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GED[®] Analytics for New Users

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GED Analytics for New Users Overview



What is GED Analytics?

- A reporting tool used to extract GED-related insights from data providing users with the information they need to make decisions.
- An extension of GED Manager - SSO
- Jurisdictional view: State-specific data stats and visualizations with date filtering
- Viewer (Aggregate) vs Explorer (Full) access
- Segments:
 - GED Analytics Summary Reports
 - Additional Reports

Why is it important?

- Access to powerful data visualization metrics
- Identify testing trends
- Target Marketing
 - 3 of 4 Passers
 - Prep Centers
- Identify high/low performing Prep Centers
- A GED source of truth for decision makers
- Endless possibilities

Access Permission

Jurisdiction-restricted - Access granted by GED Administrator

- **Viewer**

- Aggregate data only:
 - High level
 - Access to Student-specific data prohibited
 - Useful for general trend analysis
 - Overall data visualization

- **Explorer**

- Full Access
 - Candidate Drilldown
 - Test Drilldown
 - Power users
 - Ability to download reports

Marketing campaigns
Specific student grouping
Personal Identifying Information (PII)



Let's Dive In!



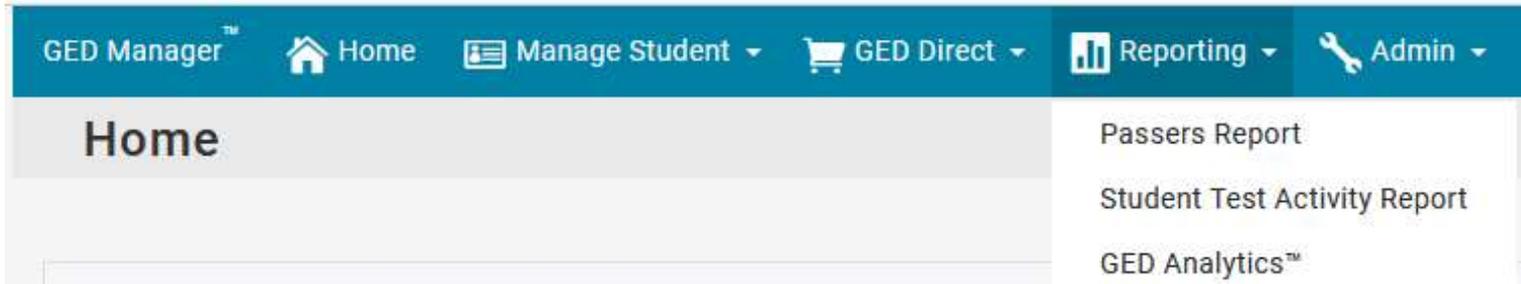
GED Analytics

- Test Summary
- Test Taker Summary
- Performance Summary
- Demographics Summary
- Appointment Summary
- 3 of 4
- Candidate Drilldown
- Test Drilldown

Additional Reports

- Start Here
- GED Manager Utilization
- Key Metrics by Jurisdiction
- 1 of 4 & 2 of 4 Subjects
- Prep Program Centers
- Registered - Not Tested
- Who moved in/out of State
- Test Center: work stations
- Tester Journey Breakdown

How to Log In



The screenshot shows the top navigation bar of the GED Manager application. It includes the following elements from left to right: the text 'GED Manager™', a home icon, the text 'Home', a list icon, the text 'Manage Student', a shopping cart icon, the text 'GED Direct', a bar chart icon, the text 'Reporting', and a wrench icon, the text 'Admin'. Below the navigation bar, the word 'Home' is displayed in a large font on a light gray background. To the right, a dropdown menu is open, showing three options: 'Passers Report', 'Student Test Activity Report', and 'GED Analytics™'.

GED Manager SSO Login



Explore / External / Jurisdiction



The screenshot shows a folder named 'Jurisdiction' in a file explorer. The folder icon is a simple outline of a folder. To the right of the folder name are three icons: a star, an information icon, and a three-dot menu icon. Below the folder name, the text 'Owner: tableauadmin@ged.com' is displayed.

