

WE'RE NOT DONE YET

2024 GED CONFERENCE

**Solving the 3 of 4 Dilemma:
Reengaging Students Who Are One Test Away From
Earning a GED® Credential**



Presenters

Brian Smith

Director, State Accounts and Government Relations

GED Testing Service

Shawn Watts

Director, High School Equivalency Program, Office of Adult Education

Technical College System of Georgia

Alice Graham

Coordinator of Adult & Alternative Education

Portsmouth Public Schools (VA)

Agenda

- Background on the 3 of 4 Dilemma
- Georgia's One to Go Campaign
- Campaigns from Adult Education Programs
 - Portsmouth Public Schools (VA)
 - School District of Palm Beach County (FL)
 - Johnson County Community College (KS)
- Tips for Adult Education Program Outreach
- Big Picture Overview / Closing Thoughts

Background on the 3 of 4 Dilemma

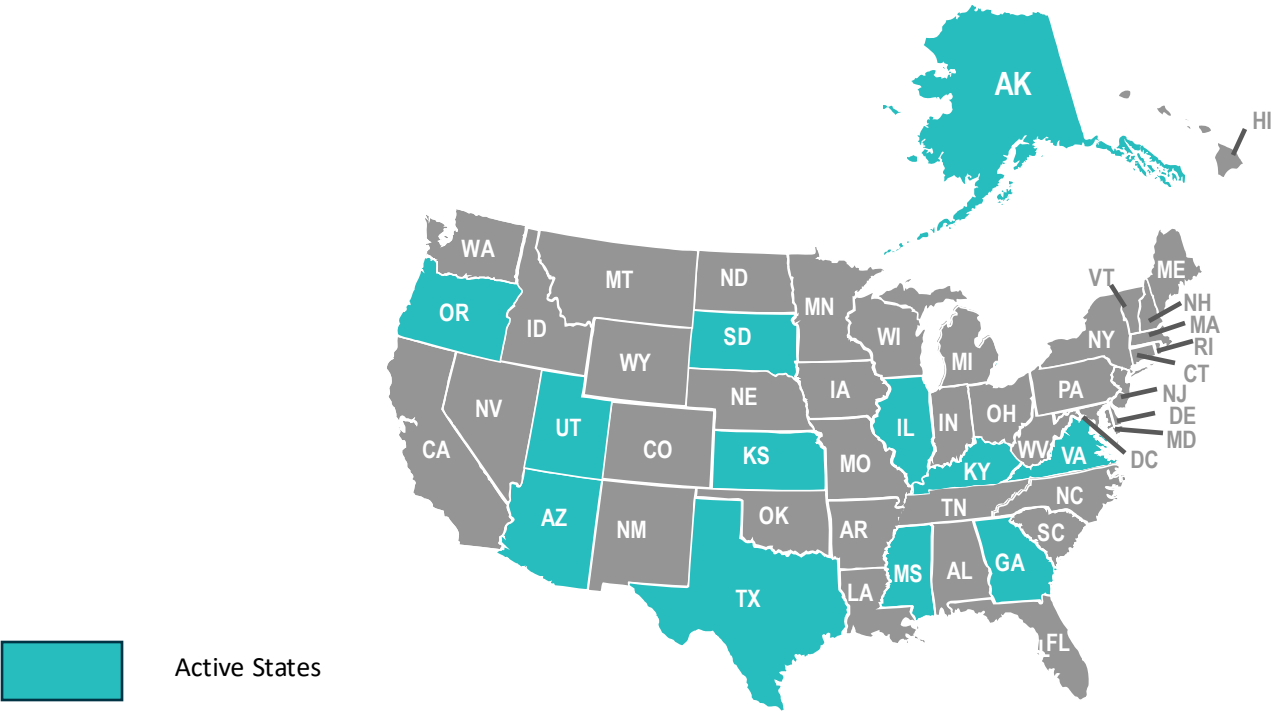
Since we started the current version of the GED test in 2014...

- 142,854 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
- **33% 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 in 2021
- 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, 13 states have conducted targeted campaigns over the past three years
- These types of campaigns have now caught on with individual adult education programs
- Now, dozens of programs across the country have run their own 3 of 4 outreach program

Our Current 3 of 4 States



Who Did We Target?

2021-2024

- Pulled 3 of 4 data from GEDTS
- Years: 2014 – 2024
- Included all students
- In the most recent campaigns, about 20,500 individuals (6500-7000 each campaign) were identified and contacted in Oct. Jan and May.

