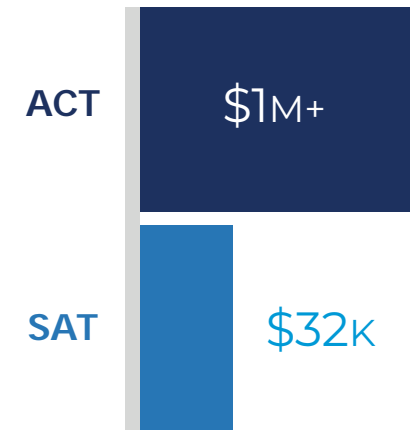
# 5

## Scholarships

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**“Students may be missing out on more scholarship opportunities—and, possibly, college altogether—by not taking the ACT.”**

—Leslie Trund, School Counselor, Morse High School



The average first-year scholarship for students who took the ACT is \$1M+, compared to \$32k for students who took the SAT.

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