The TOEFL® and GRE® Tests
An Update from ETS

2013 CGS Annual Meeting
December 6, 2013

Eileen Tyson
Executive Director
Global Client Relations

David Payne, Ph.D.
Vice President and COO
Higher Education Division
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Jeffrey Smart    Swinburne University of Technology, Australia
Keith Todd    Reed College
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John J. Wood    University at Buffalo, SUNY
# GRE® Board Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Robert Augustine</td>
<td>Eastern Illinois University</td>
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<tr>
<td>Douglas Boudinot</td>
<td>Virginia Commonwealth University</td>
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<tr>
<td>Andrew Comrie</td>
<td>University of Arizona</td>
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<tr>
<td>Karen DePauw (Board Chair)</td>
<td>Virginia Polytechnic Institute and State University</td>
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<tr>
<td>Frankie Felder</td>
<td>Clemson University</td>
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<tr>
<td>Jacqueline Huntoon</td>
<td>Michigan Technological University</td>
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<tr>
<td>Nancy Marcus</td>
<td>Florida State University</td>
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<tr>
<td>Steven Matson</td>
<td>University of North Carolina at Chapel Hill</td>
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<tr>
<td>Dwight McBride</td>
<td>Northwestern University</td>
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<tr>
<td>Abigail Panter</td>
<td>University of North Carolina at Chapel Hill</td>
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<td>Douglas Peers</td>
<td>University of Waterloo</td>
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<tr>
<td>Lynne Pepall</td>
<td>Tufts University</td>
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<tr>
<td>Janet Rutledge</td>
<td>University of Maryland, Baltimore County</td>
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<td>Henning Schroeder</td>
<td>University of Minnesota</td>
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<td>Debra Stewart (ex-officio)</td>
<td>Council of Graduate Schools</td>
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<tr>
<td>Susan Stites-Doe</td>
<td>The College of Brockport, SUNY</td>
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<tr>
<td>Lisa Tedesco (Past Board Chair)</td>
<td>Emory University</td>
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<tr>
<td>Karen Weddle-West (Board Chair Elect)</td>
<td>University of Memphis</td>
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What We Will Cover Today

• **TOEFL®** Program Update
  – Connecting International Students with your Institution

• **GRE®** Program Update
  – New GRE Report
  – Activities to Increase the Pipeline of Students
  – New GRE Test Preparation Materials
  – New GRE Materials for Advisors and Educators

• Connect with your Client Relations representative
TOEFL® Program Update

Connecting International Students with your Institution
Expanded TOEFL® Scholarship Program

• In 2013, the TOEFL® Scholarship Program was expanded
  – 119 scholarship recipients in five countries

• Recognizes students who have:
  – Excelled academically
  – Demonstrated leadership skills
  – Participated in extracurricular activities
  – Achieved English-language proficiency

• Available for graduate and undergraduate students in China, India, Korea, Japan, Taiwan

• Awards paid directly to universities
Redesign of the TOEFL® Go Anywhere Website
www.toeflgoanywhere.org

Graphics and words highlight the features of the test-taker site.

The Search button offers two ways to find your institution.
Search Universities

Test takers can search for an institution by name or location.

Or they can use the TOEFL® Search Service to match their scores and interests with schools.
**TOEFL® Institutions Search**

- **TOEFL® Institutions Advanced Search**
  - Students can input a *TOEFL iBT®* test score and find out where they can go with that score
  - Minimum TOEFL scores required by graduate and undergraduate institutions are provided
Keep Your TOEFL® Information Current

Updates can be submitted to us online: Minimum score requirements, address, contact person, new programs
TOEFL® TV Channel on YouTube®

- Includes video tips from teachers and students
- Learn about TOEFL® Destinations
- Features ETS-produced videos about the test
  - *Inside the TOEFL Test* (five videos)
  - *Meet the Study Group* (four videos)
- 20,000+ subscribers, over 1.4 million views (as of April 2013)
- [www.youtube.com/toefltv](http://www.youtube.com/toefltv)
TOEFL® TV Channel on YouTube®

- 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® Search Service helps universities recruit international students with the English skills they need to succeed.

