

Solving the 3 of 4 Dilemma: Reengaging Students Who Are One Test Away from Earning Their GED Credential

**GED Testing Service
Conference
2022**



Presenters

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Oregon Higher Education Coordinating Commission

Agenda

- Background on the 3 of 4 Dilemma
- State Campaigns (KS, GA, VA, OR)
 - Targeted Students
 - Administrative Decisions
 - Implementation of Campaign
 - Outcomes / Data
 - Lessons Learned
 - Future Outreach
- Tips for Adult Education Program Outreach
- Big Picture Overview / Closing Thoughts

Background on the 3 of 4 Dilemma

Since we started the current version of the GED test in 2014...

- 141,899 individuals have passed 3 of the 4 required GED tests and never finished the final test
- 81% of these students need to complete Math
- 11% of these students need to complete RLA
- 5% of these students need to complete Social Studies
- 3% of these students need to complete Science
- **31% of these students have selected a GED Prep Center**

Background on the 3 of 4 Dilemma

- This issue was a hot topic at our virtual meeting with State Administrators last summer
- Following that meeting, we created a small working group of states that were planning on running 3 of 4 campaigns so members could share ideas and best practices
- In total, 11 states joined the 3 of 4 group and 9 have conducted targeted campaigns in the past year
- 4 of those states are here today to share insights on how they ran their specific campaign

Targeted Students





KANSAS GED

ONE TEST REMAINING PROJECT

July, 2022



LEADING HIGHER EDUCATION



ATTAINMENT

ALIGNMENT

EXCELLENCE

TARGETED TEST TAKERS

- Dates utilized: January, 2014 through November, 2019.
- All GED Testers (one test left) including corrections were ran for our report.
- I requested a special report from GED Operations to obtain the information needed. This was prior to the 3 of 4 option on GED Analytics.

Who Did We Target?

- Pulled 3 of 4 data from state high school equivalency data system (Navigator)
- Years: 2014 – 2021
- Included all students
- Identified about 6,000 individuals

Targeted Test Takers

GED Analytics™ provided the information desired

Date Range Filter: January 1, 2014 - September 23, 2021

3,396 test takers identified

- Included community, corrections, and ISAEP
- Of this number, 400 are specific to the Virginia Department of Corrections.
- Those labeled ISAEP may no longer be enrolled in the program
- Percentages for final test needed mirror the national percentages, with Math at 82%.

Targeted Students



- GED Analytics:
 - ~4000 potential



Out of scope:

- Corrections

Administrative Decisions



ADMINISTRATIVE DECISIONS

- I had this idea but did not know where it would take me.
- It all began with a simple email to every test taker that had one test remaining.
- Being a staff of one meant doing a few emails each day. The first email was sent on 12/11/2019 and the last 3/19/2020.
- Emails were individualized and sent one by one. If an email came back, I called the phone number listed.
- I did not have any funding for extra assistance.

EMAIL SENT

Dear Jan:

You are so close (1 test to go) to completing your Kansas State High School Diploma (GED). As the State Administrator, I encourage you to continue your educational journey.

Education is a gift that cannot be taken away from you once it is earned. A diploma is your accomplishment and no one else's. However, there are services available throughout the State of Kansas and online that can assist you to accomplish this goal, you do not have to do this alone.

Give yourself the gift of a Kansas State High School Diploma. If you need assistance in locating educational services in your area, go to https://ged.com/study/ged_classes/, you will search by zip code. There are resources available on the GED.com website. Some of these resources are free and others will have a fee for usage.

If you are on the KanCare Healthcare Plan, there may be financial assistance available for the GED Test cost and/or the GED Ready Pretest cost. Check with your insurance provider by calling the number on the back of your card.

We are here to assist you, feel free to contact our office if you have additional questions or need further assistance. Our office number is 785-430-4289.

Sue Grosdidier, High School Equivalency State Administrator
Kansas Board of Regents
1000 SW Jackson, Suite 520
Topeka, KS 66612
785-430-4289

Administrative Decisions



- Statewide brand for Adult Education is “It’s GO Time”, so came up with “One to GO” for our campaign
- State office wanted to conduct regular outreach for a year using existing MailChimp account
- Initial costs were staff time to implement, since our institution already used MailChimp
 - At end of the year, we worked with a digital marketing vendor to also run an email campaign to compare outcomes (\$2,000)

Administrative Decisions

- Implemented a **decentralized plan** for two reasons:
 - Limited HSE state staff
 - Grant funding already provided to the field for increasing testing capacity, additional instructional funds, and/or outreach and engagement activities.
- Requested the Virginia Adult Learning Resource Center to develop a campaign initiative- no additional costs as they already receive State leadership funds for operation.

