

WE'RE **NOT** DONE YET

2024 GED CONFERENCE



GED & Me™

The Official GED® Mobile App

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with Jane Bledsoe and Marlita Johnson



Ask the Audience

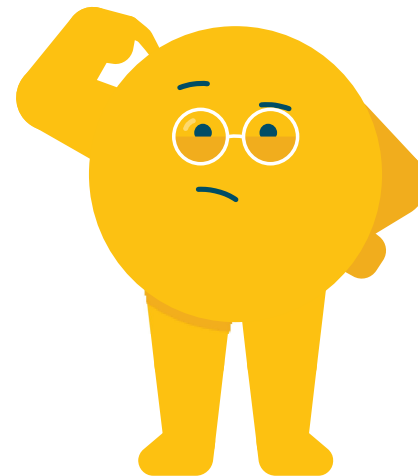


Go to Slido.com and enter code #1332466



What is your role or title?

- Teacher
- Administrator
- Publisher
- Other



Go to Slido.com and enter code ##1332466

How familiar are you with the GED & Me™ app?

- Very - I use it a lot
- Somewhat – I've heard about it and used it a little
- I've heard about it but never used it
- I've never seen it



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What we will cover

Mobile app Journey...

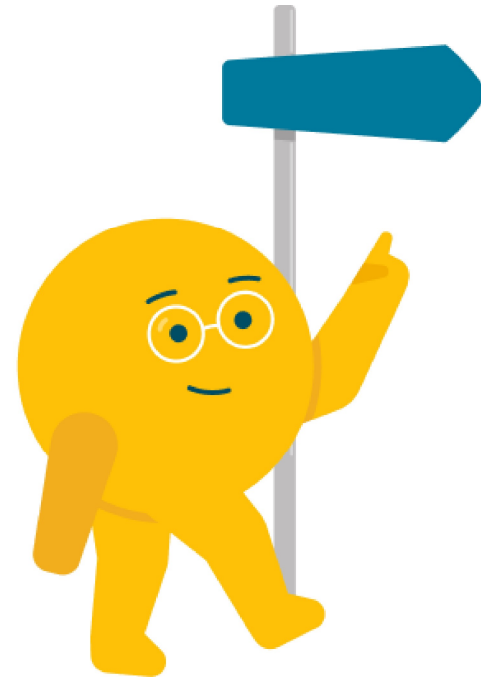
Past – A GED history lesson

Present – live app -Minimum Lovable product

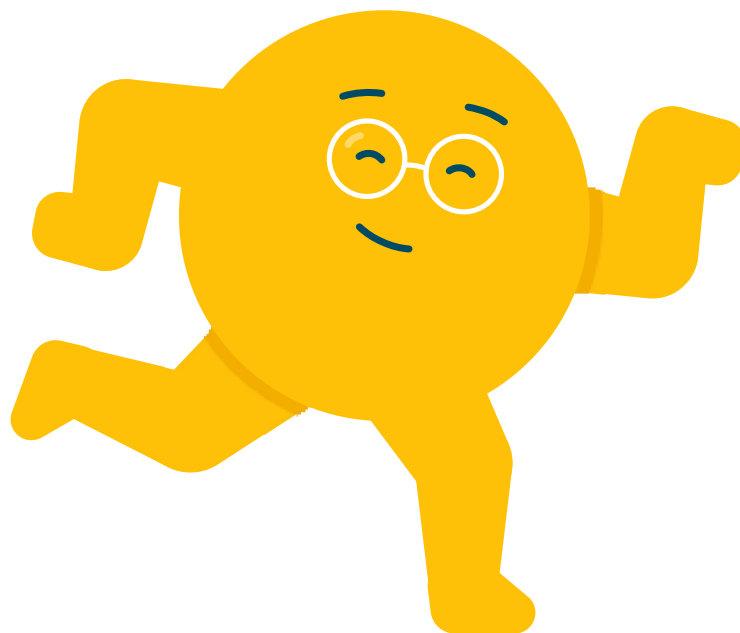
Future – Continuous improvement

★ ★ ★ Main EVENT: Live Demo of the app! ★ ★ ★

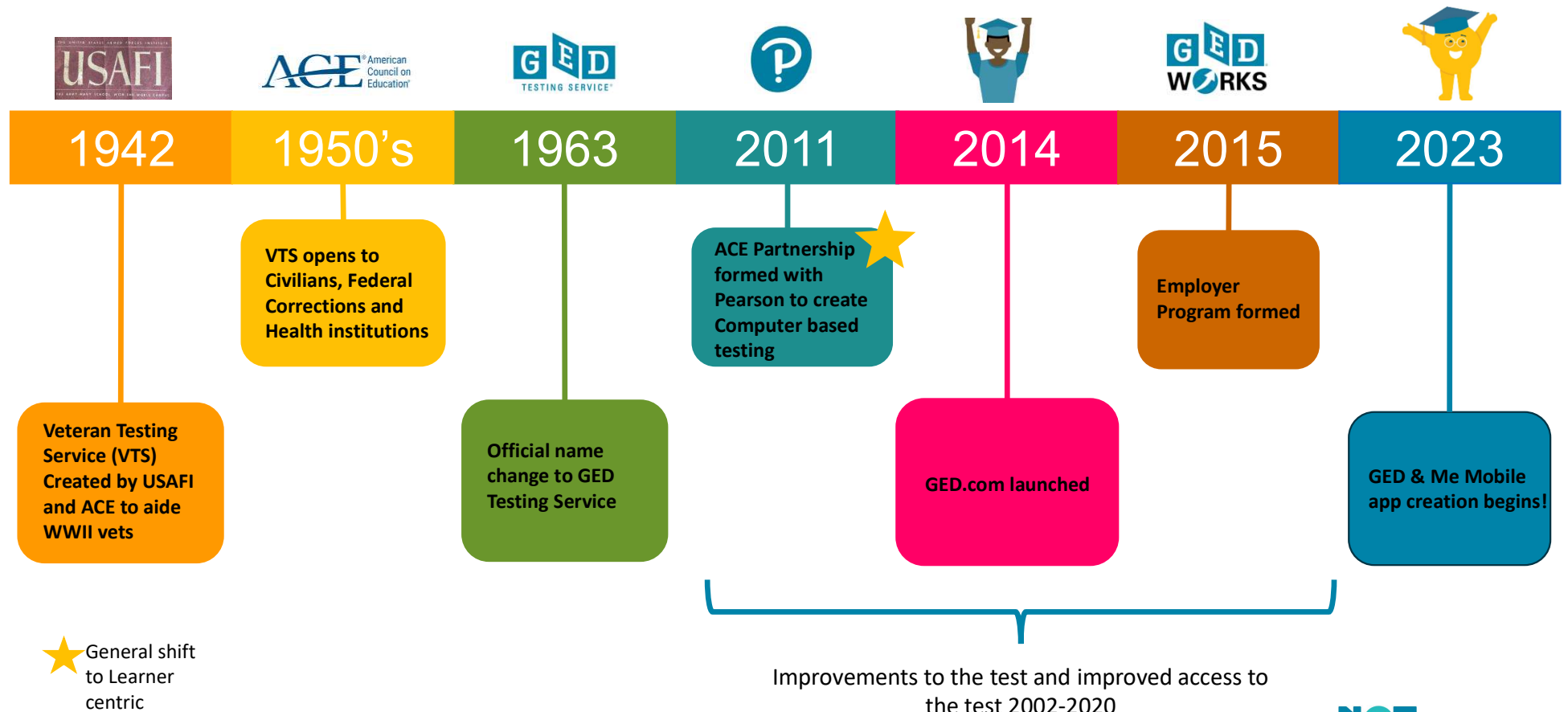
Questions



Past



Travel through history with GED



- [https://ged.com/blog/the-evolution-of-the-ged-eight-decades-of-student-success/#:~:text=It%20all%20started%20during%20World,\(USAFI\)%20launched%20the%20GED](https://ged.com/blog/the-evolution-of-the-ged-eight-decades-of-student-success/#:~:text=It%20all%20started%20during%20World,(USAFI)%20launched%20the%20GED)
- <https://www.acenet.edu/About/Pages/ace-timeline.aspx>

