

# Promoting Your Local Adult Ed Program

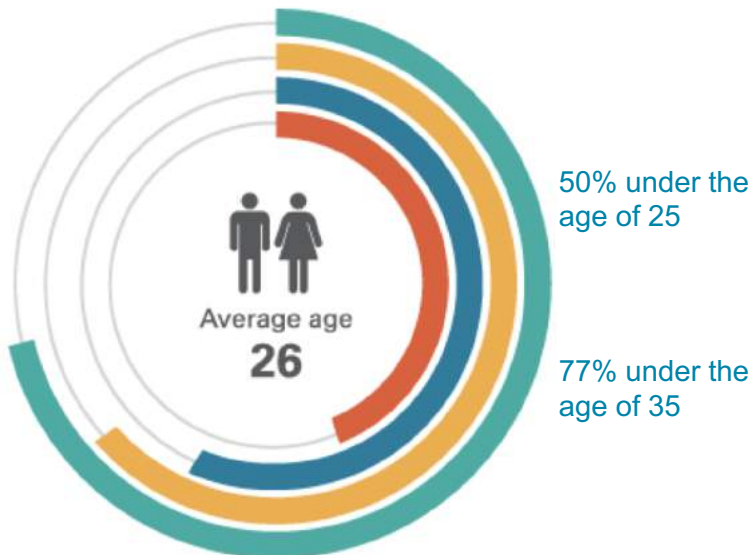
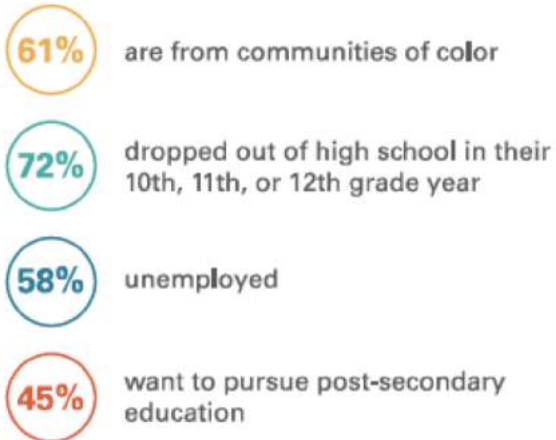
Eliza Wong  
Danielle Wilson  
July 2019



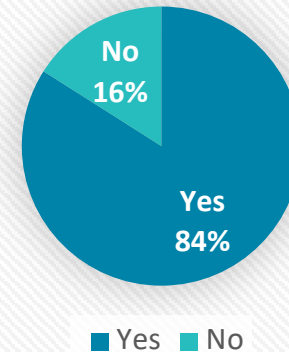
# In Today's Session

- Who is the primary audience
- What we know about marketing to them
- How to get their attention
- Public relations and working with local media

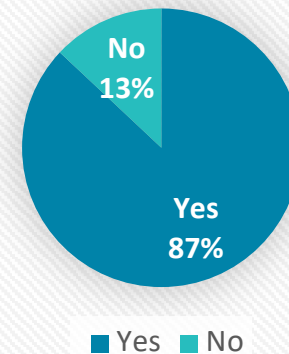
## Who are the GED® Students?



