

# WE'RE **NOT** DONE YET

2024 GED CONFERENCE

## Product Showcase: Learning Styles and GED® Products – What Works Best?



Jane Bledsoe, GED Testing Service

With guest appearance from Rafa Diaz, Aztec Software



# Session description

- With many prep products to choose from, how do teachers and learners pick the right ones? We will talk about learning styles of GED students and how they can use a variety of GED products for the best fit and a successful finish. Use cases will be shared based on best practices with GED +, GED Ready, GED Flash, GED Live, and more.

# Agenda

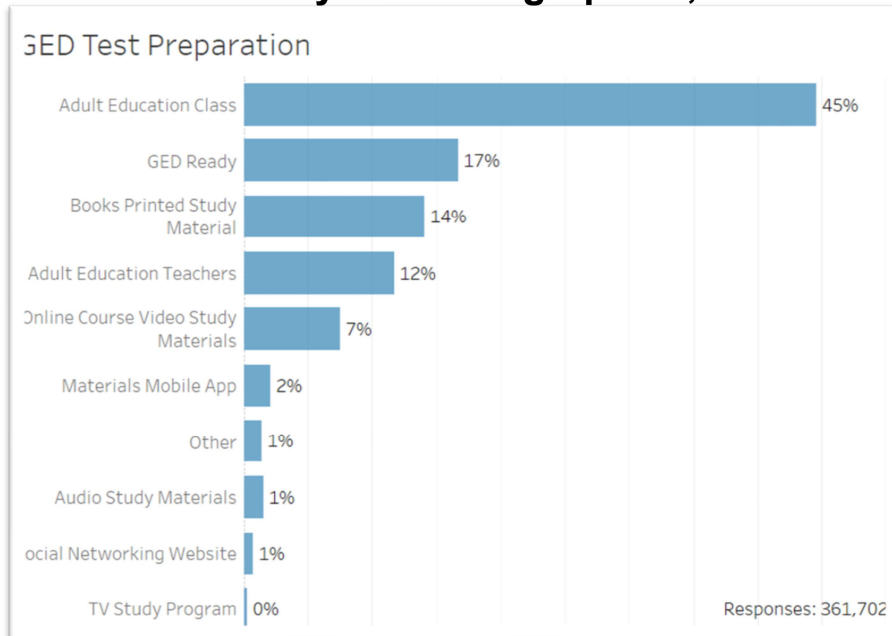
- Data on the profile of the GED learner and preferred learning styles
- Test prep products and efficacy
- What's important to learners?
- What's working for your learners?

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# Profile of the GED<sup>®</sup> learner

# What do we know about the GED learner?

## From GED Analytics demographics, 2024



\*Note that all learners are asked how they are preparing during GED.com test scheduling; this is an optional question, and not all learners answer.

- 45% of 362,000 learners report that they prepared in an adult ed class during the past 18 mos
- 17% say they use GED Ready
- 14% say they use printed study materials
- 12% say they prepared with a teacher or tutor
- 7% say they are using an online course or videos
- 5% are using something else

# If a learner takes their first test, they are likely to finish all 4



- **Completers:** 61% of learners who start testing, finish taking all 4 tests
- **Passers:** 75% of test-takers passed their test last year
- **In limbo:** 39% are getting stuck along the way, and not completing

# 3 Segments of learners identified from those who take & pass all 4 tests



Determined



Rushed



Hesitant

Overall

	Determined	Rushed	Hesitant	Overall
% of Population	58%	21%	21%	100%
Age (Median)	20	20	<b>24</b>	20

**Most successful segment is Determined – they take the most GED Ready tests, purchase the most prep products and take, on average, 60 days, before first test**



Determined









Rushed



Hesitant

Overall

	Determined	Rushed	Hesitant	Overall
% of Population	58%	21%	21%	100%
Main Motivation	Education	Work/Military	Personal	
Average Ready's given	<b>5.3</b>	 <b>0.2</b>	2.2	2.7
Average Purchase Amount	 <b>\$55</b>	\$8	\$42	\$42
Average Days to 1 <sup>st</sup> Exam*	60	 <b>52</b>	 <b>173</b>	83
Average # Sessions**	 <b>44</b>	18	23	34
Exam Fail Rate	18%	26%	 <b>44%</b>	22%

