TOEFL® Program Update

CGS Summer Conference 2011

Eileen Tyson
Executive Director
Client Relations

Client Relations Team

Supports outreach for both the GRE® and the TOEFL® programs

– Conferences
– University visits
– Webinars
– Phone calls
– E-mail

We’re here to help during the transition to the GRE® revised General Test and beyond

Let us know if you’d like to schedule a webinar.
Security

- Fraud related to higher education continues to grow
- Testing companies not immune
- ETS has high standards for security for the TOEFL
  - Training and certification of test center supervisors
  - Stringently enforced identification requirements
  - Digital photograph on test day and on score reports
  - Test taker photograph appears on examinee’s computer at beginning of test and again after break to verify identity
  - Handwriting sample and signature collected
Security

- State of the art encryption software for delivery of the test to the center and return of test taker responses to ETS
- Time zone testing
- Integrated test questions deter test taker memorization of text to fit into responses; not amenable to coaching
- Large score differences software to detect significant changes in scores
- Implementation of security wanding and ID with electronic chip in China
- New forms of security are being investigated
Security

• When fraud is suspected
  – Review of individual scores
  – Review of test center scores
  – Unannounced visits to test centers
  – Secret shoppers
  – Voice analysis, handwriting analysis
  – Other confidential measures

• When fraud is found
  – Scores cancelled
  – Test center may be closed
  – Universities informed
Security

• May 14 – surprise visits to 90 test centers in India
  – Closed some centers for security or administrative concerns
  – Identified test centers in need of additional training
• Surprise visits continuing in subsequent test administrations
• Working with US Department of State Office of Fraud Prevention
Inform ETS

• Contact ETS with any concerns about possibly fraudulent scores
  – TSReturns@ets.org
  – Security Hotline: 1-800-750-6991

• All concerns investigated

• Universities will be able to receive reason for score cancellation without student permission for tests taken outside the US from July 1st onwards.
Best Practices:
Using *TOEFL®* Scores in the Admissions Process
General Guidelines for Good Score Use

• Base evaluation of an applicant’s readiness to begin academic work on all available relevant information, not solely on TOEFL® scores
  – Look for other supporting evidence of English proficiency in the application

• Use score ranges rather than rigid cut scores on the TOEFL test to help make admissions decisions
The GRE® Analytical Writing section and the TOEFL® Writing section measure different skills
GRE® Analytical Writing Section

• Two writing tasks
  – Present Your Perspective on an Issue
  – Analyze an Argument

• Measures critical thinking and analytical writing
**TOEFL® Writing Section**

- Independent task – support an opinion in writing
- Integrated task – integrate and organize information from reading passage and a lecture
- Measures command of vocabulary and grammar, and ability to organize, connect and develop ideas
- Some analysis and synthesis of material
- Does not measure higher levels of critical reasoning skills
Complementary Scores

The TOEFL® Writing score supplements the GRE® Analytical Writing score

• The TOEFL score helps faculty determine whether a low score on the GRE Analytical Writing section indicates
  – Low English writing skills
  or
  – Inability to evaluate and critique arguments
TOEFL® section scores contain valuable information to help differentiate applicants
### Using TOEFL® Section Scores

<table>
<thead>
<tr>
<th></th>
<th>Reading</th>
<th>Listening</th>
<th>Writing</th>
<th>Speaking</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Student 1</strong></td>
<td>17</td>
<td>20</td>
<td>24</td>
<td>19</td>
<td>80</td>
</tr>
<tr>
<td><strong>Student 2</strong></td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>20</td>
<td>80</td>
</tr>
<tr>
<td><strong>Student 3</strong></td>
<td>25</td>
<td>25</td>
<td>16</td>
<td>14</td>
<td>80</td>
</tr>
</tbody>
</table>

All three students have a total score of 80, but they have different profiles of English skills.

Which student is best for your program?
Using *TOEFL®* Section Scores

Don’t throw away valuable information about your applicants

- Options for your admissions process
  - Require a total score but review applicant section scores for the skills most important to your program
  - Require a total score and a minimum section score for the most important skill(s)
  - Require minimum section scores only (most restrictive)

- Consider scores from all English proficiency tests in the same manner
Make Scores Work for Your Institution

Reconsider your score requirements regularly and adjust as needed

• How much English is enough?
  – Different departments have different needs
  – What language skills are important for success in this program?

