



youinspire

2023 GED CONFERENCE

GED® Products and Tools to Support Teacher and Learner Outcomes

Jane Bledsoe, Product Portfolio Director

July 18, 2023, 2:45-4 pm

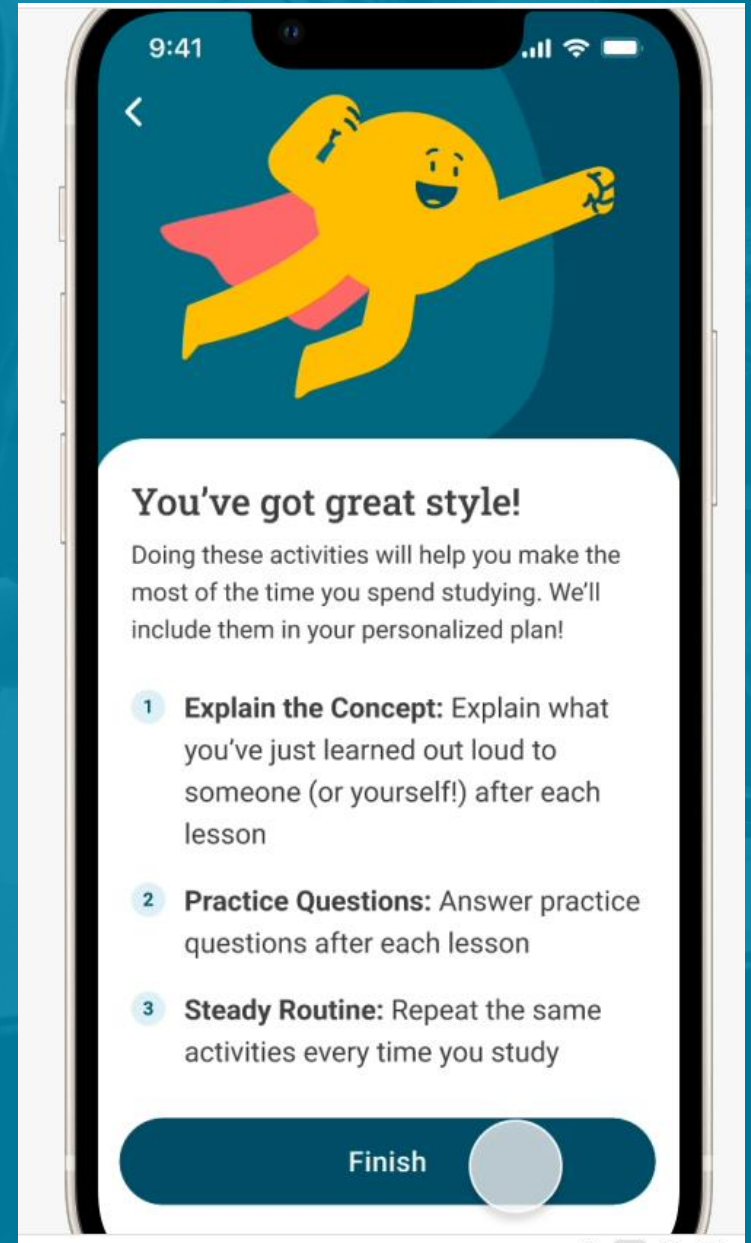


Overview

New GED® prep tools help teachers address unique learners' needs

- I. New! GED® Mobile App in development
- II. Learning style assessment - launched on GED.com in June
- III. GED® grads Tech Apprenticeship
- IV. Other resources
 - GED Complete™ Math Pilot
 - GED Direct™/GED® Marketplace
 - Back-to-school Promotions
- V. Best practices discussion

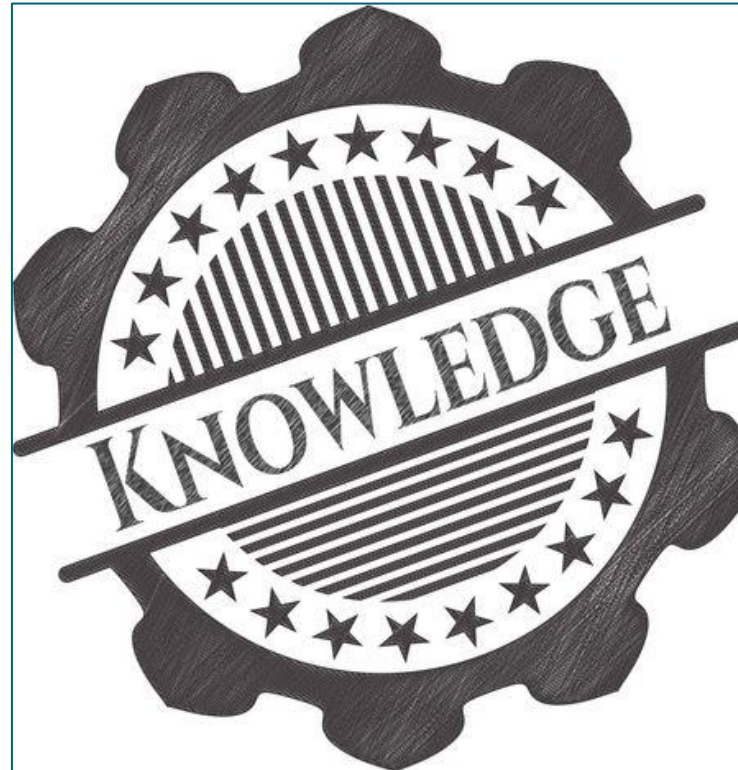
New Product Development: the GED® Mobile App



Our product goal: drive increased persistence to the final exam through a mobile app

We Know

- 34% of learners who create an account on GED.com make progress by testing within a year*
- More than 60% of GED® learners are engaging with us from their mobile devices
- Learners need a confidence boost to complete testing



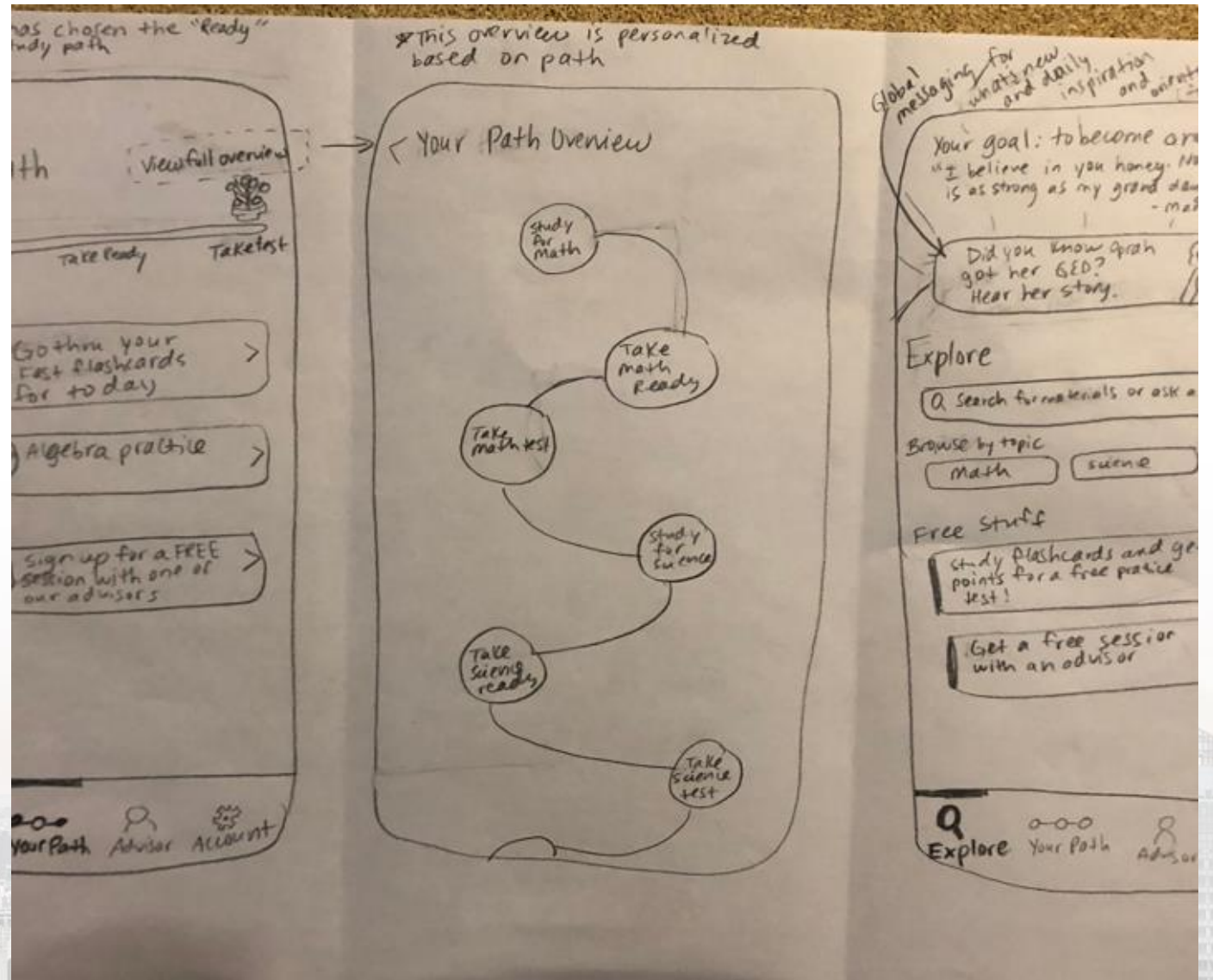
Can we?

