



One Test Away: The 3 of 4 Engagement Playbook

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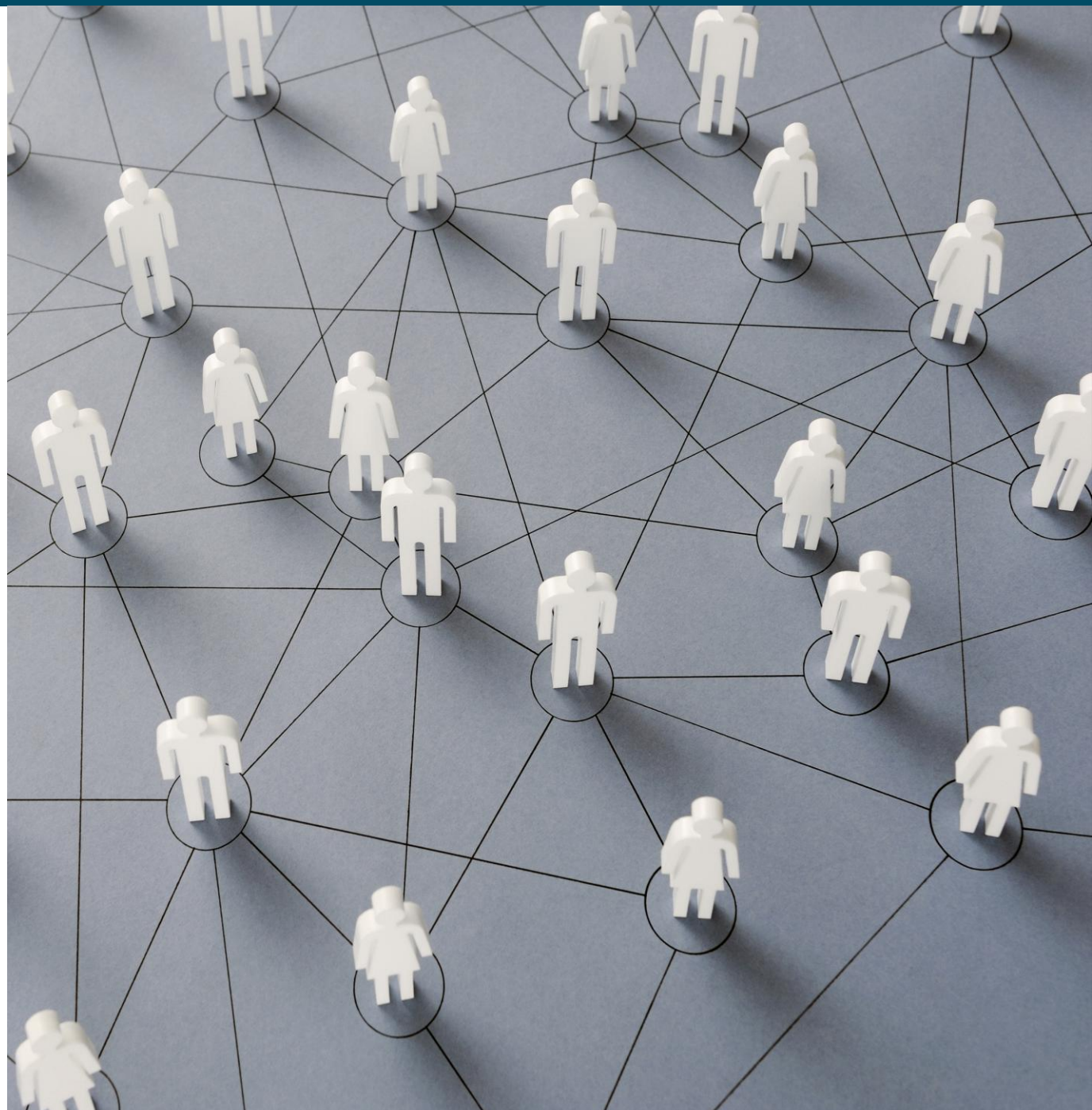
Session Overview

- 3 of 4 Statistics
- Why should we reengage?
- Three different perspectives
 - Cobb County Schools, Georgia, Kranzlein, Program Director
 - State of Maryland, Laura Ostrowski, State Administrator
 - Palm Beach County, Florida, Sharon Webb, Chief Test Administrator
- Bootcamp Toolkit and Checklist
- Other Engagement Ideas
- Sharing and Questions

OBJECTIVE

Re-engage partial passers and support them in completing their remaining GED test.