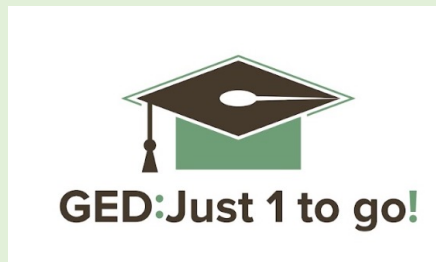
Administrative Decisions

Ongoing campaign launched February 8, 2022

Logo and Toolkit were unveiled during a state-wide webinar announcing the new campaign.



Administrative Decisions



March 1-June
15



Vouchers
Tutors
Manager

\$42,000

Virtual Grad-YOU-ation



June 30

Implementation of Campaign



IMPLEMENTATION OF CAMPAIGN

- As the State Administrator, I took on the task of organizing and sending the initial emails.
- Corrections-I looked up each inmate to verify if they were still in one of our state facilities (Kansas has 8 facilities). I then made a list of current residents for each facility and sent the list to the educational service provider. The educational service providers were asked to prioritize these inmates to get them enrolled and completed prior to release.
- Lists were completed for each Adult Education Center with the names of those students that declared their respective center, they were asked to follow-up with each of the students.

IMPLEMENTATION OF CAMPAIGN

- Students that did not declare an Adult Education Center were handled directly from the Kansas Board of Regents State Office.
- Unfortunately, we were not able to provide any assistance with testing fees, services or the GED Ready at the state level. However, our Adult Education Centers were able to offer some assistance when students utilized their services.
- Students that were insured through the State of Kansas (KANCARE) could request funding from their insurance provider that would cover the cost of their GED Testing and GED Ready.
- Tracking was done one-by one.

Implementation of Campaign

- State office sent four MailChimp email blasts throughout the year (excluded corrections)
- Provided 2,000 contacts to local programs
 - Combination of phone and email
 - Frequency varied from one time to multiple efforts
- Provided 1,500 contacts to corrections for follow-up

Implementation of Campaign



Congratulations on successfully completing **3 of the 4** subjects on the **GED test**! It's never too late. Let us help you finish up what you started! Take advantage of our **FREE** Adult Education classes. Our teachers can help you prepare for your final exam.

Feeling confident that you can pass the last test without enrolling in adult education classes? That's fine, as testing is available at a testing center or proctored online in the comfort of your home.

[Click Here to Get Started Today](#)

Contact us at (404) 679-1645 Monday-Friday between 9:00 am - 4:00 pm or email HSEinfo@tcsg.edu if you have any questions.

You are almost there. You have just ONE TO GO!

Sincerely,
The Georgia Office of Adult Education

We're here to help. Just choose the best path for you.



Sign up to take your last GED test.

[Schedule Your Test](#)

Need help preparing to finish your GED test?
Find a **FREE** Adult Education class near you.

[Find a Class Near You](#)

Have questions? Call 404-679-1645
Monday-Friday between 9:00 am - 4:00 pm
or email HSEinfo@tcsg.edu

Implementation of Campaign

- While the campaign initiative was being developed,
 - the “1 to Go” list was filtered; information on those who had selected a Test Prep Center was sent to the corresponding adult education region.
 - each region contacted the test takers on its list, either by phone, email, texts, or postcard.
 - The Department of Corrections received their list of 400 names, as well.
- Offered “Free Testing” if individuals are enrolled in an adult education class, attended 12+ hours, and earned a passing score on the GED Ready® test.
- Offered “How to Create an Effective Math Boot Camp” webinar by GEDTS. Plan to run boot camps in the summer for additional graduates.
- Each adult education region used the toolkit provided with prepared scripts and printed material to customize with their program’s information.

Implementation of Campaign



Link: <https://drive.google.com/drive/folders/1u9zMossBkN-JJELFp-DTcBtGOlgnPAnb>

Toolkit

Shared with me > Just_1_2GO GED Campaign ▾ 👤

Folders

Name ↑

👤 Emails

👤 Flyers

👤 Logo

👤 Social Media

👤 Video

Resources used on websites, social media blitzes, radio ads, distribution of flyers, local newspapers, strategic signage, etc.