This project is for EXTERNAL user (jurisdictions.)

New Select All

	Type	Name
<input type="checkbox"/>	☆	Additional Reports
<input type="checkbox"/>	☆	GED Analytics

GED Analytics and Additional Reports

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Explore/ External /Jurisdiction

Explore / External / Jurisdiction

Jurisdiction ★ ⓘ ...

Owner tableauadmin@ged.com

This project is for EXTERNAL user (jurisdictions.) This project is primarily for the general GED Analytics solution.

	Type	Name
<input type="checkbox"/>	☆	Additional Reports
<input type="checkbox"/>	☆	GED Analytics

Test Summary

Test Summary | Test Taker Summary | Performance Summary | Demographics Summary | Appointment Summary | Passed 3 of 4 Modules | Candidate Drilldown | Test Drilldown

 **International** Start Date: 1/1/2024 | End Date: 12/31/2024 | Jurisdiction Name:

Tips & Tricks



Student Age: (All) | Gender: (All) | Last Year Income: (All) | Highest Grade Completed: (All) | Prep Center: (All) | Prep Connect Status: (All) | Ethnicity: (All)

FAQ



Postal Code: (All) | Inmate: (All) | Race: (All) | Option Program: (All) | Test Center: (All) | Exam Language: (All) | Candidates Tested at: (All)

GED Test	GED Ready Test	College Ready	College Ready + Credit
<u>6,380</u>	<u>10,163</u>	<u>18%</u>	<u>9%</u>



Test Taker Summary

Test Summary | **Test Taker Summary** | Performance Summary | Demographics Summary | Appointment Summary | Passed 3 of 4 Modules | Candidate Drilldown | Test Drilldown


International

 Start Date:
 End Date:
 Jurisdiction Name:

Tips & Tricks

-  PDF
-  FAQ
-  PDF

Student Age <input type="text" value="(All)"/>	Gender <input type="text" value="(All)"/>	Last Year Income <input type="text" value="(All)"/>	Highest Grade Completed <input type="text" value="(All)"/>	Prep Center <input type="text" value="(All)"/>	Prep Connect Status <input type="text" value="(All)"/>	Ethnicity <input type="text" value="(All)"/>
Postal Code <input type="text" value="(All)"/>	Inmate <input type="text" value="(All)"/>	Race <input type="text" value="(All)"/>	Option Program <input type="text" value="(All)"/>	Test Center <input type="text" value="(All)"/>	Exam Language <input type="text" value="(All)"/>	Candidates Tested at: <input type="text" value="(All)"/>

GED.com accounts
6,174

Test Takers
2,198

Completers
1,491

Passers
1,298

No Appts
5,059

First Time Test Takers
1,397

Repeat Test Takers
376

First Time Completer
1,332

Pass Rates
with applied filters

Pass Rate
87%

National Pass Rate
69%

Nat'l Pass Rates:
not subject to filters

12mths
75%

2014 Series
87%

Last Calendar Year
75%

Performance Summary

[Test Summary](#) | [Test Taker Summary](#) | **Performance Summary** | [Demographics Summary](#) | [Appointment Summary](#) | [Passed 3 of 4 Modules](#) | [Candidate Drilldown](#) | [Test Drilldown](#)

International

 Start Date: | End Date: | Jurisdiction Name:

Tips & Tricks

PDF

FAQ

PDF

Student Age	Gender	Last Year Income	Highest Grade Completed	Prep Center	Prep Connect Status	Ethnicity
<input type="text" value="(All)"/>						
Postal Code	Inmate	Race	Option Program	Test Center	Exam Language	
<input type="text" value="(All)"/>						

Test Takers	GED Test	GED Ready Test	College Ready	College Ready + Credit
<u>2,198</u>	<u>6,380</u>	<u>10,163</u>	<u>35%</u>	<u>19%</u>
Passed 1 Test	Passed 2 Tests	Passed 3 Tests	Passed 4 Tests	
<u>584</u>	<u>435</u>	<u>248</u>	<u>1,298</u>	
Math First Time Passers	RLA First Time Passers	Science First Time Passers	Social Studies First Time Passers	All Content First Time Passers
<u>1,288</u>	<u>1,154</u>	<u>1,291</u>	<u>1,149</u>	<u>687</u>