- Reach more learners
- Create an additional communication channel
- Make information easier to access
- Keep learners engaged
- Get them to confidently take tests
- Meet learner/educator expectations

*GED Analytics, 2022 data

'Your Path' concept

- Teachers, employees, students and GED® board members were interviewed about the struggles that GED® learners face
- A team of GED Testing Service® employees met with a mobile app agency to design a 'Your Path' concept and then tested it with actual GED learners



Learner research

(Dec 2022-May 2023)

Potential and Past GED learners

- Teens to age 48
- Did not finish high school
- Aware of GED® test but did not take steps to finish it
- Have personal aspirations that require more education
- Considering GED® test in next 6 months
- May or may not pursue classes to get their GED® credential

Tier 1



Maya
Age 39
Grade 11



Estephen
Age 28
Grade 11



Rachel
Age 37
Grade 9



Christina
Age 48
Grade 9

Current & Recent GED Learners



Maritsa
Age 30
Grade 10

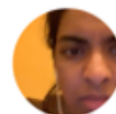


Mackenzie
Age 17
Grade 11



Marshall
Age 30
Grade 11

Current Learner



Juhi
Age: N/P
Grade 9

Tier 2



Joanna
Age 39
Grade 11



Alan
Age 22
Grade 9



Cherokee
Age 25
Grade 10

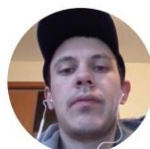


Shannon
Age 27
Grade 11



Erika
Age 33
Grade 11

Potential GED Learners



Tom
Age 26
Grade 11



Lisa
Age 35
Grade 9



Jordan
Age 33
Grade 11

Potential Learners



Cristian
Age 16
Grade 11



Brianna
Age 22
Grade 9



LauraLee
Age 36
Grade 11



Donald
Age 16
Grade 10

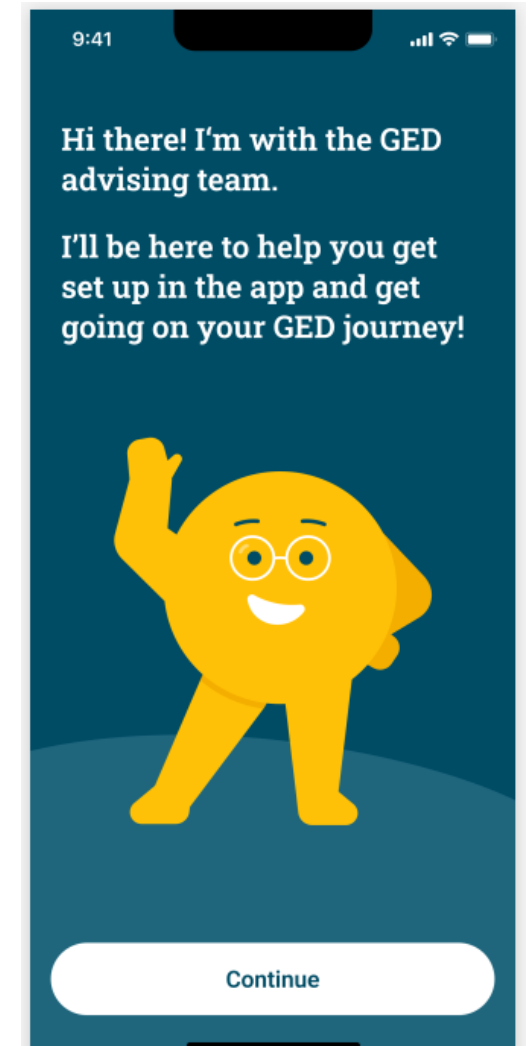


Melissa
Age 45
Grade 11

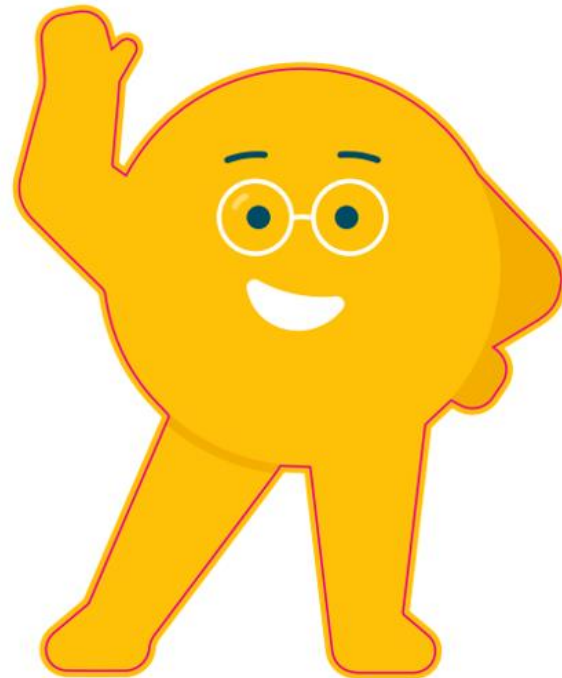
Guiding principles

To inspire continued use of the app, we must:

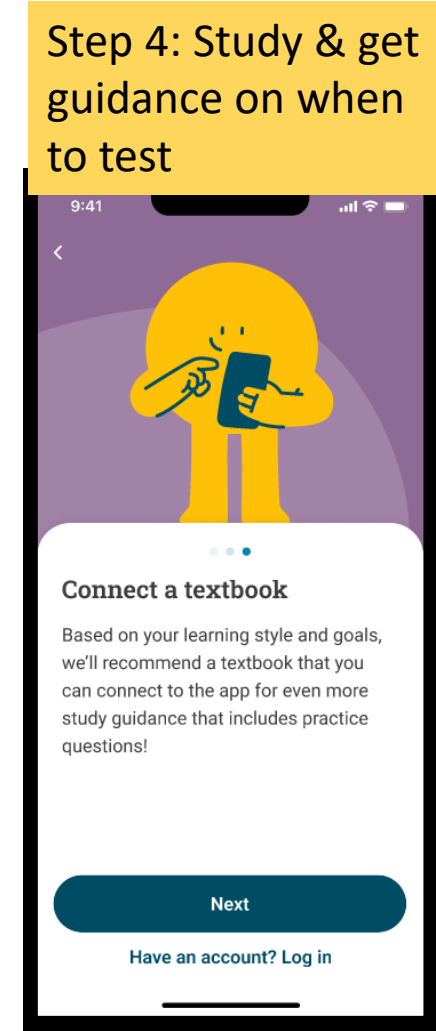
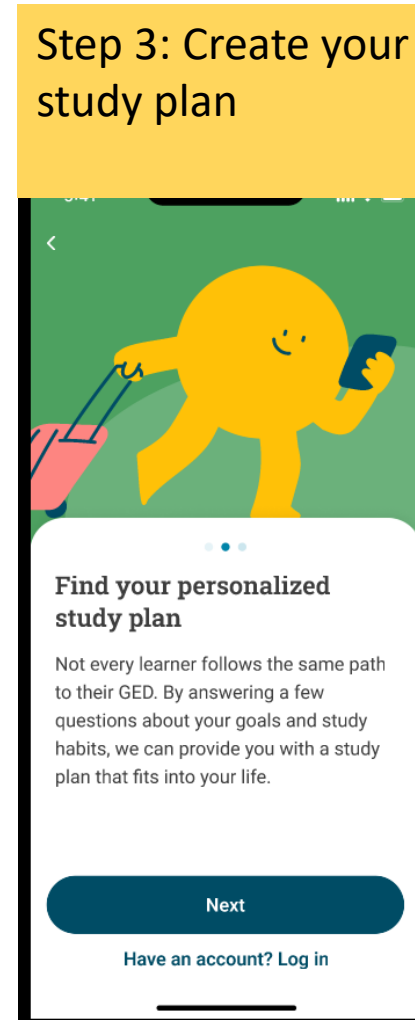
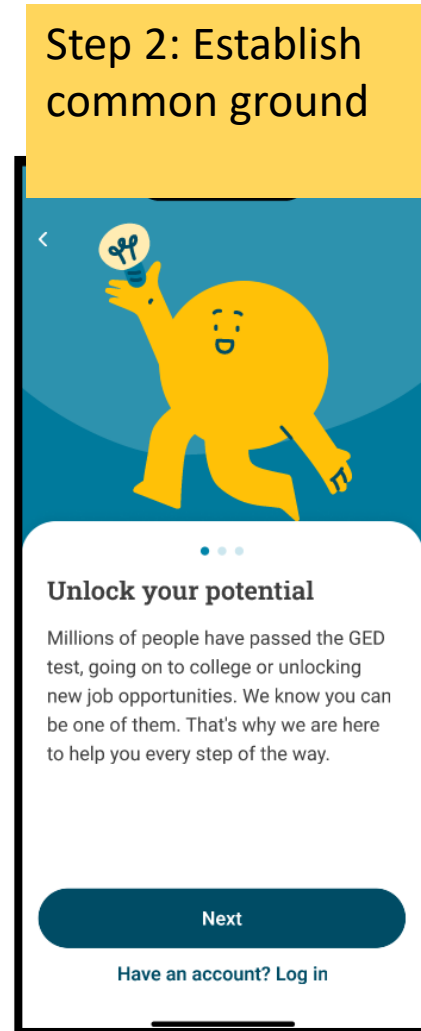
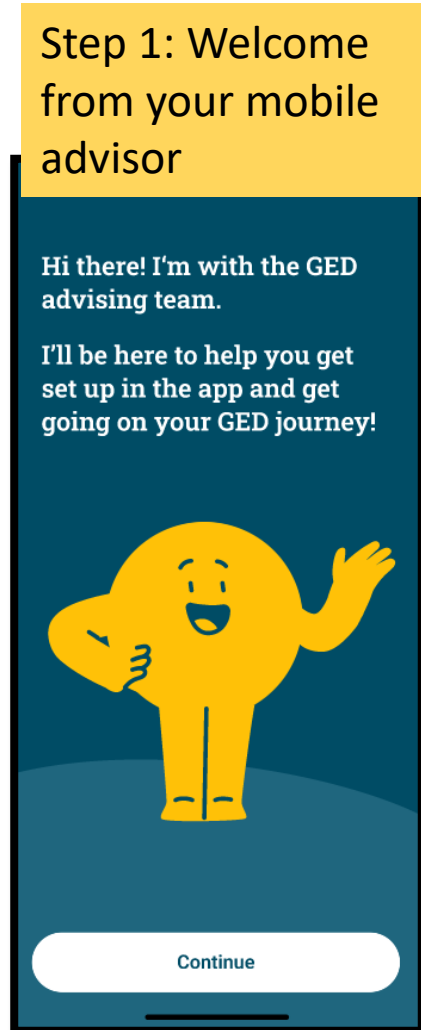
- **Give, to get engagement** – deliver value early and often, ensuring that the GED App offers an easy-to-access resource that can make a difference in the lives of learners
- **Forge relationships** – to grow a community, a connection built on empathy and understanding is required
- **Provide simplicity** - interactions must be frictionless and clear
- **Be delightful**- charm our learners every step in the journey to ensure behavior change is not needlessly arduous
- **Plan for change** – this is a multi-year product journey to support learning. We must design simple yet flexible tools to evolve quickly and effectively as needs change
- **Guide at all times** – navigating the learning process can be overwhelming. We will provide guidance and direction to empower users to make informed decisions
- **Build confidence** - foster a supportive and uplifting environment to nurture self-belief, overcome challenges, embrace their capabilities and realize their potential
- **Support with free** – inclusivity and accessibility are key; by providing a wide range of free, high-quality materials and tools, we can ensure that all users have the ability to learn, grow and achieve their goals



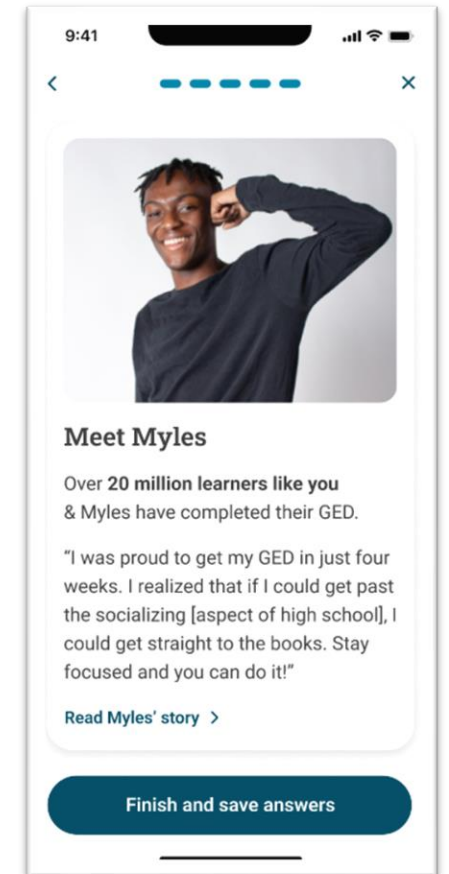
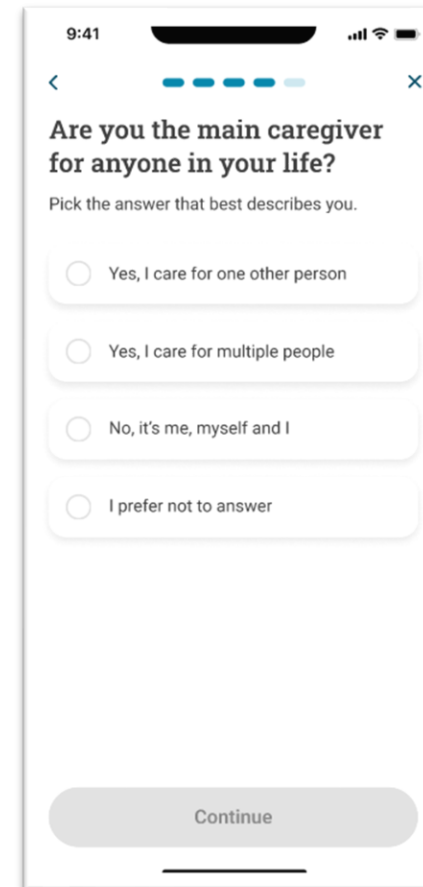
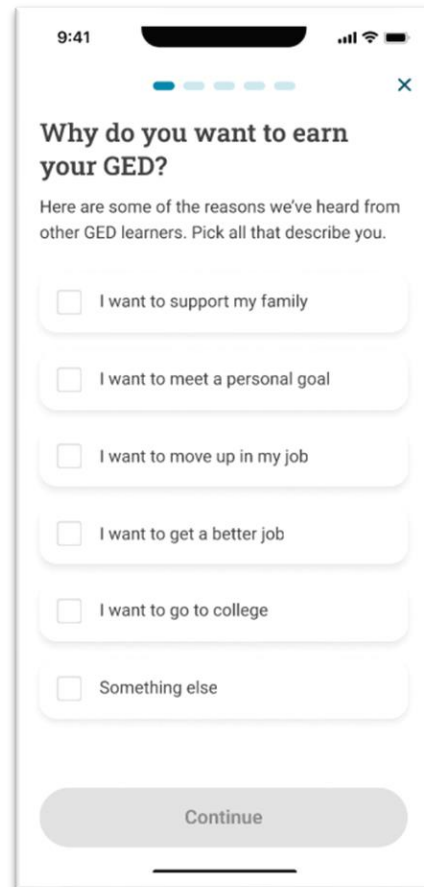
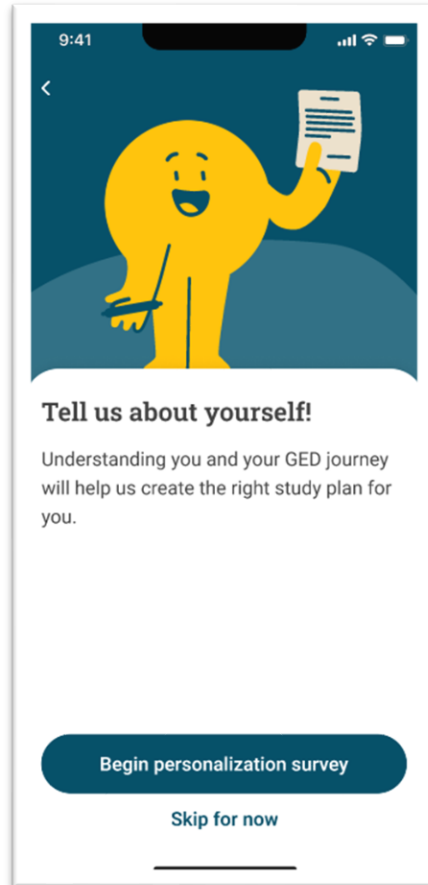
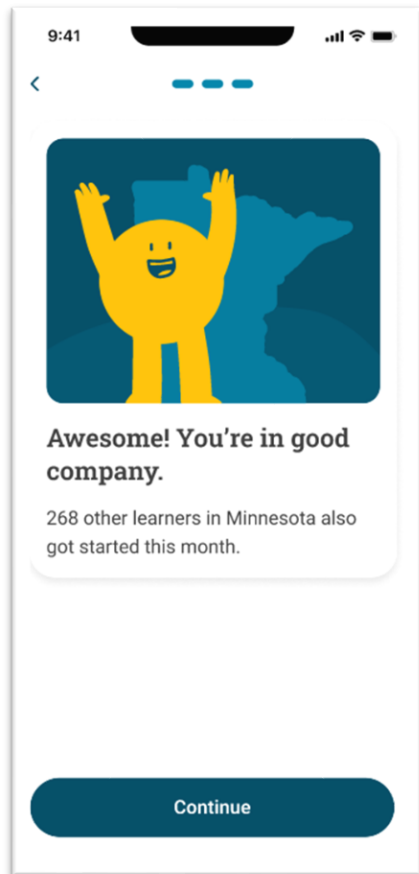
The GED® Mobile App Prototype