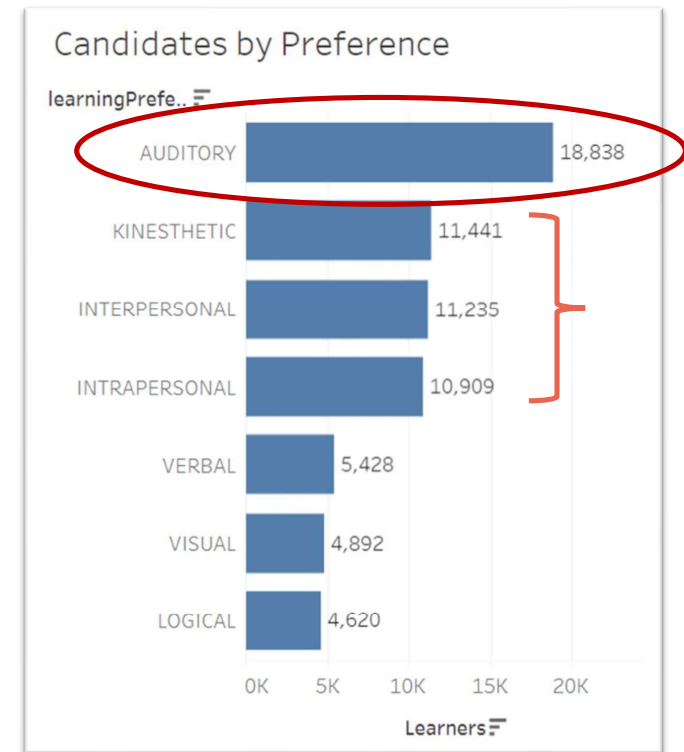


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# Learning Styles of the GED learner

# 105,000 GED learners have taken a Learning Preference Survey

Completed	completed		Grand Total
	complete	incomplete	
Candidates	67,439	37,428	104,867
Candidates that tested before	24,764	17,863	42,627
Candidates that purchased before	20,163	13,111	33,274
Candidates that tested after	29,675	18,695	48,370
Candidates that purchased after	17,509	9,547	27,056
Credentialed before	138	278	416
Credentialed After	8,293	5,461	13,754



- 64% of learners who started the survey completed it
- Most learners prefer an auditory style of learning; Kinesthetic, Interpersonal and Intrapersonal are nearly tied for next preferred style

# GED Manager users can see student's learning style in student details

View Student: Tester, WYWM

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Student Detail

First Name:	WYWM	Phone Number:	612-473-0286
Middle Name:		Age:	37
Last Name:	Tester	Date of Birth:	10/03/1985
Email:	SubjectStudyGuideTest20230707fe1-bfbb-e509ebc3e1ee@ged.com	Testing Jurisdiction:	MN
Mailing Address:	123 Any Way	In Options Program:	No
County:	Crystal MN 90210 USA	GED Test Prep Center:	
VUE ID:		Learning Preference:	Logical (mathematical)
Kibo Customer ID:		Last Updated:	07/07/2023 11:14:54 AM
GED ID:	main-ctt-20230707-9949-73	Last Login:	07/07/2023 01:02:31 AM
Fictitious Student:	No	Browser Language:	English
		Language at home:	

### 7 Learning Preferences

<b>Visual (spatial)</b> Someone who prefers using photographs or pictures. When tasks and information are presented visually, these individuals use their visual memory to learn.	<b>Kinesthetic (physical)</b> Someone who prefers using their body, hands and sense of touch. For these individuals, learning happens when they physically carry out an activity.	<b>Auditory (musical)</b> Someone who learns using sound and music. These individuals prefer to hear something in order to learn, and commit it to memory by saying it out loud.
<b>Interpersonal (social)</b> Someone who prefers to learn in groups or with other people, both verbally and non-verbally. These individuals are both good listeners and communicators.	<b>Intrapersonal (solitary)</b> Someone who prefers to work alone and focuses best without the distraction of others. These individuals learn best when working through concepts independently.	<b>Verbal (linguistic)</b> Someone who prefers using words, both in speech and writing. Learning methods for these individuals include mnemonics and repeating back what they have learnt.
<b>Logical (mathematical)</b> Someone who prefers using logic, reasoning and systems to learn. These individuals easily recognize patterns and connect concepts, and prefer structure and logic when		