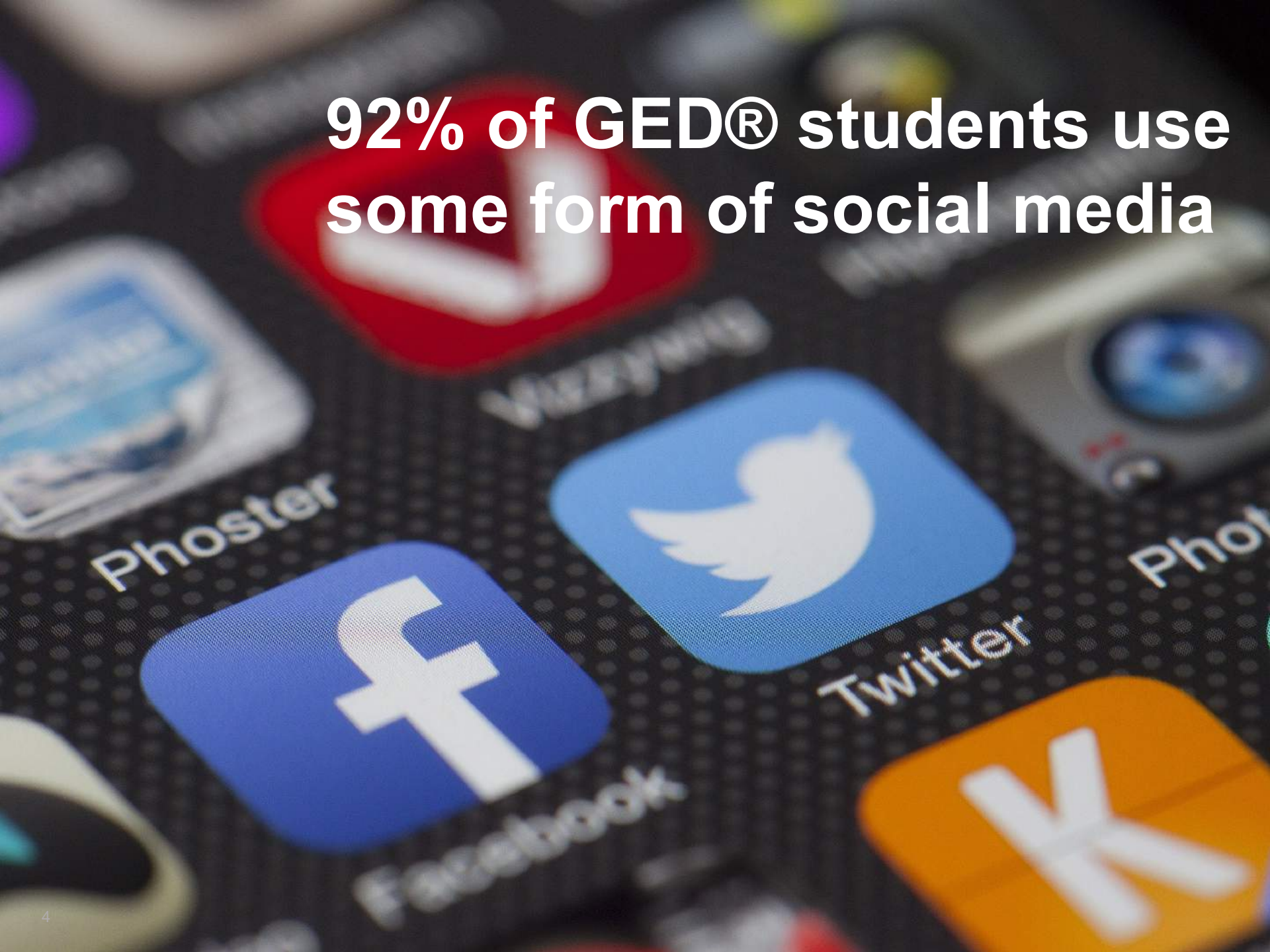
### Very Comfortable Using the Internet



### Can Very Easily Access the Internet



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





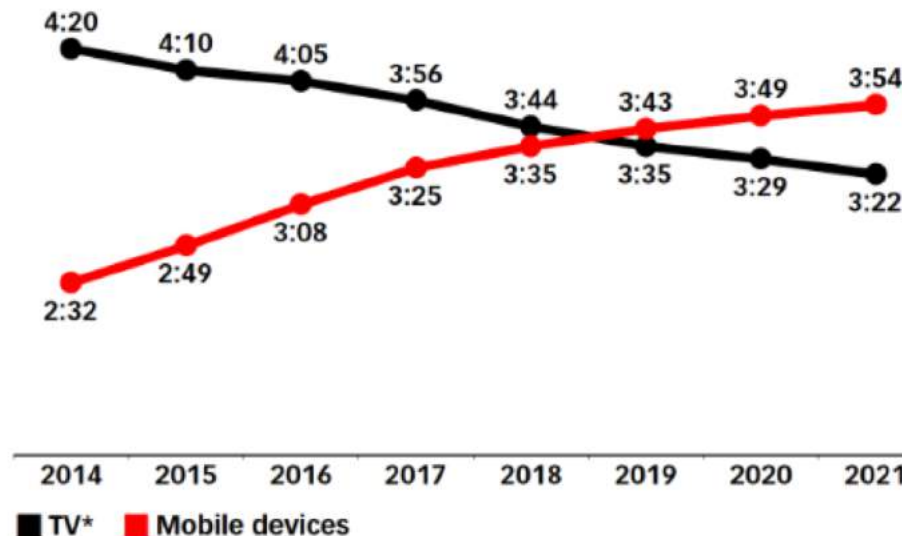


86% of GED® students own a smartphone

# 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



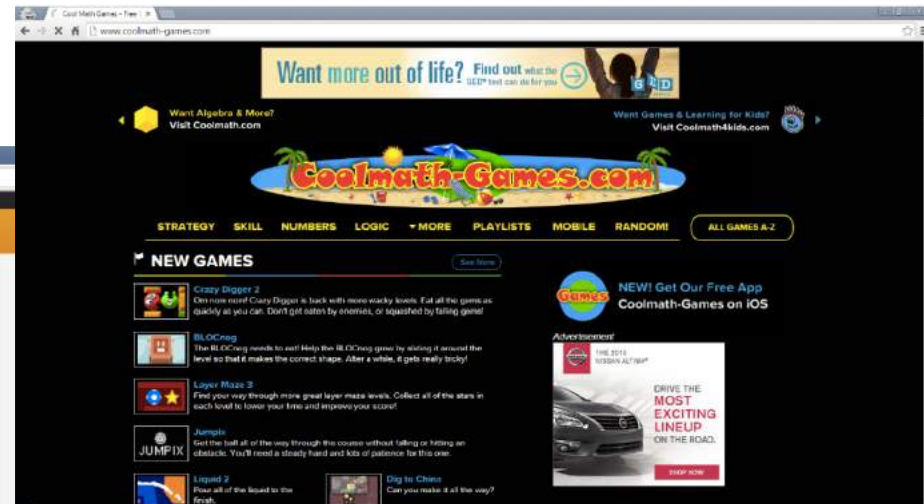
Note: ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking; for example, 1 hour of multitasking on desktop/laptop