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Passed 3 of 4 Engagement & Enrollment Overview

219,205 total students passed 3 of 4 GED subjects

87%

184,565
Logged into GED.com

40%

87,005
Selected a prep
center

32%

69,359
Answered True to
Can GED Contact?

18%

38,843
Enrolled via
corrections (DOC)

10%

21,696
Use the mobile app

Based on GED.com data as of July 2026 for students who passed 3 of 4 GED subjects.

3 of 4 by the Numbers

Jurisdiction	Learners	Percent
Texas	22950	11%
Florida	20543	10%
California	14920	7%
Georgia	11496	5%
Illinois	8759	4%
New York	8225	4%
Wisconsin	8098	4%
Ohio	7630	4%
Washington	7128	3%
Arizona	6642	3%
Oregon	6241	3%
Michigan	6238	3%
Pennsylvania	5996	3%
Colorado	5139	2%
Virginia	4831	2%
Federal Bureau of Prisons	4763	2%
Kentucky	4320	2%
North Carolina	4095	2%
South Carolina	4061	2%
Maryland	3944	2%
Alabama	3928	2%
Minnesota	3313	2%
Arkansas	2794	1%
Mississippi	2633	1%
Utah	2544	1%
Idaho	2259	1%

40% profiles have Prep Center selected	
(blank)	128525
(FL) Hillsborough County, Public Schools Adult Education	410
(FL) Pinellas County Schools Adult Education	407
(FL) Florida State College at Jacksonville - FSCJ	365
(GA) Gwinnett Technical College - Gwinnett Campus	361
(FL) Orange County Public Schools Adult Education	336
(FL) Adult Learning Center Osceola	329
(FL) Lee County Adult Education	319
(FL) Indian River State College	277
(MD) Anne Arundel Community College - Sales and Marketing	252
(OR) Chemeketa CC - Salem Campus	239
(FL) Palm Beach County Adult and Community Education	239
(UT) Granite School District - Granite Peaks Learning Center	219
(IL) St. Augustine College - Main Campus	218
(IL) Rock Valley College	212
(FL) INACTIVE - Miami Dade College	212
(FL) Seminole State College, Adult Education Center	210
(WA) Bellingham Tech College	204
(GA) Atlanta Technical College - All Campuses	199
(FL) Leon County Schools Adult and Community Education	198
(OH) Columbus City Schools Aspire	196
(KY) BCTC - Fayette County Adult Education	195
(KY) Jefferson County - Ahrens Learning Center	192
(SC) Lifelong Learning at Sullivan Center	186

18% are profiles w/DOC program	
(blank)	172817
FBOP	4632
Windham School District	4444
GA Corrections - State, County, City	2618
CA State Department of Corrections	2389
FL FDC	1791
WA DOC Adult Corrections	1165
WI Corrections	1109
PA SCI Dept of Corrections	920
CO - DOC	838
MIP Dept of Corrections	787
AR Correctional School District	730
VA DOC	642
OR DOC	624
NYSDOCCS	542
MI Prisons	535
AZ DOC	518
MN DOC	503
DOC OH DRC	382
Illinois DOC	348
IDOC	307
CT Department of Corrections	252

3 of 4 by the Numbers (cont'd)

MATH	167437	80%
REASONING	26811	13%
SCIENCE	6014	3%
SOCIAL_STUDIES	10033	5%

Students on Mobile app	21696	10%
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Not taken Math		
2014	3754	2%
2015	3591	2%
2016	5868	4%
2017	7394	4%
2018	7414	4%
2019	8227	5%
2020	5270	3%
2021	6749	4%
2022	7477	4%
2023	9878	6%
2024	12758	8%
2025	24016	14%
2026	4002	2%

Age group	Students	Percent
16-21	29984	14%
22-30	67485	32%
31-40	59245	28%
41-50	35172	16%
5+	21604	10%

Last Login		
2014	796	0%
2015	5058	2%
2016	7544	4%
2017	9218	4%
2018	6947	3%
2019	7594	4%
2020	7022	3%
2021	8156	4%
2022	9587	5%
2023	12557	6%
2024	19789	9%
2025	53059	25%
2026	29645	14%

BENEFITS OF RE-ENGAGEMENT

- These learners are **one test away** from completion
- They already demonstrated **high readiness and persistence**
- Reengagement leads to **quick wins for programs and states**
- Focused instruction is typically needed (often Math or RLA)
- Lower cost compared to recruiting and supporting brand-new learners
- Short-term interventions (like boot camps) can close the gap quickly
- Campaign model can be lead by everyone:
 - Statewide
 - Regional
 - Program-level



Cobb County Schools – Georgia

Kim Kranzlein – Program Director

Population – How Do You Decide?