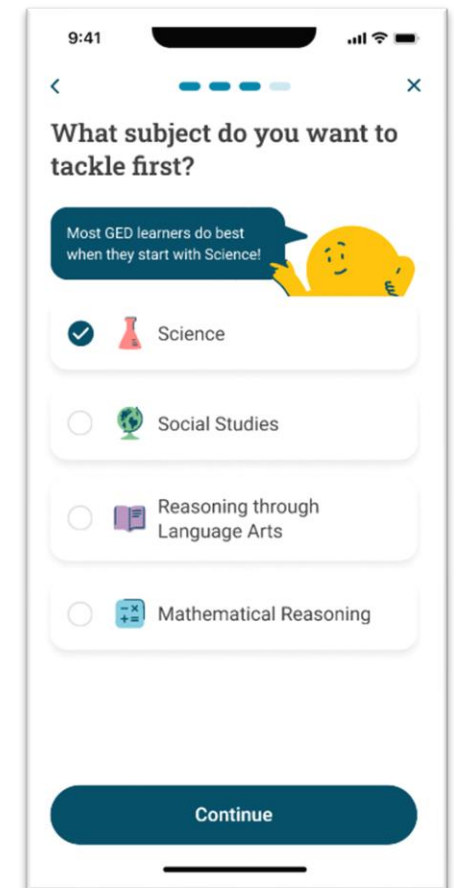
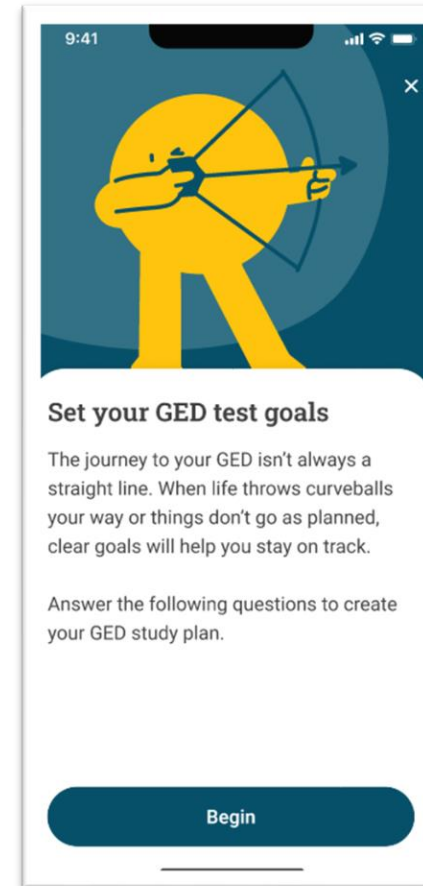
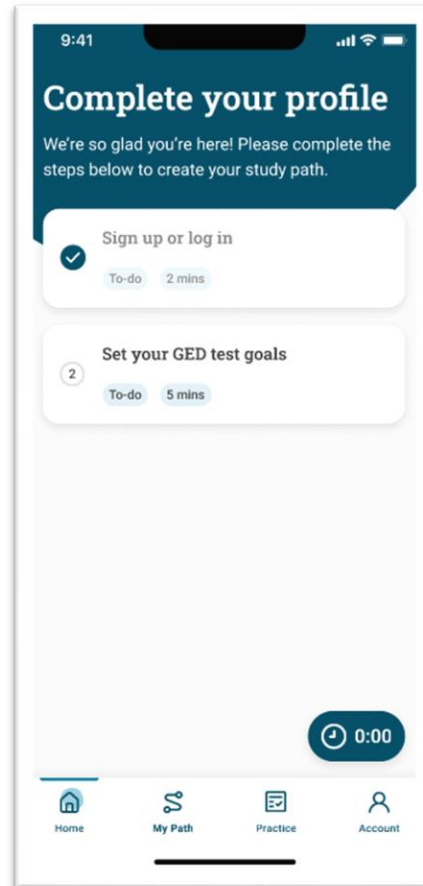
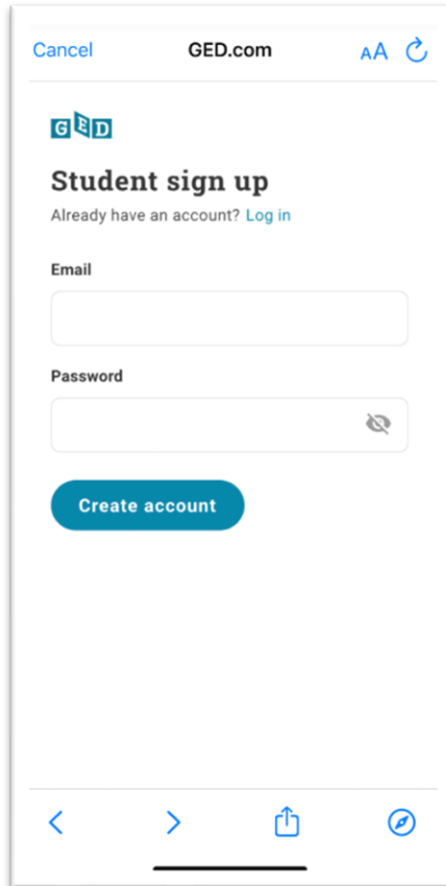
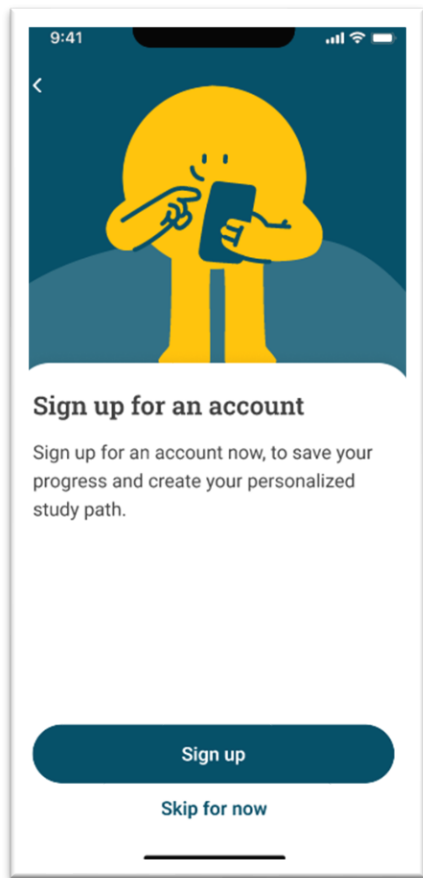
Minimum Lovable Product (MLP): Mobile App Advisor character an important part of 'delighting' and encouraging learners



