
**WE'RE NOT
DONE YET**
2024 GED CONFERENCE

Multicultural Public Relations Strategies



Land Acknowledgement

We acknowledge that in Long Beach, we are on the land of the Tongva/Gabrieleño and the Acjachemen/Juaneño Nations, who have lived and continue to live here.

We recognize the Tongva and Acjachemen Nations and their spiritual connection as the first stewards and traditional caretakers of this land.

We thank them for their strength, perseverance, and resistance.

In this session...

- GED Update
- National GED Data
- Multicultural Public Relations Strategies
- State of Media – Cision/PR Newswire
- Ways to Reach Diverse Communities – media outlets
- How GED can help
- Available Free Resources
- InSession – monthly blog
- What's New at GED?
- Questions/Comments



National GED® Data

July 1, 2022 - June 30, 2023

	National	English	Spanish
# of Test Takers	272,598	252,520 (93%)	21,722 (7%)
# of Tests	863,746	800,111 (93%)	71,467 (7%)
Completers	165,373	154,648 (94%)	11,916 (6%)
Passers	123,830	116,335 (94%)	8,288 (6%)
Pass Rate	75%	76%	70%

Demographic Info: Individuals who tested in Spanish or mixed Spanish/English

- 8% of all GED test-takers in 2023 took all subjects in Spanish or mixed Spanish and English
- In CA it is 18%
- In TX it is 12%
- In FL it is 10%

- 26% of testers self-identified as “Hispanic Latino”
- Median Age: 26 for those who identified as Hispanic Latino (23 years of age for all students)
- 91% tested at a test center (9% tested via our Online Proctored exam)

Demographic Info: Hispanic/Latino

- Number 1 reason for taking the GED test is educational gain – 37%
- Number 2 reason: personal gain – 32%
- Number 3 reason: work related – 24%

In terms of GED Test preparation – attending adult education classes was the leading method of prep by a significant margin.

Gender

- 51% female
- 48% male

What are “public relations?”

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

Public Relations Society of America

Who is Your Audience?

External

- Students, Family members, Coaches
- Professional associations
- Employers, Business Community
- Board members

