The TOEFL® and GRE® Tests
An Update from ETS

2012 CGS Annual Workshop
December 7, 2012

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Higher Education Division
What We Will Cover Today

• **TOEFL®** Program Update
  - A continuing commitment to security
  - How TOEFL can help with your international student recruitment

• **GRE®** Program Update
  - Current situation
  - Our role in helping to foster a healthy pipeline
  - How we can help institutions
Continued Commitment to TOEFL® Security

• Follow up aggressive audits in India in 2012 with positive results
• Continue to work with the State Department Office of Fraud Prevention
• Successful apprehension of individuals involved in impersonation ring in Hong Kong
• Continually developing new tools and processes internally and externally to prevent and identify fraud
Introduction of Biometric Voice Identification Software for TOEFL® Testing

• Uses statistical pattern-matching techniques, advanced voice classification methods and inputs from multiple systems to compare speech samples from TOEFL test takers

• Offers ability to create voice prints for detailed analysis to validate TOEFL test takers

• In 2012, to be used as part of test security investigations

• In 2013, will gradually be used on a larger scale
Introduction of Biometric Voice Identification Software for TOEFL® Testing (continued)

Conducting research to support three uses:

1. Repeat test takers
   - Compare voiceprints with speech samples across multiple administrations for the same test taker

2. Potential impersonators within a test center
   - Compare voiceprints with speech samples within and across candidates at a given test center

3. Known impersonators within a group
   - Compare voiceprints with speech samples of known imposters to all candidates within a suspect group
Help with International Student Recruitment
**TOEFL® Go Anywhere Website**

www.toeflgoanywhere.org

- Website contents include:
  - *TOEFL Journey™* program
  - How to register
  - TOEFL Institutions search
  - Test prep resources
  - Video tips
TOEFL® Institution Directory for Students

- Helps students find your institution
- Update your institution information at www.toeflgoanywhere.org
• Make a short video about your institution and how it uses TOEFL test scores

• The video should answer questions such as:
  – What attracts international students to your school? Courses? Location? Costs? Faculty? Other?
  – From which countries do most of your international students come?
  – How do you use the TOEFL test?
**TOEFL® TV Web Traffic**

- Top six locations by views:
  - United States
  - Vietnam
  - India
  - Brazil
  - Canada
  - Saudi Arabia
Introducing the **TOEFL® Search Service**

- Reach the right international students with the **TOEFL Search Service**
- Web-based tool helps you reach prospective international applicants
- Database of 500,000+ students serious about pursuing higher education in an English-speaking program who have asked to be contacted
Introducing the TOEFL® Search Service

- Reach international students fast without breaking your travel budget
- Find students with the English skills to succeed at your institution
- Search potential undergraduate and graduate applicants
- Integrate student data with your campus management system
- Create multichannel marketing campaigns with access to student phone numbers, email addresses and mailing addresses
Some of the TOEFL® Search Service Criteria

**Demographics**
- Gender
- Country of citizenship
- Native language

**Location**
- State or province
- Country

**TOEFL® Test Scores**
- Total score
- Section scores

**Educational History**
- Current level of study
- Time spent studying English independently
- Time spent receiving English instruction
- Lived in country where English is main language spoken

**Educational Objectives**
- Desired field of study
- Desired country to pursue education
- Next level of study
- Main reason for taking the TOEFL test
- Desired type of institution
- Scores sent to my institution
- Intended date of enrollment
GRE® Program Update
The Current Situation: Decision-making Will Be Different

- The value of graduate education is being scrutinized
- More emphasis is being placed on job placement and ROI
- Concern about student indebtedness continues to rise
- Some individuals have been taking a “wait and see” approach
The “Wait and See” Mode Can Affect Application Trends

College grads originally planning to enroll in 2012

- Enrolled Fall 2012: 71%
- Decided to enroll after 2012: 29%

When do they now plan to enroll?

- Fall 2013: 68%
- Fall 2014 or later: 32%

2012 U.S. College Graduate survey — 1,500 completed online surveys with students graduating from a 4-year college/university in 2012, ETS
But, an Educated Consumer Means We Now Have A Prime Opportunity to Showcase Value

- Graduate education DOES lead to:
  - Enhanced job opportunities
  - Better salary potential in most fields
  - Positive contribution to society
And, Provide A More Substantive Voice

The report was released at the CGS annual legislative forum in Washington, D.C. on April 19, 2012. A copy of the report is available at www.pathwaysreport.org.
GRE® Volumes – Uncertain, but Upswing Looks Encouraging

An update since the CGS Summer Workshop:

• When consumer uncertainty was at its peak, we saw sluggish volumes as there were more “wait and see” individuals
• As the year has progressed, we have focused on the value and have seen performance begin to recover
• We have also intensified marketing and outreach

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<tr>
<td>Volumes were down about 25% compared to 2010</td>
<td>Volumes began to stabilize and began to climb</td>
<td>Our peak testing period</td>
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<td>Volumes during Aug–Dec timeframe are rebounding and could rank as second highest in history during a peak period</td>
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<td>We view this as an encouraging sign</td>
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2011 experienced unusual timing patterns due to the launch calendar; we are using 2010 as the “basis of comparison” year for both timing and volume levels.
Our Role in Helping to Foster a Healthy Pipeline

- **Education on the Value of Graduate Education**
  - Helping consumers know the “real deal” so they can make smart, informed decisions based on their goals