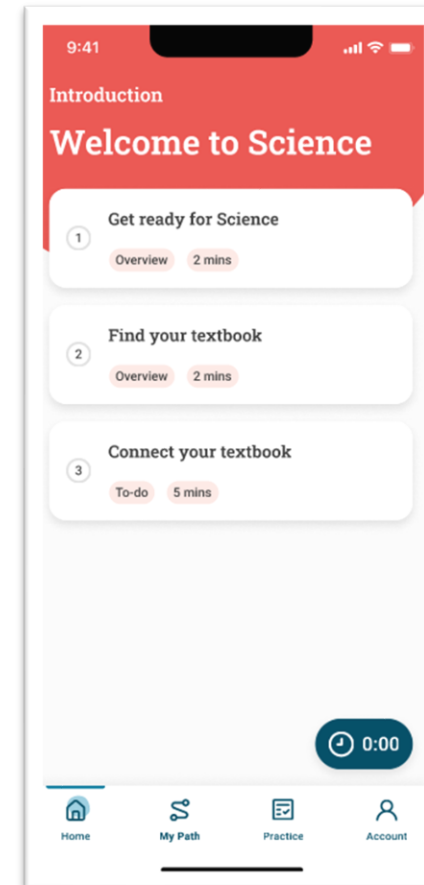
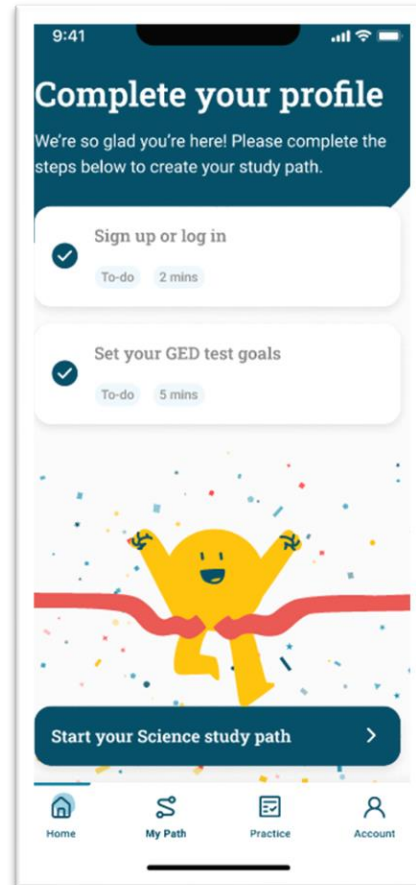
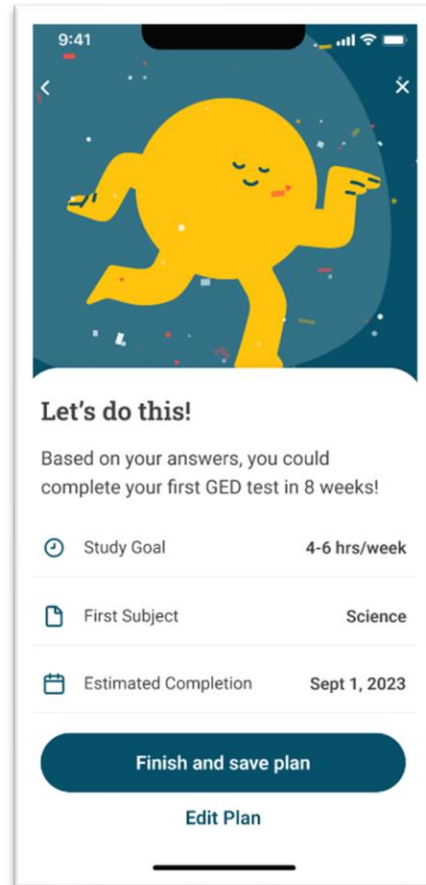
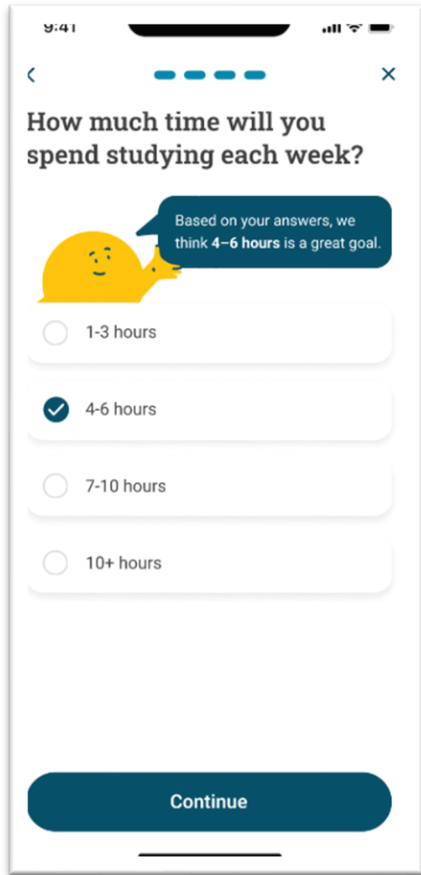
Personal questions – year of birth, state of residence and family obligations – help us serve-up a profile of learners-like-you and build a realistic study plan