Demographic Summary

Test Summary | Test Taker Summary | Performance Summary | **Demographics Summary** | Appointment Summary | Passed 3 of 4 Modules | Candidate Drilldown | Test Drilldown


International

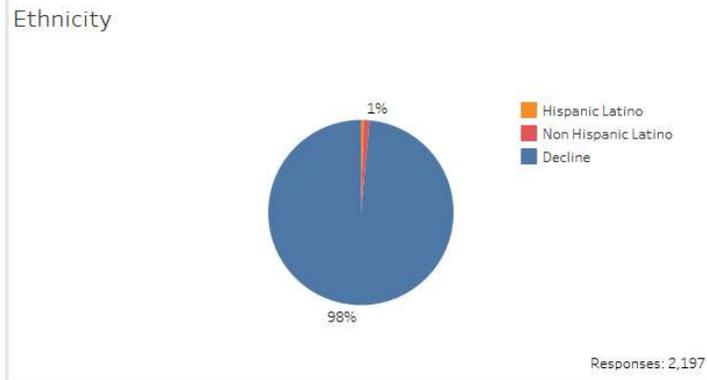
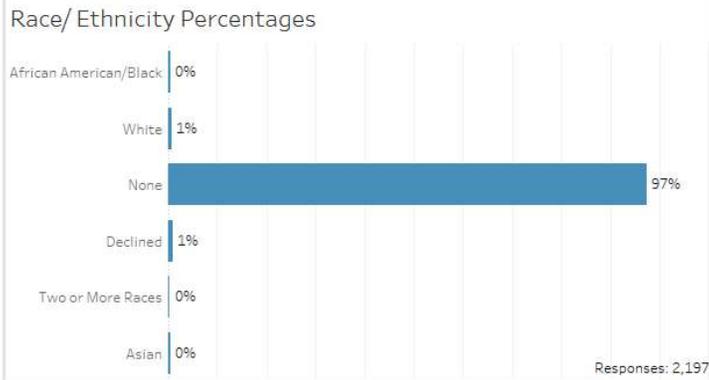
 Start Date: 1/1/2024 | End Date: 12/31/2024 | Jurisdiction Name:

Tips & Tricks

Student Age: (All) | Gender: (All) | Last Year Income: (All) | Highest Grade Completed: (All) | Prep Center: (All) | Prep Connect Status: (All) | Ethnicity: (All)

Postal Code: (All) | Inmate: False | Race: (All) | Option Program: (All) | Test Center: (All) | Exam Language: (All) | Candidate Tested at: (All)

The data on this tab is compiled from people who have taken atleast one operational test, have been presented with the opportunity to answer all questions and who have chosen to answer each question. Unless indicated, unanswered questions were removed from the graphs and percentages are computed on answered questions



Appointment Summary

Test Summary | Test Taker Summary | Performance Summary | Demographics Summary | **Appointment Summary** | Passed 3 of 4 Modules | Candidate Drilldown | Test Drilldown

GED International Start Date: 1/1/2024 End Date: 12/31/2024 Jurisdiction Name: []

