

# WE'RE NOT DONE YET

2024 GED CONFERENCE

## 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

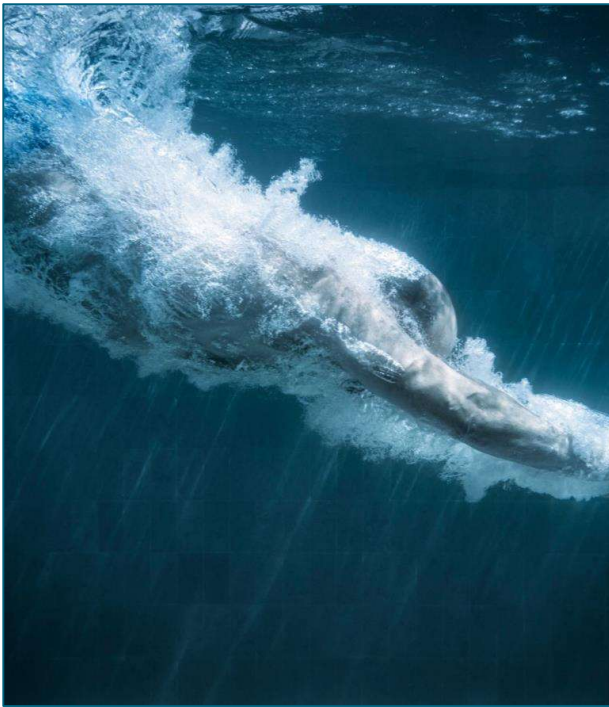
- **Explorer**

- 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

GED Manager™

Home

Manage Student

GED Direct

Reporting

Admin

Home

Passers Report

Student Test Activity Report

GED Analytics™

GED Manager SSO Login

Explore / External / Jurisdiction

Folder icon

Jurisdiction

★ ⓘ ⋮

Owner [tableauadmin@ged.com](#)

This project is for EXTERNAL user (jurisdictions.)

New

Select All

			Type	Name
<input type="checkbox"/>	★	Folder icon		Additional Reports
<input type="checkbox"/>	★	Folder icon		GED Analytics

GED Analytics and Additional Reports



# Explore/ External /Jurisdiction

Explore / External / Jurisdiction

**Jurisdiction** ★ ⓘ ...

Owner: [tableauadmin@ged.com](mailto:tableauadmin@ged.com)

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

[New ▼](#) [Select All](#)

	Type	Name
<input type="checkbox"/>	★	<a href="#">Additional Reports</a>
<input type="checkbox"/>	★	<a href="#">GED Analytics</a>

# 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



FAQ



Student Age	Gender	Last Year Income	Highest Grade Completed	Prep Center	Prep Connect Status	Ethnicity
(All)	(All)	(All)	(All)	(All)	(All)	(All)
Postal Code	Inmate	Race	Option Program	Test Center	Exam Language	Candidates Tested at:
(All)	(All)	(All)	(All)	(All)	(All)	(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  
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 Completed (All)	Prep Center (All)	Prep Connect Status (All)	Ethnicity (All)
Postal Code (All)	Inmate (All)	Race (All)	Option Program (All)	Test Center (All)	Exam Language (All)	Candidates Tested at: (All)

GED.com accounts  
6,174

No Appts  
5,059

Pass Rates  
with applied filters

Nat'l Pass Rates:  
not subject to filters

Test Takers  
2,198

First Time Test Takers  
1,397

Pass Rate  
87%

12mths  
75%

Completers  
1,491

Repeat Test Takers  
376

National Pass Rate  
69%

2014 Series  
87%

Passers  
1,298

First Time Completer  
1,332

Last Calendar Year  
75%

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**GED**  
TESTING SERVICE



# Performance Summary

Test Summary

Test Taker Summary

Performance Summary

Demographics Summary

Appointment Summary

Passed 3 of 4 Modules

Candidate Drilldown

Test Drilldown

GED

TESTING SERVICE

International

Start Date

End Date

Jurisdiction Name

1/1/2024

12/31/2024

Tips & Tricks

PDF

FAQ

PDF

Student Age

Gender

Last Year Income

Highest Grade Completed

Prep Center

Prep Connect Status

Ethnicity

(All)

(All)

(All)

(All)

(All)

(All)

(All)

Postal Code

Inmate

Race

Option Program

Test Center

Exam Language

(All)

(All)

(All)

(All)

(All)

(All)

(All)