• Level of ESL support available on campus

• Competitive situation
  – Higher score requirements could reduce applications
  – Lower scores could result in student failure, need for ESL support, or slowing down the rest of the class
Increasing Score Requirements

Don’t automatically increase the total score

– Increasing the total score may not meet your needs
– Applicants can reach your minimum via points in other skills

• Ask faculty and staff which skill is most critical
  – Routinely review that section score in the admission process
    or
  – Institute a minimum requirement
Contact Information

• **GRE®** test contacts
  – Email: GREhelpline@ets.org
  – GRE Academic Help Line: 1-609-683-2662

• **TOEFL®** test contacts
  – Email: TOEFLnews@ets.org
  – Phone: 1-609-683-2008

• Eileen Tyson
  – Email: etyson@ets.org
  – Phone: 1-609-683-2057
What We Will Cover Today

• Important News
  – ETS® Personal Potential Index (ETS® PPI)
  – The GRE® revised General Test
  – GRE® Test Volumes
  – Getting Ready for the GRE® revised General Test
The ETS® Personal Potential Index (ETS® PPI)

Get a more complete picture of your graduate applicants to find the best candidates for your program

• A convenient and easy-to-use, web-based, multi-rater system for evaluating and comparing the personal qualities of graduate or professional school applicants to make even better admissions decisions
• An Evaluation Report based on evaluator feedback provides both quantitative and qualitative information about an applicant
• ETS PPI can help broaden, as well as refine, your selection process — so you can find the right fit for your program
ETS® PPI Was Developed to Address a Need

- Developed in response to requests from graduate deans and admissions professionals who expressed a need for a tool that could measure noncognitive skills to offer a more “rounded” student application

- The first admissions tool that standardizes the evaluation of noncognitive skills necessary for graduate and business school
  - Based on 10 years of groundbreaking research
The ETS® PPI Evaluation Report

- Yields an overall evaluation rating of the applicant
- Provides ratings on six dimensions identified as critical for success in graduate and professional school:
  - Knowledge and Creativity
  - Communication Skills
  - Teamwork
  - Resilience
  - Planning and Organization
  - Ethics and Integrity
- All GRE® General Test registrants can send four free ETS® PPI Evaluation Reports
How Does the ETS® PPI Work?

1. Applicant selects evaluators

2. Evaluators rate applicant

3. ETS creates Evaluation Report

4. ETS sends Evaluation Report
• **NEW!** Beginning in September, we will have capability to send ETS® PPI Evaluation Reports in .XML files via **SCORELINK®** Internet Delivery of Scores in addition to PDFs
  – Allows users to parse the ETS PPI data on the Evaluation Reports

For more information about ETS Personal Potential Index:
[www.ets.org/ppi](http://www.ets.org/ppi)
The GRE® revised General Test
The GRE® revised General Test Is Launching Worldwide in 20 days!

Starting in August, test takers around the world will begin to take the GRE® revised General Test

Launch plans are completely on track and interest from test takers has been extraordinary!
The GRE® revised General Test: Better by Design™

The biggest change in 60 years!

• New types of questions that reflect the kind of thinking students do in graduate and business school
• More simplicity in distinguishing performance differences between candidates
• A new test-taker friendly design for a more flexible test-taking experience
Test Administration

• The GRE® revised General Test will be administered in a secure testing environment on a continuous basis at computer-based test centers around the world.

• In Mainland China, Hong Kong, Taiwan and Korea, the split-test administration will be replaced with computer-based testing 1–2 times per month.

• In areas of the world where the computer-based test is unavailable, paper-based tests will be administered up to 3 times per year.
Getting Ready for the New Score Scale

- Score reports will begin to reflect the new score scale starting this fall
- The new score scale will provide more simplicity in distinguishing performance differences between candidates
  - Verbal Reasoning and Quantitative Reasoning scores will be reported on a **new score scale** of 130–170, in 1-point increments (Current score scale: 200–800, in 10-point increments)
  - The Analytical Writing scores will continue to be reported on the same 0–6 score scale, in half-point increments
Why Change the Score Scale?

• The new score scale will help institutions make more meaningful and appropriate comparisons between candidates

• The Verbal and Quantitative score scale must change
  – Because there are substantial changes to the test, professional standards (AERA, APA, NCME) require us to change the scale

• The new score scale was selected to balance
  – changes in content
  – new question types
  – the new psychometric model
  – test length
A New Score Report

- Institutions will begin to receive the **redesigned GRE® Score Report** starting in November 2011 (when the first GRE revised General Test scores are released)
- This score report **will include concordance information** to help score users compare candidates who took the GRE General Test before August 2011 with those who take the GRE revised General Test
- Information will be included in both the paper reports as well as electronic files through **SCORELINK® Internet delivery service and CD-ROM**
- **Concordance tables will also be available on the GRE website** starting in November
### Sample Score Report: Expanded Examinee and Score Recipient Information

**SMITH, MARY A.**

Last (Family/Surname) Name, First (Given) Name Middle Initial.

