



youinspire

2023 GED CONFERENCE

Using Data to Better Understand Our Learners' GED[®] Journey

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Welcome



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Agenda

- National Trends
- Regional Trends
- Learner Focused Analysis
- Future Analysis

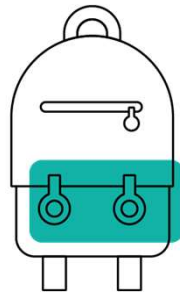
Objective

- Collecting and analyzing usage data is an important factor in understanding the characteristics and behavioral patterns that correlate to candidate success on the GED test.
- While trends generally apply across the program nationally, there are regional variations dependent on jurisdiction processes and available resources
- Measuring and modeling data at the learner level will help us create tailored experiences giving our learners the best chance for success.

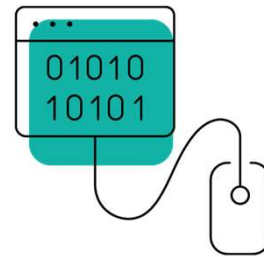
Collect and analyze data from different sources to help our learner succeed



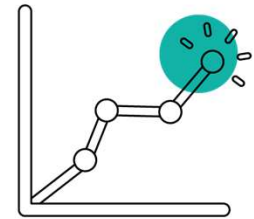
Testing Activity



Account information



Website Usage

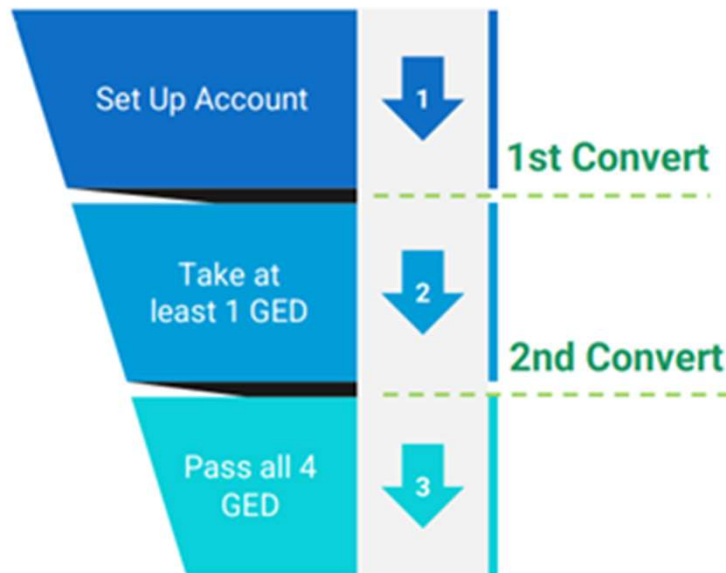


Public Datasets

National Trends

General activity and metrics across the program

Learners move through a “funnel” from creating an account to credential



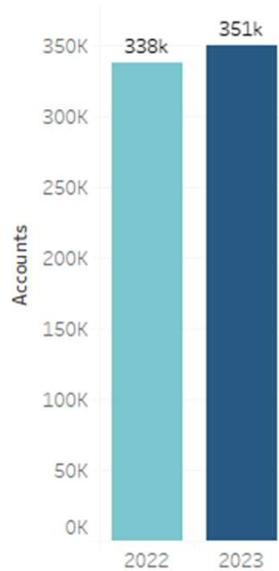
700,000 signed up an account

200,000 took their first GED

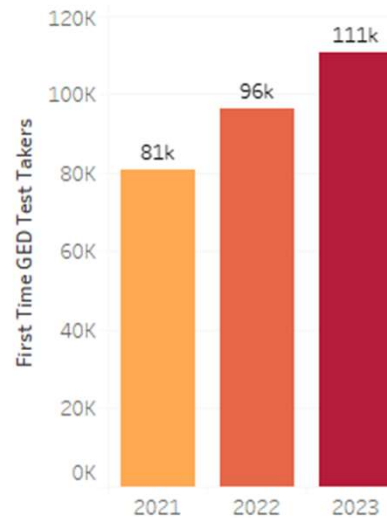
140,000 grads

Through June, we have seen More Accounts, More Tests, and More Credentials

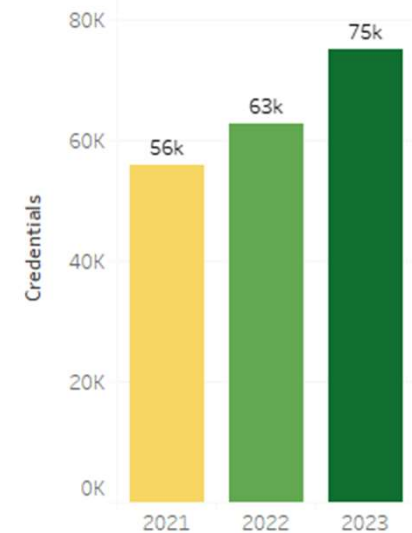
- More accounts created



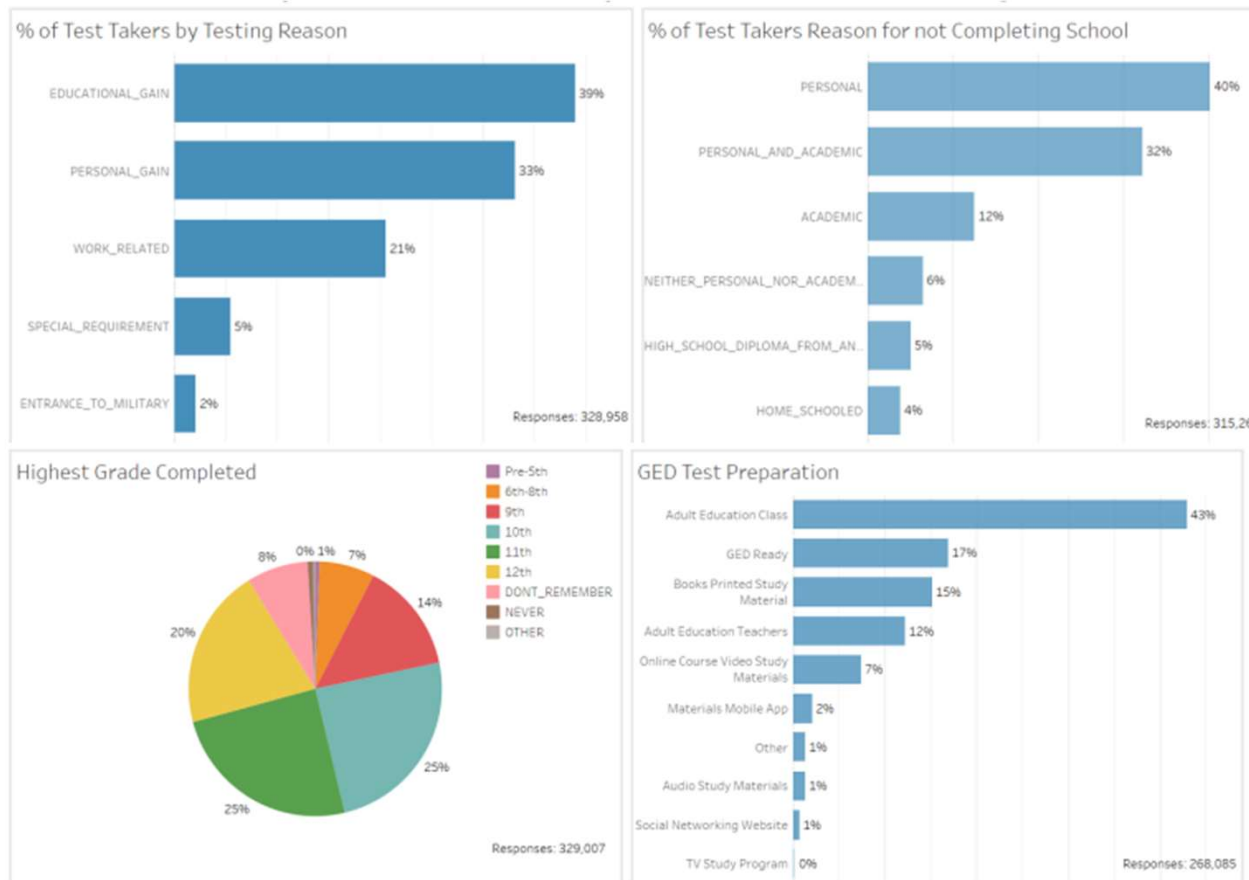
- More first time GED test takers



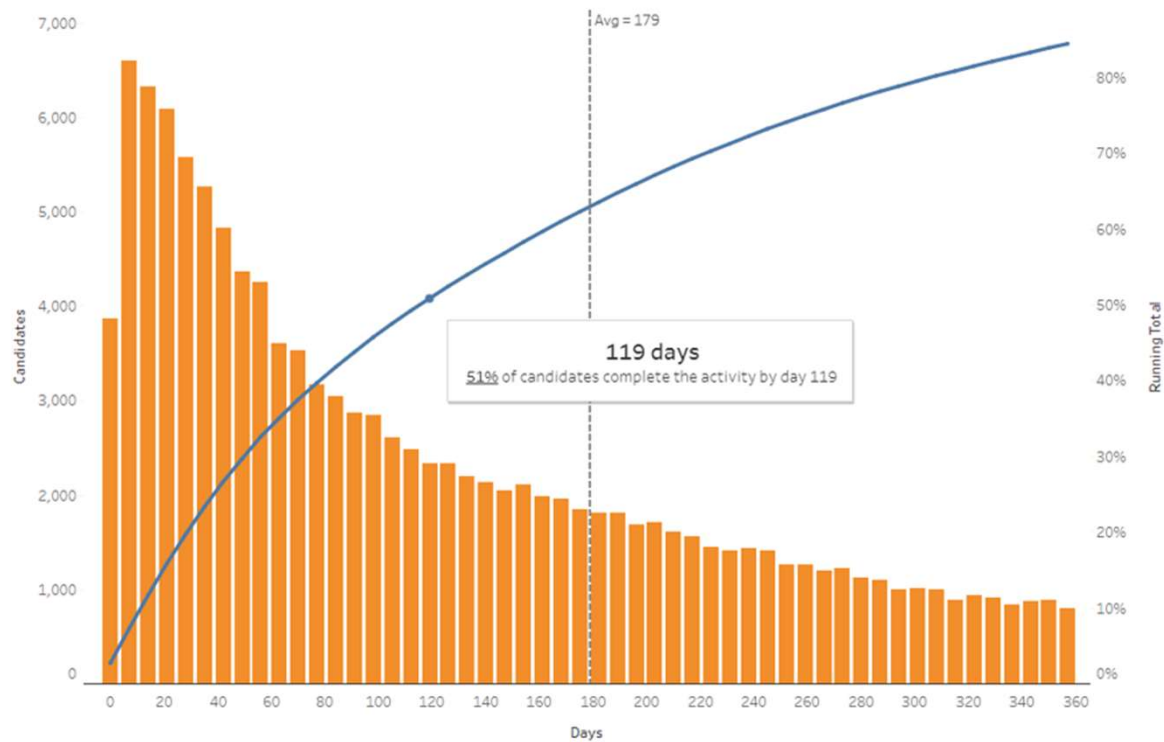
- More credentials issued



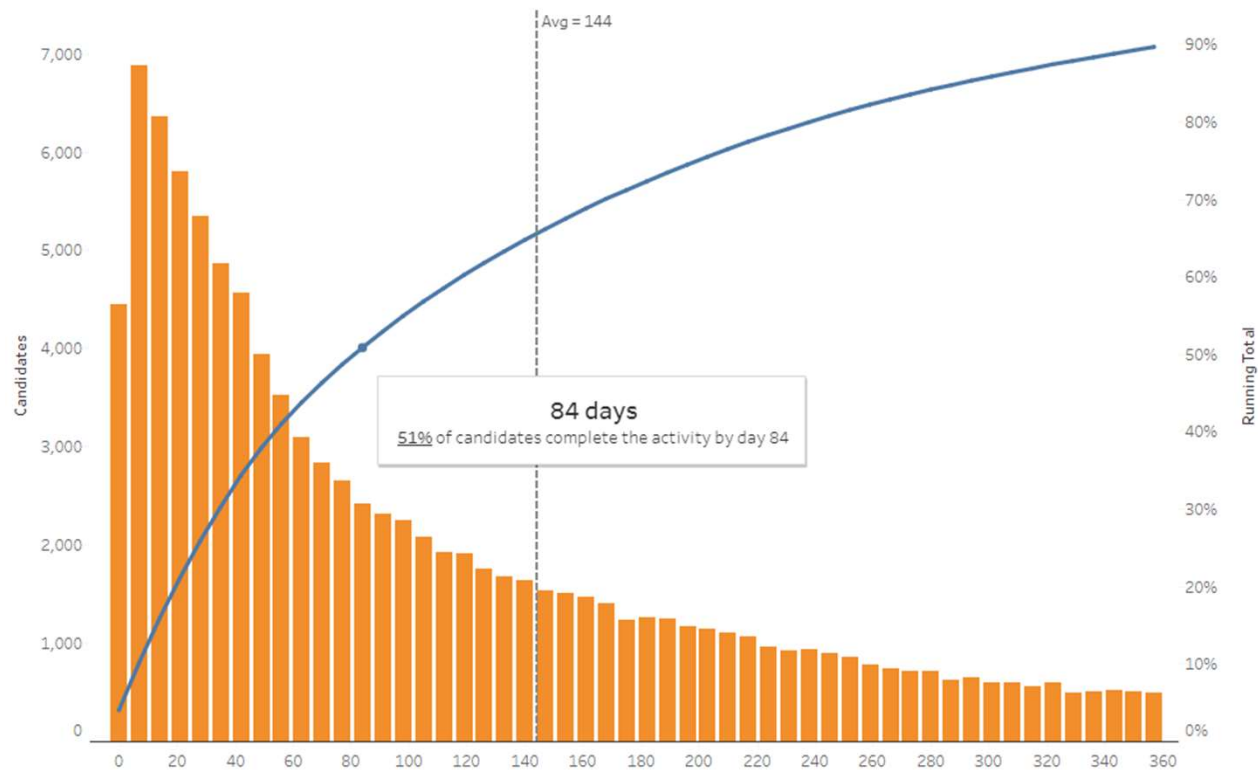
Learner demographics and behavior are consistent, pre- and post-Covid years



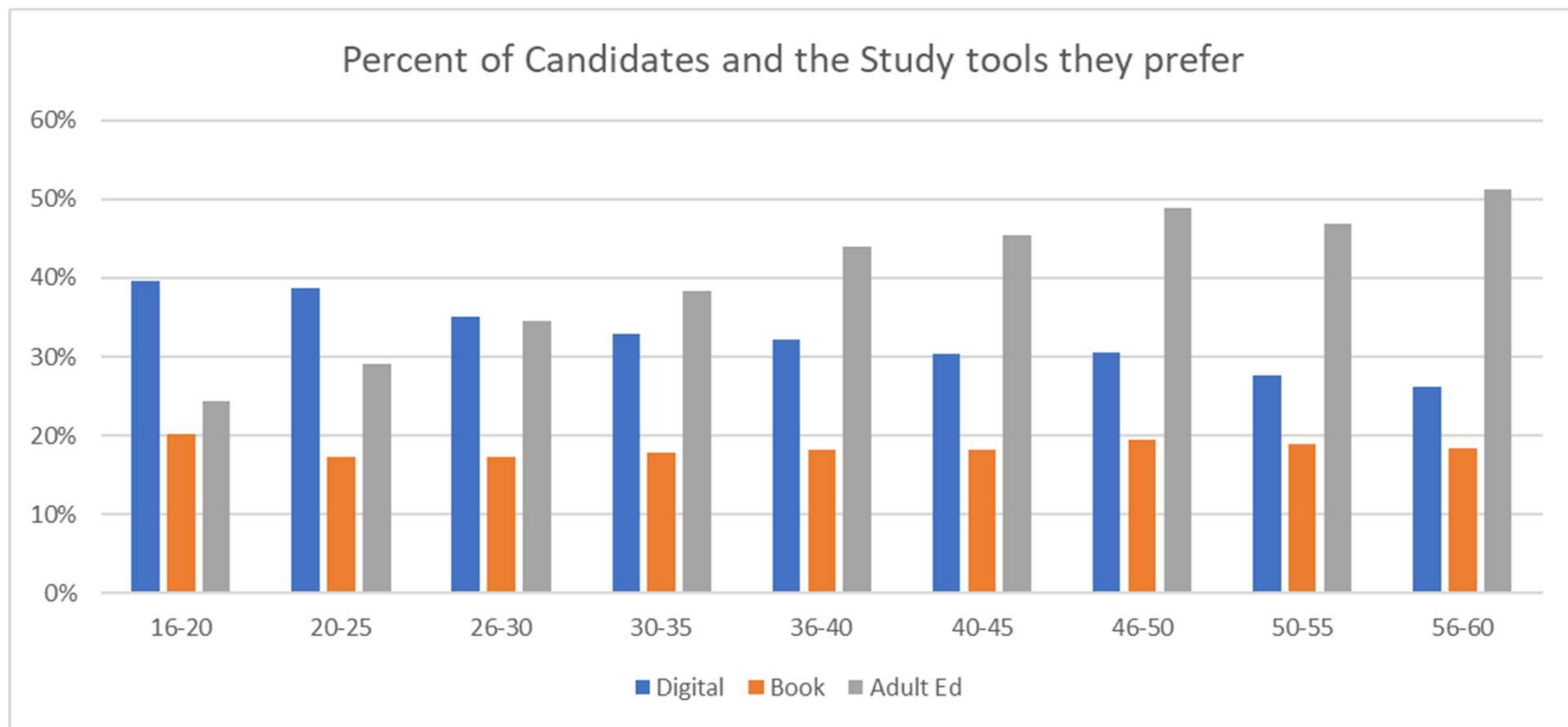
The Median time for candidates from Account Setup to Credential is **119** days