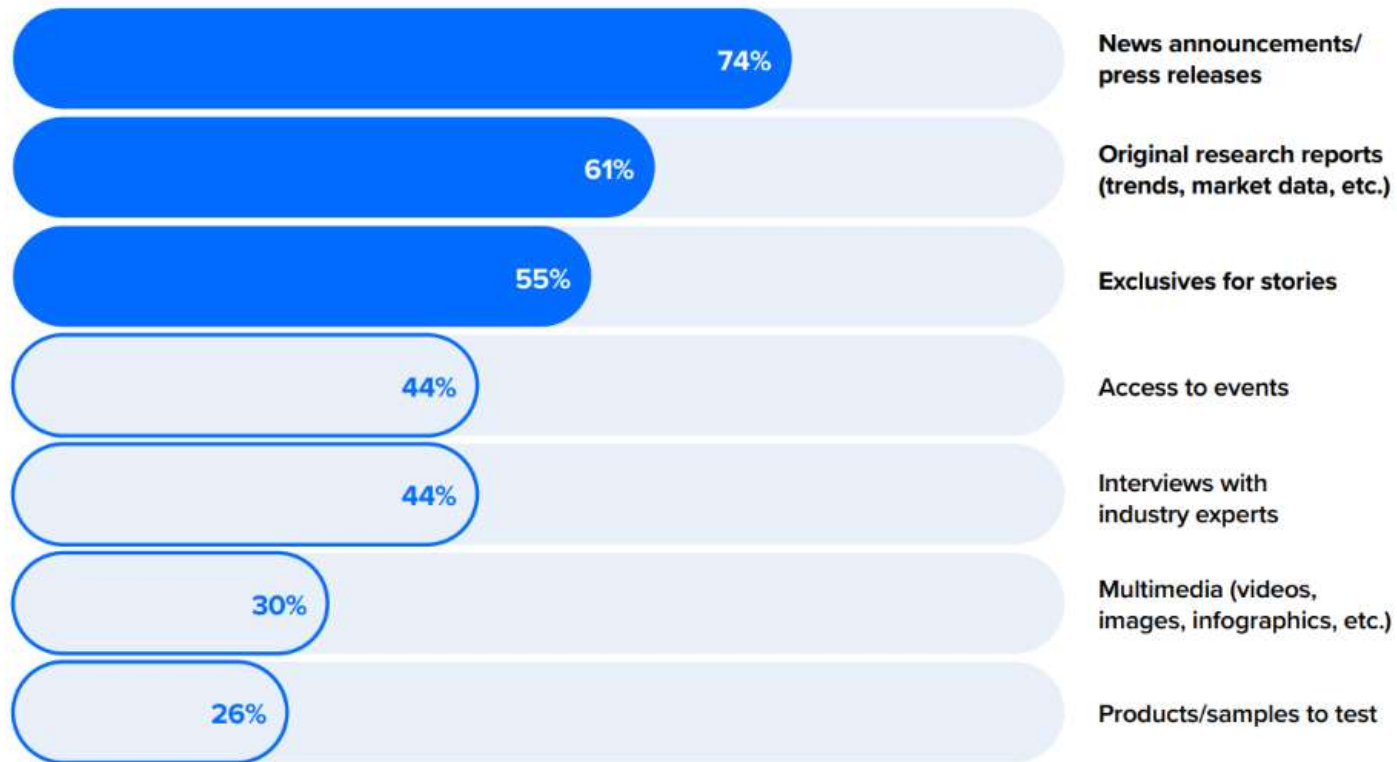
Internal

- Other programs, educators, college systems
- Administration

Paid Media vs. Earned Media



What kind of content do you most want to receive from public relations professionals?



CISION

Over the next year, which social media platforms does your brand/media outlet plan to be more active on?



Multimedia Matters

Not only do journalists find value in the multimedia elements PR teams provide, but the right multimedia can be a deciding factor on whether to cover your story. Images are by far the most popular form of multimedia, with data visualizations/infographics and videos following.

Which multimedia elements – provided by a PR professional – have you used in your content over the past year?



Are you more likely to pursue a pitch if it includes multimedia elements?



How can we reach our diverse communities?

- Traditional media outlets

Rank	Outlet	Audience ⁱ	Location
1	Los Angeles Times	501,512	Los Angeles, CA
2	Los Angeles Times en Espanol	392,077	Los Angeles, CA
3	The Beacon Newspapers	355,000	Cathedral City, CA
4	San Francisco Chronicle	235,834	San Francisco, CA
5	Excélsior California	170,906	Monrovia, CA
6	El Informador Del Valle	166,000	Indio, CA
7	The Modesto Bee	154,532	Modesto, CA
8	Hoy Los Ángeles	142,000	Los Angeles, CA
9	Orange County Register	122,383	Irvine, CA
10	La Opinión	116,256	Los Angeles, CA
11	Eastside Sun	106,500	Los Angeles, CA
12	Los Angeles Wave	100,000	Los Angeles, CA
13	Sonoma County Gazette	100,000	Santa Rosa, CA

Top 40 radio stations in California

Top 40 radio stations in California sorted by total monthly visitors

Rank	Outlet	Total Visits ⓘ	Location
1	KSPN-AM (Los Angeles, CA)	466,129,682	Los Angeles, CA
2	KOND-FM (Fresno, CA)	27,439,116	Fresno, CA
3	KHOT-FM (Phoenix, AZ)	27,439,116	Los Angeles, CA
4	KSOL-FM (San Francisco, CA)	27,439,116	San Francisco, CA
5	KTNQ-AM (Los Angeles, CA)	27,439,116	Los Angeles, CA
6	KLVE-FM (Los Angeles, CA)	27,439,116	Los Angeles, CA
7	KBRG-FM (San Jose, CA)	27,439,116	San Francisco, CA

We can help your public relations programs at GED.com

Educators & Admins

The screenshot shows the GED.com website homepage. At the top, there is a navigation bar with a search icon, the text 'English - US', and a dropdown menu for 'Educators & Admins' which is highlighted with a red box. Below the navigation bar are links for 'About The Test', 'Study', 'Grads and Transcripts', and 'Blog'. The main content area features a large banner image of students in a modern building. Overlaid on the banner is the text: 'earn my GED', 'I can go to college', and 'be a role model'. Below the banner is a white box containing the text: 'New! GED+ all-in-one prep package: your own advisor, study tools, tests, and more. [Details](#)'. At the bottom of the page, a white box contains the text: 'Welcome to the home of the GED® test, your official online resource to prepare for and earn your high school equivalency diploma.'

