



# youinspire

2023 GED CONFERENCE

## **Solving the 3 of 4 Dilemma: Reengaging Students Who are One Test Away from Earning their GED® Diploma**

July 2023



# Presenters

## **Sue Grosdidier**

*Associate Director, High School Equivalency*

Kansas Board of Regents

## **Brian Smith (Moderator)**

*Director, State Accounts and Government  
Relations*

GED Testing Service

## **Shawn Watts**

*Director, High School Equivalency Program, Office of  
Adult Education*

Technical College System of Georgia

## **Adrienne Ochs**

Oregon GED Administrator

Office of Community Colleges and Workforce  
Development

## **Dawn Hughes**

*Executive Director*

Central Illinois Adult Education Service Center

# Agenda

- Background on the 3 of 4 Dilemma
- State Campaigns (KS, GA, OR, IL)
  - Targeted Students
  - Administrative Decisions
  - Implementation of Campaign
  - Outcomes / Data
  - Lessons Learned
  - Future Outreach
- Tips for Adult Education Program Outreach
- Big Picture Overview / Closing Thoughts

# Background on the 3 of 4 Dilemma

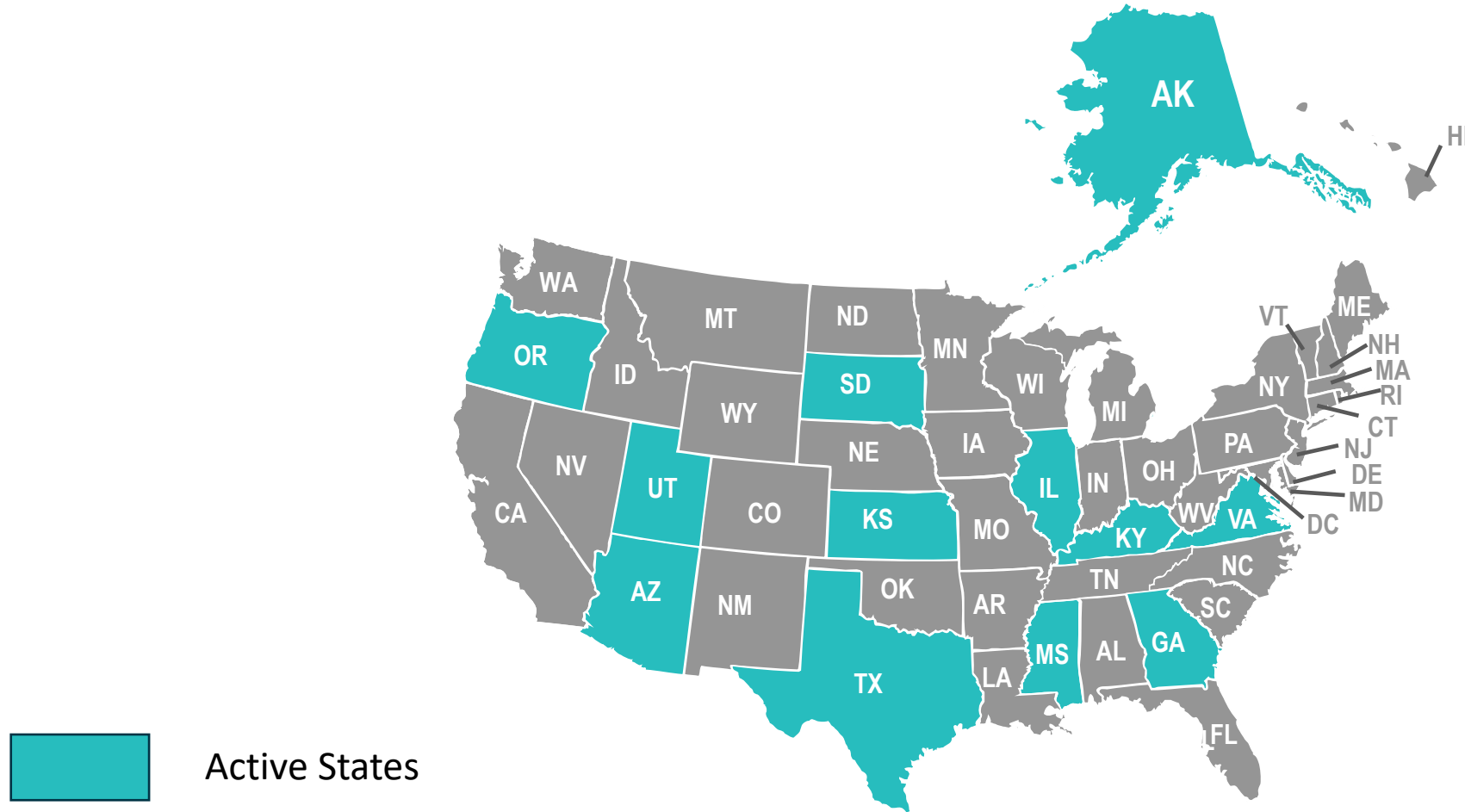
Since we started the current version of the GED test in 2014...