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Present

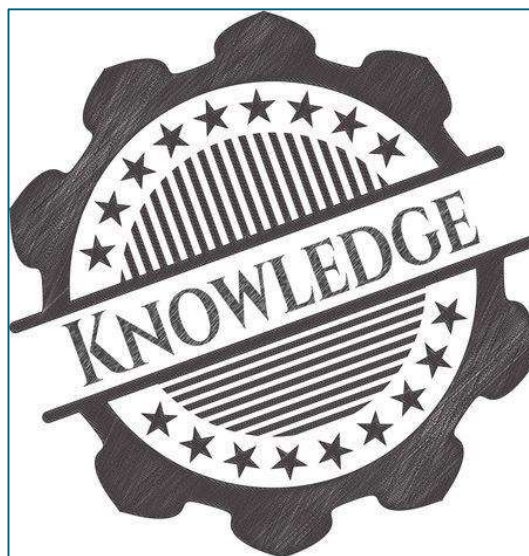


Our goal:

Improve confidence in order to drive increased persistence to the final exam through a mobile app

We Know

- More than 60% of GED® learners are engaging with us from their mobile devices
- 60% of learners who create an account on GED.com don't make any progress on testing in a year's time
- Learners are getting stuck and we want to help learners who get stuck along the way



Can we?

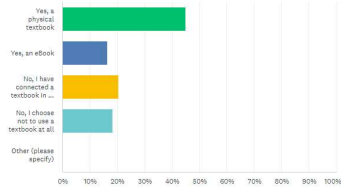
- Keep learners engaged, resulting in higher persistence by making information easier to access on the go?
- Reach more learners and get them engaged in their GED® journey?
- Create an additional communication channel for nudging, informing and interacting with our learners?
- Meet learner/educator expectations?

Connecting with our beta users

Survey

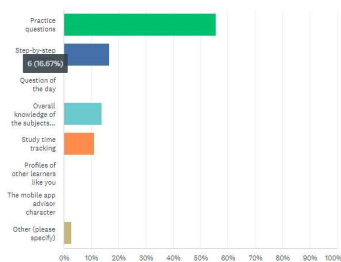
Are you regularly using a textbook alongside the GED & Me app?

Answered: 49 Skipped: 1



For you, personally, what part of the app do you find to be most valuable?

Answered: 36 Skipped: 14

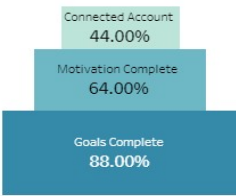


Usability Study (8)



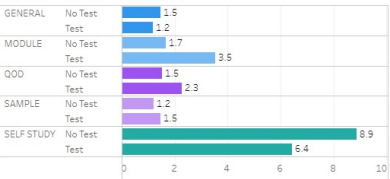
Quantitative data

Account Setup Events



Questions / Candidate

Average number of questions by candidate type?



In app feedback

I feel that the app should show your test scores for both the pre test and the final test. It is a little frustrating that I have to go online to see my test scores.

I am really enjoying the GED test app. It helps me and encourage me to continue with my GED studies. I like to thank you all for everything that you do.