Love the One You're With



Just Haven't Met You Yet

Determine if you will target current and past students, prospective students or both

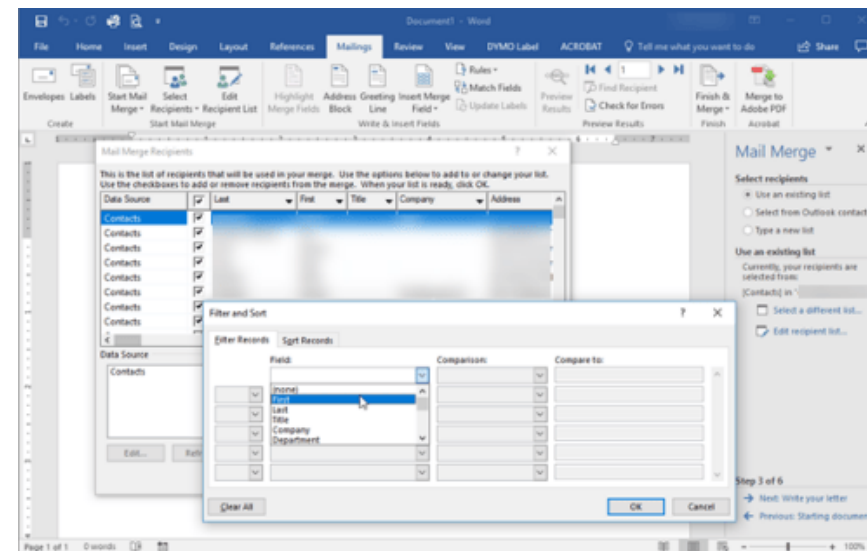
Outreach - Connect to your Target Audience

Marketing



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Communication



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Instructional Approach

Personalized

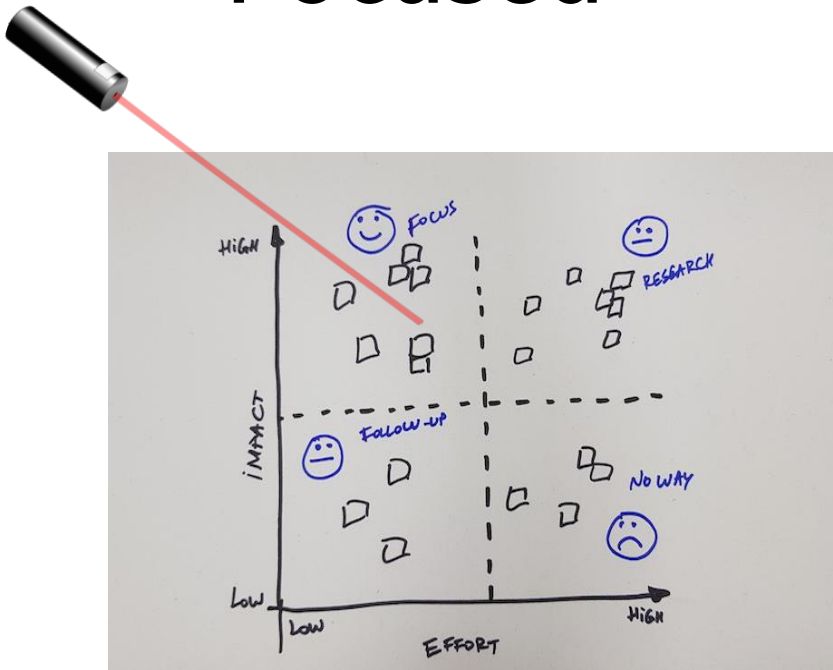


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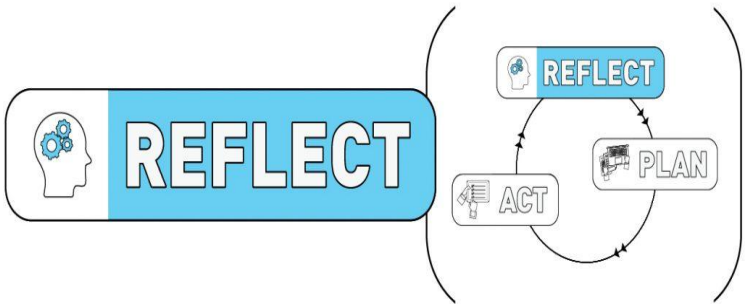
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Focused



