

Marketing, PR and Outreach for Adult Ed Programs

Gary Duong
Danielle Wilson
July 2020



In Today's Session

- Who is your primary audience
- What we know about marketing to them
- How to get their attention
- Types of media
- Public relations and local media

Who are GED Students?



25

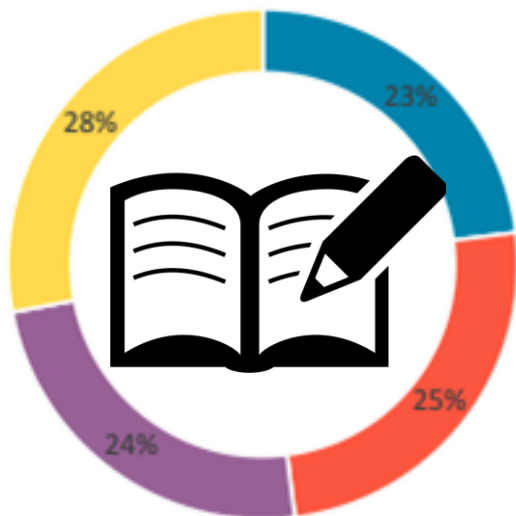
Average Age

61%

Communities of Color

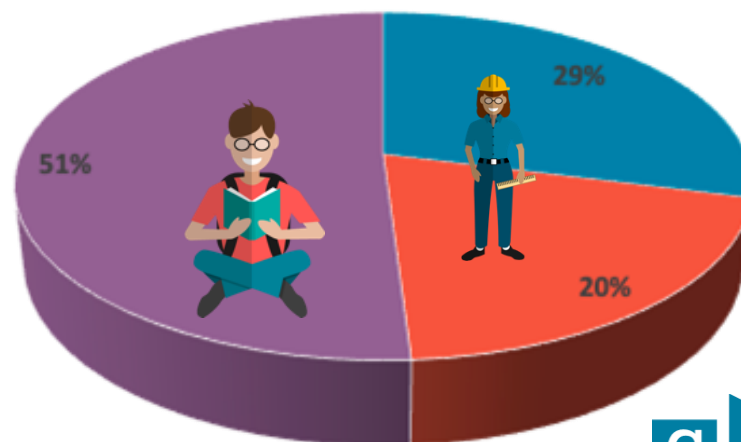
Highest Grade Completed

- 12th grade did not graduate
- 11th grade
- 10th grade
- 9th grade and below

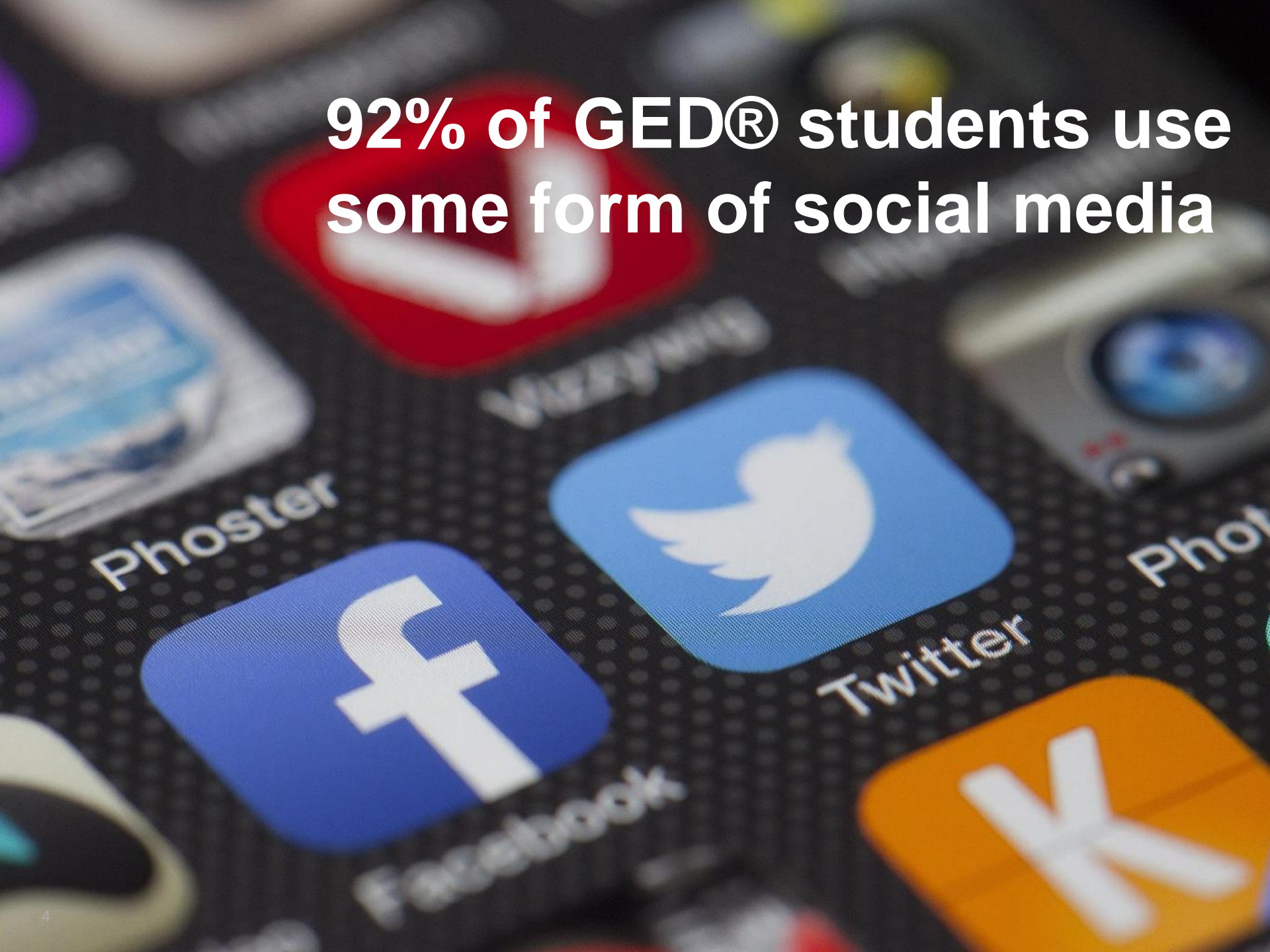


Employment Status

- Working Full Time
- Working Part Time
- Not employed



**92% of GED® students use
some form of social media**



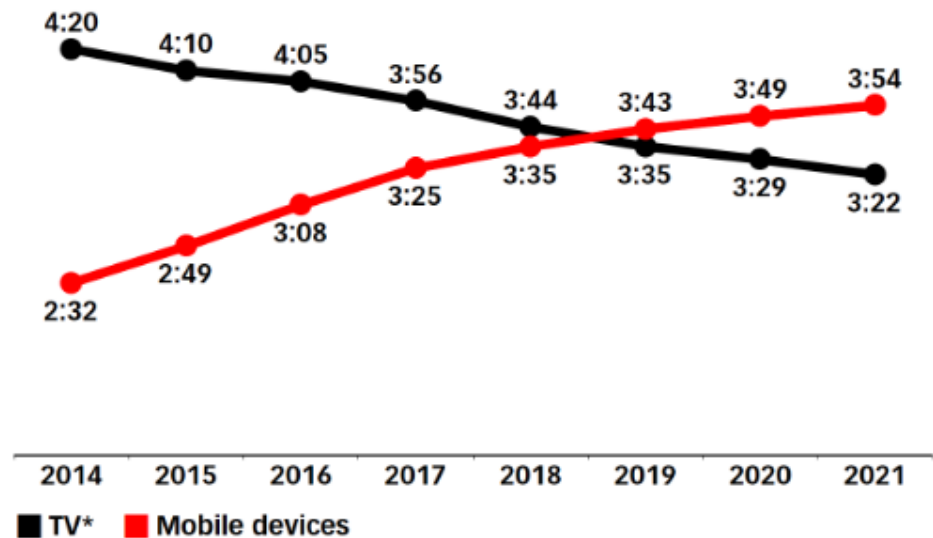


86% of GED® students own a smartphone

Time Spent on Mobile Has Surpassed TV

TV and Mobile Devices: Average Time Spent in the US, 2014-2021