2022-2024

- Pulled 2 of 4 data from GED Analytics report
- Years: 2014-2024
- In the most recent 2 of 4 campaigns, about 17,000 individuals (5500-6000 each campaign) were identified and contacted in Oct. Jan. & May.

Administrative Decisions



- Statewide brand for Adult Education is “It’s GO Time”, so came up with “One to GO” and “Two to GO” for our campaign
- State office wanted to conduct regular outreach using existing MailChimp account
- Initial costs were staff time to implement, since our institution already used MailChimp
- Based on the first year, decided to expand efforts and add in Two to GO during second year

Implementation of Campaign

2021-2023

- 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

2024

- State office has sent two MailChimp email blasts for each campaign in October, January, May
- Provided about 2,800 One to GO and 2,000 Two to GO prospects to local programs (for each campaign)
- Provided about 4,000 contacts to corrections for follow-up (for each campaign)

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.

Outcomes/Data – 2023-2024

- One to GO and Two to GO emails had a 34% open rate
- As of June 30, 2024: (3 campaigns this year)
 - One to GO:
 - **1,261** have come in to take at least one test (9%)
 - **599** have tested and passed (4% original list; 48% of those who tested)
 - Two to GO:
 - **1254** have come in to take at least one test (9%)
 - **407** have tested and passed (3% of original list; 32% of those who tested)

Overall Outcomes/Data

- Since Georgia began this work...2021-2024

2,081 individuals have **graduated!**

Lessons Learned

- Maintain thorough note-taking and records now that multiple campaigns have launched
- Engage local programs in the effort more
 - Developed a report that programs can use to monitor current students
- Establish clear timelines for analysis and generating lists to communicate to the field

Next Steps

- Conduct four rounds of outreach in FY25
 - Targeted outreach to those who tested but did not pass
 - Targeted outreach to graduates who have not enrolled in postsecondary
- New HOPE HSE Examination Grant to cover test fees
- Identify One to GO/Two to GO graduates for feature stories to encourage others
- Develop Two to GO logo and collateral
- Potentially utilize TargetX, a new customer relationship management tool, to engage prospects



REGION 20 SOUTHEASTERN ADULT & CONTINUING EDUCATION PROGRAM

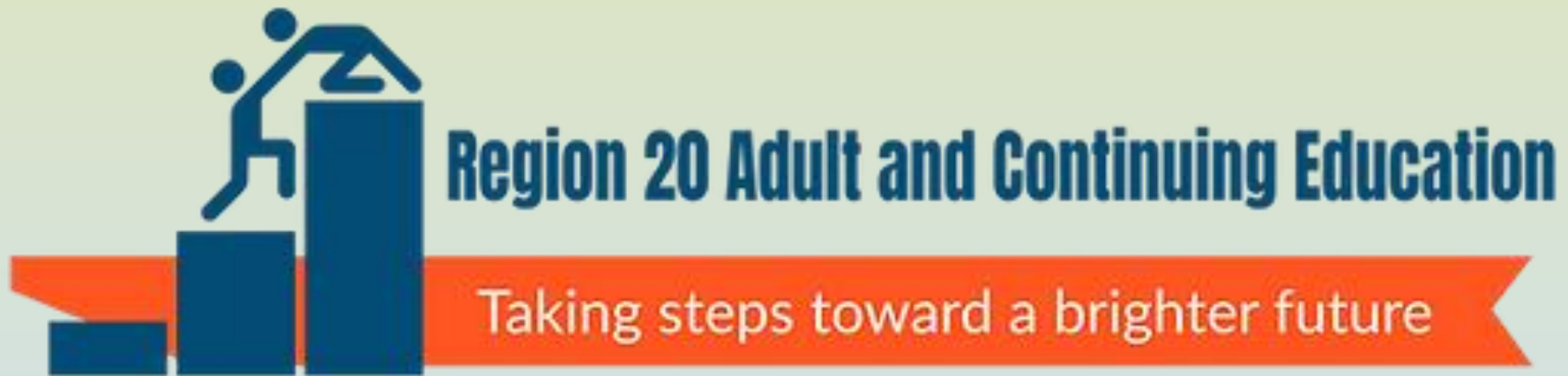
DR. ALICE GRAHAM, REGION 20 PROGRAM MANAGER
REGIONAL OFFICE – PORTSMOUTH, VA

Portsmouth
Chesapeake
Franklin City
Isle of Wight

Norfolk
Southampton County
Suffolk
Virginia Beach

8 LOCALITIES

Region20ace.com



CAMPAIGN OUTREACH

Local Program Catalogs

Radio Ads

Region20ACE Website & Local Program Websites

Fliers

Student EMAILS

Social MEDIA

Word of Mouth – Class Visits

DYNAMIC REGIONAL MARKETING SPECIALIST, JENNIFER THOMAS

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!