Search the database of **more than 700,000 names** using 26 criteria, including location, desired level and field of study, and TOEFL scores.

Cost: $250 annual fee + $0.43/name

- No charge to create an account and do a volume projection

More info at [www.ets.org/toefl/search](http://www.ets.org/toefl/search)

Video: [https://toeflsearch.ets.org/toeflss](https://toeflsearch.ets.org/toeflss)
With the TOEFL® Search Service you can:

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

- Demographics
- Location
- Educational History
- Educational Objective
- TOEFL® Test Scores
- Timing
TOEFL® Search Service Criteria

DEMOGRAPHICS
- Gender
- Country of citizenship
- Native language

LOCATION
- State or province
- Postal code
- Country

EDUCATIONAL HISTORY
- Current level of study
- Time spent studying English independently
- Time spent receiving instruction in English
- Attended test preparation class
- Number of months studied for the TOEFL iBT® test
- Hours per month studied for the TOEFL iBT test
- 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

TOEFL TEST SCORES
- Total Score
- Listening Section Score
- Reading Section Score
- Writing Section Score
- Speaking Section Score

TIMING
- Date registered
TOEFL® Search Service Login Page
Support From a Team of Experts

- Email: toeflsearch@hobsons.com
- Phone: +1-513-924-3333
- Web: www.ets.org/toefl/search
GRE® Program Update
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

New edition is available at ets.org/gre/institutions
New! Most Comprehensive Data on GRE® Test Takers Worldwide

- **534,761 unique test takers who took the GRE® revised General Test between July 1, 2012 – June 30, 2013**
- Includes only those who had valid scores on all three measures
- Based on unique test takers, meaning data analysis includes test taker’s most recent scores only, even if they took the test more than once during that period

Full report is available at ets.org/gre/institutions
The **GRE®** revised General Test Continues to Perform as Expected

<table>
<thead>
<tr>
<th>Table 1. GRE revised General Test Score Information, Examinee Population</th>
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<tbody>
<tr>
<td><strong>Variable</strong></td>
</tr>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>Standard Deviation (SD)</td>
</tr>
<tr>
<td>Number of Examinees (N)</td>
</tr>
<tr>
<td>Percent Men</td>
</tr>
<tr>
<td>Percent Women</td>
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</tbody>
</table>

*Note: Five percent of examinees did not provide any gender classification.*
The Majority of GRE® Test Takers Are Between the Ages of 18 and 30

Figure 1. Percentage of GRE revised General Test Examinees, by Age Group and Gender
About Two-thirds of GRE® Test Takers Are College Seniors or Unenrolled College Graduates

Figure 2. Percentage of GRE revised General Test Examinees, by Current Educational Level

Note: These analyses were based on a total of 534,761 test takers. Sophomores (second-year college) represented 0.4 percent of test takers. Test takers in the No Response category represented 0.2 percent of test takers. Due to rounding, percentages may not add up to 100.
There is a wide variety of intended graduate majors, and natural sciences grew this year.

Figure 3 shows that, overall, the most commonly reported intended graduate major fields were within the natural sciences and other fields, followed by engineering and social sciences.