- **Awareness of the test-taker friendly GRE® revised General Test**
  - Deeper understanding of the GRE test
  - Test preparation help

- **Broader outreach around the world**
The Value of Graduate Education

A micro site to promote benefits of graduate education

• The micro site will serve as a resource for reporters, researchers and others interested in graduate trends. An effort to counter negative press and distorted reporting on the value of a graduate degree

• Features
  – FAQs (including search-engine optimization)
  – Data and research
  – The latest news clips on graduate school issues
  – Social media engagement using Twitter
  – Speakers bureau
Awareness of the Test-taker Friendly
**GRE® revised General Test**

**Product Enhancements**

**2011**
- GRE revised General Test launch

**2012**
- ScoreSelect™ option introduction
More Engagement with Prospective Test Takers to Help Them Feel Ready

Promotion of our free **POWERPREP® II, Version 2.0 Software**, introduced in July 2012

New 22-minute **GRE® Success Starter** video

Webinar (and follow-up Facebook® post)
More Outreach to Prospective Test Takers

_Around the World_ to Increase Awareness and Education

- Student fairs
- Free test prep seminars
- Social media events
GRE® Program Can Help Institutions with Recruitment Outreach

- Tell us about your on-campus events and we’ll post on the GRE® page on Facebook®
GRE® Search Service is an Excellent Recruitment Resource

- The fastest, easiest, most cost-efficient way to directly reach a large number of GRE® test takers
- The only source that gives you the ability to access such a powerful database of individuals who have already made a major step toward pursuing graduate or business school
- ONLY degree-granting graduate and business schools and fellowships have access to this powerful database
**GRE® Search Service Provides Powerful Criteria so You Can Focus Your Recruitment Efforts**

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<tr>
<th>Demographics</th>
<th>Educational/Employment History</th>
<th>Academic Performance — Enhanced Insight</th>
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<tbody>
<tr>
<td>- Gender</td>
<td>- Current educational level</td>
<td>- General Test</td>
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<tr>
<td>- Ethnic background</td>
<td>- Undergraduate major</td>
<td>- GRE Verbal Reasoning score bands with overall UGPA</td>
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<tr>
<td>- Citizenship</td>
<td>- Post-graduate full-time work experience*</td>
<td>- GRE Verbal Reasoning score bands with UGPA in major</td>
</tr>
<tr>
<td>Location</td>
<td>- Self-reported overall Undergraduate Grade Point Average (UGPA)</td>
<td>- GRE Quantitative Reasoning score bands with overall UGPA</td>
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<tr>
<td>- World region</td>
<td>- Self-reported UGPA in major</td>
<td>- GRE Quantitative Reasoning score bands with UGPA in major</td>
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<tr>
<td>- Country</td>
<td>- Timing</td>
<td>- GRE Analytical Writing score bands with overall UGPA</td>
</tr>
<tr>
<td>- State or Province (US/Canada)</td>
<td>- GRE test date</td>
<td>- GRE Analytical Writing score bands with UGPA in major</td>
</tr>
<tr>
<td>- Postal code</td>
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<td><strong>GRE® Subject Test</strong></td>
</tr>
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<td>- State of permanent residence (US)</td>
<td></td>
<td>- Score bands with overall UGPA</td>
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<tr>
<td>Educational Objective/Intent</td>
<td></td>
<td>- Score bands with UGPA in major</td>
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<tr>
<td>- Degree objective</td>
<td>- Contact Methods</td>
<td><strong>New in July 2012</strong></td>
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<tr>
<td>- Part-time or full-time study</td>
<td>- Mailing address</td>
<td></td>
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<tr>
<td>- Intended graduate major</td>
<td>- Email address</td>
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<tr>
<td>- Planned date of enrollment</td>
<td>- Telephone number</td>
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<tr>
<td>- Preferred region of study</td>
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<tr>
<td>- Have reported GRE scores to institution(s)</td>
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<tr>
<td>- Preferred method of study*</td>
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New to the ETS Family: LikeLive™

- LikeLive is a global leader in online video interviews
- This cutting-edge platform offers an efficient and affordable way to see a more holistic view of applicants and their communication style
- Easy-to-use system takes only minutes for faculty and admissions professionals to get started
- Applicants answer questions via video
- Flexible enough to be an excellent tool in either the recruitment or admissions processes

Contact John Tierney
(818) 888 5100 ext. 119
John@LikeLive.com
www.LikeLive.com
GRE® Scores Are an Important Criteria in the Admissions Decision

- GRE scores provide an objective and common measure for evaluating and comparing the qualifications of applicants with differing educational and cultural backgrounds.
- GRE scores have been shown to predict success in master’s and doctoral programs.
Helping Institutions and Applicants

• As we enter 2013, the GRE® Program will continue to explore value-added enhancements and services to further help you in your recruitment and admissions efforts.

• The GRE Program will also remain focused on continuing its efforts to help test takers.
GRE® and TOEFL® Staff are Ready to Help

Stop by the ETS Exhibit

• Visit the TOEFL® website at www.ets.org/toefl

• If you have questions:
  – Email: TOEFLnews@ets.org
  – Phone: 1-609-683-2008

• Visit the GRE® website at www.ets.org/gre/institutions

• If you have questions:
  – Email: GREhelpline@ets.org
  – Phone: 1-609-683-2662