while watching TV is counted as 1 hour for TV and 1 hour for desktop/laptop; \*excludes digital

Source: eMarketer, April 2019

T10195

www.eMarketer.com

# Our Audience Does 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

Sponsored · 🌐

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

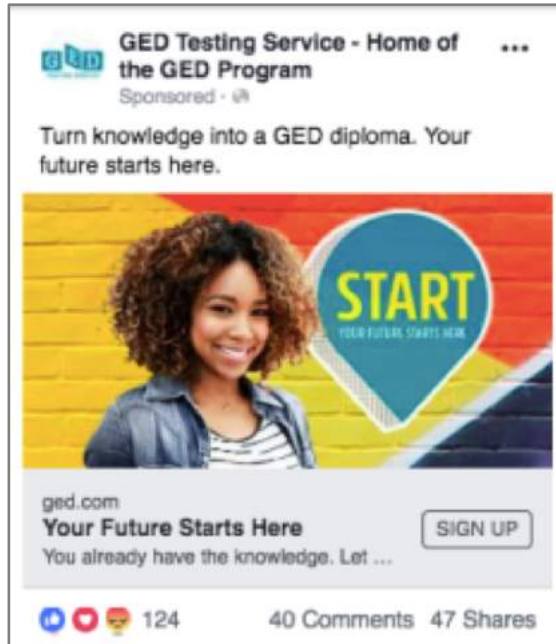
It's never too late to start your GED.

LEARN MORE

Impressions	2.2M
Reach	592K
10-second video views	974K
Link clicks	8.3K
Cost per video view	\$0.01