**Figure 3. Percentage of GRE revised General Test Examinees, by Intended Graduate Major**

<table>
<thead>
<tr>
<th>Major</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Business</td>
<td>5</td>
</tr>
<tr>
<td>Education</td>
<td>6</td>
</tr>
<tr>
<td>Engineering</td>
<td>13</td>
</tr>
<tr>
<td>Humanities and Arts</td>
<td>6</td>
</tr>
<tr>
<td>Natural Sciences</td>
<td>32</td>
</tr>
<tr>
<td>Social Sciences</td>
<td>13</td>
</tr>
<tr>
<td>Other Fields</td>
<td>20</td>
</tr>
<tr>
<td>Undecided</td>
<td>5</td>
</tr>
<tr>
<td>No Response</td>
<td>&lt;1</td>
</tr>
</tbody>
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Note: These analyses were based on a total of 534,761 test takers. Test takers in the No Response category represented 0.3 percent of test takers. See page 13 for a list of intended graduate major fields.
GRE® Test Takers Report Citizenship in More than 200 Countries/Regions around the World

Non-U.S. Citizens Now Represent Approximately One-third of the Entire GRE Test-taking Population
Mobility Continues as GRE® Test Takers Consider U.S. and Non-U.S. Destinations

| Table 25. Preferred Region for Graduate Study, Examinees WhoTested in the United States |
| --- | --- | --- |
| Region | N | Percent |
| U.S. Regions | | |
| New England | 93,170 | 25 |
| Mid-Atlantic | 99,744 | 27 |
| South | 119,838 | 33 |
| Midwest | 93,172 | 25 |
| Southwest | 68,442 | 19 |
| West | 113,308 | 31 |
| Non-U.S. Regions | | |
| Canada | 23,266 | 6 |
| Africa | 3,707 | 1 |
| Asia | 7,586 | 2 |
| Australia/New Zealand | 15,450 | 4 |
| Europe | 40,207 | 11 |
| Latin America | 7,123 | 2 |

| Note: This analysis is based on 365,732 examinees who tested in the United States. Since examinees were allowed to select more than one region, the percentages do not add up to 100. |

| Table 26. Preferred Region for Graduate Study, Examinees Who Tested Outside of the United States |
| --- | --- | --- |
| Region | N | Percent |
| U.S. Regions | | |
| New England | 48,393 | 29 |
| Mid-Atlantic | 47,373 | 28 |
| South | 40,901 | 24 |
| Midwest | 41,586 | 25 |
| Southwest | 38,650 | 23 |
| West | 51,325 | 30 |
| Non-U.S. Regions | | |
| Canada | 32,243 | 19 |
| Africa | 1,514 | 1 |
| Asia | 12,106 | 7 |
| Australia/New Zealand | 14,860 | 9 |
| Europe | 31,820 | 19 |
| Latin America | 4,229 | 3 |

| Note: This analysis is based on 169,029 examinees who tested outside of the United States. Since examinees were allowed to select more than one region, the percentages do not add up to 100. |
**GRE® Test Takers Based on Region Where They Lived**

**United States**
99.4% of examinees who tested within the United States resided in United States

**Europe**
Top countries of residence:
- Turkey - 16%
- United Kingdom - 15%
- Germany - 10%
- France - 8%
- United States - 6%

**Asia**
Approximately 83% resided in China or India (39% or 44% respectively)
Gender Differences Among GRE® Test Takers Based on Region Where They Lived

United States
• 42% are men
• 58% are women

Europe
• 56% are men
• 44% are women

Asia
• 62% are men
• 38% are women
Age Differences Among GRE® Test Takers Based on Region Where They Lived

**United States**
- 34% are between 18 and 22
- About 83% are 30 years of age or younger

**Europe**
- 24% are between 18 and 22
- About 89% are 30 years of age or younger

**Asia**
- 55% are between 18 and 22
- About 96% are 30 years of age or younger
ETS Is Committed to Helping to Increase the Pipeline of Students
Recruitment

You can reach the GRE® test-taking population as part of your recruitment strategy, using the GRE® Search Service.
The GRE® Search Service is a one-of-a-kind database of individuals who have taken a decisive step toward pursuing an advanced degree

- Reach prospects who have demonstrated graduate-level readiness through their GRE test performance
- 500,000+ individuals around the world who have opted-in to receive information about programs like yours
- ONLY degree-granting graduate and business schools and organizations that provide graduate-level fellowships have access to this powerful database
Recruit a Diverse Class