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Informed



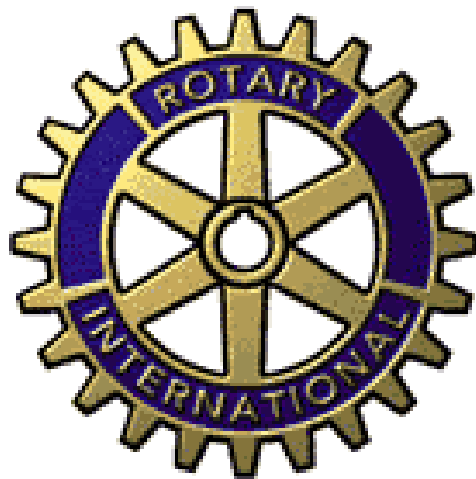
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Funding – Leverage Your Resources

- Subsidies



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- Testing

HOPE HSE
GRANT

Results/Reflection/Improvements

The benefits of an acceleration program extend beyond the individual students.
Build in Data Tracking and Reflection to capitalize on growth opportunities.

Culture and Climate

Partnerships

Recruitment

Program Design

Collaboration

Instructional Strategies



State of Maryland

Laura Ostrowski – State Administrator

Population – How Do You Decide?

Maryland's 4th & Goal Initiative

- **Objective & Overview**

- Support and outreach for adult learners who have passed 3 of 4 GED® tests

- **Educational Need**

- Over 450,000 Marylanders who do not have an HSD
- Over 3,600 of whom need only one test to go to earn an HSD

- **Financial Need**

- Costs of private tutoring or classes and tests can be a hurdle

Outreach:

Marketing

- Social Media:
 - Initial week-long campaign with a showstopper post by Governor Moore.
 - Subsequent posts shared by Baltimore Ravens & University of Maryland Football.
- Website:
 - Website went live on the day of the kickoff (9/16/2024).

Communication

- Direct Outreach:
 - Biannual email blasts to WIOA listserv, individuals, & providers (~8K total emails).
- Newsletter:
 - Content published in our newsletter, Between the Lines.
- Partner Connection:
 - Liaising with partner agencies to offer presentations & shared strategy.

Instructional Approach

Instruction varies across Maryland. Two examples include:

- **Bootcamp:**
 - **Format:** In-person intensive.
 - **Schedule:** 8-day sessions (weekday evenings) or 4-week Saturday sessions.
 - **Content:** Focuses on students with only Math left; uses custom program-designed study guides with high-volume practice.
- **Focused Instruction:**
 - **Format:** 50-hour online GED Math course.
 - **Schedule:** Two nights a week for 2.5 hours, plus 1:1 tutoring.
 - **Target Students:** Passed all sections but math (students come from orientations and 3 of 4 passers report).
 - **Content:** Use CANVAS LMS (includes videos, websites, check-ups, Aztec, GED formula sheet, and calc practice).

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Funding

- **Subsidies**
- **Individual Applicants (Tier I)**
 - Three of four report (Title II)
 - Individual applicants (Tier I) are actively being referred.
- **Program Applicants (Tier II)**
 - Eligibility & workforce requirements
 - Allowable activities
 - Reporting requirements

- **Testing**
 - For all test takers: first test of each subject is subsidized by MD Labor.
 - Test takers pay \$14.25.
- **For 4th & Goal**
 - Tier I – Free Readys and official tests
 - Tier II – Up to \$25,000 grant award for prep classes, tutorials, and bootcamps, as well as digital programming and free tests.

Results/Reflection/Improvements

- **Program Outcomes:**

- 799 graduates already!
- 803 individual applications
- 11 adult education provider applications
- Of the 803 individual applications:
 - 79% need to pass Math
 - Average age - 36
 - Geography - Applications span 21 jurisdictions in Maryland!

- **Reflections, Improvements, & Next Steps:**

- Bonuses in MD: Policy for initiatives & advance stakeholder buy-in.
- Continued connections with agency partners and aligned programming.
- Outreach specific to Spanish-language & young adult test takers.