- 157,090 individuals have passed 3 of the 4 required GED tests and never finished the final test
- 80% of these students need to complete Math
- 12% of these students need to complete RLA
- 5% of these students need to complete Social Studies
- 3% of these students need to complete Science
- **33% of these students have selected a GED Prep Center**

# Background on the 3 of 4 Dilemma

- This issue was a hot topic at our virtual meeting with State Administrators in 2021
- Following that meeting, we created a small working group of states that were planning on running 3 of 4 campaigns so members could share ideas and best practices
- In total, 13 states have conducted targeted campaigns over the past two years
- About 4 or 5 more states are considering it
- 4 of those states are here today to share insights on how they ran their specific campaign

# Our Current 3 of 4 States



# Targeted Students





# KANSAS GED

ONE TEST REMAINING PROJECT

April, 2023

ATTAINMENT

ALIGNMENT

EXCELLENCE



LEADING HIGHER EDUCATION





# TARGETED TEST TAKERS

- Dates utilized: January, 2014 through November, 2019.
- All GED Testers (one test left) including corrections were ran for our report.
- I requested a special report from GED Operations to obtain the information needed. This was prior to the 3 of 4 option on GED Analytics.

# Who Did We Target?

## 2021-2022

- Pulled 3 of 4 data from GEDTS
- Years: 2014 – 2021
- Included all students
- Identified about 6,000 individuals

## 2022-2023

- Pulled 3 of 4 data from GED Analytics report, and requested 2 of 4 data from GEDTS
- Years: 2014-2022
- Identified about 6,500 One to GO and 6,000 Two to GO
- About 4,000 corrections candidates contacted separately

# Targeted Students

- GED Analytics:
  - ~4000 potential

Out of scope:

- Corrections



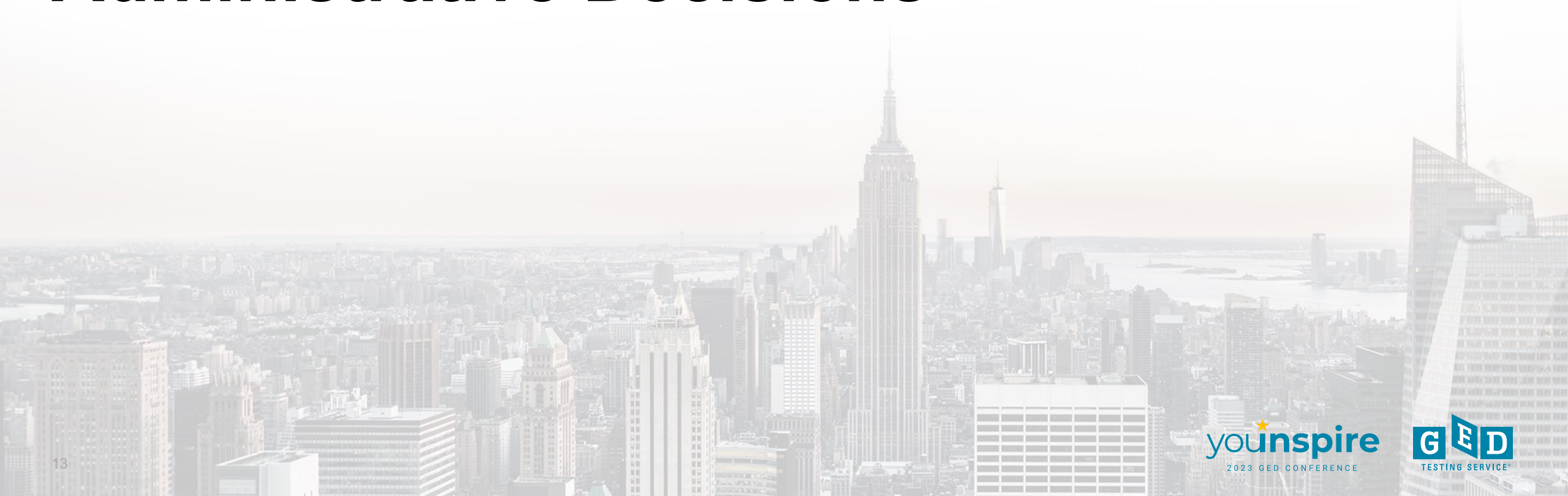
# TARGET AUDIENCE

3 of 4 report from GED® Analytics from 2014 until January 2023 indicated 6,745 students

- 80% of these students need to complete Math
- 12% of these students need to complete Reasoning Through Language Arts
- 5% of these students need to complete Social Studies
- 3% of these students need to complete Science



# Administrative Decisions



# ADMINISTRATIVE DECISIONS

- I had this idea but did not know where it would take me.
- It all began with a simple email to every test taker that had one test remaining.
- Being a staff of one meant doing a few emails each day. The first email was sent on 12/11/2019. Follow-up emails were done in March, 2020, April, 2021 and December, 2023.
- Emails were individualized and sent one by one. If an email came back, I called the phone number listed.
- I did not have any funding for extra assistance.

# EMAIL SENT

Dear Jan:

You are so close (1 test to go) to completing your Kansas State High School Diploma (GED). As the State Administrator, I encourage you to continue your educational journey.

Education is a gift that cannot be taken away from you once it is earned. A diploma is your accomplishment and no one else's. However, there are services available throughout the State of Kansas and online that can assist you to accomplish this goal, you do not have to do this alone.

Give yourself the gift of a Kansas State High School Diploma. If you need assistance in locating educational services in your area, go to [https://ged.com/study/ged\\_classes/](https://ged.com/study/ged_classes/), you will search by zip code. There are resources available on the GED.com website. Some of these resources are free and others will have a fee for usage.

If you are on the KanCare Healthcare Plan, there may be financial assistance available for the GED Test cost and/or the GED Ready Pretest cost. Check with your insurance provider by calling the number on the back of your card.

We are here to assist you, feel free to contact our office if you have additional questions or need further assistance. Our office number is 785-430-4289.

Sue Grosdidier, High School Equivalency State Administrator  
Kansas Board of Regents  
1000 SW Jackson, Suite 520  
Topeka, KS 66612  
785-430-4289

ATTAINMENT

ALIGNMENT

EXCELLENCE

# Administrative Decisions



- Statewide brand for Adult Education is “It’s GO Time”, so came up with “One to GO” and “Two to GO” for our campaign
- State office wanted to conduct regular outreach using existing MailChimp account
- Initial costs were staff time to implement, since our institution already used MailChimp
- Based on the first year, decided to expand efforts and add in Two to GO during second year
  - Increased contact limit for MailChimp is now \$260/month (originally \$115/month)



# Administrative Decisions



March 1-June 15



Vouchers  
Tutors  
Manager

\$42,000

Virtual Grad-YOU-ation



June 30

- Central Illinois Adult Education Service Center (part of Illinois Adult Education Professional Development Network) led the outreach effort
- Coordinated with Illinois Community College Board and Illinois High School Equivalency Office
- Comprehensive outreach plan was created for February 2023

## ADMINISTRATIVE DECISIONS



# Implementation of Campaign

# IMPLEMENTATION OF CAMPAIGN

- As the State Administrator, I took on the task of organizing and sending the initial emails.
- Corrections-I looked up each inmate to verify if they were still in one of our state facilities (Kansas has 8 facilities). I then made a list of current residents for each facility and sent the list to the educational service provider. The educational service providers were asked to prioritize these inmates to get them enrolled and completed prior to release.
- Lists were completed for each Adult Education Center with the names of those students that declared their respective center, they were asked to follow-up with each of the students.