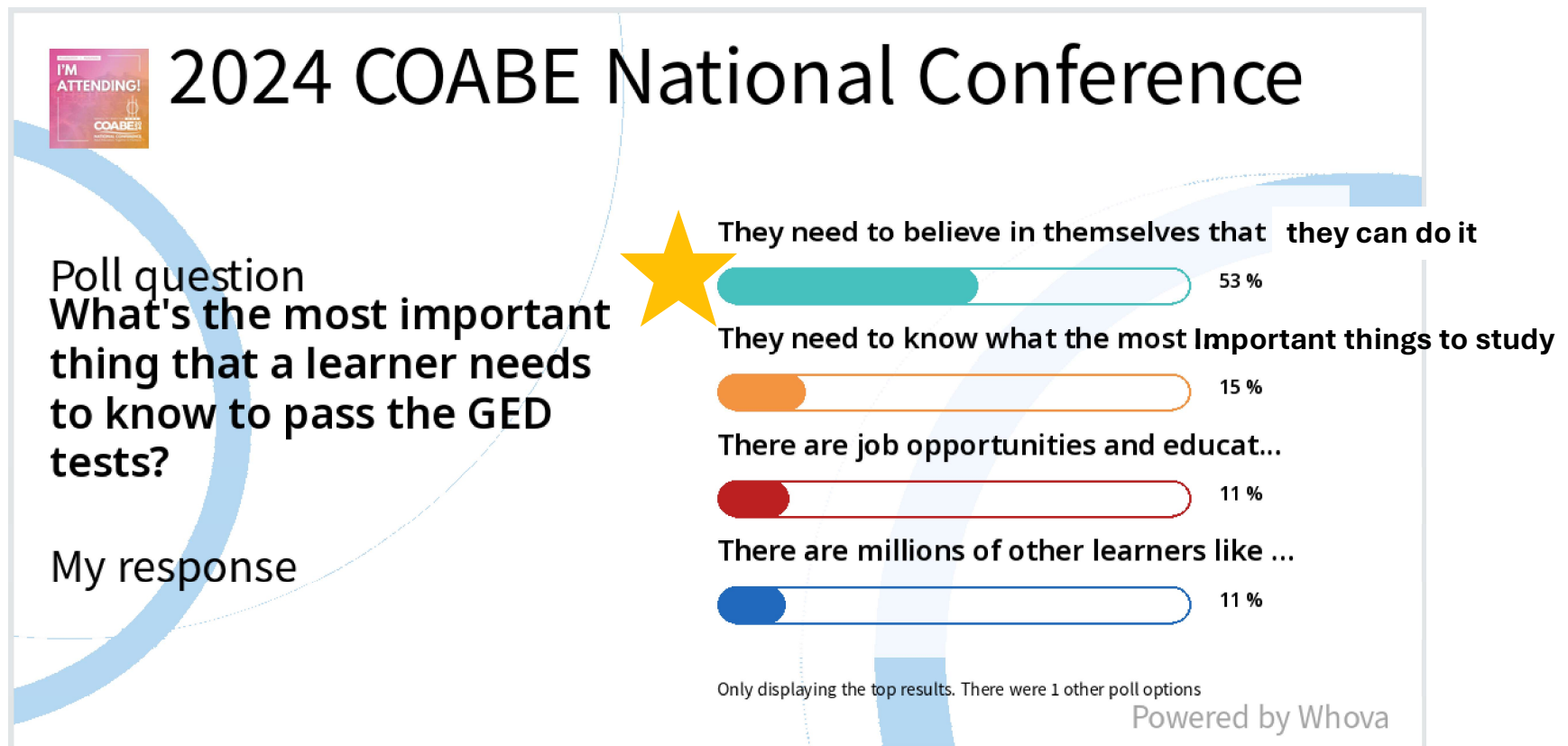
I love to see studied in line but I would like to take the exam I feel prepared

The app is great I love all of it and makes it easier for people who aren't fortunate enough to have a computer be able to study and do there stuff online

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What do teachers think learners need to know to be successful on GED tests?



What do GED grads say learners need to know to be successful on GED tests?



GED Testing Service (US)

Admin · February 20 at 11:21 AM ·



Poll of the day for GED Grads: What's the most important thing that a learner needs to know to pass the GED tests?



a. There are millions of other learners like them who have passed

7% >



b. There are job opportunities and education opportunities they can access with a GED credential

50% >



c. They need to know what to study

12% >



d. They need to know how to find resources to help them pass the tests

10% >



e. They need to believe in themselves that they can do it

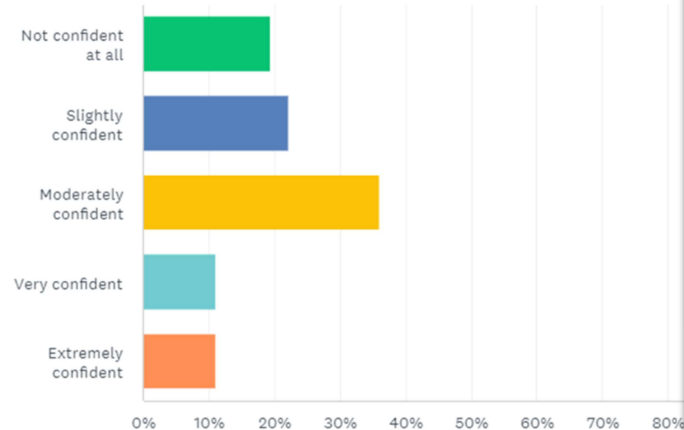
21% >



Beta findings: Eliminated the feelings of 'not confident at all' and improved the very/extremely confident from 22% to 50%