hrs:mins per day among population



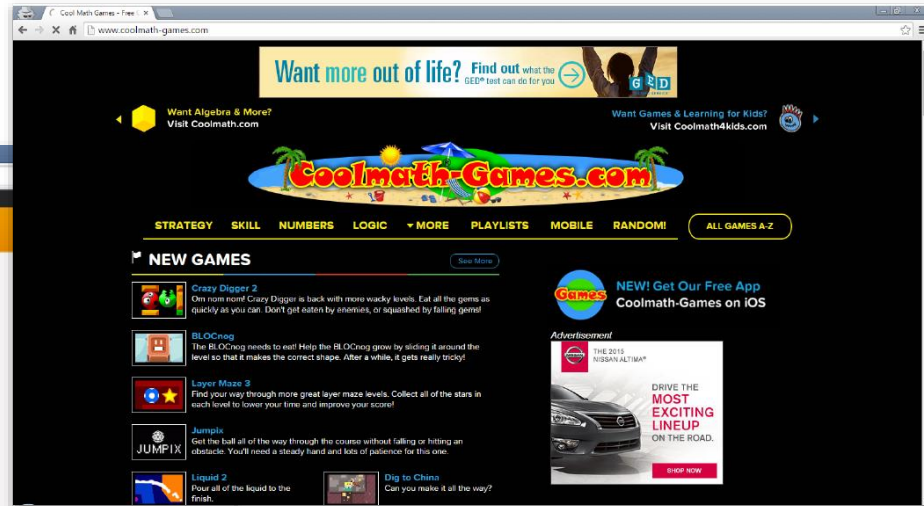
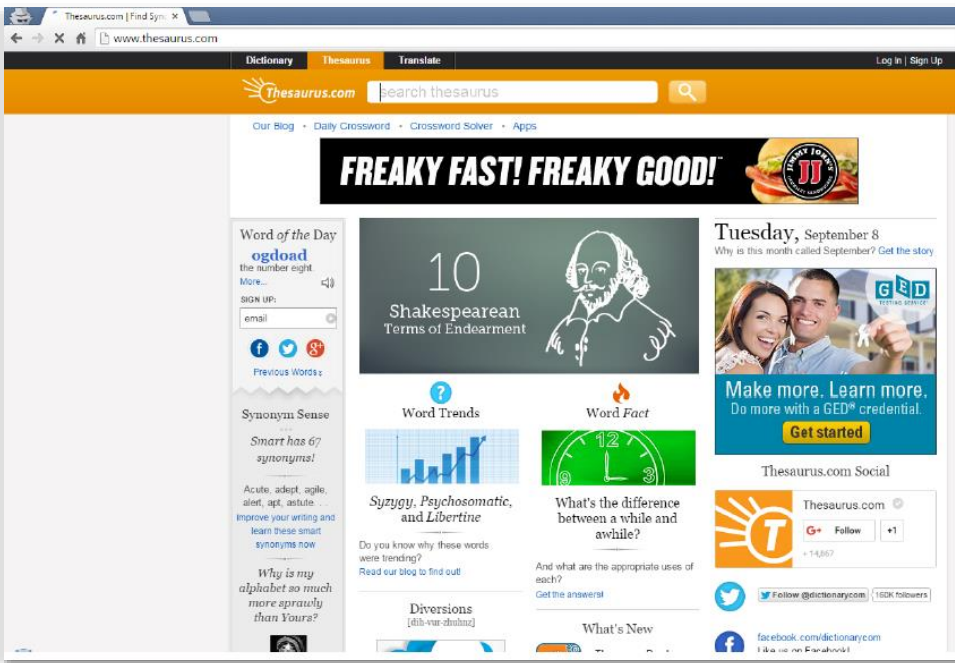
Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; *excludes digital

Source: eMarketer, April 2019

T10195

www.eMarketer.com

Gen Z + Millennials Do Not Want to Be Sold To



Don't Just Promote Your Program; Promote the End Result



GED Testing Service - Home of the GED Program

Sponsored · 🌐

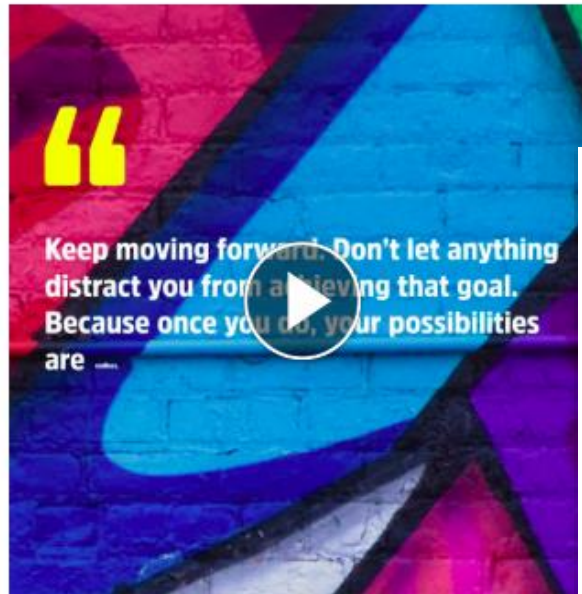
Robert is many things including a GED grad. You can be too.



GED Testing Service - Home of the GED Program

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The GED is the first step to a better future. Start today.



GED Testing Service - Home of the GED Program

Sponsored · 🌐

Want to see a diploma with your name on it? Get started with the GED.



GED.COM

It's never too late to start your GED.

LEARN MORE

Impressions	5.9M
Reach	1.2M
Video views	1.8M
Link clicks	24K
Cost per video view	\$0.01



Tips for Paid Social Campaigns

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"I originally started my #GED 4 years ago. I have 3 young children and a dream for us all. When I recently started my GED again, I completed my remaining tests in 17 days! I am now studying psychology. I also have a video blog called [Attracting Success!](#)" -Laiesha



service

help of my instructor and much patience on her part

with the help of the educators at [Lake Technical](#) helplessly to provide him with the assistance he needed as a blind student, acquiring braille or other accessible success possible. Now he is prepared to enter the workforce for his wife, Claire. Well done, John!
[#GED-of-the-month-submissions/](#)



CONGRATS TO OUR
JUNE GRADUATE
OF THE MONTH JOHN H.