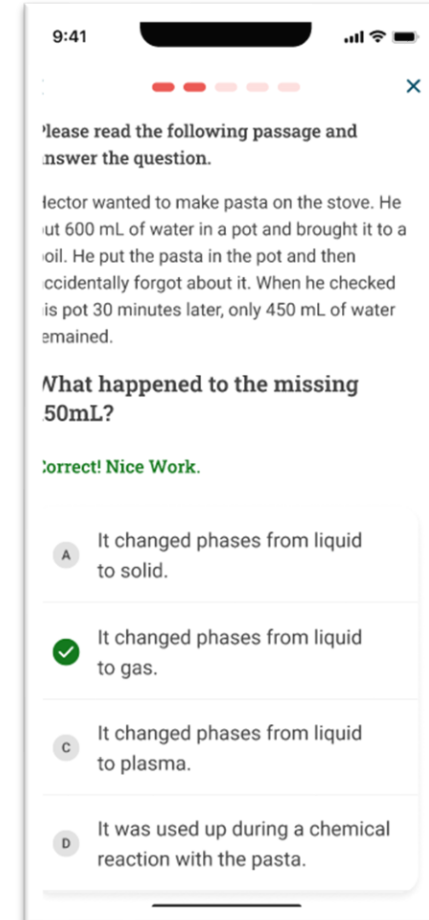
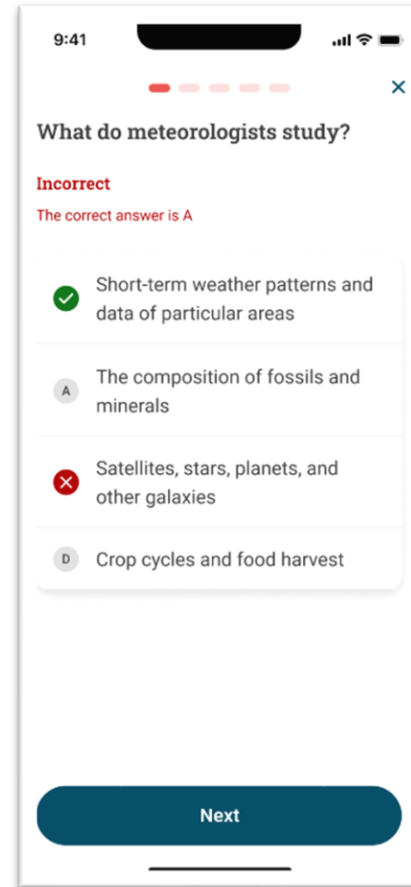
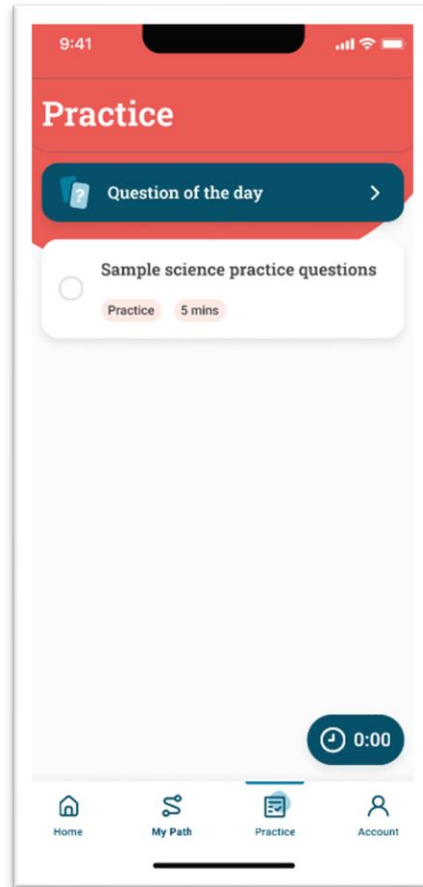
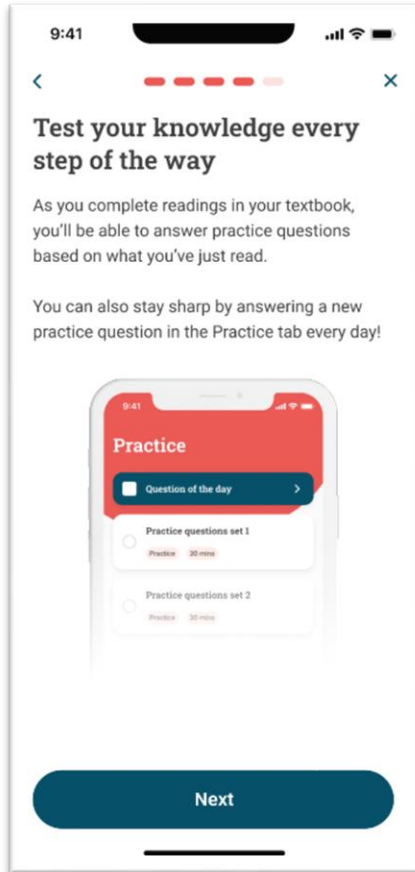
Learner will have same account log-in for GED.com and the App, and will be able to start using the App no matter where they are in their journey



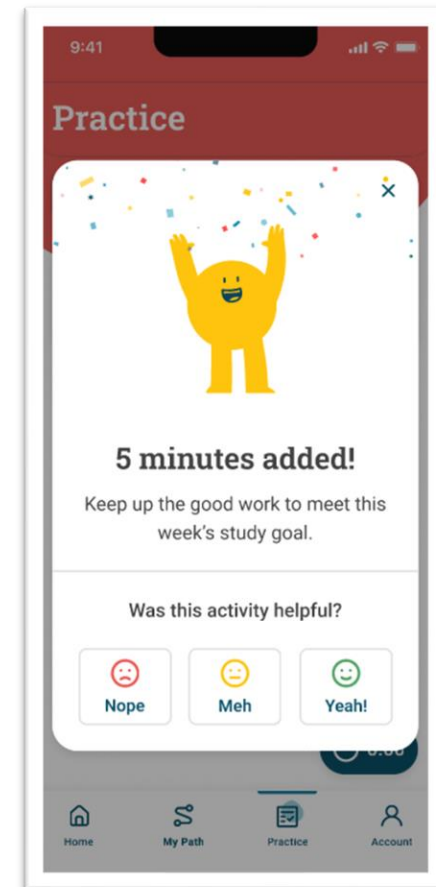
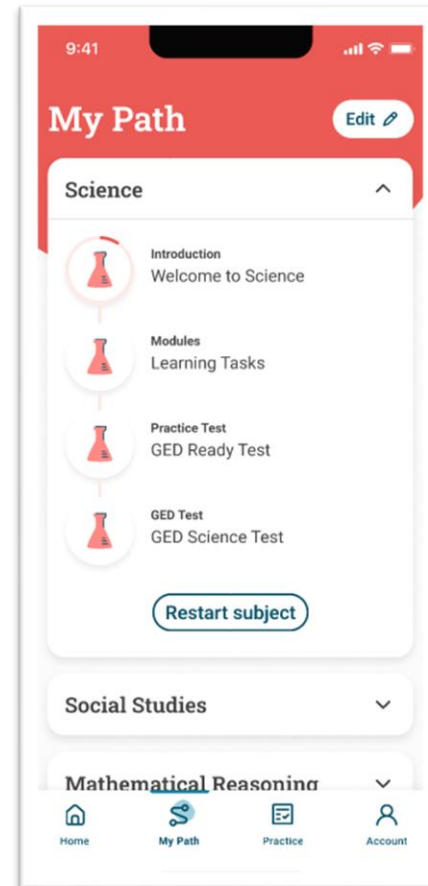
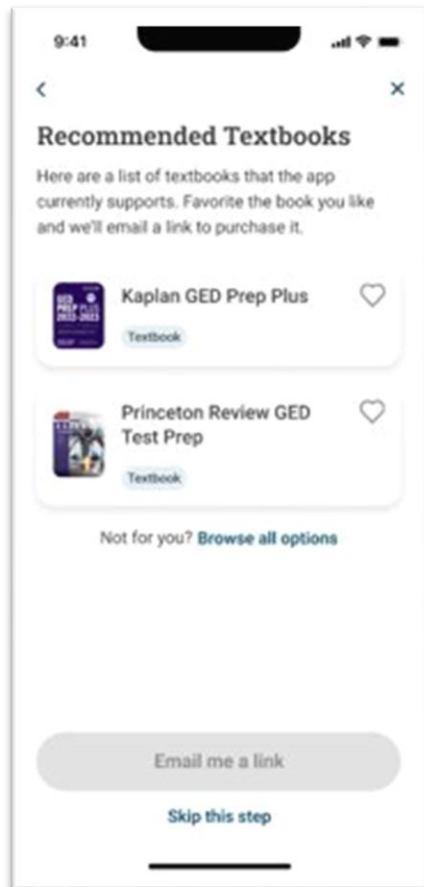
We will encourage learners to start with Science and introduce a study plan based on their available hours/week to study



Study content will include free study questions, question-of-the-day, and practice questions from publisher materials



The App will suggest publisher materials to link to the App, and provide reminders about GED Ready and scheduling the GED test; each study session will be celebrated



Come learn more at the GED Mobile App table

- GED Mobile App is featured at a table in the vendor hall
- Try out the prototype of the App yourself, leave feedback, ask questions
- Get some stickers to share with your students
- Soft launch for specific learners by end of year
- Download the App with the QR code

Check out the GED mobile app prototype
on your phone





Will the GED App be useful to you and your students who attend adult ed classes?

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



What's one thing you'd like to see included in the App to make it useful for your classroom?

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



What's one word that comes to mind now that you know about the GED App?

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

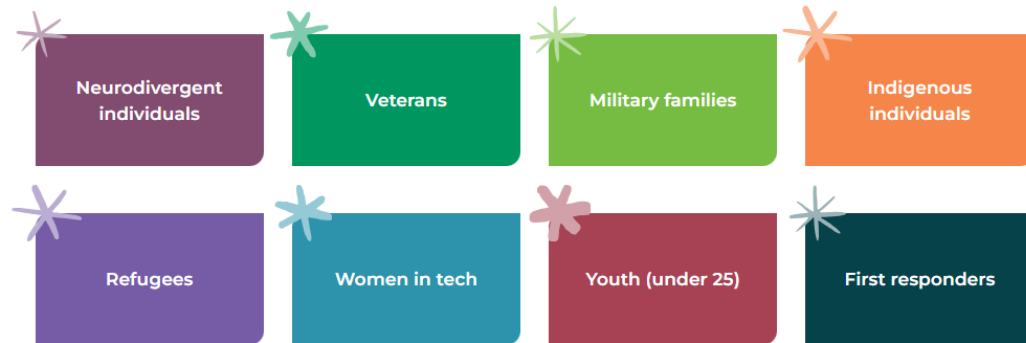
Learning Preference Assessment

GED Testing Service® partners with WithYouWithMe to help more learners reach their goals

WithYouWithMe: A new GED® partnership

Every individual deserves access to gainful employment and the skills to thrive in their workplace

We provide free training to our communities



And more...