Tips & Tricks

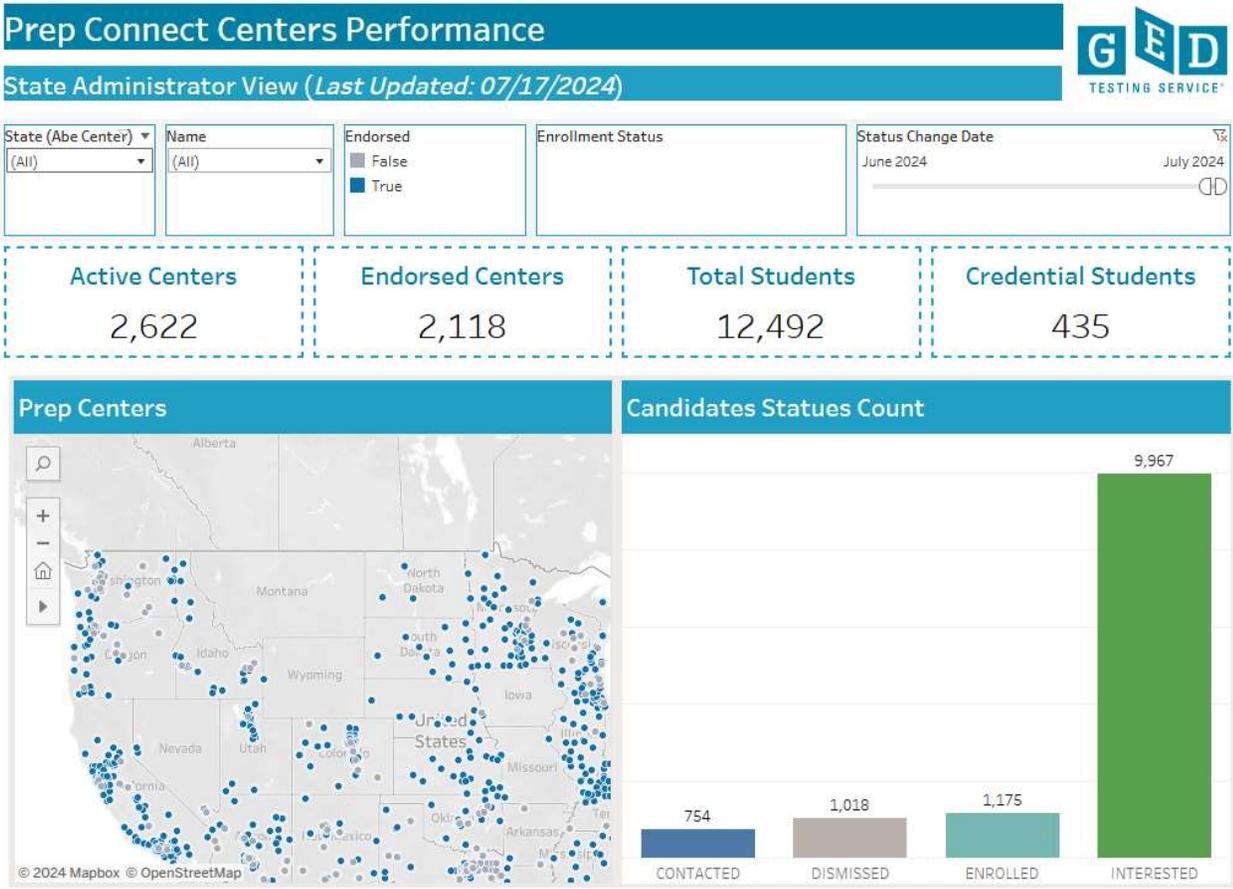
PDF **FAQ** PDF

Student Age: (All) | Gender: (All) | Last Year Income: (All) | Highest Grade Com...: (All) | Prep Center: (All) | Prep Connect Status: (All)

Postal Code: (All) | Inmate: (All) | Race: (All) | Option Program: (All) | Test Center: (All) | Ethnicity: (All)

Created	Scheduled	Cancelled	Rescheduled	No Shows	No Show %
4,553	5,356	146	803	107	2%
	Made Online Appts	Avg Tests per Appt	Test Taker w/ Accomodation	Accomodations	
	93.2%	1.10	12	45	

What's Coming Next?



Sample Situationals I

How can you use GED Analytics to pull this information?



- **Case 1:** During a board meeting your Director learns that your state's been issued a grant for funding free GED testing. You need to provide data to support her to get the most out of this opportunity.
 - Solutions: Using the Test Taker Summary you can estimate how long the funds will last based on the average number of Test Takers have tested over given period of time.
 - **Additionally...**
 - Using Test Taker Summary you could identify those marked 'Interested' under Prep Connect Status filter and ask GED to offer a promotional code for first test free.
- **Case 2:** You want to send a targeted email blast to students who are 1 test away from passing. You decide to run a target marketing campaign from July 1, 2023 thru June 30th, 2024.
 - Solution: You could pull 3 of 4 Passer report from the 'Passed 3 of 4 Modules' tab, giving you a list of emails with just 1 test to go over given date range.