- Boost top performing organic posts for greater reach
- Remarket to existing email lists, address lists, or website visitors
- Create look-alike audience from existing lists
- Test multiple sets of ad copy

Create Content Students Are Seeking

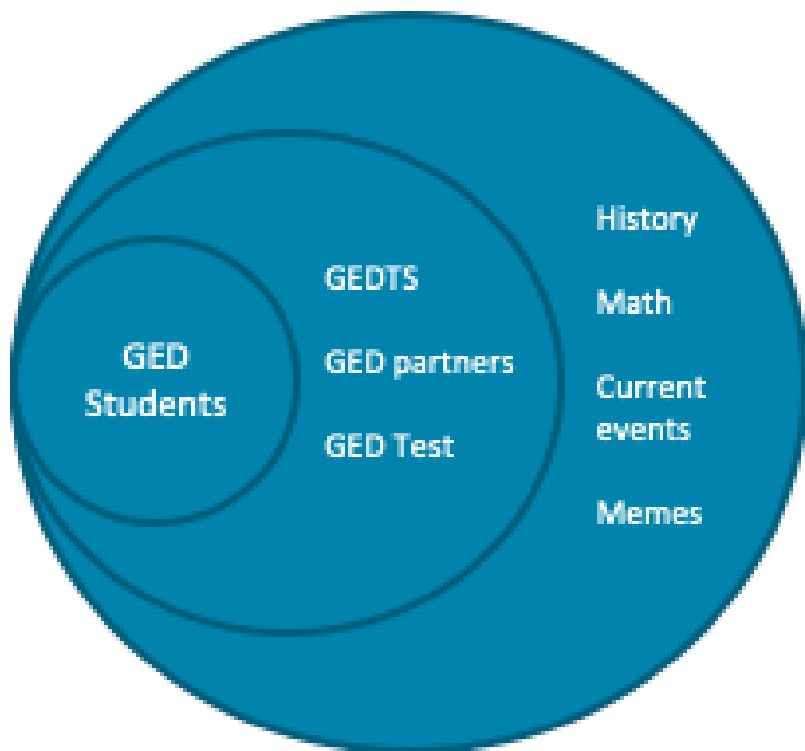


14,800 searches per month

GED classes near me	12,100 searches per month
Free GED classes	5,400 searches per month
GED programs near me	4,400 searches per month

A screenshot of a GED Testing Service blog post. The page has a white background with a teal header. The GED logo is in the top left, and navigation links for "About The Test", "Study", "Grads and Transcripts", and "Blog" are in the top right. The breadcrumb trail is "Home / Blog / What is a GED?". The main heading is "BLOGGED FOR STUDENTS" in a teal speech bubble. The article title is "What is a GED?" in teal, dated "June 20, 2019". The text explains that GED traditionally stands for General Educational Development Test and describes the process of earning a diploma or GED credential. A video player is embedded at the bottom of the article, showing a thumbnail of the woman thinking from the video player above, with the text "What is the GED?" and a play button.

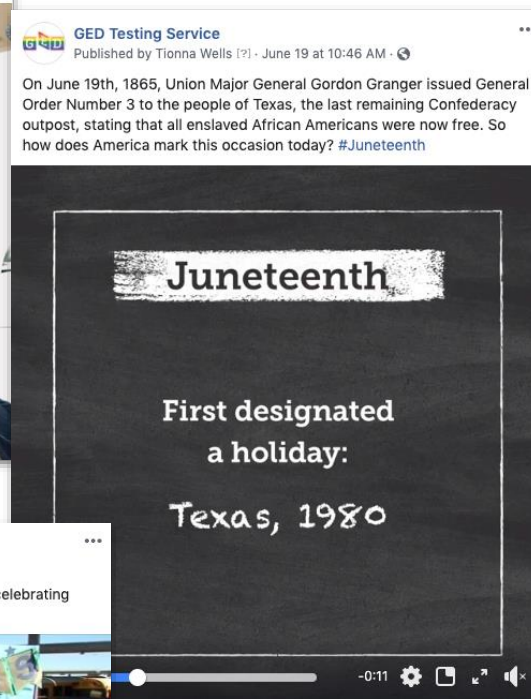
How GED Creates Content



GED Student Example



History Example



GED Partner Example



Be Authentic

GED brand voice and persona: a coach

- Friendly but not goofy or snarky
- Warm but not gushing
- Directive but not intimidating or bossy
- Informative but not verbose
- Motivating but not pushy
- Empathetic -- we've been where you are and understand your fears
- Accessible as a favorite teacher would be



Use Video To Tell Your Story

 **GED Testing Service - Home of the GED Program** is with Academy of Hope Adult Public Charter School. Sponsored · 🌐

You know her. You've followed her journey. And now Cat is a #GED grad. For #GEDGradDay, we surprised her with some goodies. Find out what else she got and check out her reaction.