Palm Beach County – Florida

Sharon Webb – Chief Test Administrator

Outreach

Cycle 1

Goals are BIG
2014-2024

Cold Calls and Personal
Connections were Key

Cycle 2

We can reach more
2017-2025

Post Cards and Emails

Cycle 3

Re Evaluation
2017-2025

Emails and Phone Calls



Instructional Approach

- CASAS Goals 2 Assessment
- Structured Instruction Plan
- Group Instruction
- One on One Instruction
- Access to Instructional Software (Essential Education)

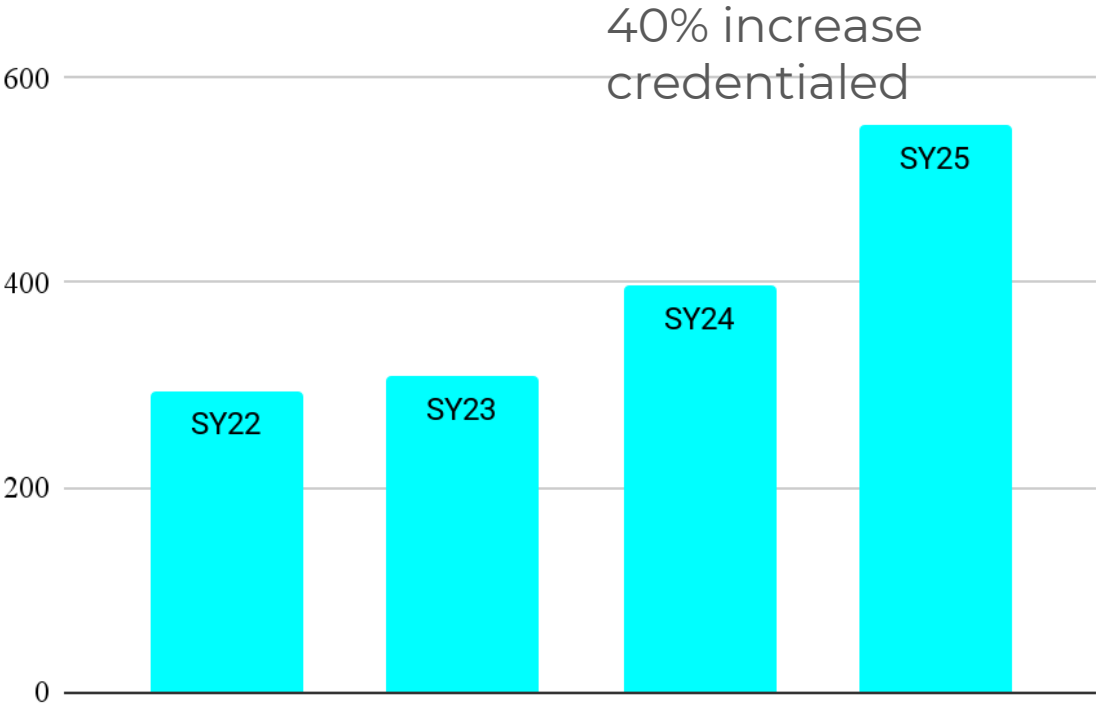
Funding

- Class fees waived
- Free GED Ready Practice test
- Graduation fee waived

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Results

	Contacted	Participated Bootcamp	Additional Grads
Cycle 1	157 Phone Calls	16	29
Cycle 2	100 Postcard	11	39
Cycle 3	68 calls/email	5	15



Reflection/Improvements

- Personal Connections
- Work with individual schools to reach out to those previously enrolled who have not completed
- Social Media campaign encouraging completion

You Can Do It TOO!

Bootcamp Toolkit-Checklist

3-of-4 Campaign Comprehensive Planning Toolkit



- **Project Goals & Strategy**
 - Key Goals
 - Strategic Considerations
- **Budget Planning**
 - Funding Sources (instruction, outreach, testing)
 - Student resources (grants, vouchers)
- **Marketing Materials & Communication Assets**
 - Outreach Methods
- **Program & Instructional Supports**
 - Determine Target Areas and support approach
- **Outreach Workflow Checklist**
 - Before the launch
 - Launch
 - Ongoing Engagement
- **Outcomes Tracking & Reporting**
 - Key Metrics
 - Data Processes
- **Lessons Learned**

Let's Get Started...