Resources available to promote your programs



GED Overview

Educators

Student Programs

Administrators

Corrections

Accommodations

News

Teaching the GED® Test

Free Classroom Materials

Teaching Resources

Professional Development

Prep Products

Adult Education Program Toolkit

GED Direct™

GED Manager™

GED TestPrepped™ Coaching
Program Course

Education Program
Toolkit



GED PrintHub

Get free professionally printed marketing materials such as [student brochures](#), flyers, sample note boards and more. You only need to pay for shipping and handling.

[Access GED PrintHub](#)

Printable Flyers

You can now download flyers to print and distribute on your own. These Microsoft Word files are available in English and Spanish. The front of the flyers is customizable to include your program's contact info.

[Download customizable flyers \(DOC\)](#)

Brand Guide

Use this guide to help you market your program consistently with the GED brand style.

[Download our GED Brand Guide \(PDF\)](#)

PR Templates

Here is a free press release template you can use to get you started.

Photo Options

If you are looking for adult educator photos that are in line with the GED brand, here are some photos from

Marketing Guide

Here's a guide providing you facts and tips on how you can market your program to students.



Press release template

Contact: (Contact Name) | (Contact Title or Department) Insert Logo Here
(Contact email address) | (Contact phone number)

(Date: M/D/Y)

FALL REGISTRATION OPENS FOR GED CLASSES AT (LOCAL ADULT EDUCATION PROGRAM)

ADULT LEARNERS CAN PREPARE FOR GED CREDENTIALS WITH IN-PERSON AND VIRTUAL OPTIONS

(CITY, STATE) — (Local adult education program) is now offering fall registration at all locations for GED classes that begin September 6, 2024. Learners can enroll in in-person, virtual, or hybrid preparation courses for the GED test subjects. Registration can be done online or by attending designated walk-up registration hours.

Online registration for (insert locations) is available at (insert URL). In addition, walk-up registration hours will be held at all locations from (insert time) on Mondays and Wednesdays from (insert dates).

The flexible class options are designed to help learners attain their high school equivalency credentials while maintaining work and personal commitments. Virtual class options were started in 2020 due to the pandemic and will remain an option for learners seeking full remote or hybrid GED preparation.

(Insert quote about the GED preparation program, excitement for Fall registration, etc.)

Earning a GED credential can have a life-changing impact on learners. GED grads can make, on average, \$9,000 more per year than individuals without a high school credential. There are more than 21 million GED graduates worldwide, and nearly all employers and colleges accept the GED credential.

The (local adult education program) has offered GED preparation courses for residents since 1942. (Insert additional background and history)

Learners interested in learning more about the GED credential and preparation courses can contact the registration office at (555) 555-5555 or send an email to (insert email address).

More information about (Program Name) is available at (insert program website).

###

About (Insert Program Name)

(Insert Program Background)

**WE'RE NOT
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GED
TESTING SERVICE™

GED TESTING SERVICE®

OUR BRAND IS WHO WE ARE

And at GED Testing Service, we live it every day. Our brand encompasses our products and our principles. It grows from the lives we help change and from our partnerships across the country — and beyond.

Our brand is about how others see us. And it is shaped by everything we do.



Dery, graduate

32-page
Brand
Guide

Customizable flyers in English and Spanish

CHANGE YOUR PATH
START WITH THE GED[®]

"It paved the way for me to further my education. I'm now in college majoring in administrative justice."
 — Ellie, GED Grad

WHETHER IT'S A NEW CAREER OR GOING TO COLLEGE,
 IT ALL BECOMES **POSSIBLE** WHEN YOU EARN YOUR GED.

GET STARTED AT GED.COM

FIND A NEARBY CENTER, PREP AT YOUR PACE, **BE READY TO PASS.**

GED
 TESTING SERVICE

[Type information about your center here.]

Example: name, address, hours of operation, phone number, and email address in addition to other information.