The Median time for candidates from First GED exam to Credential is **84** days



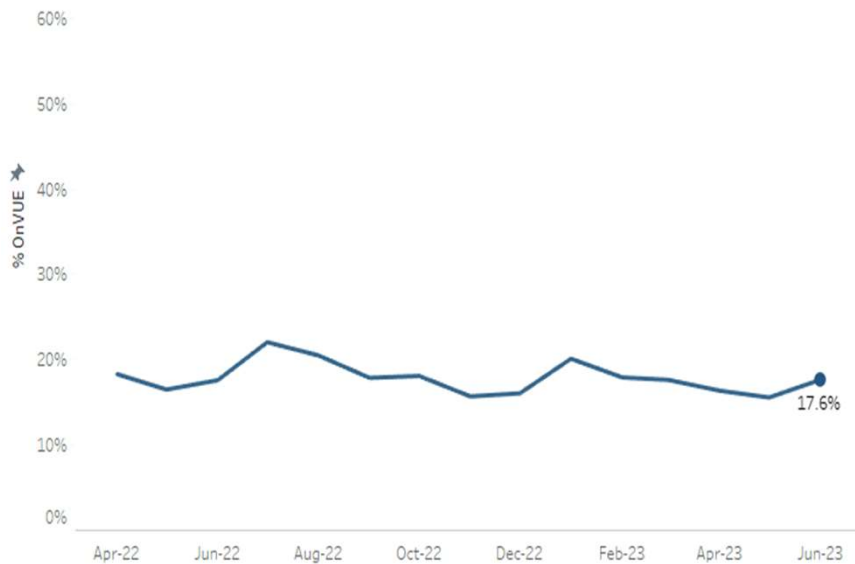
Younger learners prefer digital study tools



Regional Trends

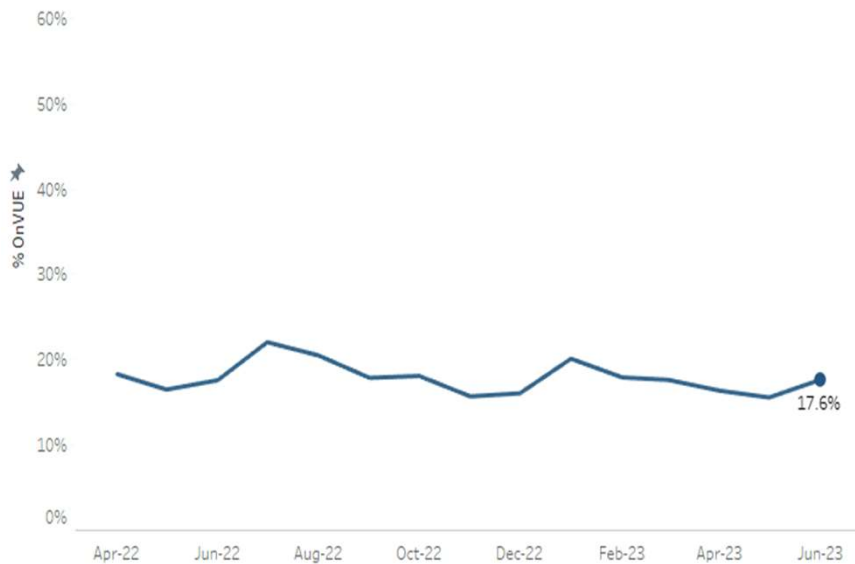
Each jurisdiction has its own unique variation