Pre-Launch 3 of 4 Campaign Checklist

Strategic

- ☐ Define goals and target populations
 - ☐ Data validated and segmented
 - ☐ Legal considerations reviewed
 - ☐ Cross-agency partners aligned

Budget

- ☐ Funding Allocated
- ☐ Voucher programs approved
 - ☐ Incentives determined
 - ☐ Boot camp funding set

Communications

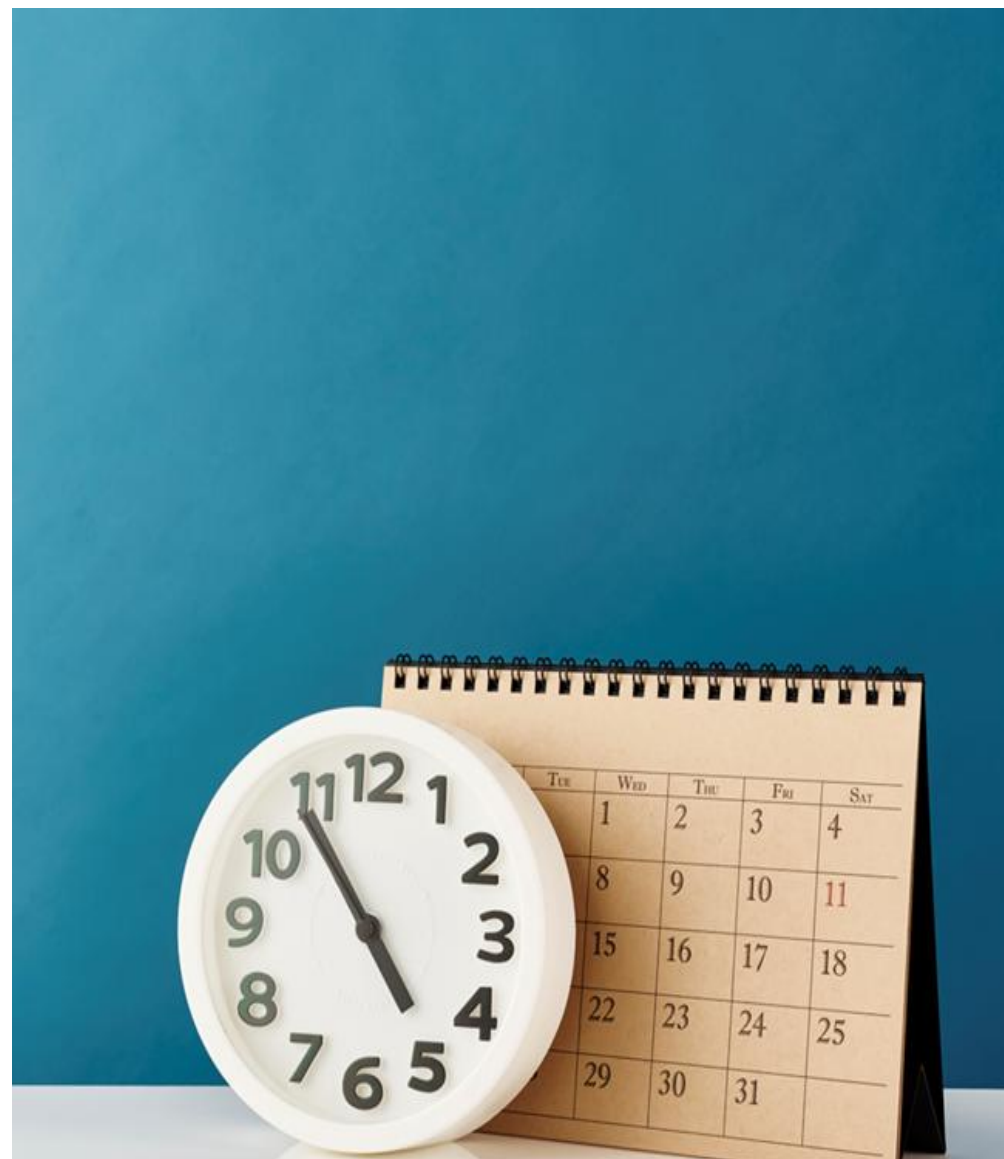
- ☐ Email and text templates finalized
 - ☐ Website/landing page live
- ☐ [Social media](#) and branding toolkit ready
- ☐ Hotline/contact response plan staffed
 - ☐ Materials for programs distributed

Instructional Supports

- ☐ Math/RLA boot camps scheduled
 - ☐ Tutoring supports active
- ☐ Prep centers trained on messaging
 - ☐ Resource list finalized

Reporting

- ☐ Tracking systems ready
 - ☐ Baseline list archived
- ☐ Success measures defined
- ☐ Schedule for reporting set



Other Engagement Ideas:

- ☐ [GED and Me™ Mobile App](#)
- ☐ Targeted Teacher Math/RLA Instruction
- ☐ Sessions Focused on Calculator Fluency and Formula Familiarity
- ☐ Create a Math/RLA Teacher Network (Program, Region, State)
- ☐ Utilize – [Tuesdays for Teachers Training](#) Videos
- ☐ Request State Session Training via State Relationship Managers
- ☐ Think Out Of The Box – try a new idea and share it!