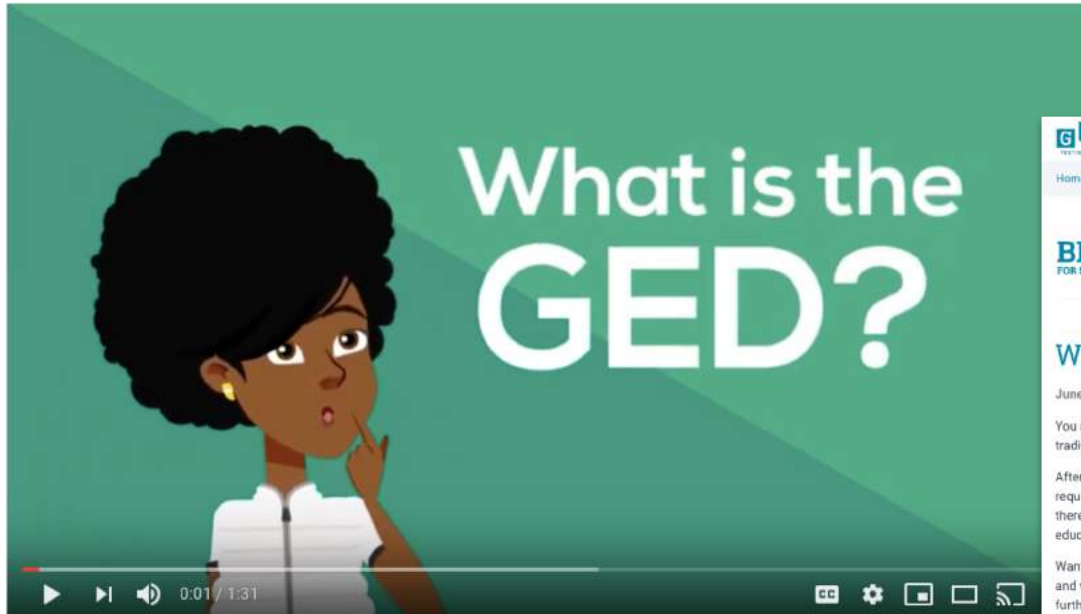


# Tips for Paid Social Campaigns



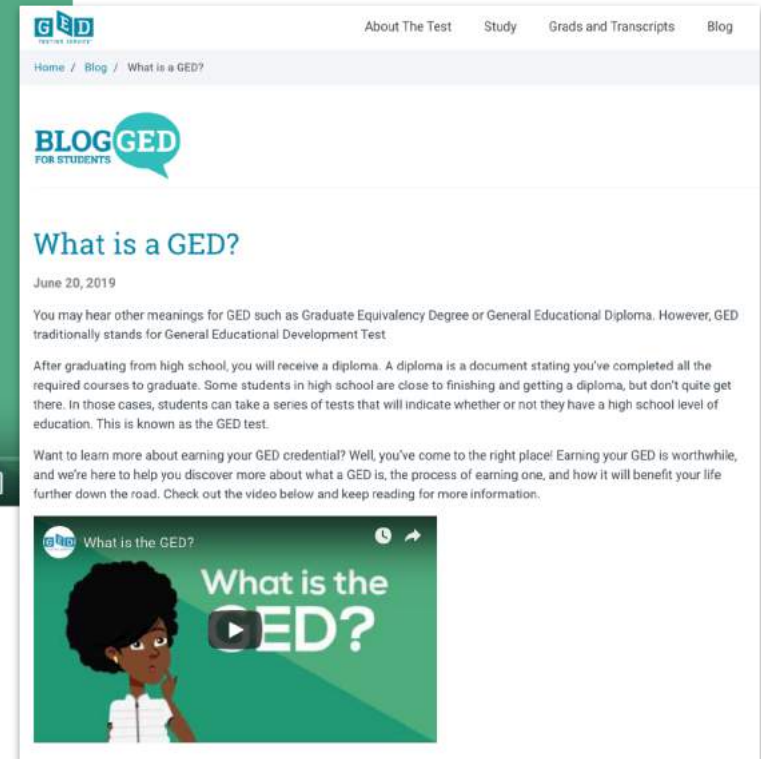
- Boost top performing organic posts for greater reach
- Remarket to existing email lists, address lists, or website visitors
- Create look-alike audience from existing lists
- Test multiple sets of ad copy