Metrics can differ dramatically depending on your state

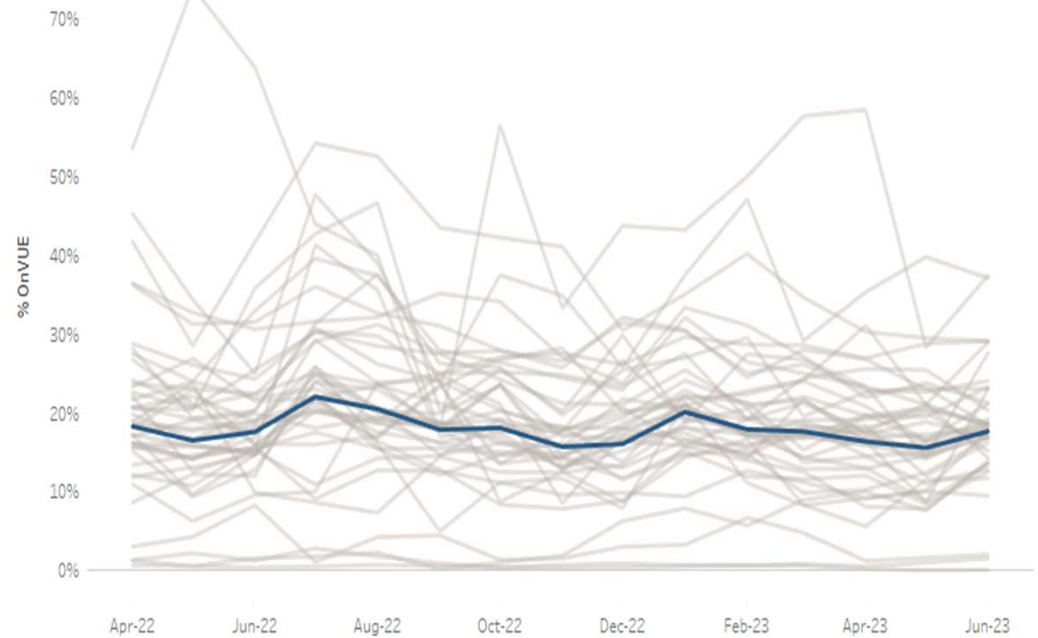


National Monthly OnVUE Rate

Metrics can differ dramatically depending on your state

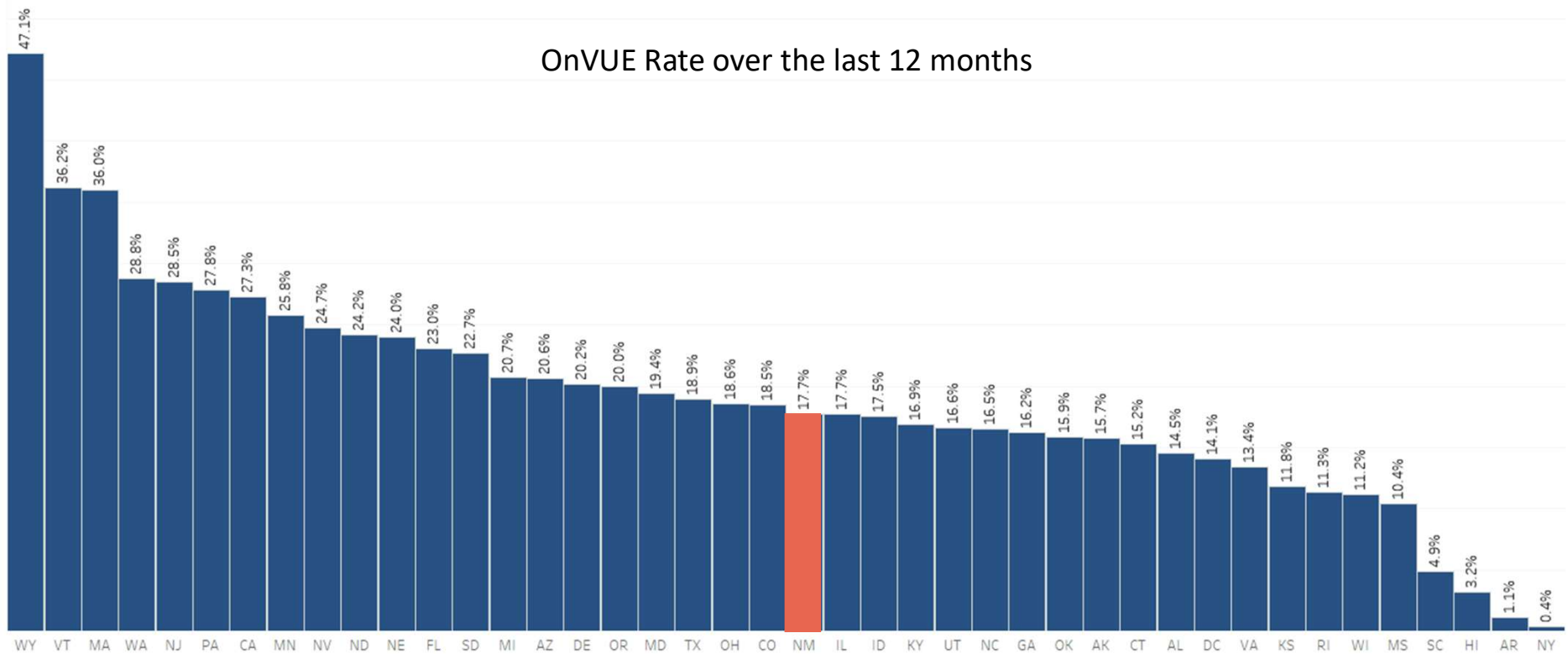



National Monthly OnVUE Rate



Jurisdiction OnVUE Rate

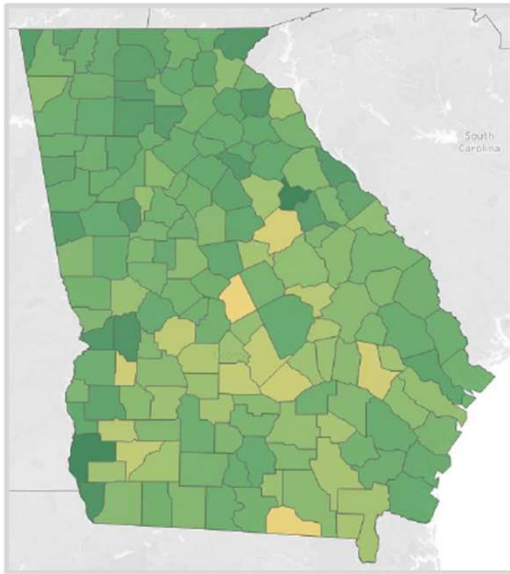
Metrics can differ dramatically depending on your state



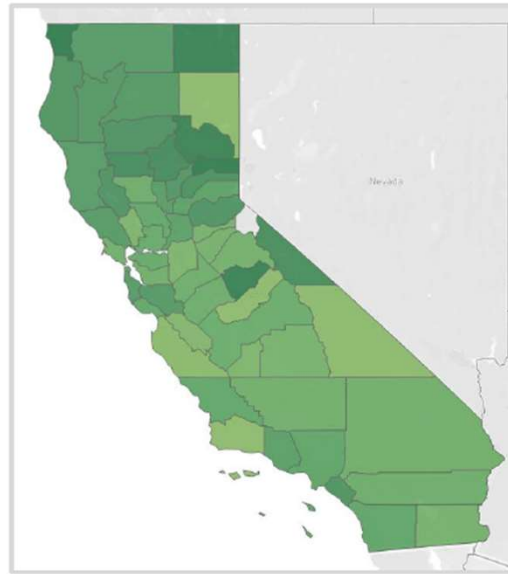
 = National Average

GED Testing Score differ across counties WITHIN a state

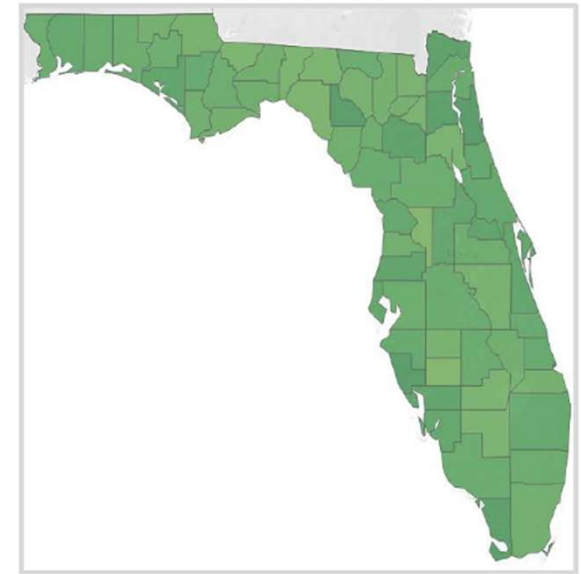
Georgia



California



Florida



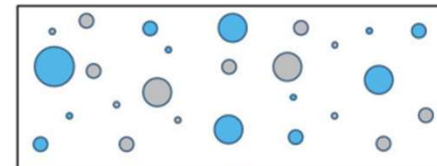
We analyzed the effect of resources on learner performance

For example –

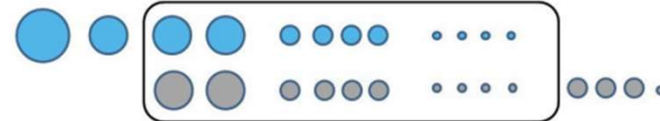
- Candidates who took at least one GED Ready Test
- Candidates who did not take a GED Ready Test
- Matching was performed based on –
 - Individual Characteristics
 - Age
 - Gender
 - Race
 - Geographic Demographics such as - income, employment, and education level

https://en.wikipedia.org/wiki/Propensity_score_matching

Candidate Population with Varying Characteristics



Candidate Groups with Matching



Performance was compared between these groups using linear regression models

Prep Center Enrollment creates most incremental impact in Mathematics

GED Resource	Top States by Subject (Incremental GED Testing Score)			
	Mathematics	Reasoning	Social Studies	Science
Prep Center Enrollment	California (+3.6) Virginia (+2.5) Ohio (+2.0)	Virginia (+2.1) Oregon (+1.9) -	Florida (+1.3) Kentucky (+1.2) Georgia (+1.0)	California (+1.1) Georgia (+0.9) Kentucky (+0.7)

Recommendation 1 – Promote enrollment in areas of states experiencing lower performance.

Recommendation 2 – Investigate what qualities in prep centers may lead to more success and replicate those features in other areas

GED Ready Testing is the most impactful resource

GED Resource	Top States by Subject (Incremental GED Testing Score)			
	Mathematics	Reasoning	Social Studies	Science
GED Ready Testing	New Jersey (+3.8) Massachusetts (+3.3) Georgia (+2.1)	New Jersey (+3.4) Massachusetts (+2.9) Georgia (+2.2)	New Jersey (+4.7) Georgia (+2.2) Michigan (+1.8)	Connecticut (+3.8) New Jersey (+3.8) Georgia (+1.4)

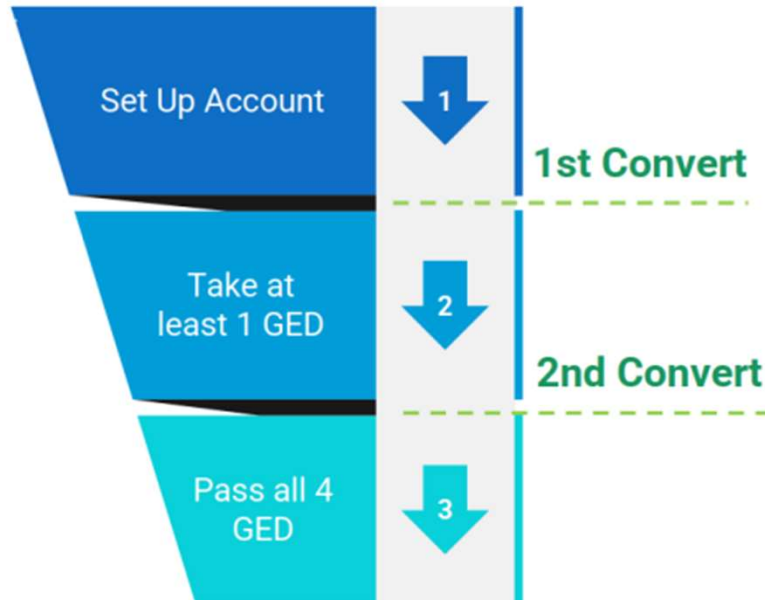
Recommendation – GED Ready Test could be subsidized across all states, to improve GED testing performance.