# IMPLEMENTATION OF CAMPAIGN

- Students that did not declare an Adult Education Center were handled directly from the Kansas Board of Regents State Office.
- Unfortunately, we were not able to provide any assistance with testing fees, services or the GED Ready at the state level. However, our Adult Education Centers were able to offer some assistance when students utilized their services.
- Students that were insured through the State of Kansas (KANCARE) could request funding from their insurance provider that would cover the cost of their GED Testing and GED Ready.
- Tracking was done one-by one.

# Implementation of Campaign

## 2021-2022

- State office sent four MailChimp email blasts throughout the year (excluded corrections)
- Provided 2,000 contacts to local programs
  - Combination of phone and email
  - Frequency varied from one time to multiple efforts
- Provided 1,500 contacts to corrections for follow-up

## 2022-2023

- State office has sent four MailChimp email blasts so far beginning in October
- Provided about 2,800 One to GO and 2,000 Two to GO prospects to local programs
- Provided about 4,000 contacts to corrections for follow-up

# Implementation of Campaign



**Congratulations** on successfully completing **3 of the 4** subjects on the **GED test!** Let us help you finish up what you started! Did you know that Georgia residents can now earn their high school equivalency **FREE** through the [Georgia HOPE High School Equivalency \(HSE\) Grant Program?](#)

We also offer **FREE** Adult Education classes. Our teachers can help you prepare for your final exam. Testing is available at a testing center or proctored online in the comfort of your home.

[Click Here to Get Started Today](#)

Contact us at (404) 679-1645 Monday-Friday between 9:00 am - 4:00 pm or email [HSEinfo@tcsge.edu](mailto:HSEinfo@tcsge.edu) if you have any questions.

**You are almost there. You have just ONE TO GO!**

Sincerely,  
The Georgia Office of Adult Education



We're here to help. Just choose the best path for you.



You can now earn your GED **FREE** through the Georgia HOPE HSE Grant Program.

[Learn More](#)

Sign up to take your last GED test.

[Schedule Your Test](#)

Need help preparing to finish your GED test?  
Find a **FREE** Adult Education class near you.

[Find a Class Near You](#)



# Implementation of Campaign



**Ready to Graduate?**

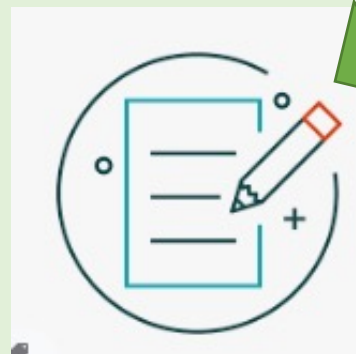
**Finally EARN your Oregon Certificate of High School Equivalency**

- For those who need to pass only 1 more GED® test
- Includes free:
  - Tutoring
  - Pretest vouchers
  - Testing vouchers
- Students will test on or before June 15

**Click to sign up before February 23, 2022**

FOR MORE INFORMATION, CONTACT:  
OREGON GED PROGRAM, 503-934-0957

375 said yes!





# IMPLEMENTATION OF CAMPAIGN

- Statewide webinar on Jan 25
- Logo
- Landing page
- Coupon code – last test \$10



The image contains three promotional cards arranged horizontally. The first card on the left has the GED Testing Service logo at the top, followed by the text 'Finish your GED®' and a blue button labeled 'GED Testing Service®'. The middle card has a dark blue background with a yellow circle containing a purple graduation cap and the text 'FINISH' above it and 'WHAT YOU STARTED!' below it. The third card on the right has a white background with an orange circle containing a white notebook icon, followed by the text 'Find your adult education provider' and an orange button labeled 'Program Directory'.

Finish what you started! We are here to help you achieve your goals.

You have already completed three GED® subject tests, and you only have one to go! If you feel prepared to take your final test, click the **GED Testing Service** button above to schedule that test. If you would like help getting ready to take your final test, you can contact a local adult education program to enroll in free services to help you finish. Click the **Program Directory** button above to locate a program near you.

Have you met the Illinois State Constitution requirement? Find out by clicking [HERE](#). (The Illinois State Constitution requirement is in addition to the four subtests of the GED®.)

You are so close to finishing what you started – You can do it!