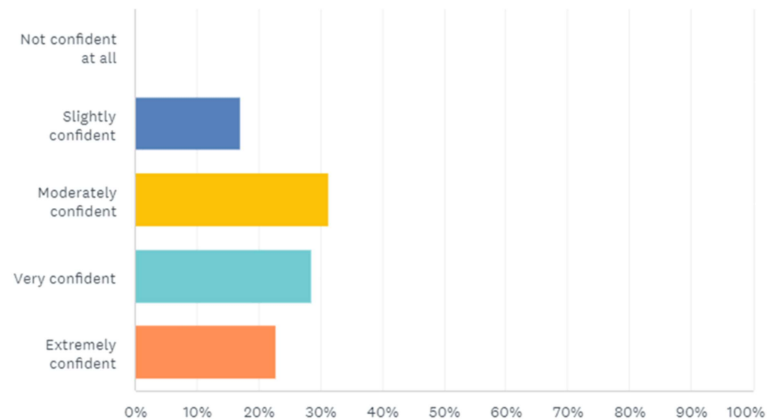
Before using the GED & Me app, how did you feel about earning your GED?

Answered: 36 Skipped: 13



After having used the GED & Me app, how do you feel about earning your GED now?

Answered: 35 Skipped: 14



Launched in the Apple App Store June 2024 to Independent Learners

Minimum Lovable Product
(MLP) "Clearing the Path"

Guidance

Connection

Study & Practice

Support

Delight 🐻

GEDReady Purchase

Test Scheduling

Test Reminders

*Post Credential Experience



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LIVE App!

- 22,000+ downloads in the first 2 weeks
- Downloads vs. opens - 80%
- Completed Onboarding – 98%
- Practice engagement – 70%



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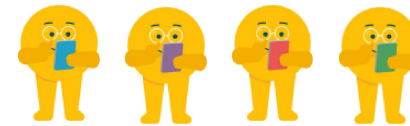
How Teachers are using the app



Bridging the Gap



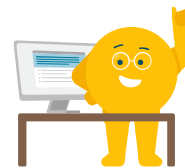
Lesson Planning



Student Connection



Warm up



Digital Literacy

Future



Roadmap for continuous improvement



Stage 2 – Marking the way

- Progress tracking to goals
 - Test results in-App
 - Prominent test scheduling
 - More publisher study resources and practice
 - Exploring subscription and payment options
 - Study reminders
 - Study suggestions based on sentiment/reactions to content
-
- Spanish Translation
 - Android launch

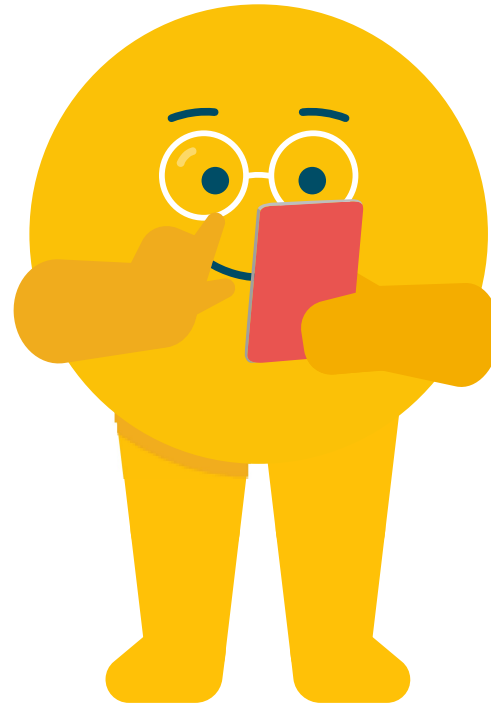
Stage 3 – Drawing the map

- Learning, connection and inspiration through Video content
- Live guidance- chat with advisors or peers
- Opportunities - Jobs and college
- Practice and learning resources recommended based on learning style
- Expanded tailored practice content-Generative AI

Stage 4 – Connecting the dots

- App support for Assisted Learners
- Adult Education
- GEDWorks/+
- Study time report sharing
- Explore GED Ready® Mobile
- AI Chat