- Frequency of outreach varied with each adult education program, with each responsible to document tracking information for end-of year grant reports.
- These resources were also provided to the local Workforce Development Boards, Career Centers, all WIOA partners, and Adult Education Advisory Committees to help increase outreach capacity.



JUST GED 2GO

YOUR GED® IS WITHIN YOUR REACH

Let us help you finish what you started!

JUST ONE TO GO!

SHOW YOURSELF WHAT YOU CAN DO.

WHEN YOU ARE DETERMINED TO LEARN, NO ONE CAN STOP YOU.

YOU ARE BRAVER THAN YOU BELIEVE, STRONGER THAN YOU SEEM, AND SMARTER THAN YOU THINK.

RISE UP AND BECOME THE PERSON YOU WERE DESIGNED TO BE.

CALL US : 1-877-376-9433

GED® ADULT LEARNERS, WE'VE GOT YOUR BACK!

You're almost to the finish line and adult education can help you get there. Contact us to complete your final test.

BENEFIT

- ✓ Special boot camps to help you with subjects like math
- ✓ Vouchers to take the test for FREE
- ✓ Online learning options
- ✓ Tutors who can work with you one-on-one
- ✓ Connection to resources that can help with childcare, transportation, assistance, etc.

Contact:
GED® Virginia
gedva.vcu.edu




JUST GED 2GO

ADULT LEARNERS

We've got your back!

You're almost to the finish line and adult ed can help you get there.

?	Is it the math?	We've got bootcamps to knock this out.
?	Is it the cost?	We can help you earn vouchers to take the test for free .
?	Is it the pandemic?	We can connect you with resources who can help with childcare, transportation, assistance, etc.
?	Is it the location?	Let's look at online options.
?	Do you need a coach?	We can get you with a tutor who can work with you.

Let us know how we can help you finish what you started.



Region 20 Adult & Continuing Education
S.H. Clarke
2801 Turnpike Rd., Portsmouth, VA 23707
757-393-8822
www.region20ace.com

Region 20 Adult and Continuing Education
Taking steps toward a brighter future



JUST GED 2GO

YOUR GED® IS WITHIN YOUR REACH

Let us help you finish what you started!

JUST ONE TO GO!

BE **PROUD** OF EVERY **STEP** YOU TAKE TOWARD **REACHING** YOUR GOAL.

THE **KEY** TO SUCCESS IS TO FOCUS ON **GOALS**, NOT OBSTACLES.

IF YOU ARE **DETERMINED** TO LEARN, **NO ONE** CAN STOP YOU.

"I 'M GOING TO MAKE YOU SO **PROUD**." - NOTE TO **SELF**.

GED® ADULT LEARNERS, WE'VE GOT YOUR BACK!

You're almost to the finish line and adult education can help you get there. Contact us to complete your final test.

BENEFIT

- ✓ Special boot camps to help you with subjects like math
- ✓ Vouchers to take the test for FREE
- ✓ Online learning options
- ✓ Tutors who can work with you one-on-one
- ✓ Connection to resources that can help with childcare, transportation, assistance, etc.

Contact:
GED® Virginia
gedva.vcu.edu

CALL US : 1-877-376-9433

Region 20 Adult and Continuing Education - Southeast, VA
March 21 at 9:38 AM

Let us know how we can help you finish your last GED® test!

Region 20 Adult and Continuing Education
Taking steps toward a brighter future

Show yourself what you can do.

Visit www.region20ace.com or contact 757-393-8822 to get more on how to obtain your GED! Don't delay!

JUST GED 2GO

Region 20 Adult and Continuing Education - Southeast, VA

Send message

1,623 People reached 31 Engagements **+3.3x higher** Distribution score **Boost again**

Boosted on March 21 at 9:45 AM By Southeast AdultEd Completed

People reached	1.6K	Messaging Conversations...	3
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View results

Implementation of Campaign



Ready to Graduate?

Finally EARN your Oregon Certificate of High School Equivalency

- For those who need to pass only 1 more GED® test
- Includes free:
 - Tutoring
 - Pretest vouchers
 - Testing vouchers
- Students will test on or before June 15

 **GED Just 1 to go!**

 **Click to sign up before February 23, 2022**

FOR MORE INFORMATION, CONTACT:
OREGON GED PROGRAM, 503-934-0957

375 said yes!



