



Arkansas Department of Education

Johnny Key, Commissioner

Transforming Arkansas to lead the nation in student-focused education

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ADE Launches No Limits Campaign

Campaign Encourages High School Students to Take the ACT®

LITTLE ROCK — The Arkansas Department of Education is committed to supporting schools as they prepare students for college, career and community engagement. By taking advantage of every available resource and opportunity, students can best prepare for the future.

To promote available opportunities through the ACT® college entrance exam, ADE is excited to launch the No Limits campaign. The campaign encourages Arkansas high school students to utilize resources to prepare for and take the exam multiple times, which can result in increased opportunities for scholarships and admission to colleges, universities and trade schools.

“Students who take advantage of the chance to take the ACT® test multiple times will broaden the array of educational opportunities after high school,” Gov. Asa Hutchinson said. “The No Limits campaign encourages high-schoolers to aim higher, perhaps, than they had imagined possible. I commend the Department of Education for this program, which is good for Arkansans and for our entire state. I hope students will act on the opportunity to improve their ACT® scores.”

“Every student deserves the opportunity to grow and excel,” said Stacy Smith, ADE assistant commissioner of Learning Services. “Many students are unaware of the opportunities and resources available through ACT®. From test preparation materials and testing fee waivers to the Educational Opportunity Service, students have access to resources that can prepare them for the future.”

The ADE pays for all public school juniors to take the test once for free. The upcoming statewide exam window for juniors will begin February 27. Students who qualify for fee waivers have the opportunity to take the test two additional times for free.

According to ACT®, a student’s composite score increases the more times the test is taken. In 2017 the average composite score for Arkansas graduates increased from 16.5 to 21.1 when students prepared and took the test two or more times.

The No Limits campaign includes a short video featuring Arkansas students who highlight five reasons why taking the ACT® is important. All high schools are encouraged to show the video to all juniors prior to taking the exam in February. Every high school also will receive informational posters and banners promoting the campaign. In addition, ADE is preparing ACT® resource lesson plans for teachers. Every public high school in Arkansas will receive a mailer containing the No Limits

campaign materials during the first week of February.

To increase higher education opportunities, students are encouraged to utilize available test preparation resources, complete the ACT® student profile and interest inventory, and check “yes” for the Educational Opportunity Service. By checking yes, students are giving colleges and universities permission to contact them regarding scholarships and programs of study.

To access all resources associated with the No Limits campaign, please visit the ADE website at <http://www.arkansased.gov/divisions/learning-services/assessment/the-act/no-limits>.

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