# Create Content Students Are Seeking



14,800 searches per month

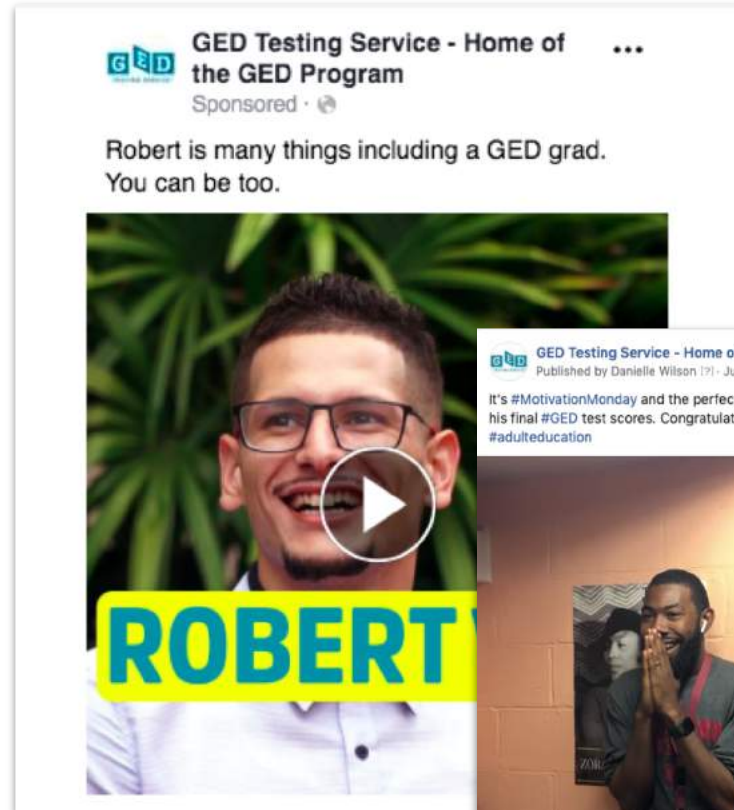
GED classes near me	12,100 searches per month
Free GED classes	5,400 searches per month
GED programs near me	4,400 searches per month



# Be Authentic



Vs.





# Be Authentic

What persona would you embody in your messaging and communications to students?

- a) Parent
- b) Friend / Peer
- c) Celebrity
- d) Coach

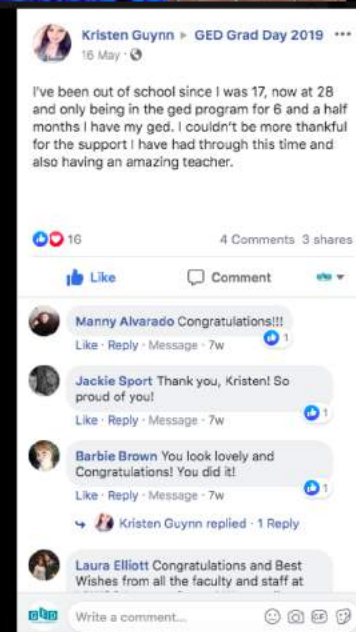
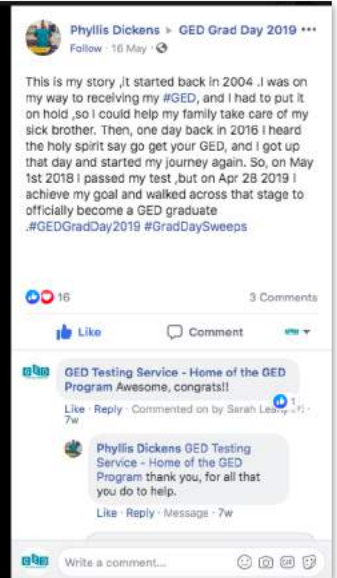
- Friendly but not goofy or snarky
- Warm but not gushing
- Directive but not intimidating or bossy
- Informative but not verbose
- Motivating but not pushy
- Empathetic -- we've been where you are and understand your fears
- Accessible as a favorite teacher would be

# Use Video To Tell Your Story



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

# Leverage Your Supporters





# GED Grad Day 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 2019 Results



**6,267**  
EVENT RESPONSES



**241,000**  
EVENT REACH


**1,732**  
EVENT COMMENTS

**17,100**  
EVENT VIEWS

# Maximize Your Content

YouTube

Search



GED Graduate Shantelle

3,044 views

71 0 SHARE SAVE

GED About The Test Study Grads and Transcripts Log In SIGN UP

## Graduate Stories

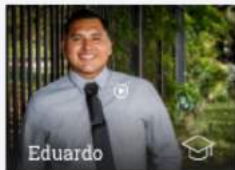
Our GED graduates come from diverse backgrounds, but they all have one thing in common: a desire to succeed. Read stories from people like you who have used their GED® to transform their lives.