Clicking on the learning style will open a description of all 7



# GED.com Study Page includes Learning Preference Assessment

The screenshot shows the GED.com Study page. At the top, there is a navigation bar with the GED logo, links for Home, Study, My Scores, and More, and a Schedule test button. Below the navigation bar is a blue header with the word "Study" and the text "No matter how you like to learn, let us help you study for the GED® test." The main content area is divided into two columns. The left column is titled "What to study" and includes a sub-header "GED READY PRACTICE TEST" and a description: "Find out exactly what you need to study or if you're ready to take a test now with GED Ready's predictive scoring and custom study plan." Below this are two buttons: "Take GED Ready practice test" and "See your results". The right column is titled "How to study" and includes a sub-header "LEARNING PREFERENCE ASSESSMENT" and a description: "Everyone learns and studies differently. Your assessment results will tell you how you study the best and match you to tools that align with your style." Below this are two buttons: "Begin assessment" and "See all 7 learning preferences". The "How to study" section is circled in red. Below the main content area are five cards: "GED+" (One package with all you need to pass, including a live advisor), "GED Classes" (Learn from a GED teacher in a classroom setting), "Practice" (Practice questions and the GED Ready® Practice Test), "Study Materials" (Prep products and free study guides), and "Preview the Test" (Preview a subject and view computer tutorials).

*Fun Fact:  
50% of candidates who take the assessment already took a GED Ready or a GED test, proving it's never too late to learn about your learning style!*

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# All Learning Preferences displayed in GED.com

The screenshot shows a modal window titled "7 Learning Preferences" with a close button (X) in the top right corner. The modal is divided into seven sections, each with an icon, a title, and a brief description:

- Visual (spatial)**: Someone who prefers using photographs or pictures. When tasks and information are presented visually, these individuals use their visual memory to learn.
- Kinaesthetic (physical)**: Someone who prefers using their body, hands and sense of touch. For these individuals, learning happens when they physically carry out an activity.
- Auditory (musical)**: Someone who learns using sound and music. These individuals prefer to hear something in order to learn, and commit it to memory by saying it out loud.
- Interpersonal (social)**: Someone who prefers to learn in groups or with other people, both verbally and non-verbally. These individuals are both good listeners and communicators.
- Intrapersonal (solitary)**: Someone who prefers to work alone and focusses best without the distraction of others. These individuals learn best when working through concepts independently.
- Verbal (linguistic)**: Someone who prefers using words, both in speech and writing. Learning methods for these individuals include mnemonics and repeating back what what they have learnt.
- Logical (mathematical)**: Someone who prefers using logic, reasoning and systems to learn. These individuals easily recognize patterns and connect concepts, and prefer structure and logic when absorbing information.

At the bottom of the modal is a blue button labeled "Begin assessment".