 **GED Testing Service - Home of the GED Program**
Published by Danielle Wilson [?] · July 1 at 3:04 PM · 🌐

It's #MotivationMonday and the perfect time to share Frank's reaction to his final #GED test scores. Congratulations!! 🎉 #GEDDiaries #adulthoodeducation



- Keep your videos short (ideal length is 1-3 minutes)
- Include text or captions because most people watch videos with the sound off

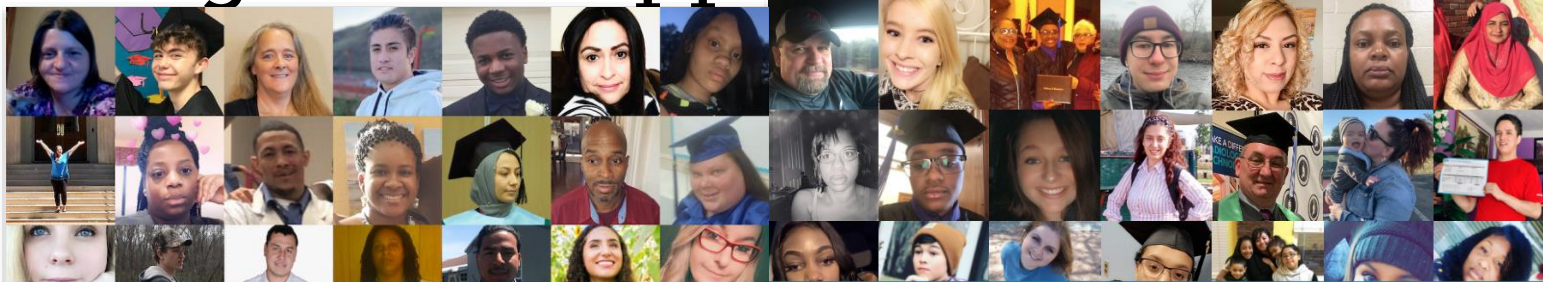


 **GED Testing Service: Meet Kinzie: GED Graduate...**
Meet Kinzie. She overcame so much to earn her #GED credential including: an alcoholic mother, becoming a caretaker to her sister, and moving multiple times. Now she's looking forward to continuing her education and seeing what lies ahead.



 **GED Testing Service: Meet Lillian: GED Grad...**
Meet Lillian. She was raised in a tough environment in Chicago. She dropped out of high school because she had to repeat her first 2 years, so she decided to pursue her #GED. Her children are what kept her motivated and now she can proudly say...

Leverage Your Supporters



CONGRATS TO GED'S
MAY GRADS

CONGRATS TO GED'S
APRIL GRADS



CONGRATS TO OUR
**JUNE GRADUATE
OF THE MONTH JOHN H.**



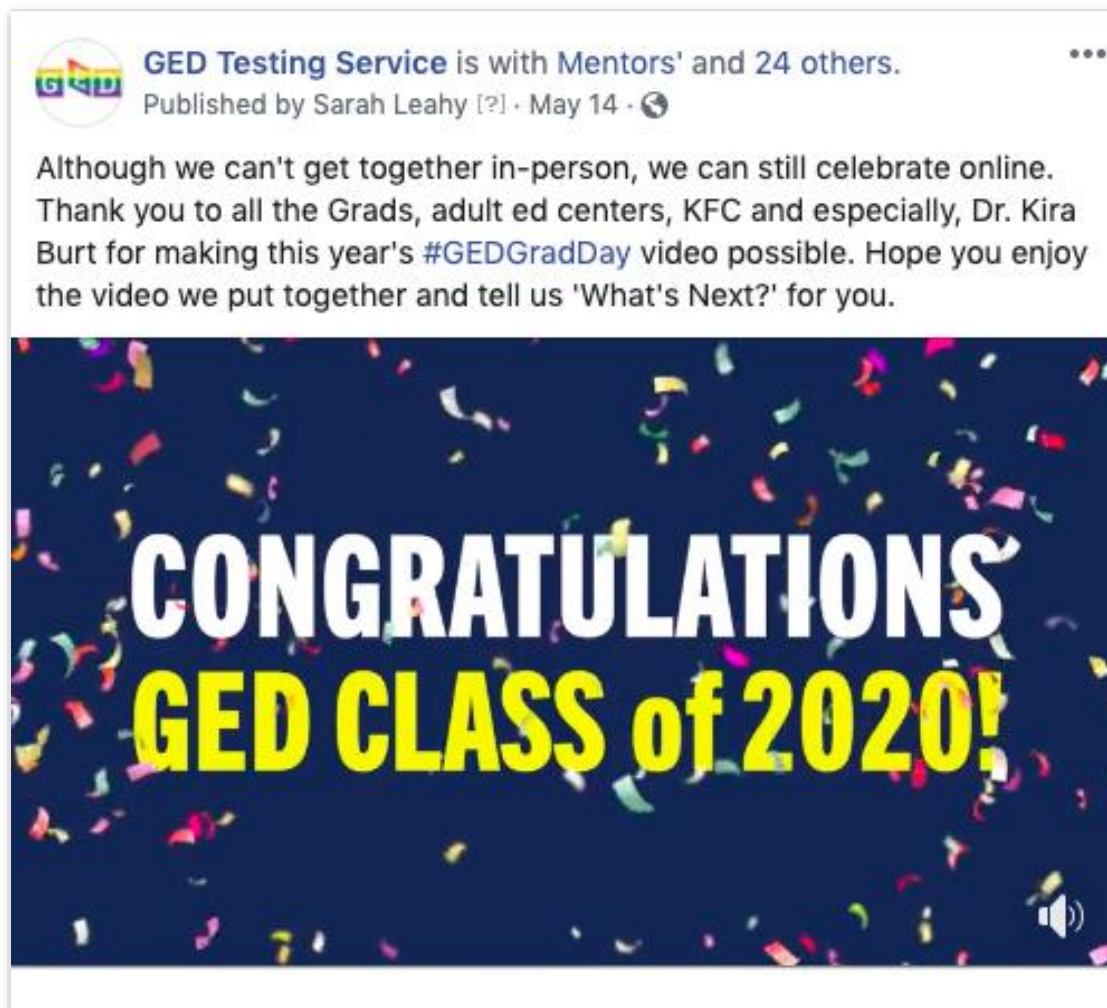
Campaign Objectives

Tap into the power of our graduate network to spread the positive word about earning a GED