[http://www2.iccb.org/adult\\_ed/adult-ed-connect/](http://www2.iccb.org/adult_ed/adult-ed-connect/)

- Utilized Mailchimp and Textedly
  - Feb 1 – email
  - Feb 6 – text message
  - Feb 10 – follow-up email
  - Feb 22 – follow-up text message
- Encouraged 65 ICCB-funded adult education programs to reach out to students
- Contact with justice-impacted individuals was handled by Illinois Department of Corrections

## IMPLEMENTATION OF CAMPAIGN





## 1<sup>st</sup> Email

[first name] -

**Congratulations** on successfully completing **3 of the 4** subjects on the **GED® test!** It's never too late. Let us help you finish what you started! Take advantage of a **FREE** GED® preparation class. Our teachers can help you prepare for your final test in [subject].

Feeling confident that you can pass the last test without enrolling in a prep class? Testing is available at a testing center or proctored online in the comfort of your home. Be sure to use the code **ILSAVE20** to reduce the cost of your final test to only \$10!

[Click Here to Get Started Today](#)

You are almost there. You have just ONE TO GO!

## 1<sup>st</sup> Text



**Congratulations** on successfully completing **3 of the 4** subjects on the **GED test!** Let us help you finish what you started! Take advantage of a **FREE** GED preparation class. Our teachers can help you prepare for your final test in [subject].

Feeling confident that you can pass the last test without enrolling in a prep class? Testing is available at a testing center or proctored online in the comfort of your home. Be sure to use the code **ILSAVE20** to reduce the cost of your final test to only \$10!

Tap Here to Get Started: [www2.iccb.org/adult\\_ed/adult-ed-connect/](http://www2.iccb.org/adult_ed/adult-ed-connect/)

You are almost there. You have just **ONE TO GO!**

## 2<sup>nd</sup> Text

Hi! I'm Kim-the IL H.S. Equivalency Director.  
You have just 1 TEST TO GO!  
Take a FREE class for your last GED test.  
Don't need a class? Test at a center or online at home.  
Use code ILSAVE20 to pay \$10/test!  
More info: [www2.iccb.org/adult\\_ed/adult-ed-connect/](http://www2.iccb.org/adult_ed/adult-ed-connect/)  
Let's help you finish!

# COST



**\$455**  
**Textedly**



**\$100**  
**Mailchimp**

# Outcomes and Data





# OUTCOMES AND DATA

- 938 identified as having one test left in the initial report
  - 202 of those were Corrections
  - 736 were in the community population
- 63 bad emails
- Tests Remaining
  - Math-77%
  - RLA-15%
  - Social Studies-6%
  - Science-2%

# OUTCOMES AND DATA

938 Total Testers

183 or 19.5% HAVE CREDENTIALLED

Subject Areas:

Math-141 (77%)

RLA-26 (14%)

Social Studies-10 (6%)

Science-6 (3%)

55 of the 180 were Corrections that credentialed or 31%

122 Corrections Testers were released with one test remaining, no available contact

32 Testers as of June, 2023 are actively continuing to work toward obtaining their credential through online services, adult education centers or on their own.

# Outcomes/Data – 2021-2022

- First MailChimp email had **33%** open rate (high compared to industry benchmark of 23%)
- By end of 2022:
  - **995** came in to take at least one test since campaign launch (16%)
  - **410** have tested and passed (7% of original list; 41% of those who tested)

# Outcomes/Data – 2022-2023

- First One to GO email had **44%** open rate and Two to GO email had **41%** open rate
- As of June 30, 2023:
  - One to GO:
    - **1,192** have come in to take at least one test (18%)
    - **667** have tested and passed (10% original list; 56% of those who tested)
  - Two to GO:
    - **712** have come in to take at least one test (12.5%)
    - **340** have tested and passed (6% of original list; 48% of those who tested)

# Overall Outcomes/Data

- Since Georgia began this work...