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Sample Situationals II

How can you use GED
Analytics to pull this
information?



- **Case 3:** Your State Board wants to know how your state compares with other states in their GED scores
 - Solutions: Using 'Additional Reports' select the 'Key Metrics by Jurisdiction' report:
 - Pass Rate %,
 - #Accounts created
 - # of Tests taken
 - # of Completers
 - # of Passers
- **Case 4:** The local Adult Educators Association is asking how long the average GED students takes to credential in your state.
 - Solution: From the Test Taker Journey Breakdown report located in Additional Reports, select 'Credential' and download the bar graph displaying that on average it takes X amount of days for a Test Taker to complete their GED credential.

Questions?

Operations@ged.com

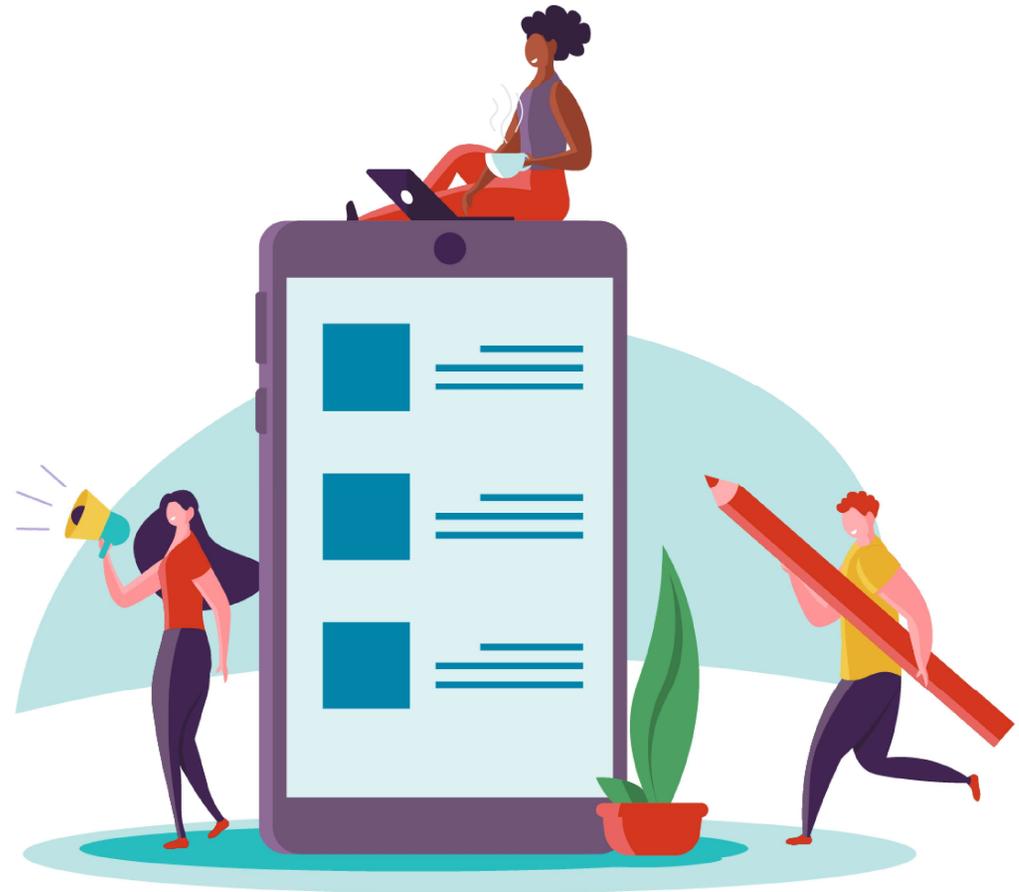
Tips/Tricks

FAQ



Session Survey

Your feedback is important. Please scan the QR code below to rate this session.



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