- Celebrate graduates -- encourage them to post their own celebratory message
- Build awareness among potential GED test-takers using positive graduate messages -- encourage them to start their journey at GED.com
- Motivate current test-takers to sign up for final test(s) to graduate



GED Grad Day 2020



A screenshot of a Facebook post from GED Testing Service. The post header shows the GED logo, the text "GED Testing Service is with Mentors' and 24 others.", and "Published by Sarah Leahy [?] · May 14 · 🌐". The main text reads: "Although we can't get together in-person, we can still celebrate online. Thank you to all the Grads, adult ed centers, KFC and especially, Dr. Kira Burt for making this year's #GEDGradDay video possible. Hope you enjoy the video we put together and tell us 'What's Next?' for you." Below the text is a video thumbnail with a dark blue background, colorful confetti, and the text "CONGRATULATIONS GED CLASS of 2020!". A speaker icon is visible in the bottom right corner of the video frame.

42K

Video views

20K

Event Page Views

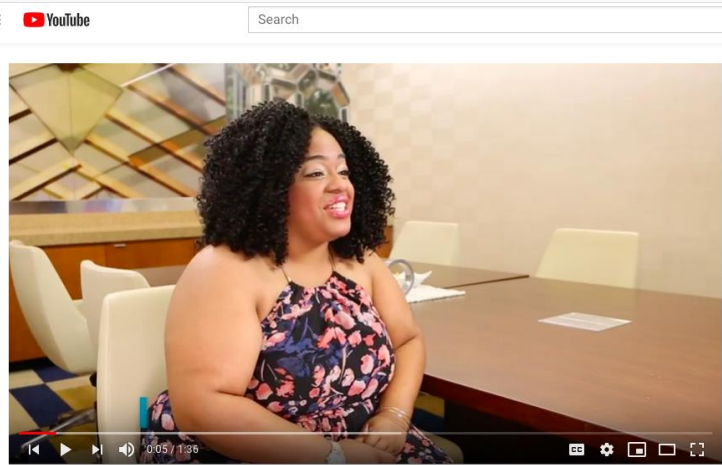
7.6K

Event Responses

1K

Grad Posts

Maximize Your Content



GED Graduate Shantelle
3,044 views

About The Test Study Grads and Transcripts Log In [SIGN UP](#)

Graduate Stories

Our GED graduates come from diverse backgrounds, but they all have one thing in common: a desire to succeed. Read stories from people like you who have used their GED® to transform their lives.



Shantelle

"I questioned whether or not I was smart enough to complete the GED program and whether I could persevere through it."

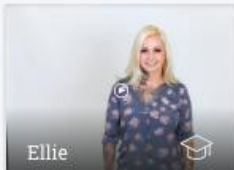
[View Story](#)



Eduardo

"When I passed my GED test it was just an amazing feeling. I knew I had accomplished something I put so much work toward."

[View Story](#)



Ellie

"I just remember my grandma always saying how important education was, so I decided to get my GED."

[View Story](#)

 **GED Testing Service - Home of the GED Program** ...
Sponsored · 

The GED provides students with more than just a diploma, it provides a future.

A large graphic with a colorful, abstract background of geometric shapes in shades of blue, green, purple, and pink. At the top left, there are yellow quotation marks. The main text reads "THE GED HAS GIVEN ME HOPE. IT HAS GIVEN ME PURPOSE." Below this, a teal banner contains the text "SHANTELE, GED® GRADUATE". At the bottom right, there is a portrait of Shantelle, the same woman from the video player, smiling.



"After taking the test, when I saw the 'Congratulations' greeting in my email, it was like I had accomplished something major in life. It was the best feeling ever."

— Shantelle, GED grad



The GED can transform your life too.

Become one of 20 million GED grads. We know you want to celebrate GED Grad Day with us next year!

[Schedule Your Next Test](#)

Connect with us:



Paying to place ad or content.

Includes:

- Print
- TV
- Radio
- Out-of-home
- Direct Mail
- Paid Search
- Banner Ads
- Mobile
- Paid Social

Paid Media

Earned Media

Others promote/share your content.

Includes:

- Reviews
- Social
- 3rd Party Blogs
- Press Mentions

Owned Media

Content promoted on your own channels. Includes:

- Website
- Blog
- Social
- Email
- Events

Public Relations



What is Earned Media?

Earned media is when people start talking about you (usually in a positive way) for free.