1,417 individuals included in original contact lists have **graduated!**

# Outcomes / Data



- 375 participants
  - 49 passers
  - 80 GED+
  - Remaining 246 received test vouchers

*98 Oregonians credentialed after receiving our initial notifications **without** participating in GED: Just 1 to go!*

- 1<sup>st</sup> email had 56% open rate (23% is industry benchmark)
- Significant uptick in students contacting Adult Ed hotline and unique views to campaign's landing page
- 467 students passed their final GED<sup>®</sup> test between Feb 1 and June 30 (5 month period)

# OUTCOMES & DATA



# Lessons Learned





# LESSONS LEARNED

- Several had credentialed but had two or more accounts -- I would have GED merge accounts before taking this on next time.
- Utilize a better tracking system electronically.
- Seek out funding to assist the test takers and have incentives available.
- Create a better campaign with more bells and whistles.
- There were testers that had no idea they were so close to being done. Score changes in 2016 affected their status and they were not aware.
- Working on better communication with Parole and Probation. So many of the Corrections testers have never taken that last test. Of those inmates that released with one test remaining, there are ZERO that have taken that last test once released. We have a training meeting with 5 regions scheduled the end of April.

# Lessons Learned

- Maintain thorough note-taking and records now that multiple campaigns have launched
- Engage local programs in the effort more
  - Developed a report that programs can use to monitor current students
- Establish clear timelines for analysis and generating lists to communicate to the field

# Lessons Learned

- Opt-in participation
- Connect
- Push
- Listen
- Provide multiple languages
- Need a robust data collection system
  - Emails
  - Vouchers
  - Calculations



- Craft email/text with recipient in mind
- Test email/text
- Be prepared to respond quickly to email/text replies

## LESSONS LEARNED



# Future Outreach



# WHAT IS THE FUTURE?

- I will absolutely continue the quest to get more of our “one test left” population completed.
- The 2 of 4 is my next venture but I will think it through and make it a simpler process.
- We have been conducting Math Bootcamps in the prisons and online, we will be expanding the Bootcamps.
- More projects that touch lives! This was a huge project but absolutely changed 183 lives for the better. Do not make excuses for the time it takes. Just do it -- maybe a few at a time, maybe one big email to everyone -- just DO IT!
- BE PREPARED FOR THE TEARS and the heartfelt stories you hear. This was a life changing experience for ME as well.

# CONTACT INFORMATION

- Sue Grosdidier
- High School Equivalency State Administrator
  - Kansas Board of Regents
  - 1000 SW Jackson Street, Suite 520
    - Topeka, KS 66612
    - 785-430-4289
  - [sgrosdidier@ksbor.org](mailto:sgrosdidier@ksbor.org)

# Next Steps

- Conduct two more rounds of outreach before FY23 ends
  - Targeted outreach to those who tested but did not pass
  - Targeted outreach to graduates who have not enrolled in postsecondary
- New HOPE HSE Examination Grant to cover test fees
- Identify One to GO/Two to GO graduates for feature stories to encourage others
- Develop Two to GO logo and collateral
- Potentially utilize TargetX, a new customer relationship management tool, to engage prospects



# Future GED: Just 1 to go!

- TBD
- Recognizing the impact of wraparound services



Webinar encouraged programs to:

- Run campaign periodically throughout the year
- Utilize 2 of 4 report
- Contact students through phone calls, email and/or texts

# FUTURE OUTREACH



**FINISH WHAT YOU STARTED**

**GED  
3 OF 4**



**1. GED Ready**

Quality classes to prepare you for the GED exams. GED vouchers offered at the completion of 40+ hours of class time.

**2. Tutoring**

We offer one on one tutoring in-person or online for FREE.



**3. Department Events**

Our department will offer study groups, Constitution Days, and more to guide your success.

**4. Next Steps**

Advising about college or workforce plans. Tours of Main Campus.



**5. Schedule Your GED Test**

Teachers and staff can assist in scheduling your GED test(s).



Scan me

**We are here to support YOU!**

815-280-1333 DAELStaff@jcc.edu

# Have you set GOAL DATES to complete your GED exams?

MAKE THIS THE YEAR THAT YOU COMPLETE YOUR ILLINOIS HIGH SCHOOL DIPLOMA.

WE ARE HERE TO HELP!  
BRETT.BYRON@JJC.EDU  
CKRAMER@JJC.EDU



Scan me



## CONTACT INFO:

Dawn Hughes, Executive Director  
Central Illinois Adult Education Service Center  
dj-hughes2@wiu.edu  
309-431-1878



# State Resources



# GED Analytics Can Run a 3 of 4 Report for Your State

Explore / External / Jurisdiction / GED Analytics / GED Analytics

Search for views, metrics, workbooks, and more

**GED Analytics** ☆ ⓘ ...  
 Owner [tableauadmin@ged.com](mailto:tableauadmin@ged.com) Modified Mar 29, 2023, 4:07 AM Extract Mar 29, 2023, 4:07 AM

This dashboard is for each user to access their individual jurisdictional test and candidate data.