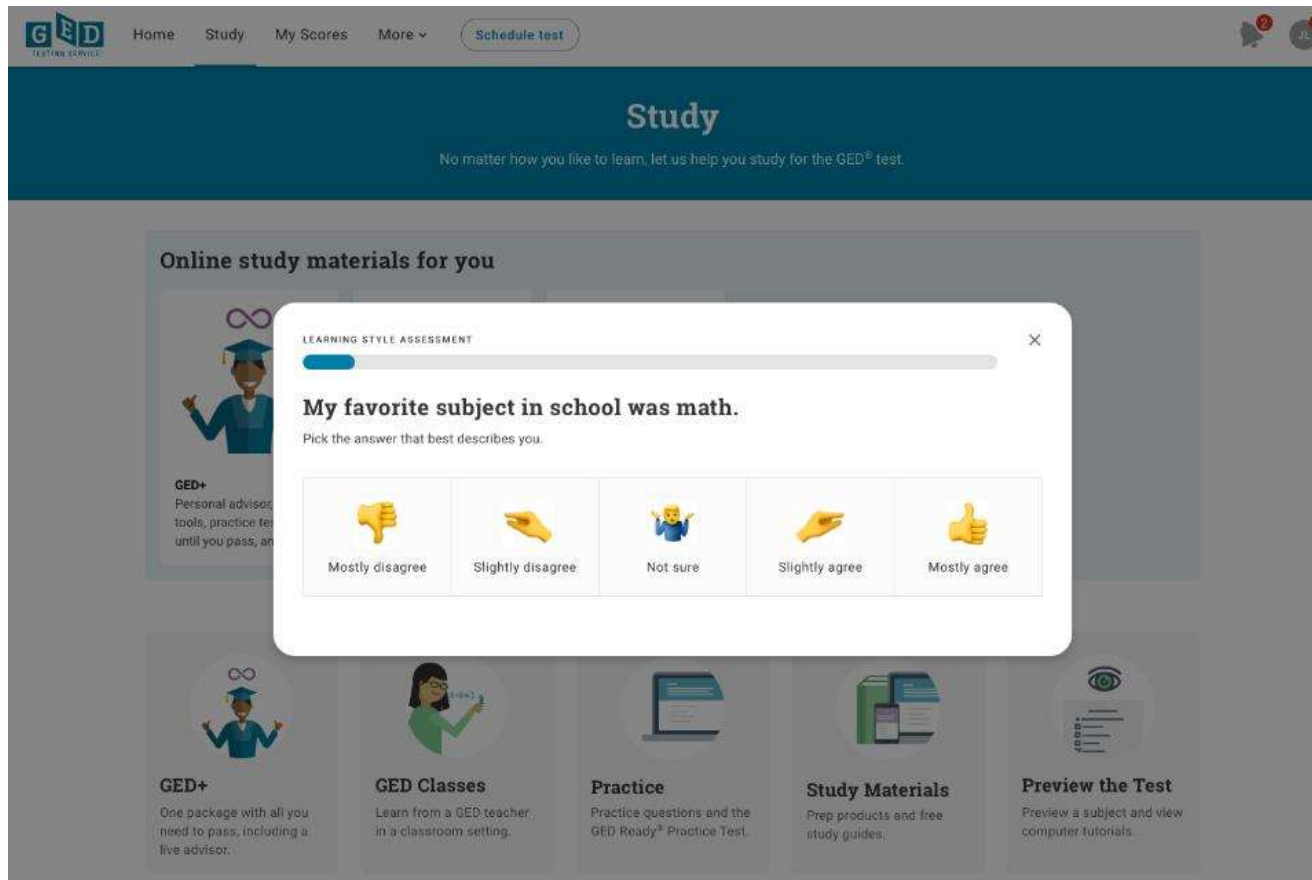
- Learners can see what the seven learning preferences are before they take the assessment.
- This information will also be on the GED Manager side on Student Detail.

*Fun Fact: The highest percent of GED learners are Auditory learners*

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# Taking the Learning Preference Assessment is easy, launching in GED.com account



*Fun Fact:  
Most learners take 10-20 mins to complete the Learning Assessment*

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# After taking Learning Preference Assessment, learner gets recommended study tools

## Study

No matter how you like to learn, let us help you study for the GED® test.

### Study materials for auditory learners like you

As an auditory learner you can set yourself up for success by hearing a lesson, engaging in group discussions, and repeating back what you learned to a teacher, study partner, or friends and family.

[See your assessment results](#)



#### GED+™

Get everything you need, including a personal GED advisor, study tools, practice tests, and GED tests.



#### GED Live™ Online Classes

Interact and engage with Kaplan teachers and classmates in online classes.



#### Flash™ Practice Questions

Get hundreds of practice questions with answers and explanations to help you prepare for the test.



#### Find GED Classes

Prepare with a teacher in-person or online



#### Practice

Practice questions and the GED Ready® Practice Test



#### Study Materials

Prep products and free study guides



#### Preview the Test

Preview a subject and view computer tutorials

Learners see more details about their learning preference.

They will also see one to three study choices that best fit their learning preference.



# Guide for teachers to use learning preferences in the classroom

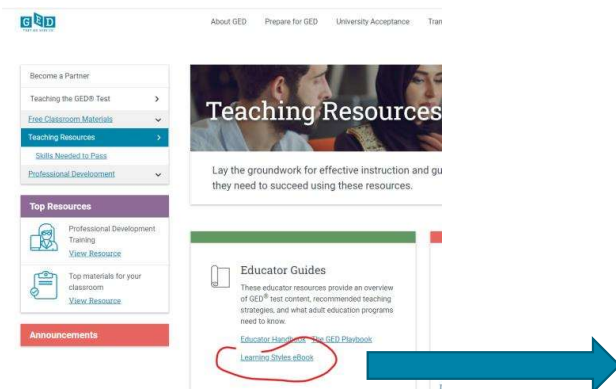
Includes

- Detailed description of each style
- Classroom strategies for each style
- Study suggestions



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# Test prep recommendations



# Content recommendations are based on outcomes data, accessibility, and meeting the learner's preferred learning style

## Study materials for auditory learners like you

As an auditory learner you can set yourself up for success by hearing a lesson, engaging in group discussions, and repeating back what you learned to a teacher, study partner, or friends and family.