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

Visit www.region20ace.com or contact
757-393-8822 for more information!

**Your GED®
is within your
reach!**



Region 20 Adult and Continuing Education

Taking steps toward a brighter future





YOUR GED® IS WITHIN YOUR REACH

Let us help you finish what you started!



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

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.**



WHO'S INVITED?

ANYONE WHO IS WILLING!
ONE/TWO/THREE AWAY

Levels D & A identified students (may not have ever taken a GED[®] or GED Ready[®] Test). **These are our HSE students!**

INSTRUCTIONAL STRATEGIES

- GED.COM TEST TAKING TIPS
- GED READY® TESTS
- DIRECT INSTRUCTION
- DISTANCE EDUCATION – GED® FLASH, ESSENTIAL EDUCATION, KHAN ACADEMY
- GED® PREP TEXTS
- KAPLAN TEXTS
- **GED® TESTING ACCOMMODATIONS**



Toolkit: Calculator Tutorial

Computer-based Test Tutorial

Question types and calculator use.

GED® STUDY GUIDES

https://www.ged.com/educators-admins/teaching/classroom_materials/study_guides/

LEVEL M STUDENTS

GED READY® TEST DATA



STATE SUPPORT

FREE STATE VOUCHERS

181 vouchers used by Region 20
(Ended 12/31/23).



March Madness, formerly One Shot/Super Saturday Weekends!

Focus on **currently enrolled STUDENTS** - sign up in class with their teachers (Subject of **CHOICE**)

Usually once per quarter, **Friday night from 6:00pm until 9:00pm to attend a “crash course”** in the subject area of their choosing.

Return on Saturday morning at 9:00am AND take the **GED Ready® test** for that subject, if they score at least a **154 on the Ready test**, then they will receive a voucher to take the official test on that same day.

Students are also able to pay for the official test and take it on the same day if they do not meet our cut score (approx. 65%), if they so choose.

Those who do not make the cut score, choose to pay the costs for the test(s) – approx. 10%



P O R T S M O U T H
P U B L I C S C H O O L S
SHINING BRIGHTER TOGETHER

THREE TESTS AWAY!

Phone calls/emails sent two weeks prior to scheduled boot camp.

Interested callers from the campaign were given the in one or more subjects. **GED Ready® Tests! TABE tests!**

Boot Camps w/certified content teachers for two/three weeks. Students attended in-person and/or virtually.

GRAB STUDENTS WHO ARE NOT YOURS, BUT COME TO YOUR PEARSONVUE TEST CENTER!

Provide a math tutor during the summer months and access to distance education!

In-person & 1:1 Tutoring



SUFFOLK

July 13, 2024 from 10:00 AM until 2:00 PM

Direct Instruction – Reading/Math

Distance Education

VIRGINIA BEACH – 2 WEEK CAMP

10 DAYS – 30 HOURS TOTAL (M-F/9-12PM)

READING/MATH FOCUS

DIRECT INSTRUCTION (TEACHERS & TA's) & use of
Google Classrooms/Small Groups/1:1 Tutoring &
Coaching Sessions

ESSENTIAL EDUCATION & KAPLAN RESOURCE BOOKS



REGION 20 GED PROGRAM STATS

	PY 22-23	PY 23-24
Test Takers	393	407
Completers	218	235
Passers	122	173
Program Pass Rate	56%	74%
Nat'l Average	75%	75%

JUST 1 to GO CAMPAIGN

As of July 1, 2024 – Statewide - **3,396** individuals were identified as having **ONLY ONE** (1) remaining GED® test, of those **166** Region 20 GED® Testers earned a credential.



2024.25 PROPOSAL

BOOT CAMPS THROUGHOUT THE
PROGRAM YEAR!

PROPOSED - ONE PER QUARTER OR
SEMESTER!