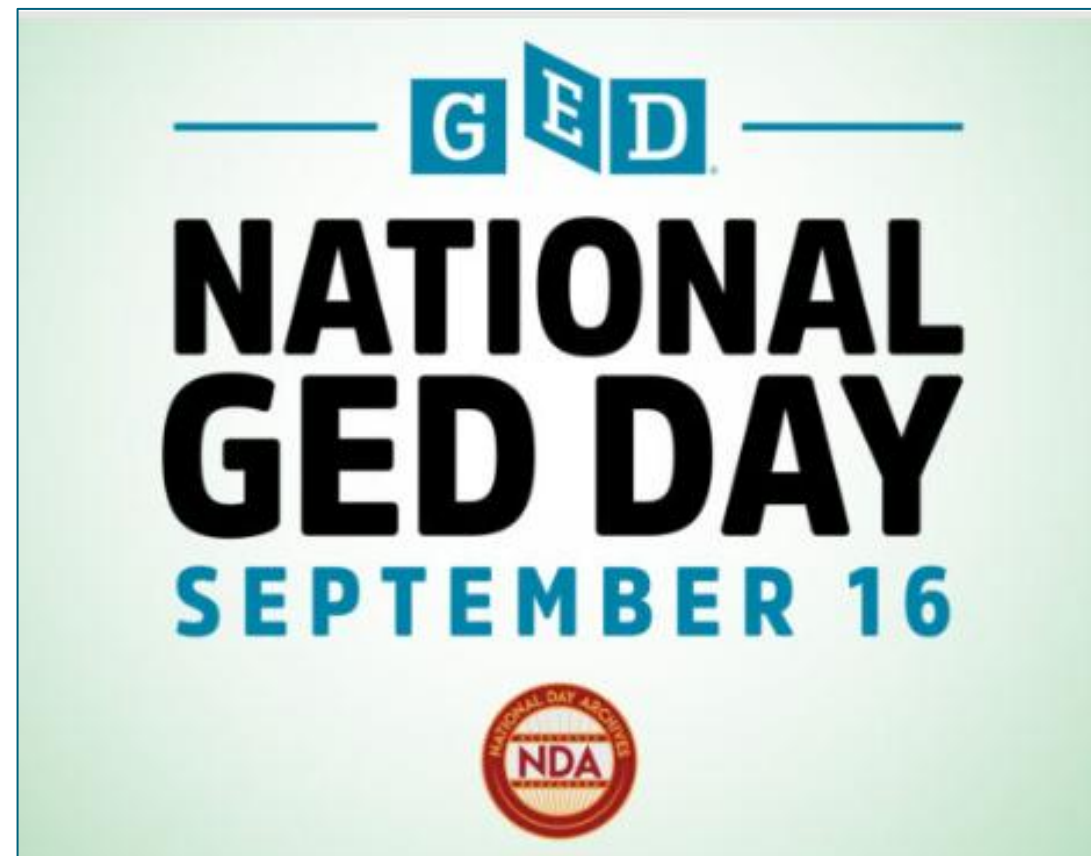
Upcoming Events

National GED® Day

GED® Grad Day

National GED® Day

- [National GED® Day Activity Suggestions](#)
- [COABE National Adult Education and Family Literacy Week](#)

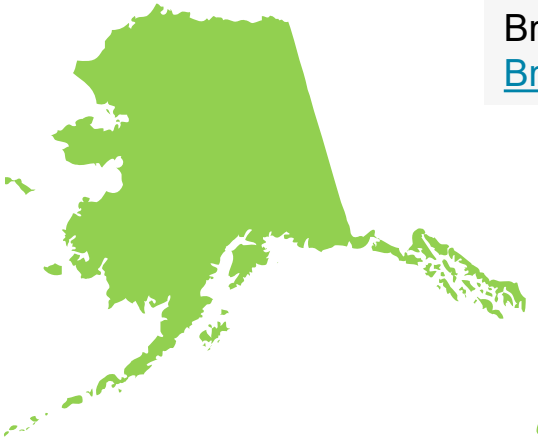


2027 GED® Grad Day Virtual Celebration

- Held in mid-May each year
- [Grad Day Website](#)
- Sign Up for the [InSession](#) Newsletter for announcements
- [Check Out GED Grad Day 2025](#)