Outcomes and Data



OUTCOMES AND DATA

- 938 identified as having one test left in the initial report
 - 202 of those were Corrections
 - 736 were in the community population
- 63 bad emails
- Tests Remaining
 - Math-77%
 - RLA-15%
 - Social Studies-6%
 - Science-2%

OUTCOMES AND DATA

938 Total Testers

165 or 17.6% HAVE CREDENTIALLED

53 of the 165 were Corrections that credentialed or 32%

122 Corrections Testers were released with one test remaining, no available contact

65 Testers as of 7/1/2022 are actively continuing to work toward obtaining their credential through online services, adult education centers or on their own.

Outcomes/Data



- First MailChimp email had 33% open rate (high compared to industry benchmark of 23%)
- As of 6/20/2022:
 - 995 have come in to take at least one test since campaign launch (16%)
 - 410 have tested and passed (7% of original list; 41% of those who tested)



Outcomes/Data

- With outreach completed at the local level, and the varying frequency and outreach methods used, it is difficult to ascertain the total number reached.
- Programs are reporting gradual increases in enrollment in adult education classes.
- To date, February - June 2022, **318 (9%), out of our 3,396, have earned their GED® credential.**
 - The range of time from the last test to completion is as little as 7 days and as much as 6 years 320 days.
- Each month, more test takers from our list become graduates.

Outcomes / Data



- 375 participants
 - 49 passers
 - 80 GED+
 - Remaining 246 received test vouchers

*98 Oregonians credentialed after receiving our initial notifications **without** participating in GED: Just 1 to go!*

Lessons Learned



LESSONS LEARNED

- Several had credentialed but had two or more accounts -- I would have GED merge accounts before taking this on next time.
- Utilize a better tracking system electronically.
- Seek out funding to assist the test takers and have incentives available.
- Create a better campaign with more bells and whistles.
- There were testers that had no idea they were so close to being done. Score changes in 2016 affected their status and they were not aware.
- Working on better communication with Parole and Probation. So many of the Corrections testers have never taken that last test. Of those inmates that released with one test remaining, there are ZERO that have taken that last test once released. YES, ZERO.

Lessons Learned

- Conduct more thorough testing of MailChimp automations
- Engage local programs in the effort more



Lessons Learned

- Need a more strategic plan on how to work with the Probation and Parole offices throughout the state.
- Determine at the onset how to reach and encourage those individuals on the original list who have not identified a Test Prep Center in order to motivate them to earn their GED credential.
- Request quarterly reports to the state office on outreach efforts, number reached, and number responding to help determine the effectiveness of the ongoing campaign and to have data updates available for all stakeholders.
- Learn an easier way to identify graduates on the initial list instead of completing this task manually, one-by-one.
- Resulted, albeit indirectly, in a more heightened awareness at the class level, with teachers paying closer attention to testing outcomes.

Lessons Learned



- Opt-in participation
- Connect
- Push
- Listen
- Provide multiple languages
- Need a robust data collection system
 - Emails
 - Vouchers
 - Calculations

Future Outreach



WHAT IS THE FUTURE?

- I will absolutely continue the quest to get more of our “one test left” population completed.
- The 2 of 4 is my next venture but I will think it through and make it a simpler process.
- Our office has been talking about offering a Math Bootcamp and how this could be done with state funds.
- More projects that touch lives! This was a huge project but absolutely changed 165 lives for the better. Do not make excuses for the time it takes. Just do it -- maybe a few at a time, maybe one big email to everyone -- just DO IT!
- BE PREPARED FOR THE TEARS and the heartfelt stories you hear. This was a life changing experience for ME as well.

CONTACT INFORMATION

- Sue Grosdidier
- High School Equivalency State Administrator
 - Kansas Board of Regents
 - 1000 SW Jackson Street, Suite 520
 - Topeka, KS 66612
 - 785-430-4289
 - sgrosdidier@ksbor.org

Next Steps

- Will continue the campaign next year with a more regular schedule using MailChimp automations
- Adult Education data system will now include HSE test history
- New HOPE HSE Examination Grant to cover test fees
- Identify One to GO graduates for feature stories to encourage others
- Potentially utilize TargetX, a new customer relationship management tool, to engage prospects

Future of the



Campaign

- It is expected that the use of the toolkit, various outreach venues, and funding will continue at the local level.
- Expanding the outreach efforts to reach those who have completed one or two tests in order to keep their momentum going without becoming a part of this list.
- We would like to secure a **VIP** to be the spokesperson for this campaign. This VIP's endorsement could help increase the awareness of the importance of earning an HSE credential.
- Identify incentives to provide that extra “oomph” to get to the finish line.

Future GED: Just 1 to go!