CONTACT INFORMATION

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Coordinator of Adult & Alternative Education
Portsmouth Public Schools
Portsmouth, VA
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Alice.graham@portsk12.com
Region20ace.com



**ADULT & COMMUNITY
EDUCATION**
School District of Palm Beach County

3 of 4 Math BootCamp

Helping Students Succeed One Diploma at a Time





Identified the Target Group for Boot Camp Eligibility:

- Adult Learners
 - who have shared their scores
 - passed 3 of 4 subtests
 - Subdivided for those who needed Math
- Previously tested GED READY score range of 140-144
- Date range 2017- Nov. 30, 2023





Administrative Program Planning and Development

Beginning Planning

- Identify Committee Members
- Identify Site and Teacher
- Establish Community Partnerships

- Tuition waived
- Access to instructional software
- Cap and Gown supplied

Operational Steps

Kick Off Meeting

Communication and Outreach

- Cold Calls
- Interest Survey
- Emails

Continued Communication

- Weekly Motivational Email Blast
- Periodic Personal Call Check-ins

Is the Math GED® test keeping you from your State of Florida High School Diploma?

GED® MATH BOOT CAMP

IS FOR YOU!

 JANUARY 23, 2024- FEBRUARY 27, 2024

561-434-3300

HYBRID LOCATION | PALM SPRINGS MIDDLE SCHOOL
 Tues - Face-to-Face | Mon/Wed/Thurs - Virtual
 1560 KIRK RD, PALM SPRINGS, FL 3340

100% VIRTUAL PLATFORM | ADULT VIRTUAL ACADEMY
 AVAINFO@PALMBEACHSCHOOLS.ORG

TOGETHER WE GET THERE
 Florida's Workforce Education Initiative

 www.gedyes.com

GED® MATH BOOT CAMP

CONGRATULATIONS!

Thank you for accepting the challenge of GED® Math Boot Camp! The next step in your success journey! Can't wait to see you on Tuesday. We will have an interactive class, water-cooler chats, snacks, and more!


JANUARY 30, 2024- FEBRUARY 27, 2024

PALM SPRINGS MIDDLE SCHOOL
 1560 KIRK RD, PALM SPRINGS, FL 3340

Tues - Face-to-Face Class
 MON/WED/THURS - OPTIONAL ADDITIONAL CLASSES

561-434-3300

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GED® MATH BOOT CAMP

🎉 The obtainment of greatness is a constant movement forward. Of which, you are making by showing up and doing your best. Keep up the great work! You are almost there. 💎

🎉 We are so excited to see you in class tonight.


JANUARY 30, 2024- FEBRUARY 27, 2024

PALM SPRINGS MIDDLE SCHOOL
 1560 KIRK RD, PALM SPRINGS, FL 3340

Tues - Face-to-Face Class
 MON/WED/THURS - OPTIONAL ADDITIONAL CLASSES

561-434-3300

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GED® MATH BOOT CAMP

Hello, Happy Thursday!

The Math Boot Camp team is so excited you will be joining us tonight to finish what you started so well. Classes begin at 6:00 p.m. on Wednesdays and Thursdays.

We will see you soon. *Together, We Get There!*

If you have any questions, please don't hesitate to call **561-357-5017**.

PALM SPRINGS MIDDLE SCHOOL
 1560 KIRK RD, PALM SPRINGS, FL 3340

TOGETHER WE GET THERE
 Florida's Workforce Education Initiative

 www.gedyes.com



Weekly Inspirational Rally (15 minutes prior to instruction)

- Week 1- Welcome, Getting to Know You, Welcome from Administrator
Program Orientation and Baseline Assessments (CASAS Goals)
- Week 2 - Access to unlimited digital instruction (Essential Education)
- Week 3 - Social and Emotional Testing Strategies
- Week 4 - Motivational Check-In
- Week 5 - Motivational Check-In
- Week 6 - Encouragement Pep Rally towards testing



Successes



150-200 Cold Calls

36 - Adult Learners respond

17 - Adult Learners participated in
the 3 of 4 Math Boot Camp

11 - total adult learner completions

Successes

Kimberly D

Took and passed all subjects but Math back in 2018/2019

Did not pass Math and gave up

Personal Phone call - worked hard in class - Passed in 2 months

“I wish all students to have the same success. You don't realize how much weight is lifted just by finishing what you started (I started on/off for YEARS!).”



Glow and Grows

Site-based
administrative
support

Passion and dedication
from the students

Individualized
Cold Call
Approach

Take More
Pictures

Bring in
Individualized
support sooner

**** Accidental Glow ****
Group was all of the
same demographic and
therefore worked well in
helping to encourage
each other.