### GED+™

Get everything you need, including a personal GED advisor, study tools, practice tests, and GED tests.

GED+ learners who stick to their GED Advisor's instructions are 2x as likely to earn their high school credential than those who study on their own.



### GED Live™ Online Classes

Interact and engage with Kaplan teachers and classmates in online classes.

GED learners who attend GED Live online classes on average improve their pass rate from 49% to 77%




### Flash™ Practice Questions

Get hundreds of practice questions with answers and explanations to help you prepare for the test.

GED learners who practice frequently on GED® Flash scored on average 4 points higher on their GED® test


# GED+™: An Advisor-led GED journey

What's Included:




**Personal GED Advisor**

A dedicated GED expert will provide the necessary steps to follow, as well as practice tests, study tools, and study time so you can pass your tests efficiently.




**Comprehensive Study Tools**

Includes top-rated course materials issued by your Advisor for each subject, saving you money versus buying them on your own.




**Test Until You Pass**

The cost of the test and retakes are fully covered until you pass when following your Advisor's guidance, including completing study time between testing.




**Official Practice Tests**

Be sure you're ready for the big day by building confidence with official GED practice tests covered by our test until you pass.



**1-on-1 Tutoring**

If your GED Advisor thinks you need extra help, they will match you with a tutor who will help you tackle tough topics.



**Step-by-Step Guidance**

We don't just hand you prep materials – your advisor will take you through each step of our program to success.

- GED Advisors are not teachers; they are navigators
- Learner Journey includes taking a GED Ready to determine study needs; recommended test prep products and GED Flash for review before testing

## Profile of the GED+ learner:

- Very self-motivated
- One subject-at-a-time
- Older than avg age (>23 years)
- Pass the test quickly
- 2X more likely than the average independent learner to pass all 4 tests

<https://app.ged.com/portal/study/gedPlus>

# GED Live™ – Live online classes with Kaplan instructors

## GED Live™ Online Classes



Want to study with a team of teachers? No problem. GED Live™ lets you take classes online whenever, wherever it suits you.

- Live, interactive classes with Kaplan's highest-rated teachers
- Efficient prep: exactly the information you need to get to a passing score
- Flexible schedule: attend class live or watch recorded videos of all classes
- Step-by-step breakdown of math fundamentals
- [See how it works](#)
- [View PDF of class schedule](#)

GED Live - All 4 Subjects provides everything you need to pass the GED test, with 90 days of access to live and recorded sessions for all subjects. Classes taught in English.

GED Live - Math or Language Arts provides everything you need to pass these GED tests, with 45 days of access to live and recorded sessions. Classes taught in English.

- GED Live classes are held weekday evenings; recorded sessions are available in an online library
- Learners can buy Math or RLA as single subjects, or all subjects
- Learners who take a test after using GED Live improve their pass rate likelihood to 77%

### Profile of GED Live Learners

- Prefer an Auditory style of learning
- Like to participate with other learners
- Want an instructor-led experience but cannot get to a classroom

<https://app.ged.com/portal/study/classes#gedLiveOnlineClasses>

# GED Ready® – more than 1 million GED Ready tests taken per year

## The only practice test that tells you how you'll do.

When you finish the GED Ready practice test, you'll receive an indicator of how likely you are to pass the real thing.

**Likely to Pass (145-200)**

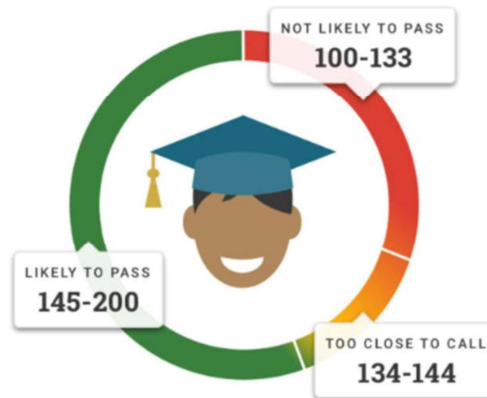
You're likely to pass, schedule right away!