Subsequently, number of retakes could drop, offsetting a potential subsidy

Learner Specific Analysis

Focusing on the learner journey

Learners move through a “funnel” from creating an account through to credential



3

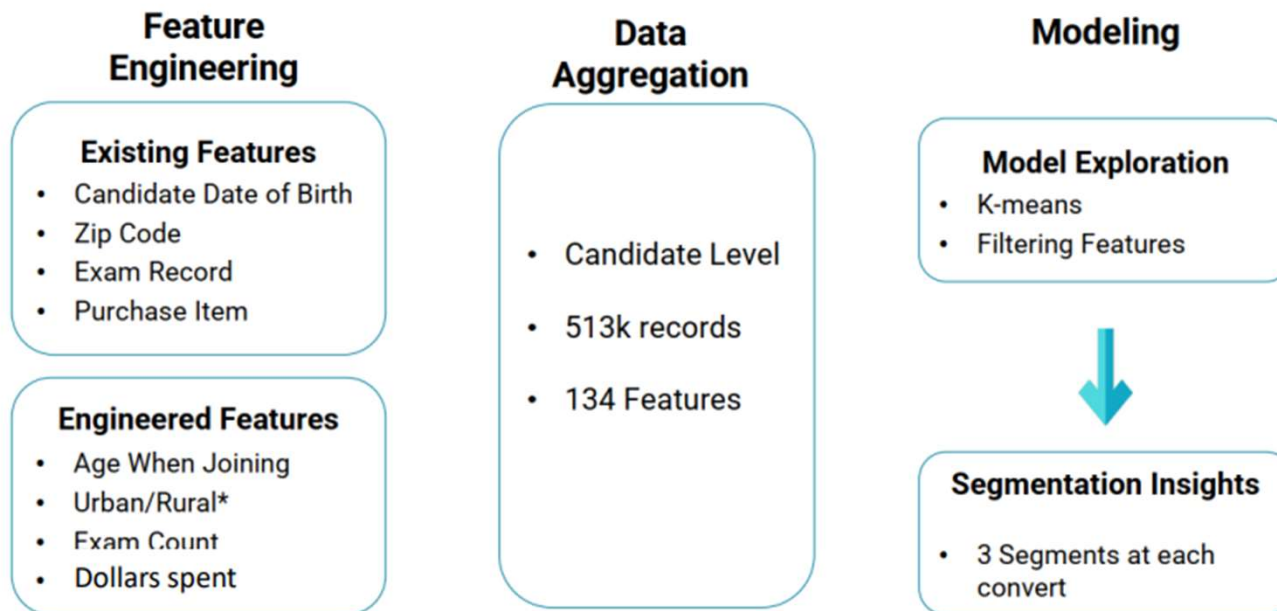
Questions

WHICH group is persisting?

WHAT are the differences?

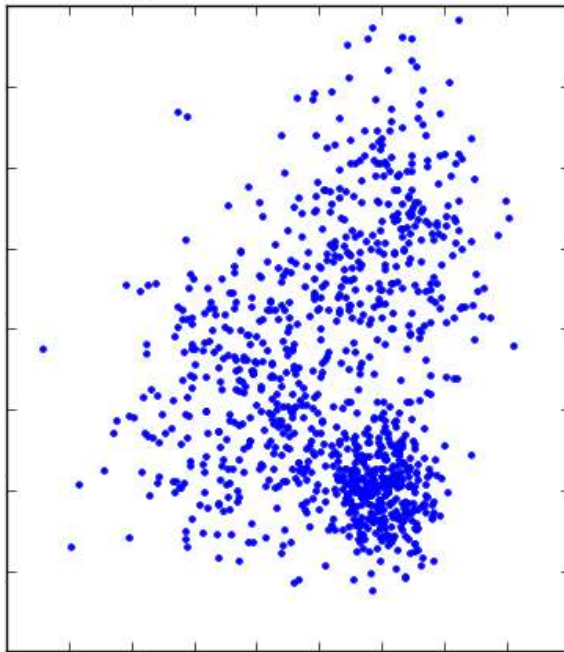
HOW can we improve persistence?