Examples:

- A blogger writes a story about your adult ed program or testing center
- Social media followers share one of your posts
- Press mentions in the newspaper, online or on television

Press Releases and Media Coverage



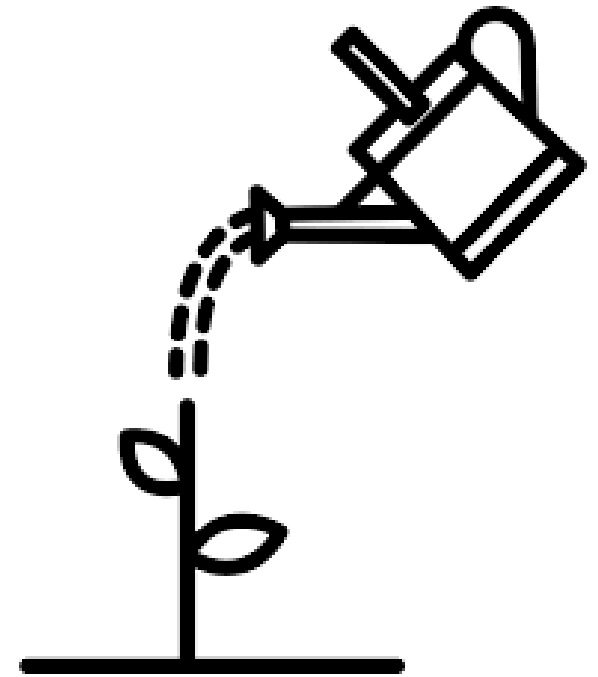
Why using press releases is a great idea for your program:



- Inexpensive
- Attracts the attention of journalists and the public
- Great source of documentation about events and program milestones

Cultivating your stories

- Your “sources” are your students, graduates, educators and partners
- Think about how our national research directly relates to what you want to share
- Find out how those in the community get their news
- Highlight milestones and achievements



Constructing a 'groundbreaking' press release:



- **Headline/ Subheadline**
- **Date**
- **Lead Paragraph**
- **Quote(s)**
- **Supporting info/background**
- **Call to action**
- **Contact information**



Contact: Danielle Wilson | GED Testing Service
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July 10, 2019

CALIFORNIA STATE BOARD OF EDUCATION TO REVIEW GED® 5-YEAR METRICS
ADDITIONAL INFORMATION HIGHLIGHTS POSITIVE OUTCOMES FOR CALIFORNIA GED GRADUATES

SACRAMENTO, Calif. — GED Testing Service is pleased that the topic of adult learners and high school equivalency is back in front of the board since the GED test program was enhanced in 2014. We are thrilled with the progress we've made to help adult learners in California be better prepared for today's jobs and for college certificate and degree programs.

To supplement the information being provided by the Department to the State Board, GED Testing Service wants to share additional information that we believe is important for education and workforce policymakers to know.

STUDENT OUTCOMES: In addition to what is included in the board report, we believe that student outcomes are essential to accurately assess efficacy and progress of the program. The value of the test is to deliver on the promise of student readiness to move to the next level. GED graduates specifically, are more prepared than ever before to enter and succeed in college programs.

- 45% of GED grads enter a postsecondary program within three years, 35% do so within one year.
- GED grads are persisting (re-enrolling from semester to semester) at a rate of 90%.
 - The persistence rate for high school equivalency students before the new GED program was 29%.

INCREASING PASS RATES: Pass rates in California continue to increase as students and teachers have become more comfortable with the higher-level content and skills.

- The 2018 pass rate in California was 78%. *Pass rate is the number of students who took all four GED subject tests divided by the number who passed all four tests.

GEDWORKS & COLLEGE READY SCORES:

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- Tens of thousands of Californians are now eligible for free GED practice and GED tests through GEDWorks. Adults who are employees at companies such as: Taco Bell, KFC, Total Wine & More, Sheetz and Pizza Hut are provided this no-cost program by their employers.
- GED College Ready and College Ready + Credit score levels--backed by the ACE Credit program--are being used to move students more quickly into and through college programs across the country.
 - GED College Ready scores are used by more than 225 colleges and systems to allow students to bypass placement exams and place students accurately in credit-bearing courses.
 - GED College Ready +Credit scores are used by some colleges to award credit based on advanced GED scores.

More information about the GED test program and the College Ready score levels can be [found here](#).