Your State Relationship Team

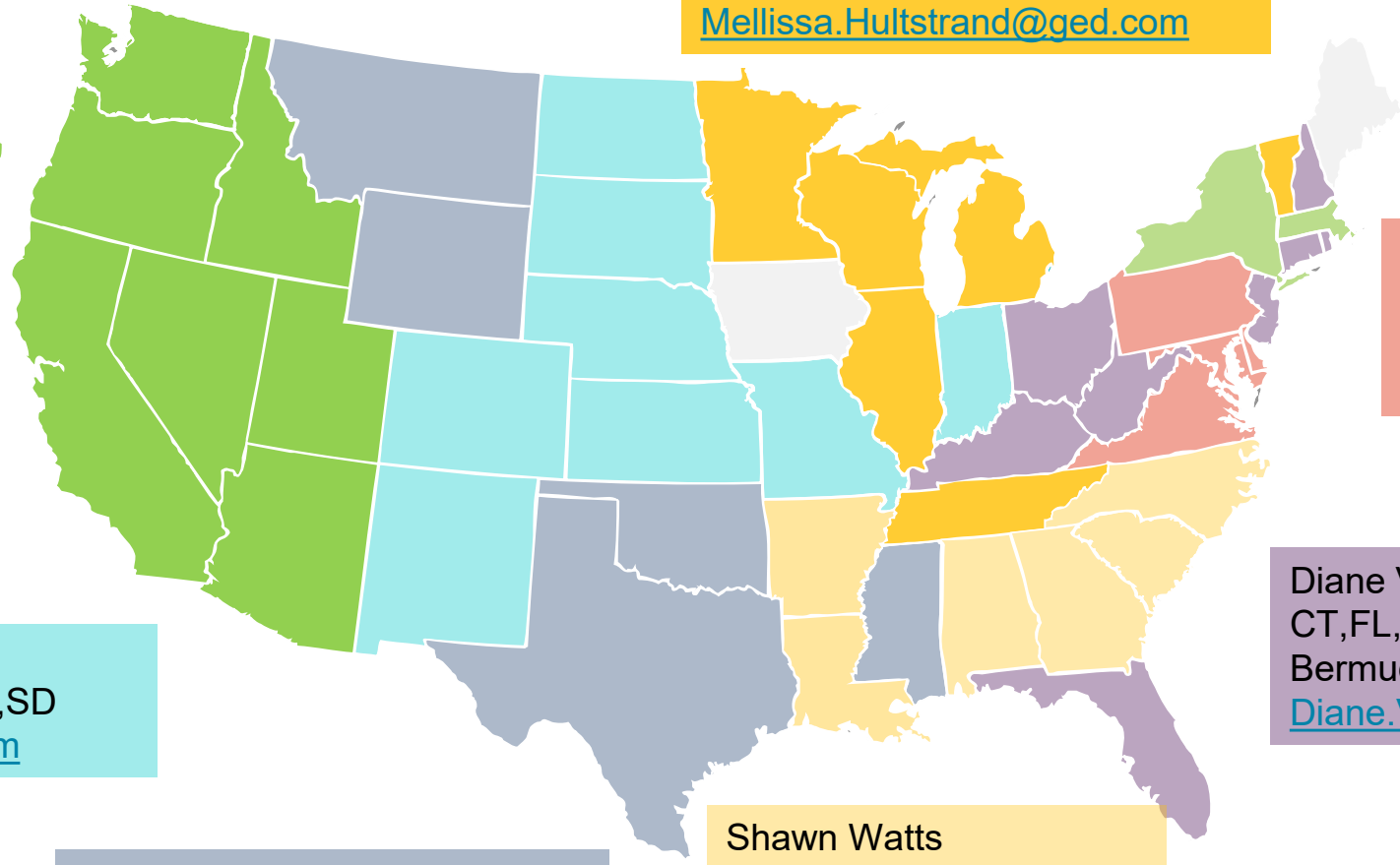


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