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.



THE GED HAS GIVEN ME HOPE. IT HAS GIVEN ME PURPOSE.

SHANTELE, GED® GRADUATE



"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:

[f](#) [t](#) [v](#) [@](#)



# When Marketing to Students

- Don't sell to them
- Promote the end result
- Create content students are seeking
- Be authentic
- Use video to tell your story
- Leverage your supporters
- Maximize your content

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
- 3<sup>rd</sup> 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

# 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

# The ingredients for an effective press release:



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





**Contact:** Danielle Wilson | Public Affairs  
[publicaffairs@GED.com](mailto:publicaffairs@GED.com) | 202/805.1835

**December 6, 2018**

## **ILLINOIS COMMUNITY COLLEGE BOARD APPROVES GED COLLEGE READY RECOMMENDATION NEW PATHWAY FOR ILLINOIS COLLEGE STUDENTS TO BYPASS REMEDIAL COURSES**

WASHINGTON, DC — GED graduates who earn College Ready scores may be eligible to enroll in Illinois community colleges with a "remediation-free" status. The Illinois Community College Board recently approved a policy to encourage community college members to accept the GED College Ready score level.

Under this recommendation, students enrolling in participating community colleges across the state are eligible to bypass remediation using their GED Reading and Language Arts (RLA) and Mathematical Reasoning test scores to enroll in credit-bearing courses.

The [GED College Ready score level](#) indicates that the test taker has demonstrated the skills to start college-level courses and depending on the institution they may not have to take a placement test or any remedial courses in college.

[Elgin Community College](#), [Kankakee Community College](#) and [Joliet Junior College](#) have already implemented this recommendation, others are in the process of determining when and how they will implement them at their college or university.

"Preliminary course enrollment data shows that ECC students who completed the GED with a College Ready score of 165 or greater on the Reading and Language Arts test, and then enrolled in ECC's first college-level English course, performed as well as or better than students who placed directly into this course through the College's other placement testing methods (e.g., ACT score, Writing Placement test, SAT score, HS GPA, etc.)," said Elizabeth Hobson, Dean of Adult Education at Elgin Community College.

Since implementing this policy Elgin Community College has seen an increase in the number of GED graduates enrolling in their college's programs.

Illinois joins a growing number of states that are utilizing the GED College Ready score level. The Illinois Community College Board's recommendation that members accept the GED

---

GED® and GED Testing Service® are registered trademarks of the American Council on Education (ACE®). They may not be used or reproduced without the express written permission of ACE or GED Testing Service. The GED® and GED Testing Service® brands are administered by GED Testing Service LLC under license from the American Council on Education.

College Ready score level creates an additional pathway for adult learners, moving students more quickly into and through degree programs.

Since the launch of the enhanced GED program in 2014 a higher percentage of graduates are attending college programs, enrolling more quickly, and are more prepared than ever to succeed in college and beyond. One statistic shows a meteoric increase in preparedness for college certificate and degree programs.

Research conducted by GED Testing Service, through a data match with the National Student Clearinghouse, revealed that:

- 45% of GED grads enrolled in a college certificate or degree program within three years,
- 35% do so within one year of earning a GED credential, and
- 90% of those enrolled persisted by re-enrolling from one semester to the next

"The most recent numbers are very exciting, especially when you compare the 90 percent persistence rate to the pre-2014 rate of 29 percent," said Randy Trask, President of GED Testing Service. "Education and credentials beyond a GED diploma are the keys to unlocking opportunity for adult learners—opportunities for new career pathways, higher wages, and better quality of life."

Illinois GED graduates are in a much stronger position to compete with traditional high school graduates, especially after earning a certificate or degree in addition to a GED credential. This is especially important as the vast majority of new jobs that will be created over the next two decades will require more than a high-school-level credential. An estimated 2.5 million new middle skill jobs (those that require post-high school education but not a four-year college degree) are expected to be added to the U.S. workforce, accounting for nearly 40 percent of all job growth.