Demonstration

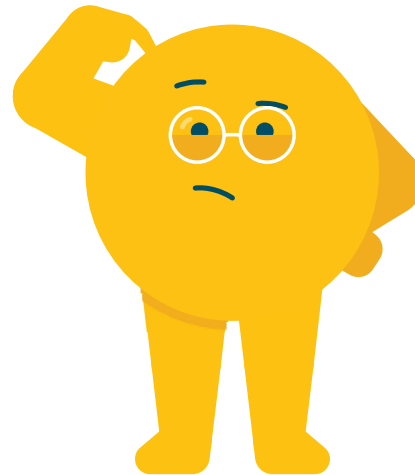


Ask the Audience



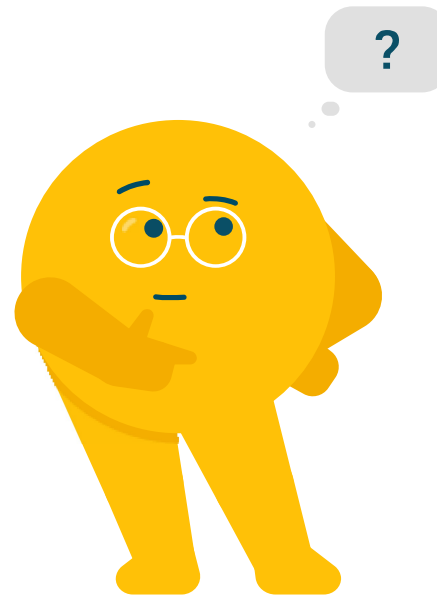
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What is one word that describes how you are feeling about the GED & Me™ app?



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How likely are you to use the App with your students?

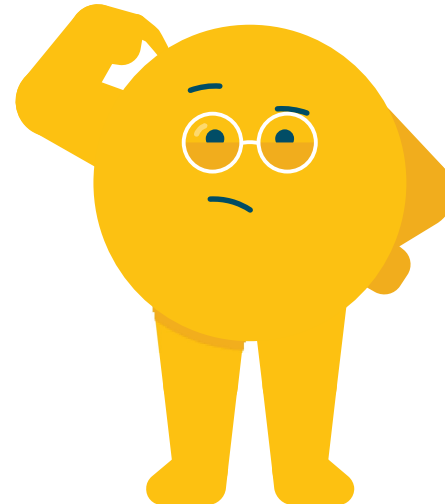


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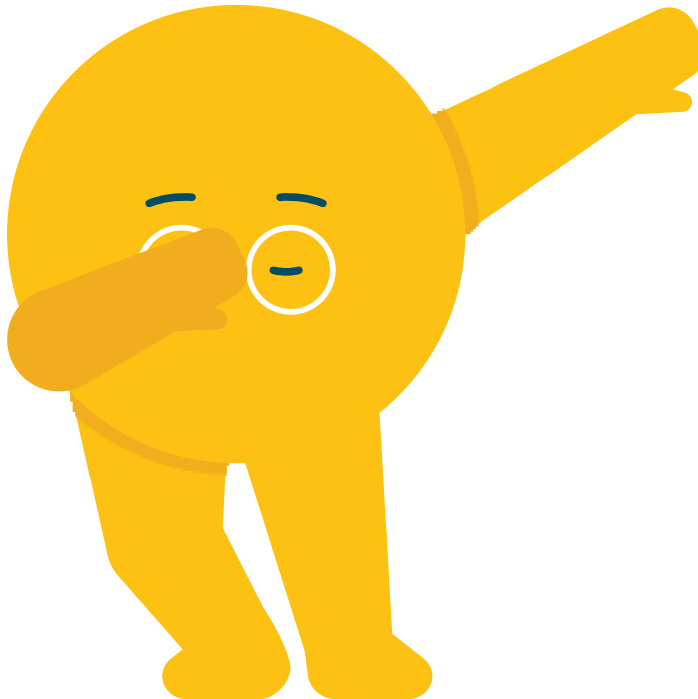


How do you want to learn about the app when we have updates?

- Tuesdays for Teachers
- In Session articles
- Both
- Something else



Questions



Session Survey

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