GED Ready -
earlier in process

Extend Weeks

Continue Personal Interactions and Motivation



Contact Information

Nicole Howard-Rice ABE/GED Program Specialists

Nicole.HowardRice@Palmbeachschools.org

Sharon Webb Testing Center Coordinator

Sharon.Webb@Palmbeachschools.org

GED Testing Services



JOHNSON COUNTY
COMMUNITY COLLEGE

WORKFORCE
DEVELOPMENT
& CONTINUING
EDUCATION

Johnson County Adult Education

Leslie Dykstra
JCAE Program Director



GED Testing Services



JCAE Fast Facts

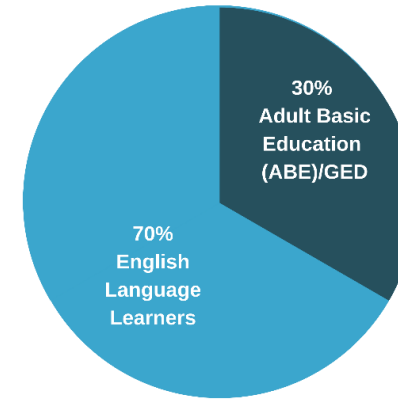
~1500 students annually

* 900+ ESL

* ~600 ABE/GED

Diverse: 70+ countries, 30+ languages,
ages 16-70+

Morning, afternoon & evening classes
67 fall classes; 65 spring
47 part-time/3 full-time instructors





GED 3 of 4 success plan

- 1) Received list from KBOR High School Equivalency state manager
- 2) Investigated names on the list
 - 1) Program students
 - 2) Currently enrolled
 - 3) Which test was remaining
- 3) Contacted former students NOT currently enrolled and provided them with information to return
 - 1) Email
 - 2) Phone call
- 4) Identified Math was most of the student's last test
- 5) Wrote a Dollar General Grant to host a Math Bootcamp over the summer to help get students to return and finish their test.



GED 3 of 4 success plan

3 of 4 list:

101 people listed as having only 1 test left

75 had attended JCAE

20/75 current JCAE students

16/20 current JCAE were working on their **final test-Math**

44 were not attending and had **Math as their final test**



GED 3 of 4 success plan

Results:

20/75 current JCAE students-all completed

16/20 current JCAE were working on their final test-Math

44 were not attending and had Math as their final test

Wrote a Dollar General Grant to create a Summer Math Bootcamp

Summer Math Boot Camp

Summer Math Boot Camp:

6 weeks

Focused on:

- 1) Math Anxiety
 - 1) JCCC Counselor came in and presented on math and testing anxiety and provided students with the strategies over the six weeks to help support them through the anxious thoughts
- 2) Math Skills
 - 1) Mix of whole group and individualized learning to help the students learn the skills to successfully complete their Math GED exam.

Results:

11 students attended, 3 graduated, 6 re-enrolled in the Fall semester and 3/6 completed



Continued follow-up

Twice a year we email and call students still on the 3 of 4 list to come and re-enroll with us. We no longer are tracking off of that list, but we continue to contact.