Test Takers

GED Test

GED Ready Test

College Ready

College Ready + Credit

2,198

6,380

10,163

35%

19%

Passed 1 Test

Passed 2 Tests

Passed 3 Tests

Passed 4 Tests

584

435

248

1,298

Math

RLA

Science

Social Studies

All Content

First Time Passers

First Time Passers

First Time Passers

First Time Passers

First Time Passers

1,288

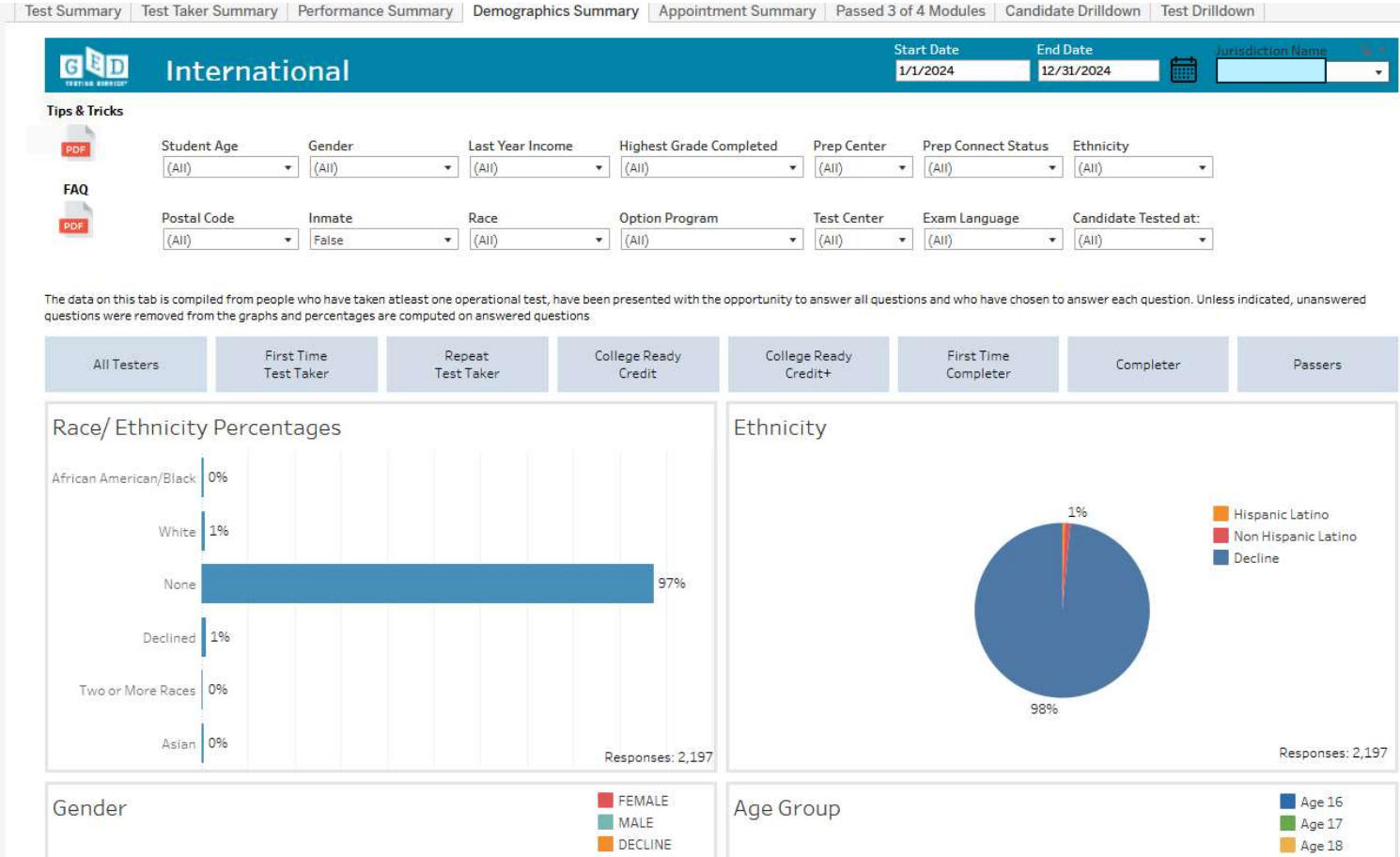
1,154

1,291

1,149

687

# Demographic Summary



# Appointment 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

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  
**4,553**

Scheduled  
**5,356**

Cancelled  
**146**

Rescheduled  
**803**

No Shows  