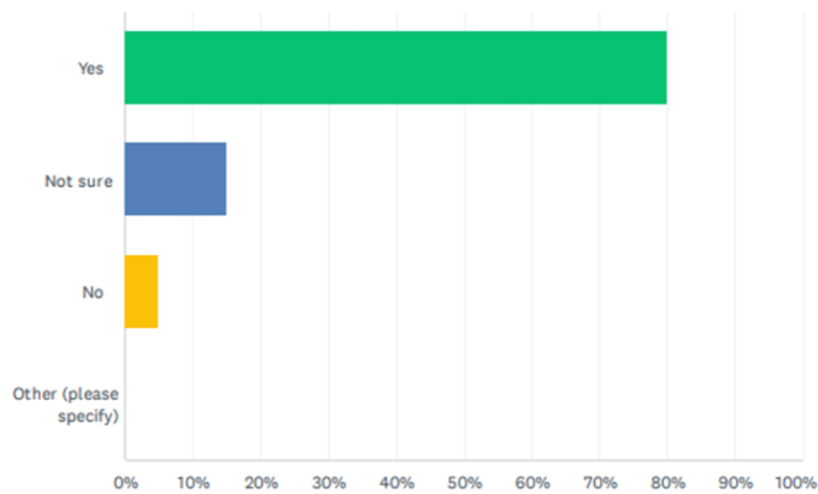
GED Testing Service has partnered with WithYouWithMe to:

- Help more GED learners persist in their GED journey, by understanding their learning preferences
- Uncover their potential through a variety of free aptitude tests
- Provide free training to students and their families to get into Tech careers within months

Learners and teachers piloted the Learning Preference Assessment, guiding our launch

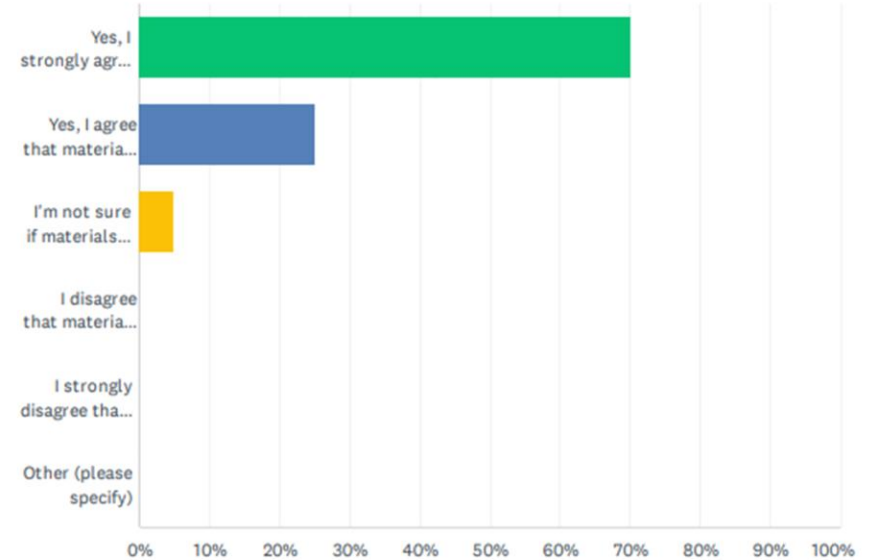
Q5 Will knowing your learning style influence the ways in which you will study for your GED test or other tests in the future?

Answered: 20 Skipped: 0



Q6 Do you think that choosing study materials and methods that align with your learning style will improve your outcomes on your tests?

Answered: 20 Skipped: 0



GED.com Study Page now includes Learning Preference Assessment

GED TESTING SERVICE Home Study My Scores More [Schedule test](#)

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

GED READY PRACTICE TEST
What to study
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.
[Take GED Ready practice test](#) [See your results](#)

LEARNING PREFERENCE ASSESSMENT
How to study
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.
[Begin assessment](#) [See all 7 learning preferences](#)

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.

Preview the Test
Preview a subject and view computer tutorials.

July 2023

*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!*

All Learning Preferences displayed in GED.com

The screenshot shows the GED.com website with a modal window open. The modal is titled "7 Learning Preferences" and lists seven categories with icons and descriptions:

- 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 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 "Begin assessment" button. The background of the website shows a "What to study" section and a "Preview the Test" section.

- 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

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

The screenshot shows the GED.com website interface. 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 dark 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 features a section titled "Online study materials for you" with several cards. A pop-up window titled "LEARNING STYLE ASSESSMENT" is overlaid on the page. The pop-up contains a progress bar, the question "My favorite subject in school was math.", and the instruction "Pick the answer that best describes you." Below the question are five response options with corresponding hand icons: "Mostly disagree", "Slightly disagree", "Not sure", "Slightly agree", and "Mostly agree".

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

After taking Learning Preference Assessment, learner gets recommended study tools



Home Study My Scores More ▾

Schedule test



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.

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

View Student: Tester, WYWM

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
	Crystal MN 90210 USA	GED Test Prep Center:	
County:		Learning Preference:	Logical (mathematical)
VUE ID:		Last Updated:	07/07/2023 11:14:54 AM
Kibo Customer ID:		Last Login:	07/07/2023 01:02:31 AM
GED ID:	main-ctt-20230707-9949-7399		English
Fictitious Student:	No		

7 Learning Preferences

Visual (spatial) Someone who prefers using photographs or pictures. When tasks and information are presented visually, these individuals use their visual memory to learn.	Kinesthetic (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 focuses 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 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.		

OK

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



Guide for teachers to use learning preferences in the classroom

Includes

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

[Find the Link to the teacher guide on GED.com Educator page here](#)



Unlocking potential with learning preferences

How understanding learning styles can improve student productivity, engagement and knowledge retention



Would you be interested in a professional development session on using learning preferences in the classroom?

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

Tech Apprenticeships

More than 400 GED grads exploring training for job placement in high-demand tech roles



Tech Apprenticeship opportunities offered to GED grads

Cyber security, Data Analysis, Software development, Digital project management, Robotics, Coding, IT service desk, and more

1. Sign up for WithYouWithMe platform
2. Complete the psychometric and aptitude testing to be matched with tech careers best suited to you
3. Enter one of WithYouWithMe's 11 accredited digital career pathways and complete approximately 150 hours of self-paced digital training
4. Gain access to a network of leading employers looking to hire GED graduates and secure employment

Use the QR code to access the program





Learn More at the *Fireside Chat with Vicki Greene and Tom Moore*, Wed, 4pm, Beekman or Thurs, 10:15 am, Regent

Other Resources

- *GED Complete Pilot*
- *GED Direct/GED Marketplace*
- *Back-to-school promotions: GED Ready and GED Live*

GED Complete™ - Does your program need Math help?



Join the GED Complete pilot program helping students achieve high school equivalency

Are you a GED® student living in the United States preparing for your Math GED test? We're piloting our successful GED Complete international program in the US and looking for student participants who are preparing for their Math test.