Edit Workbook

Views 8 | Data Sources 5 | Connected Metrics 0 | Custom Views 0 | Extract Refreshes 1 | Subscriptions 0

Select All | Sort By: Sheet (first-last) ↑

**Test Summary** ☆ ...

**Test Taker Summary** ☆ ...

**Performance Summary** ☆ ...

**Demographics Summary** ☆ ...

**Appointment Summary** ☆ ...

**Passed 3 of 4 Modules** ☆ ...

**Candidate Drilldown** ☆ ...

**Test Drilldown** ☆ ...

# We've Added a 2 of 4 Report Under "Additional Reports" in GED Analytics

Explore / External / Jurisdiction / Additional Reports

Search for views, metrics, workbooks, and more

Additional Reports  
Owner: tableauadmin@ged.com  
Other reports for Jurisdictional users.

New Select All Content Type: All Sort By: Type

User Specific View

GEDManager Utilization report: This show all active users having access to GEDManager Jurisdictional

Report	Report Name	Last Update	Created	Jurisdiction	View	Refresh	Columns	Rows
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10
GEDManager Utilization	GEDManager Utilization	1/15/2023	1/15/2023	GA	Full	Full	10	10

Key Metrics by Jurisdiction

Jurisdiction	Key Metric	Value
GA	Key Metric 1	1000
GA	Key Metric 2	2000
GA	Key Metric 3	3000
GA	Key Metric 4	4000
GA	Key Metric 5	5000
GA	Key Metric 6	6000
GA	Key Metric 7	7000
GA	Key Metric 8	8000
GA	Key Metric 9	9000
GA	Key Metric 10	10000

Passed 2 of 4 Subjects

Subject	Score	Pass/Fail
Subject 1	80	Pass
Subject 2	75	Pass
Subject 3	60	Fail
Subject 4	55	Fail

Test Taker Journey Breakdown

GED Testers Demographics  
This report list GED Tester's Test's and Demographic's data

GEDManager Utilization  
GEDManager Utilization

Key Metrics by Jurisdiction  
This report list GED Tester's Key Metrics by Jurisdiction

Test Taker Journey Breakdown  
This report list GED Testers Journey Breakdown



# Tips for Adult Education Program Outreach





# Adult Education Outreach

Option 1: Reach out to your state GED Administrator, request that they run a 3 of 4 passers report from GED Analytics

- They can run a specific 3 of 4 passers report for your program for as far back as 2017
- They can also now run a 2 of 4 passers report

Option 2: For GED Manager users, you can run reports from the Student Test Activity Page in GED Manager

- This data will be a little broader and might require a little more work but it can generate a target list

# Filter in the Student Test Activity Report

The screenshot shows the 'Student Test Activity Report' interface. The top navigation bar includes 'GED Manager™', 'Home', 'Manage Student', 'GED Direct', 'Reporting', and 'Admin'. The user is logged in as 'brian.smith3@pearson.com' with a 'Default Account'. The report title is 'Student Test Activity Report'. Below the title, there is a search prompt: 'Click search to apply your filters and see results.' The filter section includes: 'Testing Activity' (dropdown menu with 'GED Passed' selected and 'Voucher' as an option), 'Date Range' (from '01/01/2014' to '07/01/2022'), 'Exam Subject', 'Test Language', 'OnVue', 'Jurisdiction' (set to 'Pennsylvania'), 'Program', and 'GED® Test Prep Center' (set to 'Delaware County Litera'). Below the filters, there is a table header with columns: 'Last Name', 'First Name', 'City', 'Phone Number', 'DOB', 'Email', 'GED ID', 'VUE Reg ID', 'Credentialed Status', and 'Test Center'. The 'Credentialed Status' dropdown is set to 'Not Credentialed'.

- Set your date range (I recommend going back at least 4-5 years)
- Under “Testing Activity,” select *GED Passed*
- Under “Credential Status,” select *Not Credentialed*

This will pull students who have passed GED tests who never credentialed.