Analyzed demographics and behavior to identify actionable insights



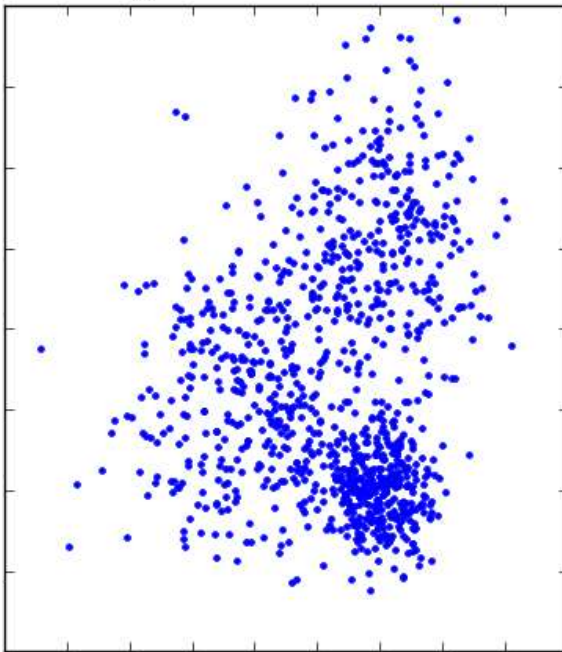
Clustered candidates on their features

Original unclustered data

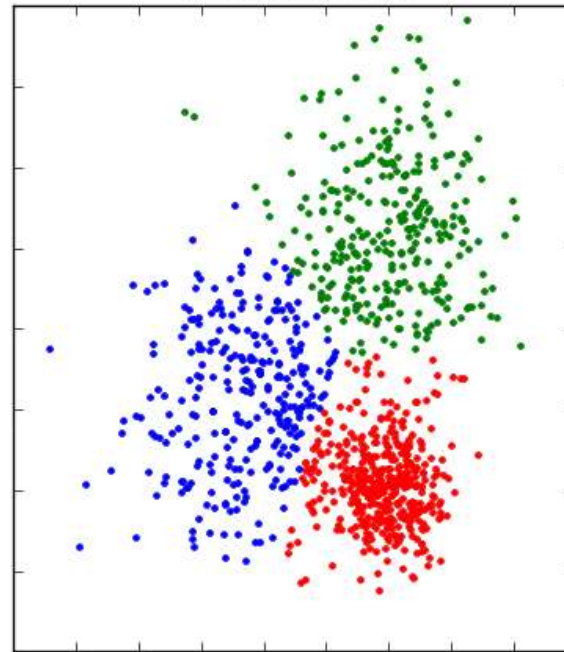


Clustered candidates on their features

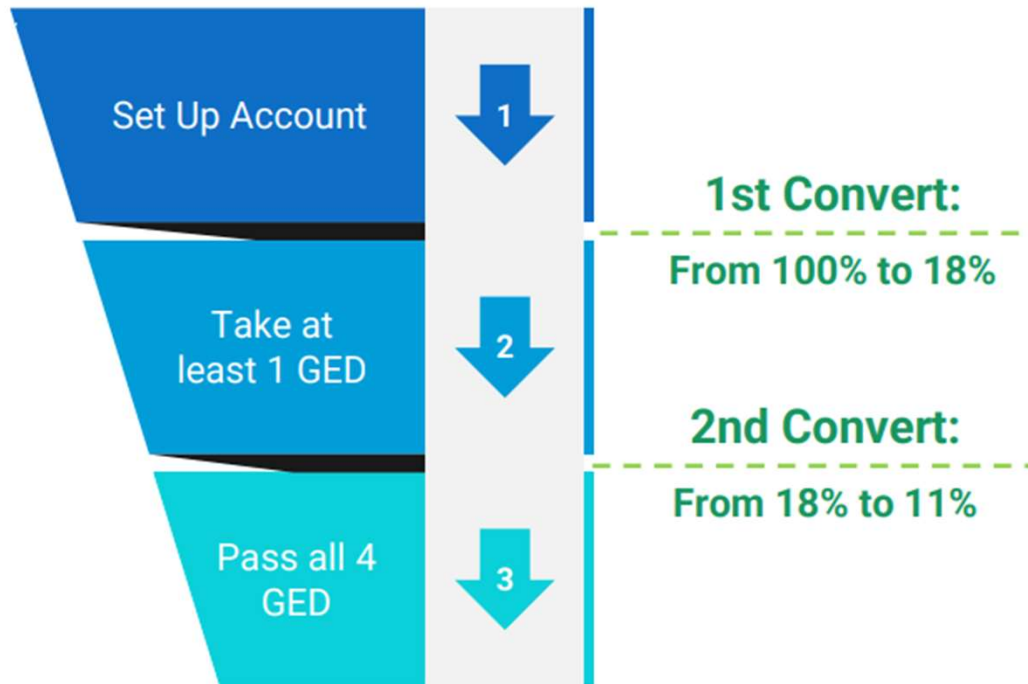
Original unclustered data



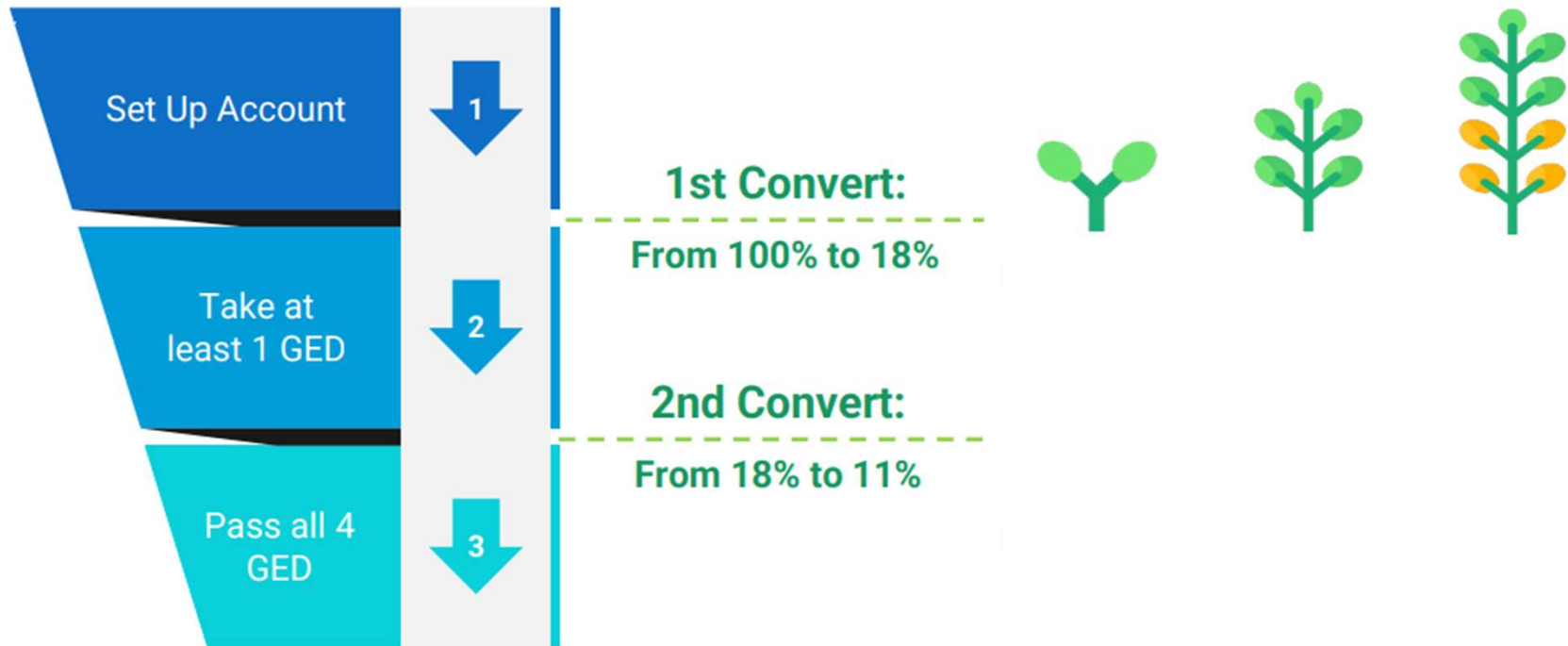
Clustered data



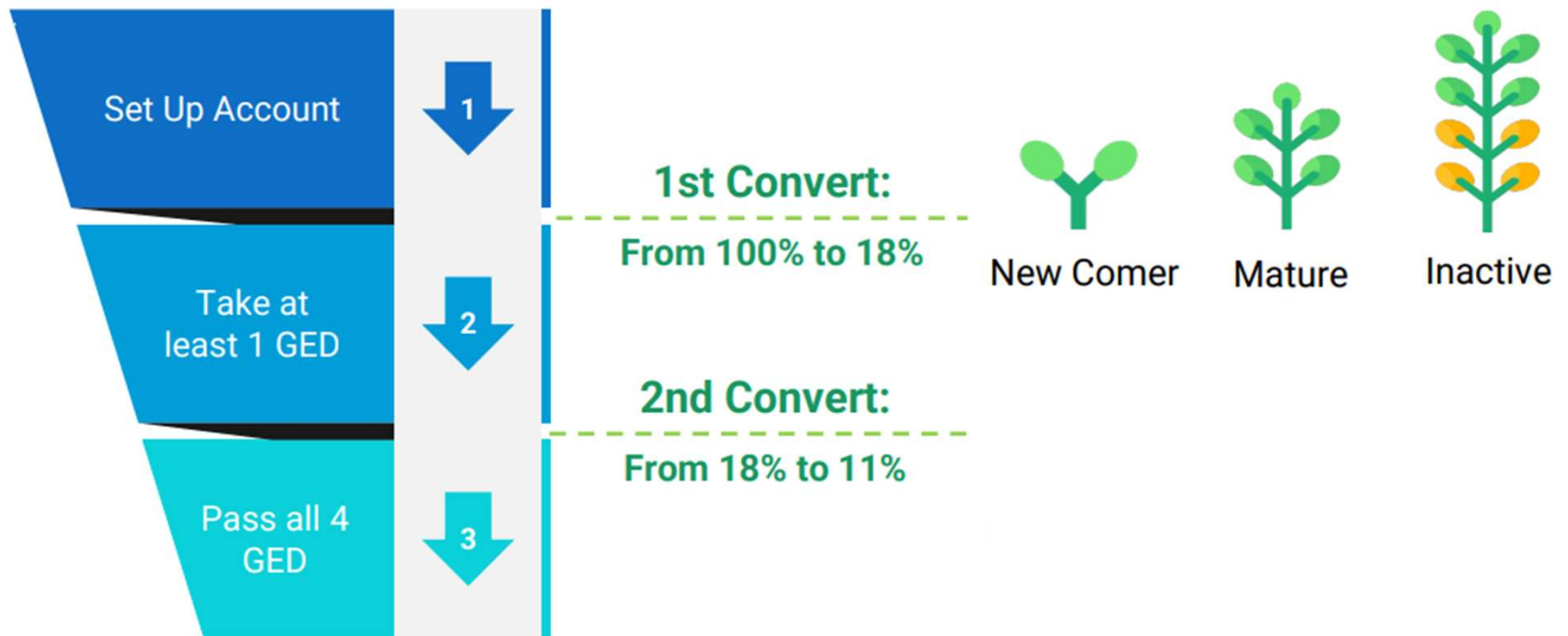
Defined 3 different segments at the 1st convert







Defined 3 different segments at the 1st convert



Defined 3 different segments at the 1st convert



The Mature segment is the group experiencing the most success

	 New Comer	 Mature	 Inactive	Overall
% of Population	21%	22%	57%	100%
Age (Median)	25	22	27	26
% of Taken at Least One GED*	15%	54%	5%	18%
% of Taken ALL Four GED*	8%	34%	3%	11%
 Days to taking 1 st GED**	164	277	349	295

Test Taker Segments



Inactive

Key Behavior

- Takes more RLA Ready Tests
- Higher GED Ready failure rate

Recommendation

- Suggest learner to take Science Ready
- Offer more preparatory resources for RLA Ready



Mature

- Model group with best first test conversion

- Nudge candidates within first 90 days of account setup to take activity



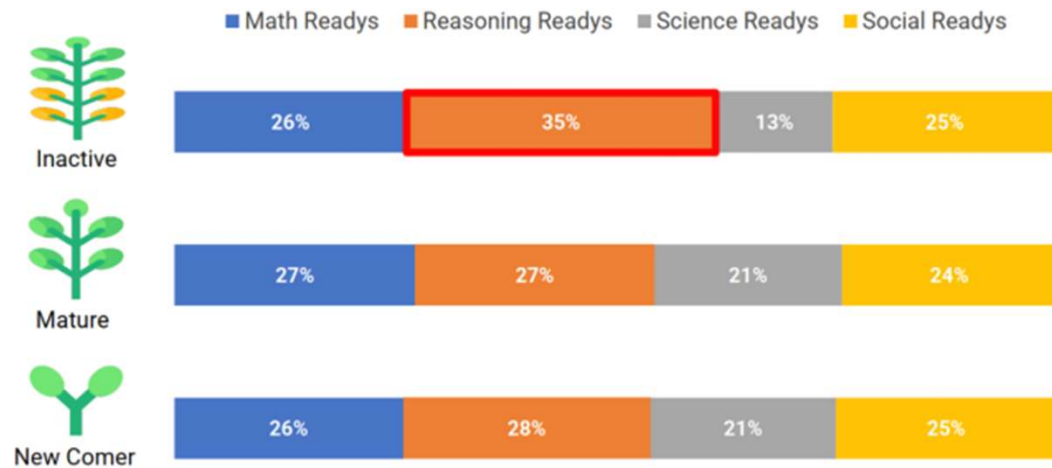
New Comer

- Candidates early in their journey

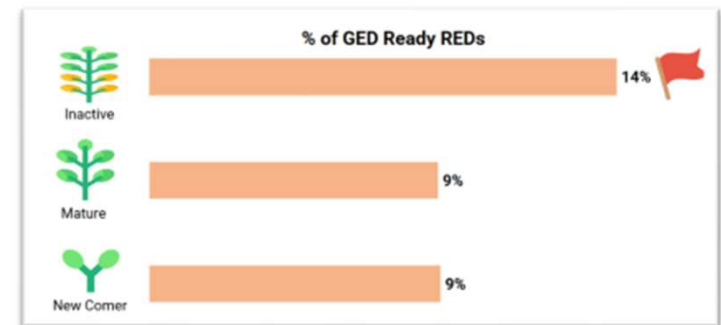
- Frequent outreach to guide them towards staying engaged