CAMBIA TU FUTURO
EMPIEZA CON EL GED[®]

"Mis planes después del GED son ir a la universidad, especializarme en negocios y abrir mi restaurante."
 — Eduardo, GED Grad

YA SEA QUE SE TRATE DE UNA NUEVA CARRERA O DE IR A LA UNIVERSIDAD, TODO ES POSIBLE CUANDO OBTIENES TU GED.

EMPIEZA HOY EN GED.COM

ENCUENTRA UN CENTRO CERCANO, PREPÁRATE A TU RITMO, **PREPÁRATE PARA PASAR.**

GED
 TESTING SERVICE

Type information about your center here. |


Example: name, address, hours of operation, phone number, and email address in addition to other information.



GED brand approved educator images


Asset type ▾

List view




2025379178 ⋮

Images




1062744383 ⋮

Images



393668281 ⋮

Images



284521148 ⋮

Images

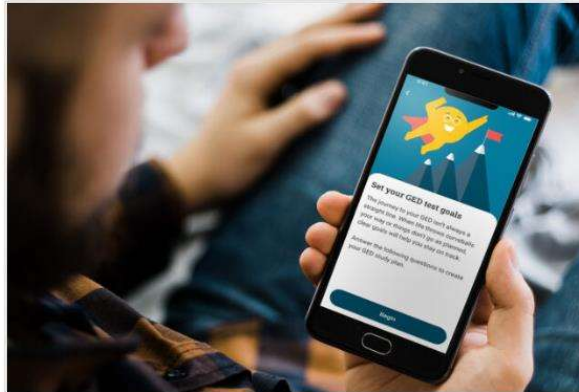




Changing Lives at COABE and Miami Job Expo

April 17, 2024

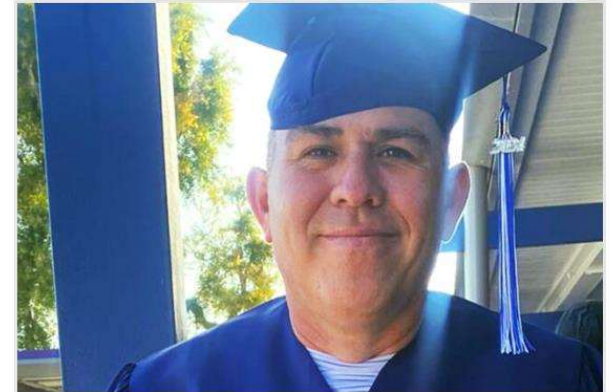
During the last few months, I have met many learners, educators,