# Once you have run the report, sort by Name

GED Manager™ Home Manage Student GED Direct Reporting Admin brian.smith3@pearson.com Default Account Log Out

## Student Test Activity Report

Click search to apply your filters and see results.

Testing Activity: GED Passed Date Range: 01/01/2014 to 07/01/2022 Exam Subject: Test Language: OnVue: Jurisdiction: Pennsylvania Program: GED® Test Prep Center: Delaware County Litera

Voucher:

Last Name: First Name: City: Phone Number: DOB: mm/dd/yyyy Email: GED ID: VUE Reg ID: Credentialed Status: Not Credentialed Test Center:

Search Print Score Reports (1000 rows max) Export (1000 rows max) Rows Per Page: 10 25 50

Name	Email	Testing Activity	Date	Test	Subject	Language	Score	Credentialed	Vouchers
Smith, Brian	brian.smith@gedtestingservice.com	GED Passed	1/2/14	GED	Social Studies	ENU	151	No	
Smith, Brian	brian.smith@gedtestingservice.com	GED Passed	5/27/20	GED	Reasoning	ENU	190	No	

- Click the Name filter
- This will sort alphabetically by name and show you how many and which tests a student has passed
- You can export this data into Excel



- Johnson County Community Colleges is state funded program in Overland Park, KS
- Ran a 3 of 4 report and identified 75 students
  - 44/75 needed to pass Math
  - 20/75 were active students
  - 16/20 active students only had Math
- Focused on active students at first
- 16 were able to complete already!

- Also wrote a Dollar General grant and received funding for a Math Bootcamp this summer!
- Math Bootcamp included 6 weeks of intense math instruction and math anxiety counseling, and strategies from a counselor at JCCC
- Contacted all 44 students who needed to finish Math
- 11 students agreed to sign up for the Boot Camp
- 4 of 11 students have already passed Math
- Remaining students are scheduled for later this summer

# Adult Educator Outreach

- Try to keep email outreach brief and to the point
- Don't be afraid to call or text students
- Consider offering incentives to students to come back to your program (e.g. free GED Ready test, free test voucher, waive adult education program fee, etc.)
- Consider a regular schedule for student outreach (e.g. email campaign two weeks before each semester)

# Big Picture / Closing Thoughts

# State Outreach and Results

State	Targeted Students	Credentialed Students
Alaska	409	38
Arizona	3,028	161
Georgia (First Year)	6,000	410
Georgia (Second Year)	6,500	667
Georgia (2 of 4)	6,000	340
Kansas	938	180
Kentucky (just last year data)	3,220	78
Illinois	6,745	467
Mississippi	2,010	201
Oregon	375	98
South Dakota	532	77
Texas	11,214	1,061
Utah	1,798	189
Virginia	3,396	442
<b>Total</b>	<b>52,165</b>	<b>4,409</b>

# National Numbers

- 14 states conducted 3 of 4 campaigns that targeted 52,165 students and 4,409 students finished their last GED test based on this outreach!
- **4,409 lives** that are now forever changed thanks to state outreach!





# Final Thoughts

- Any bit of outreach that your state or program can do will make a big difference in the lives of adult learners.
- GED Testing Service remains committed to supporting your efforts on outreach and will continue to document best practices.
- No matter the level of outreach that you can provide, GEDTS remains grateful for all that you are doing to help adult learners pass the GED test.
- Please keep in touch! Email me if you are running a campaign, [Brian.Smith@GED.com](mailto:Brian.Smith@GED.com). My goal is to set up a similar working group with adult education programs to share best practices. GEDTS wants to learn from your experience!

# Our 3 of 4 State Leaders Are Willing to Help!

State	State Contact	Email
AK	Windy Swearingin	windy.swearingin@alaska.gov
AZ	Christian Garibay	christian.garibay@azed.gov
GA	Shawn Watts	swatts@tcsg.edu
KS	Sue Grosdidier	sgrosdidier@ksbor.org
IL	Dawn Hughes	dj-hughes2@wiu.edu
OR	Adrienne Ochs	adrienne.ochs@hecc.oregon.gov
SD	Barb Unruh	barb.unruh@state.sd.us
TX	Cindee Tonnesen	cindee.tonnesen@tea.texas.gov
VA	Beverly Godwin	beverly.godwin@doe.virginia.gov

# Session Survey

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