GED Testing Services



JOHNSON COUNTY
COMMUNITY COLLEGE

WORKFORCE
DEVELOPMENT
& CONTINUING
EDUCATION

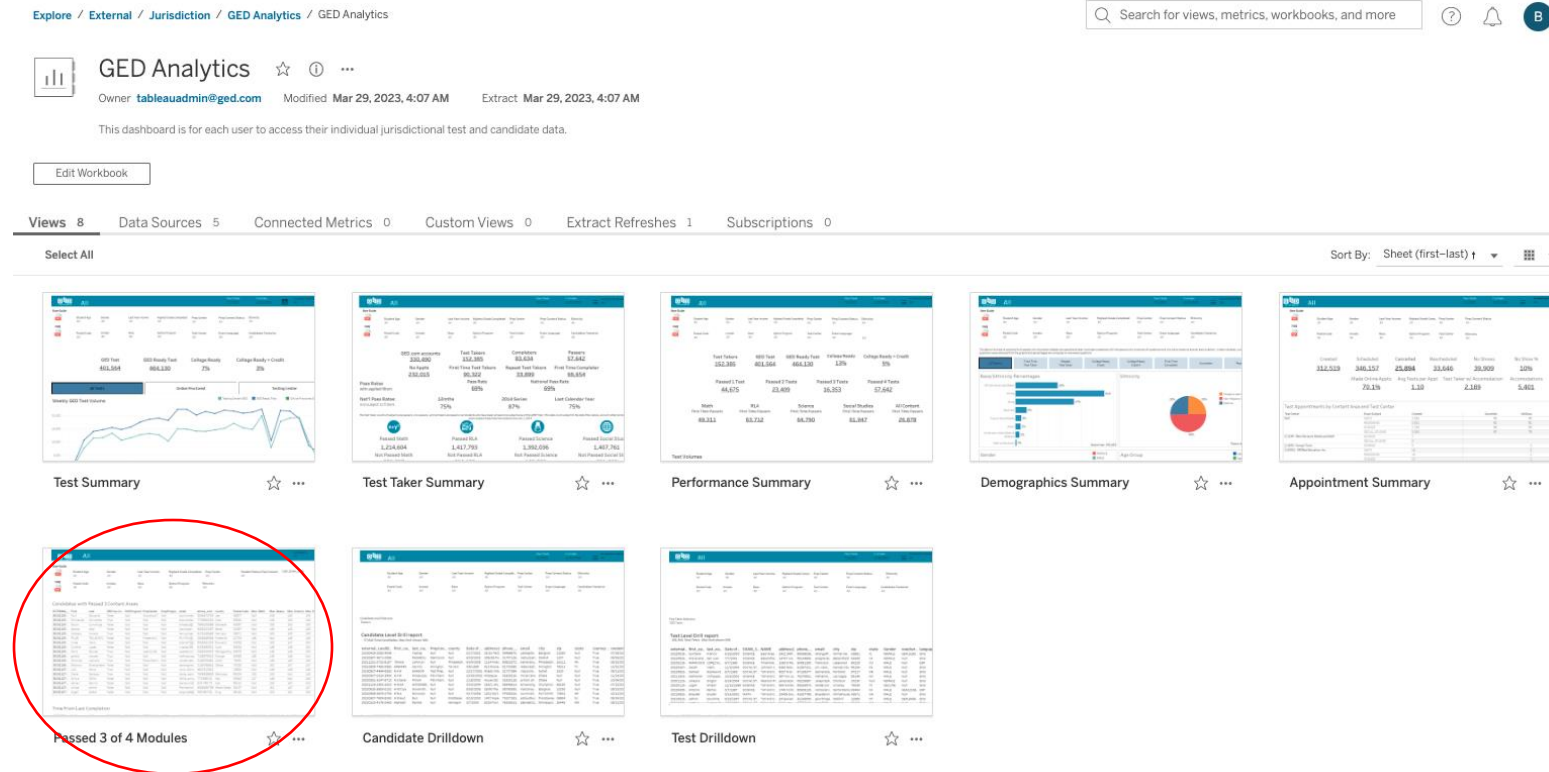
Let's continue the conversation!