GED Complete™ offers flexible learning with multiple resources to match your style:

- ✓ Comprehensive GED aligned learning material
- ✓ Weekly online group live sessions with an experienced GED tutor
- ✓ Dedicated study chat group
- ✓ Detailed weekly study schedule
- ✓ Weekly online lesson timetable
- ✓ Small learning groups
- ✓ Monthly progress reports

How it works:

1. Easy enrollment online
2. Subscriptions are paid monthly
3. Join a study group and prepare for your Math test

"This program has exceeded my expectations! My daughter was focused and fully prepared for the GED."
— Chanette



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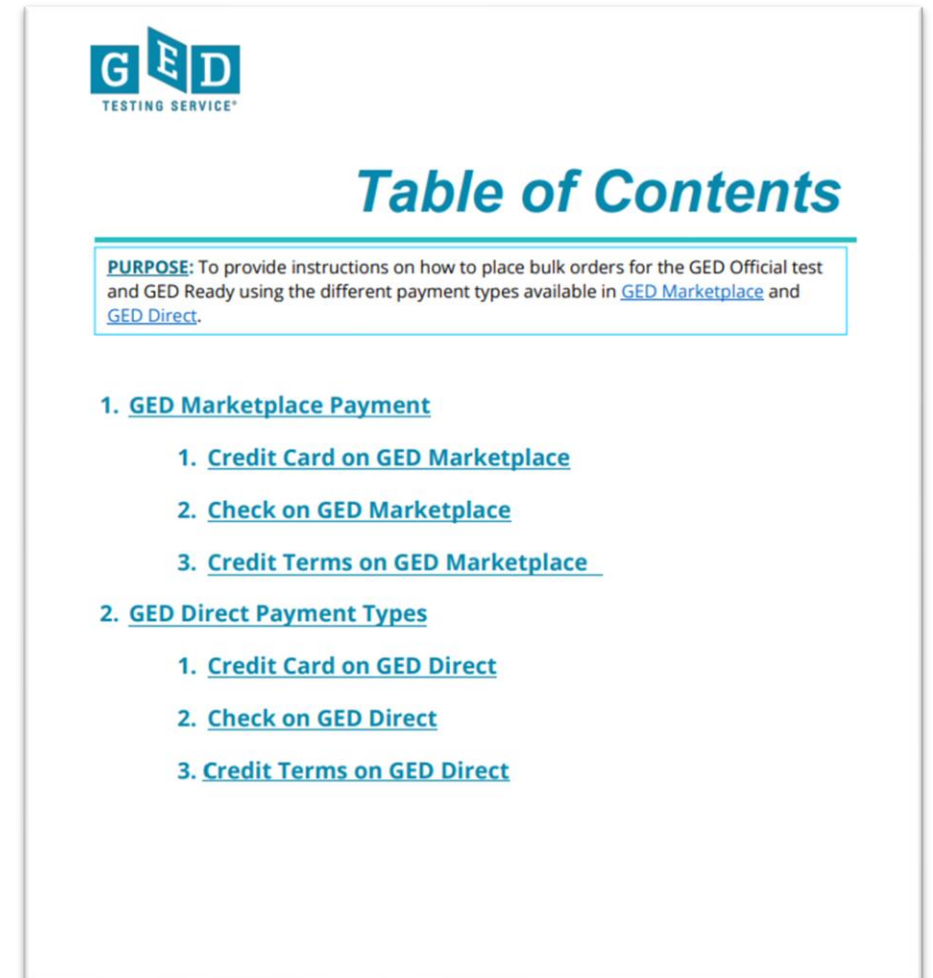
- International programs are experiencing high pass rates with a cohort model of virtual/distance instruction
- We're looking for Math pilot participants for a cohort model experience
- Great for programs that are struggling with finding Math teachers
- Contact Brian.Smith@ged.com or Jane.Bledsoe@pearson.com for more information

How to purchase tests and GED Ready

Guide now available on GED Manager

- GED tests and GED Ready tests are available for purchase through:
 - GED Marketplace: shopgedmarketplace.com
 - GED Direct: access through gedmanager.com
- Voucher Store is no longer available
- Guide for how to purchase now available on GED Manager

Looking for current GED Direct users to be research participants: contact Jane.Bledsoe@pearson.com if you can join a one-hour call on new functionality



The screenshot shows the 'Table of Contents' page from the GED Testing Service. At the top left is the GED Testing Service logo. The title 'Table of Contents' is centered in a large blue font. Below the title is a box containing the purpose: 'PURPOSE: To provide instructions on how to place bulk orders for the GED Official test and GED Ready using the different payment types available in [GED Marketplace](#) and [GED Direct](#).' The table of contents is organized into two main sections: '1. GED Marketplace Payment' and '2. GED Direct Payment Types'. Each section contains three numbered items: '1. Credit Card on GED Marketplace', '2. Check on GED Marketplace', and '3. Credit Terms on GED Marketplace' for the first section; and '1. Credit Card on GED Direct', '2. Check on GED Direct', and '3. Credit Terms on GED Direct' for the second section.

GED TESTING SERVICE

Table of Contents

PURPOSE: To provide instructions on how to place bulk orders for the GED Official test and GED Ready using the different payment types available in [GED Marketplace](#) and [GED Direct](#).

- 1. [GED Marketplace Payment](#)**
 - [1. Credit Card on GED Marketplace](#)
 - [2. Check on GED Marketplace](#)
 - [3. Credit Terms on GED Marketplace](#)
- 2. [GED Direct Payment Types](#)**
 - [1. Credit Card on GED Direct](#)
 - [2. Check on GED Direct](#)
 - [3. Credit Terms on GED Direct](#)

GED Direct Vs GED Marketplace

• GED Direct

You should use GED Direct to purchase GED tests and GED Ready tests if

- You have GED Manager access
- You want to buy in bulk
- You want to manage and track usage of learner tests
- You have a credit card or credit terms with Pearson
- You may also use a PO and a check

Benefits: Tests don't expire; You can monitor usage; No voucher codes to manage.

• GED Marketplace

You should use GED Marketplace if

- You are buying 1 test or small volume
- You don't have GED Manager access
- You don't need to manage and track usage of learner tests
- You have a credit card or credit terms with Pearson
- You may also use a PO and a check

Benefits: Anyone can place an order on GED Marketplace; You have 18 mos to use vouchers before expiration;

Back-to-School GED Ready® & GED Live™ promotions

- GED Live 25 % off
 - Purchase on GED.com
 - Aug 14-18
- GED Ready BOGO Sale (Sept)
 - Purchase through GED.com
 - , GEDMarketplace

BACK TO SCHOOL SALE

Get 25% off GED Live online classes now through Friday!

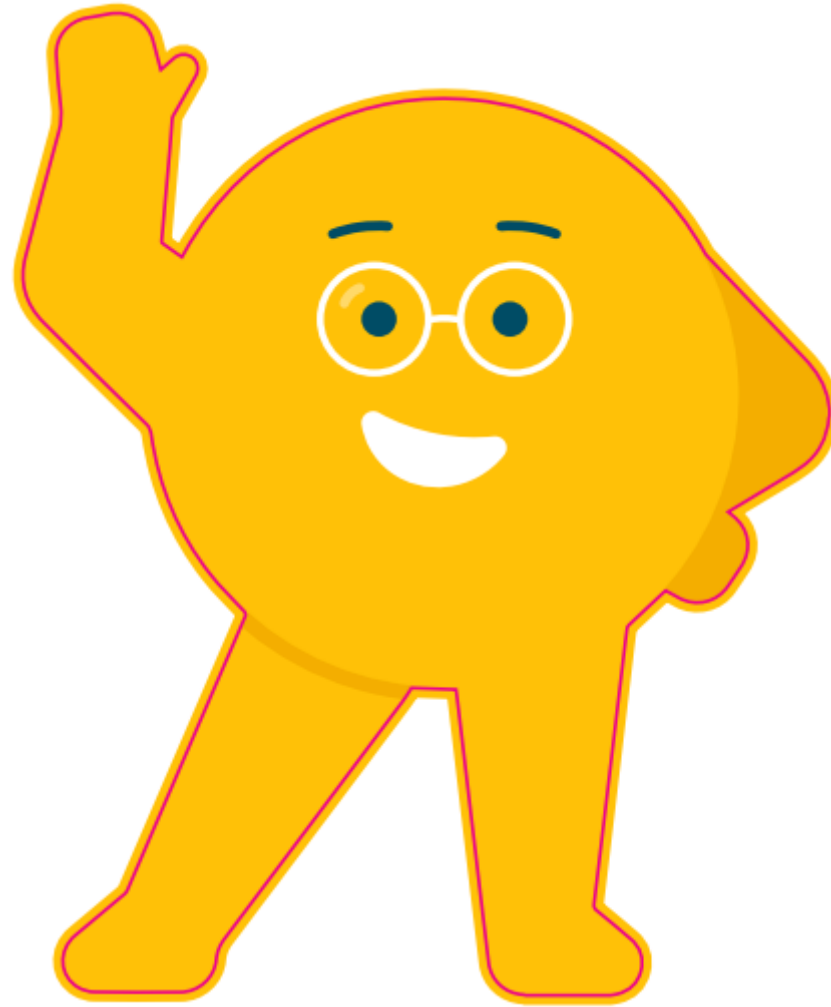
Kick off back to school season strong with a live online instructor by your side for focused GED prep. Start now and save 25% while this sale lasts.

[View terms and conditions >](#)

[GET GED LIVE](#)



Questions?



Jane.Bledsoe@pearson.com

Session Survey

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