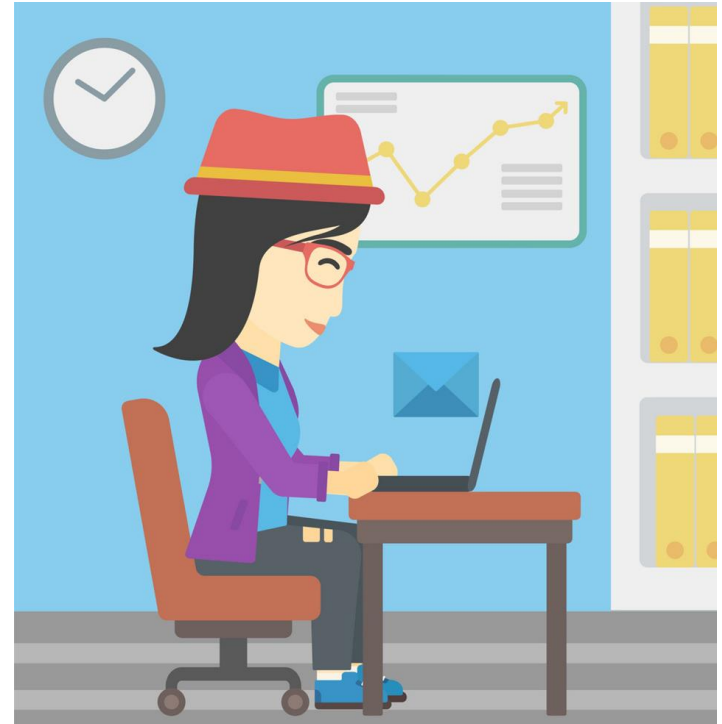
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About GED Testing Service

The GED test has opened doors to better jobs and college programs for more than 20 million graduates since 1942. The GED test is accepted by virtually all U.S. colleges and employers. As the creator of the one official GED test, GED Testing Service has a responsibility to ensure that the program continues to be a reliable and valuable pathway to a better life for the millions of adults without a high school diploma. GED Testing Service is a joint venture between the American Council on Education and Pearson.

Pitching Your Story

- Define your objectives
- Do your research
- Know your audience
- Think like a reporter
- Be personal, passionate and engaging
- Be consistent and persistent



Media interview tips:



- Ask for details
- Prepare your key message points
- Practice
- Be authentic and enthusiastic
- Follow up and promote your story

Communication and Outreach



Video Conferencing

Zoom

[Zoom.us](https://zoom.us)

Zoom Guide for Education

https://zoom.us/docs/doc/Zoom_For_Education.pdf

Microsoft Teams

<https://www.microsoft.com/en-us/microsoft-365/microsoft-teams/group-chat-software>

Google Hangout

<https://hangouts.google.com/>

Google Duo

<https://duo.google.com/about/>

Messaging Apps

GroupMe Social messaging app designed for ongoing group conversations and solo messages. Users can easily create group using phone numbers and email addresses.

<https://groupme.com/en-US/>

Slack Conversations in Slack happen in dedicated spaces called channels. Other features include audio calls, video conferencing and direct messaging.

<https://slack.com/>

WhatsApp Secure messaging and calling for free with the use of Wifi.

<https://www.whatsapp.com/>

Remind Two-way messaging system to communicate directly with students

www.remind.com

Social Media

- **Facebook Guide to Using Facebook with Students**
<https://education.fb.com/>
- **100 Ways to Use Facebook in the Classroom**
<https://www.onlinecollege.org/2009/10/20/100-ways-you-should-be-using-facebook-in-your-classroom/>



Newsletters



- MailChimp
<https://mailchimp.com/>
- Benchmark Email
<https://www.benchmarkemail.com/>
- Sendicate
<https://www.sendicate.net/>
- Mailer Lite
<https://www.mailerlite.com/>

Sign up for InSession!

The screenshot shows the GED InSession website homepage. At the top, there is a navigation bar with the GED logo on the left, and search, language (English - US), and user options (Educators & Admins, Log In, SIGN UP) on the right. Below the navigation bar is the InSession logo with the tagline "WITH THE GED® PROGRAM". The main content area features four article cards, each with an image, title, date, summary, and a "Continue Reading" link. On the right side, there are two vertical lists: "Recent Posts" and "Archives".


GED
TESTING SERVICE

English - US Educators & Admins
Log In SIGN UP

About The Test Study Grads and Transcripts Blog

INSESSION

WITH THE GED® PROGRAM




President's Corner: Our Message of Solidarity and a Call to Action

June 10, 2020

The recent weeks have challenged me and others to think about how we can better support, promote and be advocates for Black communities.

[Continue Reading](#)




Testing Update: New Information about the Online Proctored GED Test Pilot

June 10, 2020

The Online Proctored GED Test pilot program has launched and students are actively registering for test dates and taking their GED test subjects from home.

[Continue Reading](#)




GED Ready 50% Off Promotion

June 10, 2020

Now through June 30th, the GED Ready practice test is 50% off — that's only \$3 per subject.

[Continue Reading](#)



GED Program Updates

June 10, 2020

News, updates and promotions for June 2020:

[Continue Reading](#)

Recent Posts

- President's Corner: Our Message of Solidarity and a Call to Action
- Testing Update: New Information about the Online Proctored GED Test Pilot
- GED Ready 50% Off Promotion
- GED Program Updates
- GED Grad Day 2020 Recap
- Join the Celebration! GED Grad Day is May 14th
- Testing Update: Online Proctored GED® Test Pilot
- Free Online GED Learning Program for Students
- GED Program Updates
- Educator Spotlight: Terri Brown, Ohio Corrections

Archives

Select Month ▼

Q&A

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danielle.wilson@GED.com



#COABE2020