**Too Close to Call (134-144)**

You're almost ready, just a little more practice.

**Not Likely to Pass (100-133)**

You'll want to spend more time preparing. Save time by focusing only on what you need to learn.



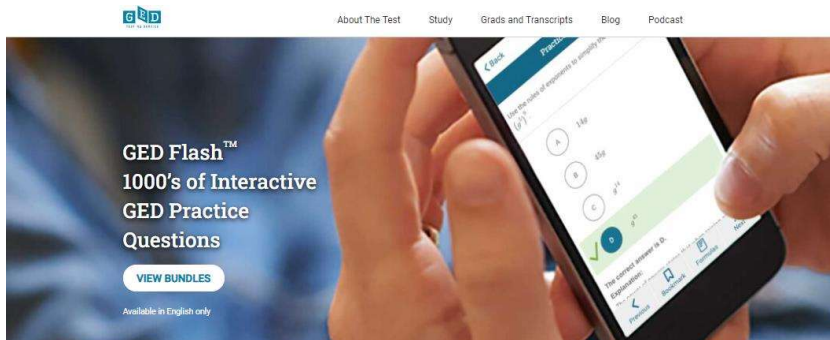
- Learners who take a GED Ready perform several points higher on the GED test
- The most successful 'Determined' learners take 5 GED Ready tests, on average, before they credential

### Profile of the GED Ready learner

- Diverse pool of learners – international, domestic, independent, and adult ed students

- Learners can purchase on their own on GED.com
- Teachers can purchase in bulk from GED Marketplace or GED Direct (with GED Manager access)
- <https://app.ged.com/portal/study/practice>

# GED Flash™ – thousands of practice questions to help learners skill drill



- GED learners use Flash when they want more practice, but don't need a full course of study
- Teachers and GEDWorks advisors use GED Flash as a skill drill just before test day
- GED learners who practice frequently on GED® Flash scored on average 4 points higher on their GED® test



## Master the GED test subjects.

Get access to a full collection of GED practice questions and answers covering concepts you need to know to pass. Choose Language Arts, Social Studies, Science, or Math.



## Learn as you go.

Each practice question comes with step-by-step explanations, so you can see instantly where you may have gone wrong and learn how to do it right the next time.



## Study on the move.

Created for use on phone, tablet or desktop, so you can study whenever and wherever you find a moment of free time.



## Prep at your pace.

With GED Flash, you can study for the GED in as little as five minutes a day. GED Flash offers the flexibility of practicing without feeling tied down for hours.

## Profile of the GED Flash learner

- Great for the independent learner – intrapersonal and kinesthetic – who like to practice what they will see on the test
- Used in many adult ed classrooms