Select from about 30 criteria to EXPAND your pool or REFINE your recruitment strategy

• Be cost efficient in your recruitment, knowing they’ve already taken a decisive step toward pursuing an advanced degree.
• Identify potential candidates using GRE® score bands and UGPA academic performance criteria.
• Recruit a diverse class for graduate or business school programs using demographic and geographic data, academic disciplines and more!
# Criteria

## GRE® Search Service Criteria

### Demographics
- Gender
- Ethnic background
- Citizenship

### Location
- World region
- Country
- State or province (US/Canada)
- Postal code
- State of permanent residence (US)

### Educational/Employment History
- Current educational level
- Undergraduate major
- Post-graduate full-time work experience

### Educational Objective/Intent
- Degree objective
- Part-time or full-time study
- Intended graduate major
- Planned date of enrollment
- Preferred region of study
- Have reported GRE scores to your institution
- Preferred method of study

### Academic Performance
- Self-reported overall Undergraduate Grade Point Average (UGPA)
- Self-reported UGPA in major

### Academic Performance – Enhanced Insight

#### GRE® General Test
- GRE Verbal Reasoning score bands with overall UGPA
- GRE Verbal Reasoning score bands with UGPA in major
- GRE Quantitative Reasoning score bands with overall UGPA
- GRE Quantitative Reasoning score bands with UGPA in major
- GRE Analytical Writing score bands with overall UGPA
- GRE Analytical Writing score bands with UGPA in major

#### GRE® Subject Test
- Score bands with overall UGPA
- Score bands with UGPA in major

### Timing
- GRE test registration date

### Other Criteria
- Have an email address

The GRE Search Service database includes email, postal mail and telephone contact information, allowing you to reach out to individuals according to your preferences.
GRE® Program Provides Free Help with Recruitment Outreach, too

- GRE® page on Facebook® has about 300,000 followers from around the world

- Tell us about your on-campus events and we’ll post on our page
New GRE® Test Preparation Materials
New GRE® Test Preparation Materials Released in 2013

- **GRE® Success Starter**: Tips & Strategies for the Verbal Reasoning Measure (video)

- **GRE® Success Starter**: Tips & Strategies for the Quantitative Reasoning Measure (video)

- **Official GRE® Guide** Mobile App

An assortment of free and paid test preparation materials are available at ets.org/gre

*News!!* Downloads of FREE POWERPREP® II software are up 7 percent as of September 30
Test Prep Help on GRE® Page on Facebook®

• Growing Facebook community provides an opportunity for us to share GRE® facts and tips — as well as encouragement!
New GRE® Advisors Kit for Educators and Advisors

• Just introduced!
• Designed to help you give students everything they need to know about test registration, preparation, sending scores and more!
• Includes easy-access, printable brochures, posters, easy links and more
• Some materials available in multiple languages
• All downloadable from ets.org/gre/advisorkit
SPECIAL CGS ANNOUNCEMENT!

• We are pleased to announce this jam-packed new webinar series which brings key facts, details, tips and strategies taken from ETS’s renowned test preparation workshop directly to you in time-friendly video modules
• Perfect for individuals who conduct test preparation workshops on campus

• Introduction to the GRE® Program
• An Overview of the GRE® revised General Test
• A Closer Look at the GRE® Verbal Reasoning Measure
• A Closer Look at the GRE® Quantitative Reasoning Measure
Remind Faculty and Staff to Sign up for GRE® eUPDATE newsletter

- To get the latest news, updates, webinar dates and more, encourage all faculty and staff to sign up for the GRE® eUPDATE newsletter.

ets.org/gre/update
Connect with the Client Relations Team

The Client Relations team is here to help with your institution’s GRE®- and TOEFL®-related needs

- Campus visits
- Student fairs
- Student presentations
- Webinars
- Prompt responses to questions and resolution of concerns

Stop by the ETS booth to receive the contact information for your Client Relations representative.
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