Coming to you this summer: GED & Me™: Mobile App

April 17, 2024

It has been a while since we have



Inspiring GED Student Story: Leonardo in Downey, CA

June 20, 2024

Leonardo was awarded his GED

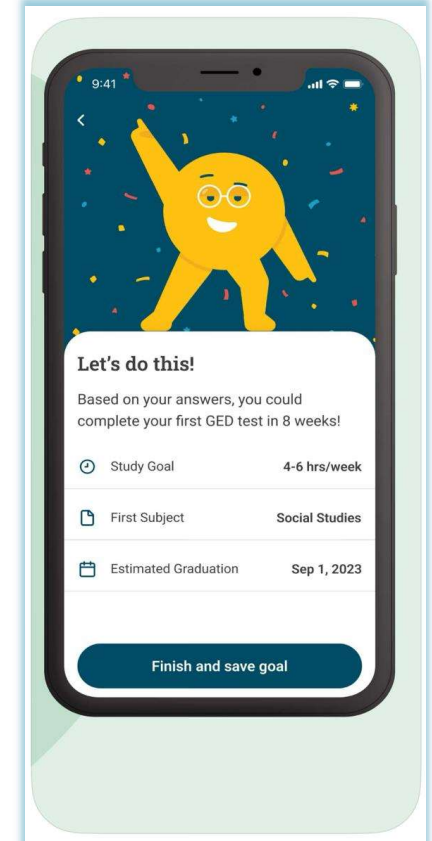
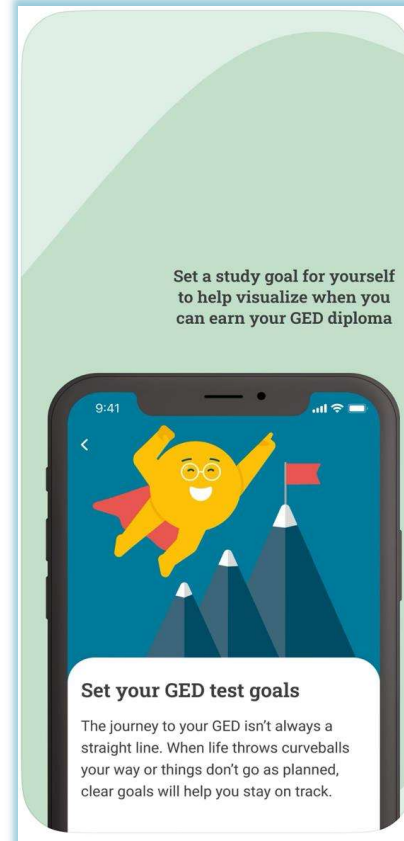
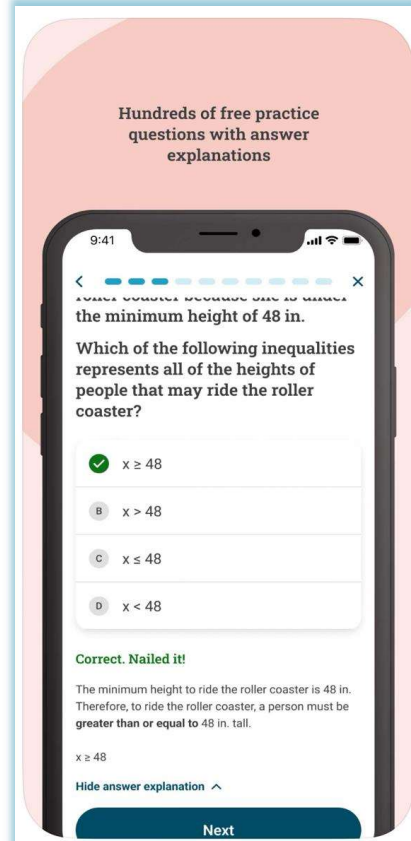
What's New at GED?

Introducing the mobile app GED & Me™

Now available at the App Store.



Personalized plan for success with the GED®



EDUCATION UNPLUGGED

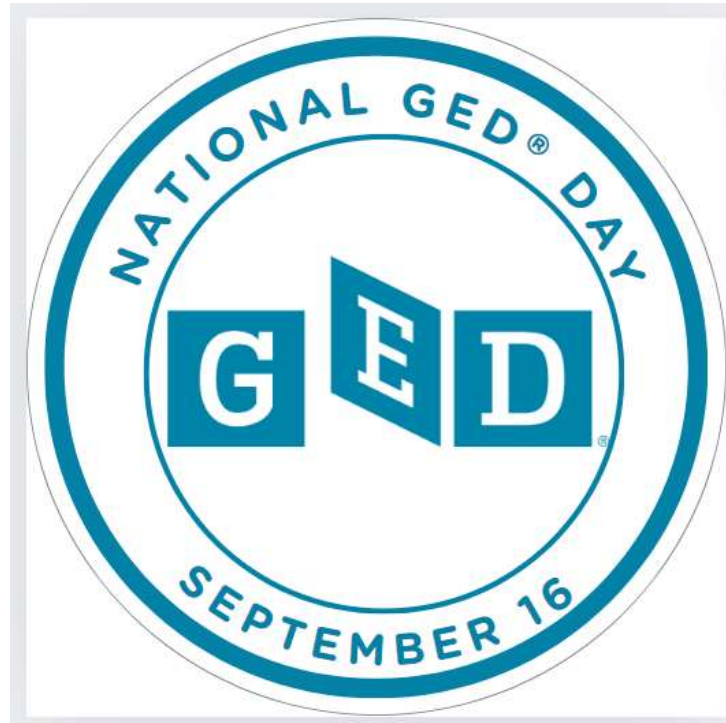
The official podcast of GED Testing Service

From test takers to change makers, we're sharing the stories of people who have taken a non-traditional path to a better life. Tune in to hear from grads, adult educators, GEDWorks™ partners, and more.

[Listen & subscribe!](#)

GED.com/podcast

National GED Day – September 16



Stay tuned for resources and suggestions for your programs to celebrate National GED Day and National Adult Education and Family Literacy Week!

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Thank You ¡Gracias!

Ana Mostaccero

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Session Survey

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