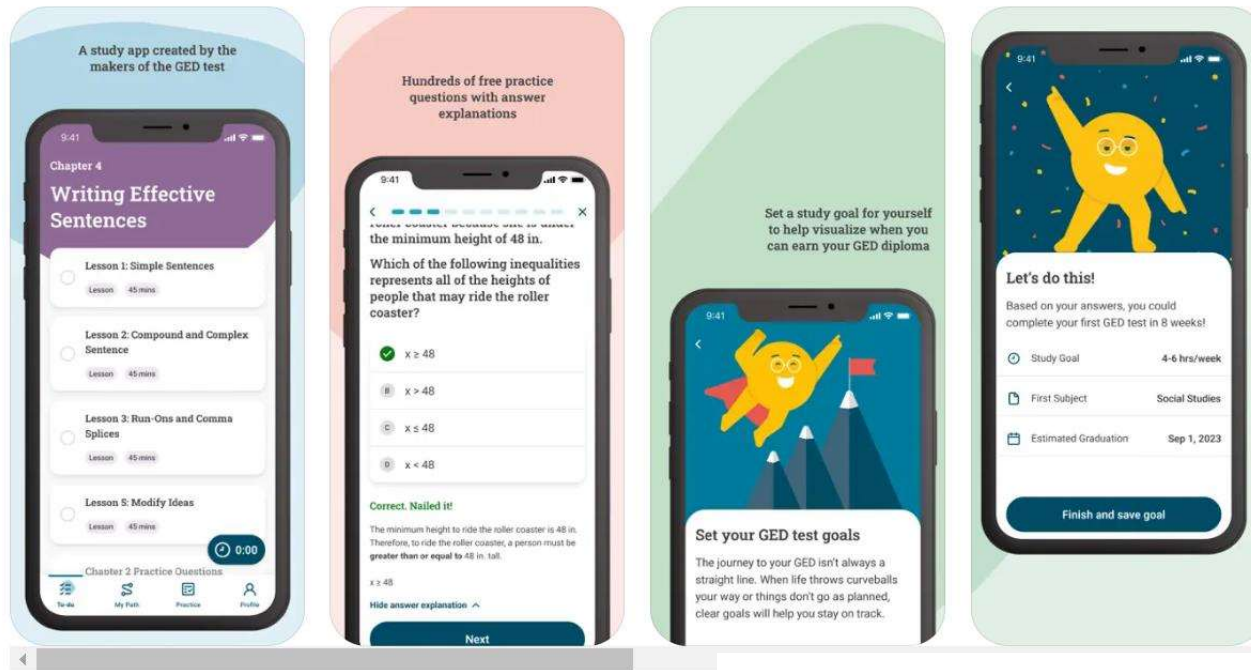
# GED Flash – What's new with the product from Aztec Software

Rafa



# GED & Me™ – the official GED mobile App, is the independent learner’s guided path to a successful testing experience, but teachers like it, too!

## iPhone Screenshots



App has eliminated the feelings of 'not confident at all' and improved the very/extremely confident from 22% to 50%

*"Thank you for making a GED App that is the best thing ever! I feel like I can finally feel confident in passing my GED using the practice questions and it works perfectly please don't change it I really love it. ... I really truly want an education this is much needed in my life"*



Get GED & Me in the Apple App Store.  
Android version coming soon!

App user feedback  
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# **GED Grads – what got them to the finish line**



# Poll results from GED grads

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# Tell us about your learners

# Poll questions

**What prep tools do you use routinely with your students?**

- GED Ready
- GED Flash
- GED Live
- Something else

**What has been most effective at helping your students pass the GED tests?**

- A book
- Practice tests that I created
- GED Ready
- GED Flash
- Online software
- Something else

**What's on your wish list for GED test prep in the future? (open-ended)**

**slido**



## **GED Product Showcase**

ⓘ Start presenting to display the poll results on this slide.

# In summary - GED learners and resources that work



More than 1 million GED Ready tests are taken each year



Auditory is the preferred learning style for the highest percentage of learners



Determined learners are most successful at passing all tests



- 61% of learners who start testing, finish taking all 4 tests



A variety of learning materials can help get learners to the finish line



Use the GED & Me App to build confidence in learners

# Thank you!

Questions?

Jane.Bledsoe@pearson.com



# Session Survey

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



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# APPENDIX



# Research conducted on the Learning Preference Assessment indicates a reasonable estimate of a learner's preferred style

## Background

- WithYouWithMe's learning preference test is based on the Multiple Intelligences Developmental Assessment Scale (MIDAS) developed by Branton Shearer PH.D.
- It's a consumer survey (not proprietary) where learners self-select how they prefer to consume content.
- Results are presented based on aggregated weighting of most common content consumption preference.

## Research

- **Phase 1** primarily involved a factor analysis with 349 participants.
- **Phase 2** was a field testing of the questionnaire involving in-depth interviews with a small sample of adult volunteers with a less than a high school education.
- **Phase 3** examined inter-rater reliability by comparing the agreement rates between 3 different raters and subscale development was also undertaken during this study
- **Findings:**
  - The validity of the MIDAS scales was examined during six studies. The results of these investigations showed consistent results in content validity, construct validity, concurrent validity, predictive validity and contrasted criterion groups.
  - MIDAS has adequate reliability and sufficient construct and criterion validity to conclude that when validity indicators are taken into consideration the MIDAS provides a "reasonable estimate" of the person's intellectual disposition in the seven designated areas (Visual, Auditory, Kinesthetic, Interpersonal, Intrapersonal, Verbal, Logical)