Drive a quick win through Science Ready to avoid becoming Inactive

1st Convert: Inactive Prefer Reasoning Ready Tests

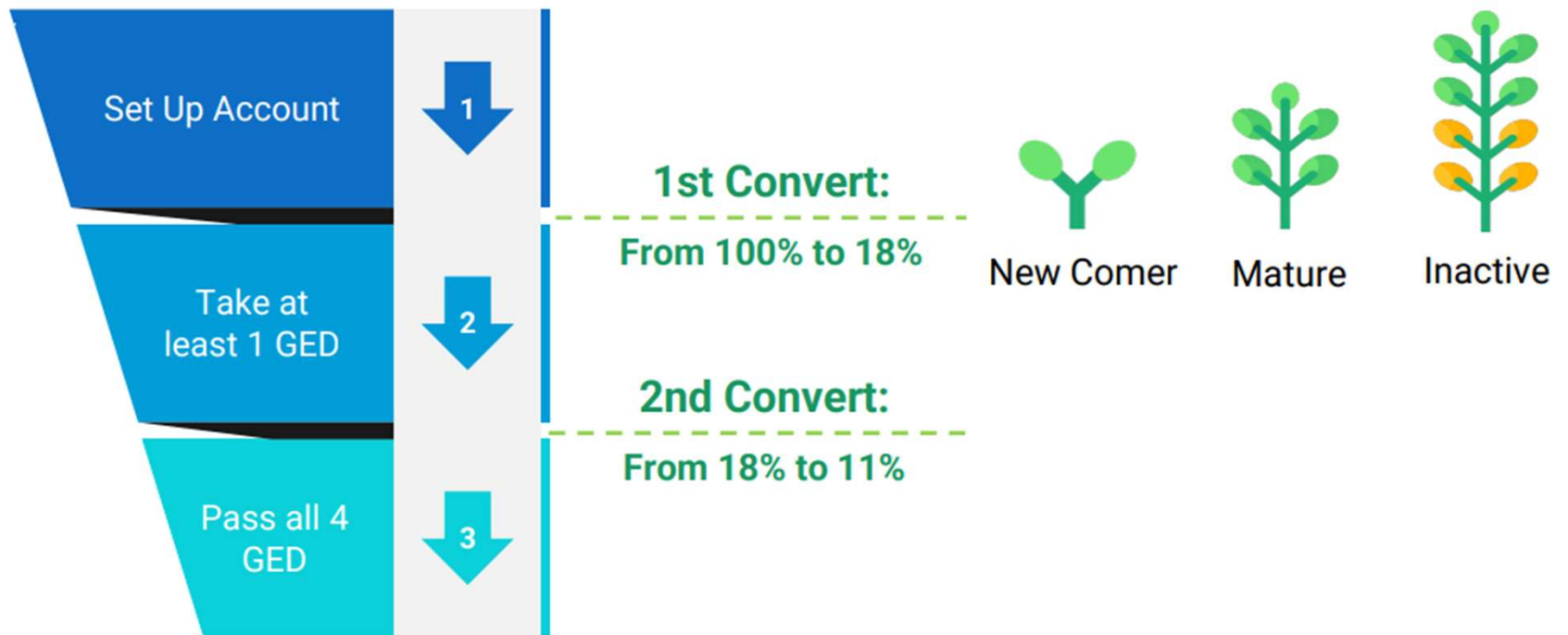


note: this chart shows the percentage of ready test purchases of each subject

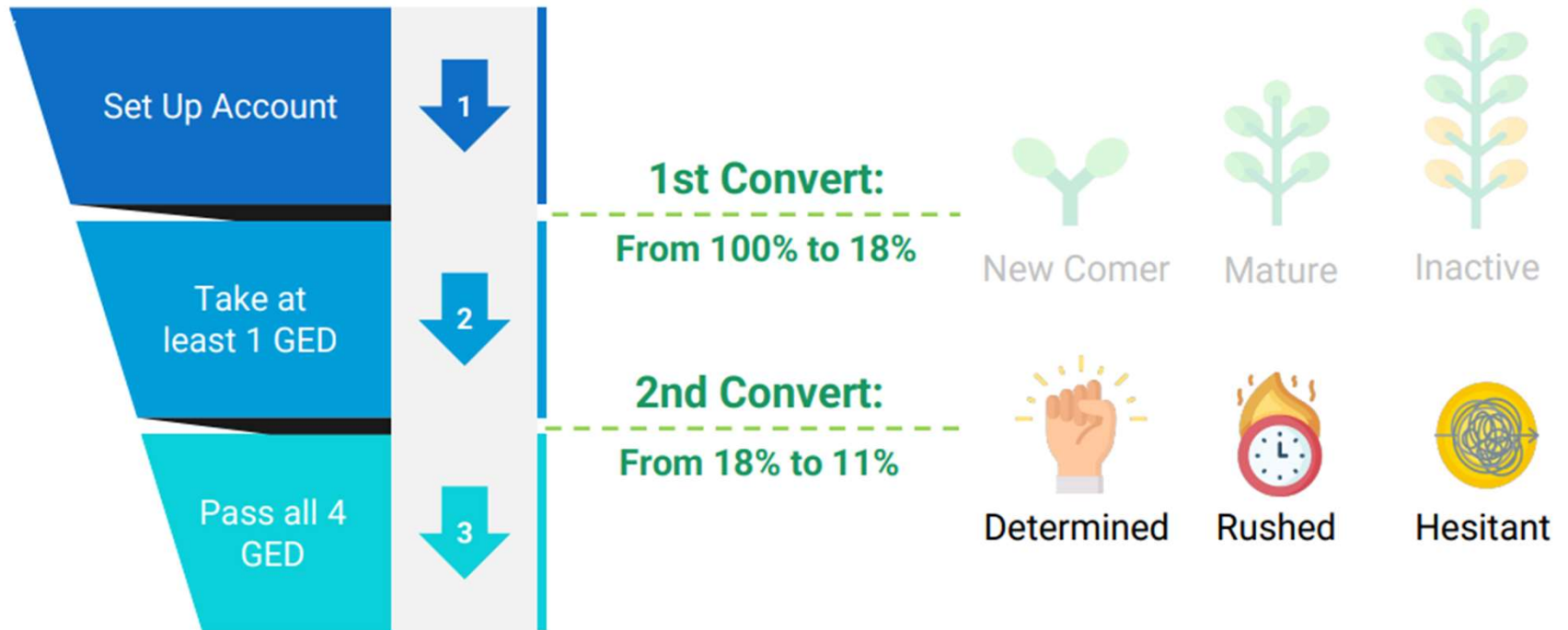


They should be advised to start with Science GED Ready



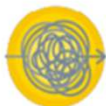

Defined 3 additional segments for the 2nd convert



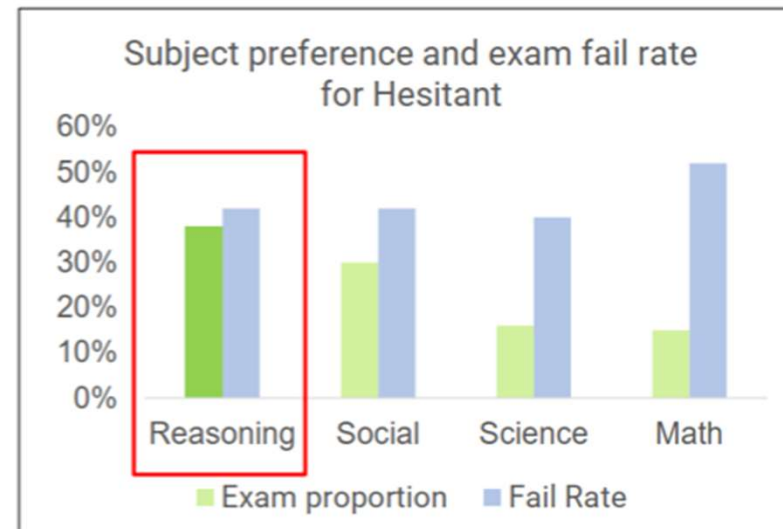
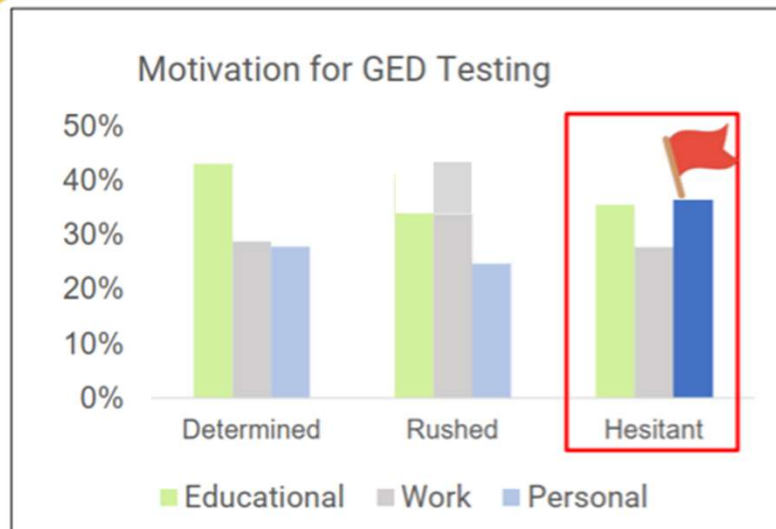
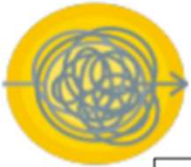
Defined 3 additional segments for the 2nd convert



Most successful segment is Determined

	 Determined	 Rushed	 Hesitant	Overall
% of Population	58%	21%	21%	100%
Age (Median)	20	20	24	20
% of Taken ALL Four GED	80%	68%	0.04%	60%
Average Days to 1 st Exam*	60	52	173	83
# Sessions**	 44	18	23	34

Hesitant candidates are less confident, older, and have a higher portion motivated by personal goal



Rushed segment should be encouraged to use prep products to improve their potential



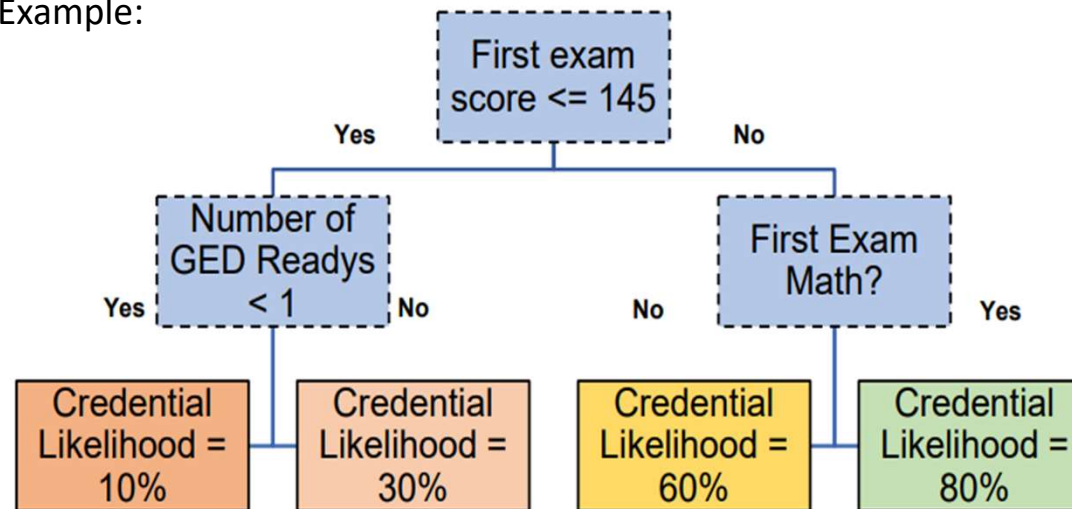
- They are compelled to test quickly due to a job or the military
- They are more confident of their skills and abilities than reality
- Encourage their use of GED Ready before taking tests
- Guide their journey with mobile prep materials to use just those they need most efficiently
- GED Flash is a good product for this segment

With more data points around our learner's journey, we can use predictive-based tools to create better outcomes

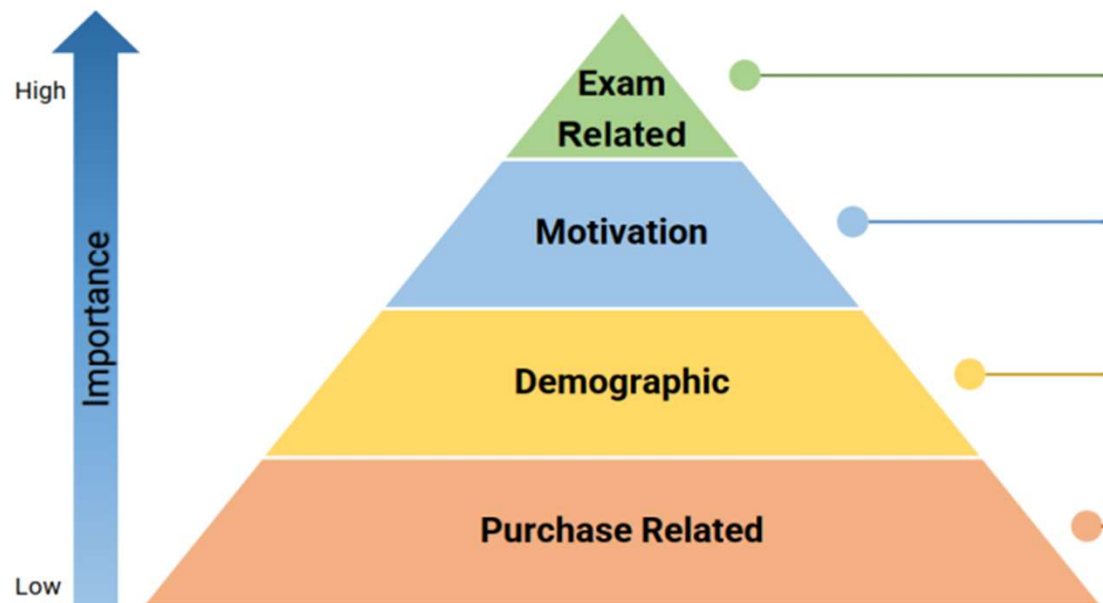
	QUANTITATIVE INSIGHT	
Type	Clustering Based	Predictive Based
What is it'	Quantitatively defined segments	Assigns a probability value to every candidate
When is it us	Exploratory analysis – differentiate candidates based on quantitative features	Targeted Analysis- To differentiate amongst candidates upon the probability of completing GED