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

###

#### **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.



# Public Service Announcements



# “No One Gets a Diploma Alone”



<https://youtu.be/VvVXhG4vjuA>



**What is the most expensive time of the day to air a television ad?**

A. 6 am to 9 am

B. 12 pm to 3 pm

C. 4 pm to 6 pm

D. 8 pm to 11 pm

The answer is:

A. 6 am to 9 am

B. 12 pm to 3 pm

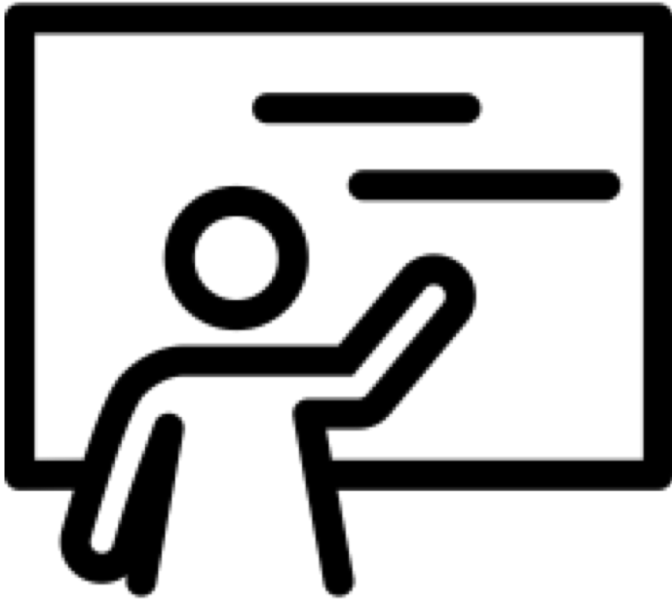
C. 4 pm to 6 pm

D. 8 pm to 11 pm

# How to Put Together Your PSA

- What is your message or call to action?
- Who are you trying to reach?
- How are you getting your creative produced and distributed?
- Production:
  - Repurpose
  - New production
- Distribution:
  - TV
  - Radio

# Additional PSA Tips



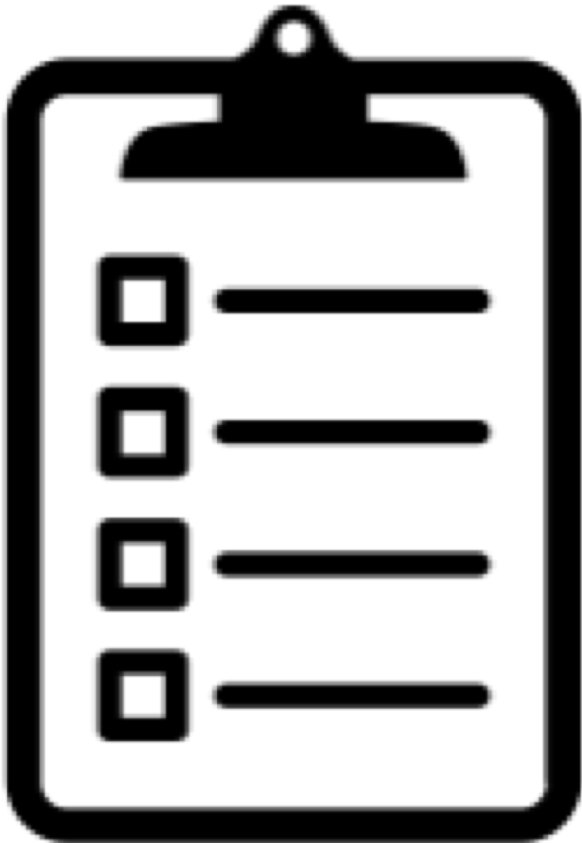
- Develop a diverse list of tv and/or radio stations to contact
- Ask stations if they can assist with production
- Explore options for free or reduced cost production available through media experts



# Media Interview Tips



# The Quick Rundown



- Ask for interview background
- Prepare key message points
- Do your research
- Share your enthusiasm
- Remember you're being quoted
- You don't have to answer every question
- Follow Up

# Q&A

[eliza.wong@GED.com](mailto:eliza.wong@GED.com)

[danielle.wilson@GED.com](mailto:danielle.wilson@GED.com)



#GEDTS19