Leslie Dykstra
Johnson County Adult Education
ldykstra@jccc.edu
913-469-7694

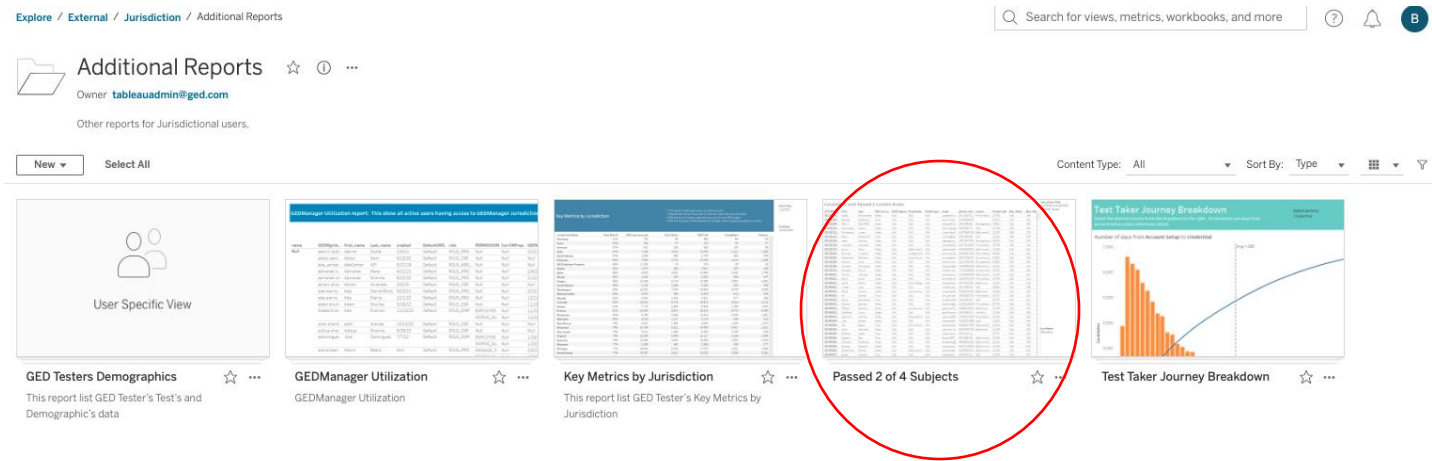
State and Program Resources

How you can run your own 3 of 4 report

GED Analytics Can Run a 3 of 4 Report for Your State



We've Added a 2 of 4 Report Under “Additional Reports” in GED Analytics



Tips for Adult Education Program Outreach

Adult Education Outreach

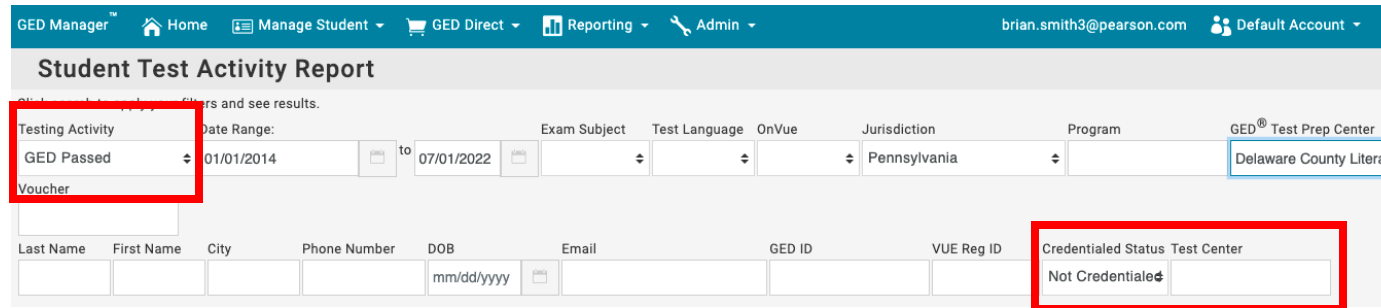
Option 1: Reach out to your state GED Administrator, request that they run a 3 of 4 passers report from GED Analytics

- They can run a specific 3 of 4 passers report for your program for as far back as 2017
- They can also now run a 2 of 4 passers report

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



The screenshot shows the GED Manager interface for a Student Test Activity Report. The top navigation bar includes links for Home, Manage Student, GED Direct, Reporting, and Admin, along with a user profile for brian.smith3@pearson.com. The report title is "Student Test Activity Report". Below the title, there are several filter fields: "Testing Activity" (set to "GED Passed"), "Date Range" (from "01/01/2014" to "07/01/2022"), "Exam Subject", "Test Language", "OnVue", "Jurisdiction" (set to "Pennsylvania"), "Program", and "GED® Test Prep Center" (set to "Delaware County Litera"). A red box highlights the "Testing Activity" dropdown. Below these filters is a table with columns: Last Name, First Name, City, Phone Number, DOB, Email, GED ID, VUE Reg ID, Credentialed Status, and Test Center. A red box highlights the "Credentialed Status" dropdown, which is currently set to "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)

Are you considering running a Math Boot Camp?

- We have a Math Boot Camp session tomorrow at 11am

Big Picture / Closing Thoughts

State Outreach and Results

State	Targeted Students	Credentialed Students
Alaska	409	41
Arizona	3,028	161
Georgia (Multiyear Campaigns)	27,000	2,081
Kansas	938	194
Kentucky	846	168
Illinois	6,745	714
Mississippi	2,233	201
Oregon	375	96
South Dakota	532	90
Texas	11,214	1,061
Utah	1,798	236
Virginia	3,396	466
Total	58,514	5,509

National Numbers

- 14 states conducted 3 of 4 campaigns that targeted 60,888 students and 5,382 students finished their last GED test based on this outreach!
- **5,509 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!

Thank you!

Brian Smith

Brian.Smith@ged.com

202-309-2906