- TBD
- Recognizing the impact of wraparound services



Tips for Adult Education Program Outreach



Adult Education Outreach

Option 1: Reach out to your state GED Administrator, request that they run a 3 of 4 passers report from GED Analytics

- They can run a specific 3 of 4 passers report for your program for as far back as 2017

Option 2: For GED Manager users, you can run reports from the Student Test Activity Page in GED Manager

- This data will be a little broader and might require a little more work but it can generate a target list

Filter in the Student Test Activity Report

GED Manager™ Home Manage Student GED Direct Reporting Admin brian.smith3@pearson.com Default Account

Student Test Activity Report

Click search to apply your filters and see results.

Testing Activity	Date Range:	Exam Subject	Test Language	OnVue	Jurisdiction	Program	GED® Test Prep Center
GED Passed	01/01/2014 to 07/01/2022				Pennsylvania		Delaware County Litera
Voucher							

Last Name	First Name	City	Phone Number	DOB	Email	GED ID	VUE Reg ID	Credentialed Status	Test Center
				mm/dd/yyyy				Not Credentialed	

- Set your date range (I recommend going back at least 4-5 years)
- Under “Testing Activity,” select *GED Passed*
- Under “Credential Status,” select *Not Credentialed*

This will pull students who have passed GED tests who never credentialed.

Once you have run the report, sort by Name

GED Manager™ Home Manage Student GED Direct Reporting Admin brian.smith3@pearson.com Default Account Log Out

Student Test Activity Report

Click search to apply your filters and see results.

Testing Activity: GED Passed Date Range: 01/01/2014 to 07/01/2022 Exam Subject: Test Language: OnVue: Jurisdiction: Pennsylvania Program: GED® Test Prep Center Delaware County Litera

Voucher:

Last Name: First Name: City: Phone Number: DOB: mm/dd/yyyy Email: GED ID: VUE Reg ID: Credentialed Status: Not Credentialed Test Center:

Search Print Score Reports (1000 rows max) Export (1000 rows max) Rows Per Page 10 25 50

Name	Email	Testing Activity	Date	Test	Subject	Language	Score	Credentialed	Vouchers
Smith, Brian	brian.smith@gedtestingservice.com	GED Passed	1/2/14	GED	Social Studies	ENU	151	No	
Smith, Brian	brian.smith@gedtestingservice.com	GED Passed	5/27/20	GED	Reasoning	ENU	190	No	

- Click the Name filter
- This will sort alphabetically by name and show you how many and which tests a student has passed
- You can export this data into Excel

Adult Educator Outreach

- Try to keep email outreach brief and to the point
- Don't be afraid to call or text students
- Consider offering incentives to students to come back to your program (e.g. free GED Ready test, free test voucher, waive adult education program fee, etc.)
- Consider a regular schedule for student outreach (e.g. email campaign two weeks before each semester)

Big Picture / Closing Thoughts



State Outreach and Results

- AK contacted 326 students and 20 (6.13%) have credentialed.
- AZ emailed 3,038 students and 38 have credentialed since April.
- GA emailed 6,000 students and 995 have come in to take at least one test and 410 have credentialed
- KS did outreach to 938 students and 165 (17.6%) have credentialed.
- KY had a targeted list of 320 students and 15 (4.6%) credentialed. 2,900 people were on their larger list and 63 (2.2%) credentialed.

- OR emailed 3,800 students. 375 chose to opt in to their campaign and 49 have credentialed. An additional 98 credentialed based on email outreach.
- SD emailed 532 students and 31 (5.8%) have passed and earned a credential
- TX emailed 11,214 students and 470 have credentialed in 3 months since starting the campaign
- VA did outreach to 3,396 candidates and 318 have credentialed since February

National Numbers

- 9 states conducted 3 of 4 campaigns and 1,677 students finished their last GED test based on this outreach!
- That is 1,677 lives that are now forever changed thanks to state outreach!



Final Thoughts

- Any bit of outreach that your state or program can do will make a big difference in the lives of adult learners.
- GED Testing Service remains committed to supporting your efforts on outreach and will continue to document best practices.
- No matter the level of outreach that you can provide, GEDTS remains grateful for all that you are doing to help adult learners pass the GED test.
- Please keep in touch! Email me if you are running a campaign, Brian.Smith@GED.com. My goal is to set up a similar working group with adult education programs to share best practices. GEDTS wants to learn from your experience!

Questions?



Thank you!

Brian Smith
Regional Manager, State Relationships
Brian.Smith@ged.com
202-309-2906