How is it dor	Algorithms that quantitatively compare candidate attributes	Algorithms that calculates probabilities of finishing GED
Use Case	To bring personalization by serving similar segments with similar offerings	Optimize our efforts to find and support more candidates

Predictive analytics suggest the likelihood a candidate will pass

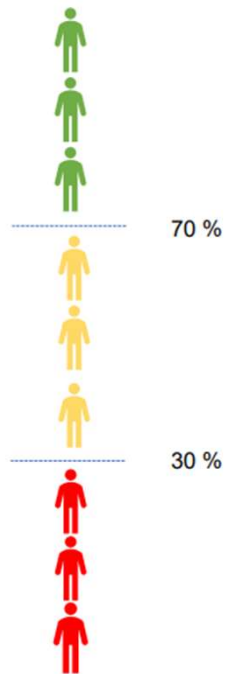
Example:



Predictive analytics puts more weight on first score and GED Ready performance



Largest impact by focusing on the learners ‘on the edge’ of passing their first test



- **Green**
 - Likely to Credential
 - Present with ability to schedule test and test day support
- **Yellow**
 - 30% to 70% form 35% of our candidate pool who took the first exam
 - “On the fence” as to whether they will credential
 - Offer promotions for online study materials and self study material
 - A slight increase in probability could mean more likely to credential
- **Red**
 - Need more assistance in order to credential
 - Point them towards higher touch resources

Future Roadmap

- *More regional based analysis to help educate and encourage*
- *Thorough evaluation of learn journey*
- *Leverage predictive tools to optimize experience*

Take Away

- Account creation, exams and credentials are all **growing year over year**.
- The GED program provides a general trend at the national level; its important to **understand the slight variations in your area** to maximize impact.
- Focusing on **user-level data** enables us to better understand our learner's unique challenges to offer more tailored assistance
- **Inactive and Hesitant learners** should be encouraged to get an 'early win' by taking Science first
- Predictive analytics shows us **the first test score is the most predictive** of future success

Session Survey

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



Thank you!

Survey



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