**107**

No Show %  
**2%**

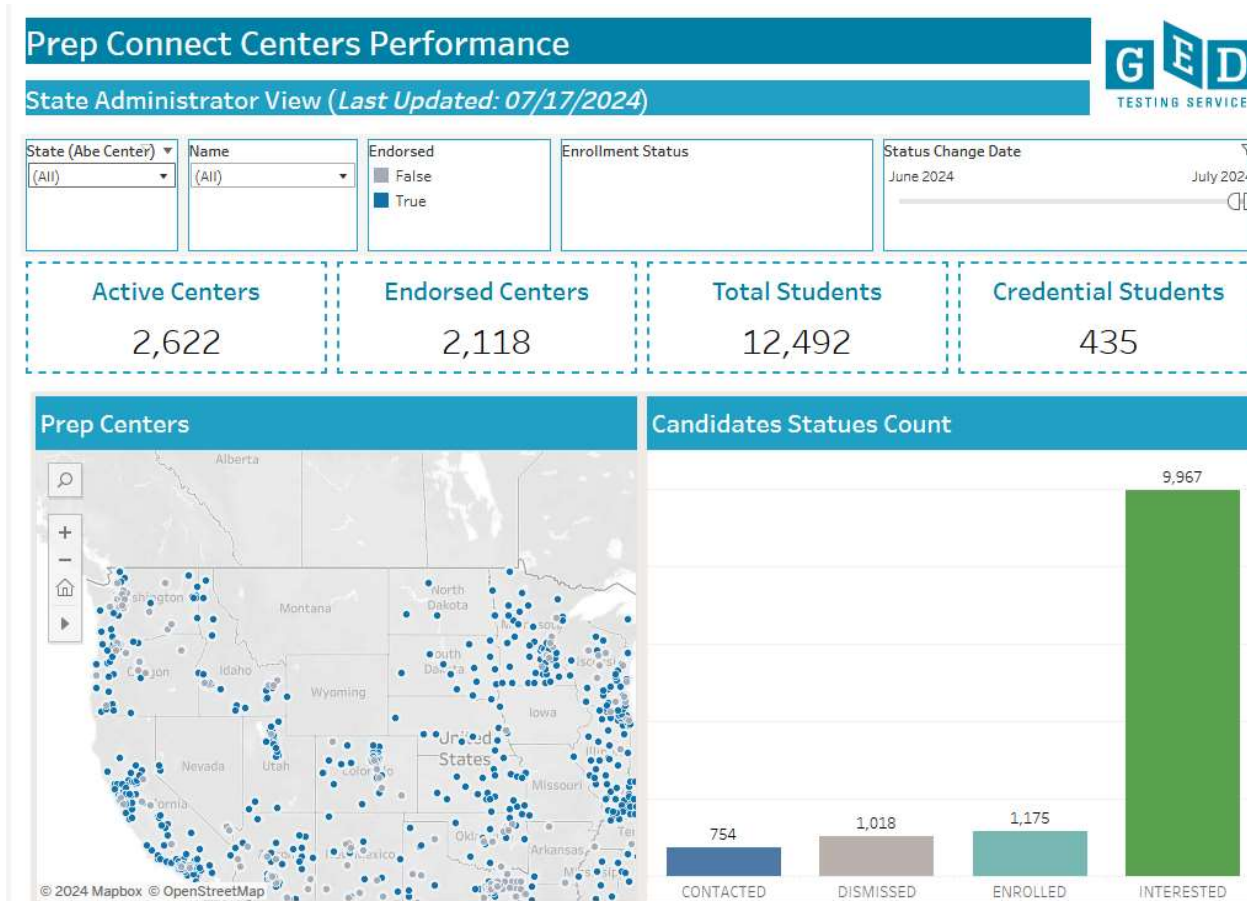
Made Online Appts  
**93.2%**

Avg Tests per Appt  
**1.10**

Test Taker w/ Accomodation  
**12**

Accommodations  
**45**

# What's Coming Next?



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# Sample Situationals I

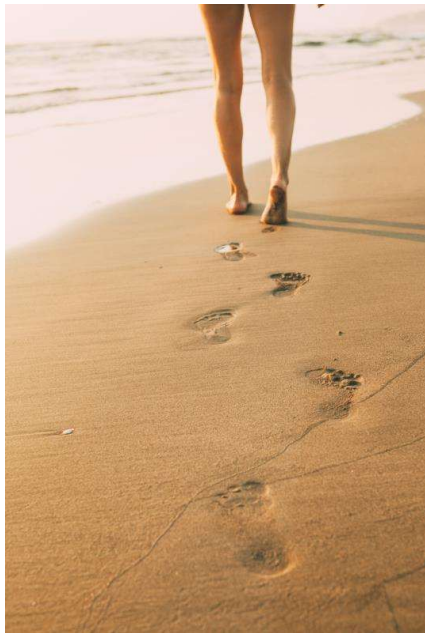
How can you use GED  
Analytics to pull this  
information?



- **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.

# 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](mailto:Operations@ged.com)

Tips/Tricks

FAQ





# Session Survey

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