- Mary A. Smith
- 23 Allen Street
- Jackson, MS 39203
- USA

**Email:** msmith@bdn.edu

**Phone:** 1-601-974-3212

**Date of Birth:** 02/02/1983  
**Gender:** Female

**Social Security Number:** 8766

### Intended Graduate Major:

- **Code:** 0203
- **Name:** Biology

### Most Recent:

- **Test Date:** 12/03/2011
- **Registration Number:** 111111
- **Print Date:** 12/15/2011

### Recipient

<table>
<thead>
<tr>
<th>Inst. Code</th>
<th>Institution Name</th>
<th>Dept. Code</th>
<th>Department Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1234</td>
<td>ETS UNIVERSITY</td>
<td>0203</td>
<td>BIOLOGY</td>
</tr>
</tbody>
</table>
## Sample Score Report: Detailed Score Information

### GENERAL TEST SCORES

<table>
<thead>
<tr>
<th>Test Date</th>
<th>Verbal Reasoning*</th>
<th>Quantitative Reasoning*</th>
<th>Analytical Writing</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Prior Format</td>
<td>Current Format</td>
<td>Prior Format</td>
</tr>
<tr>
<td>MM/DD/YYYY</td>
<td>Scaled Score</td>
<td>Estimated Current Score</td>
<td>Scaled Score</td>
</tr>
<tr>
<td>12/03/2011</td>
<td>156</td>
<td>89</td>
<td>157</td>
</tr>
<tr>
<td>06/01/2009</td>
<td>590</td>
<td>84</td>
<td>770</td>
</tr>
</tbody>
</table>
### Detailed Score Reporting Schedule for the Computer-Based GRE® revised General Test

<table>
<thead>
<tr>
<th>Test Dates</th>
<th>Approximate Score Report Mailing Dates*</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 1, 2011 – September 8, 2011</td>
<td>November 8, 2011</td>
</tr>
<tr>
<td>October 16, 2011 – November 18, 2011</td>
<td>December 1, 2011</td>
</tr>
<tr>
<td>November 29, 2011 or later</td>
<td>10–15 days after test date</td>
</tr>
</tbody>
</table>

Starting in December 2011, score reporting for the computer-based test will return to the regular reporting period of 10 to 15 days after the test date.

*Score reports for paper-based administrations will continue to be reported six weeks after test date.*
GRE® Test Volumes
It is An Exciting Time in GRE® Brand History

Looking back:
• We made the public announcement about the GRE® revised General Test launch to the graduate community in December 2009
• We began to update prospective test takers in July 2010, including providing FREE test preparation materials
• We expanded our communication outreach in January 2011 to ensure your potential applicant pool was aware of the changes and score reporting timelines

As of June 2011, we have good news:
• We are seeing active engagement from prospective test takers worldwide
• Interest in the GRE revised General Test is strong
How Does this News Change Trends?

- Traditionally, GRE® test volume timing trends are very stable
- GOOD NEWS! Those trends are shifting, indicating test takers are making choices that are best for them:
  - We are pleased to see test takers responding to the news:
    - Applicants who need their GRE® scores before November 2011 should take the GRE® General Test before August 2011.
  - Equally, we’re seeing high interest for the more test-taker friendly GRE revised General Test:
    - Concerns about test aversion are not materializing
    - Registrations are strong
What Will the Total Year Look Like?

Jan.–July 2011 Forecast/Actuals
• Test takers are heeding advice to take the test prior to August if they need their score reports before Nov. 2011
• Volumes are 8% over forecast

Aug.–Sept. 2011 Forecast/Actuals
• Registration levels are more robust ... and earlier than traditional trends
• Concerns of test aversion simply are not present
• Test takers are highly interested in 50% discount!
• Volumes are 14% over forecast

Oct.–Dec. 2011 Forecast/Actuals
• Test takers have already started registering ... clearly planning for the score scale timing

The key question: How will the 2011 annual volumes compare to 2010?
What is Your Prediction for 2011?

GRE test volumes continue to be strong. What is your prediction for 2011 annual volume?

Volumes Continue to Rise

- +5%
- +10%
- +15%

No Change

Flat

Volumes Begin to Drop

- -5%
- -10%
- -15%
It’s Time to Get Ready
What You Can Do to Get Ready

- Inform your admissions, fellowship and scholarship committees, and faculty and staff about the GRE® revised General Test
- Understand that test scores for all individuals who test between August and October 2011 will be reported starting in November 2011
- Become familiar with the new score scale and have procedures in place to review the new scores when score reporting for the revised test begins in November 2011
  - Remember, concordance information will be available on score reports and on ETS.org starting in November
  - Keep in mind you will likely receive a higher-than-normal volume of GRE score reports starting in November because of the special score reporting schedule
Additional Help is Available Now at the Online GRE® Information Center

For more information about the score scale, there are several things you can do to get ready now:

- Watch the 7-minute video, *Understanding the New Score Scale*
- Read the new flyer, *The New Score Scale: An In-Depth Look*
- Sign up to receive important information, invitations for webinars and news about brand-new helpful resources with the *GRE revised General Test eUPDATE* at www.ets.org/gre/infocenter
Timing is Always Right with the GRE® Information Center

The Online Information Center contains easy access materials that are available for viewing, downloading or sharing.

A sampling includes:
• A series of 6–7 minute videos
• Current and past eUPDATE issues
• Helpful collateral guides and resources, including a new mini-guide!
• News about webinars, conferences and more

Everything you need to know about the GRE® revised General Test:
www.ets.org/gre/infocenter
We have expanded our outreach in many different ways to provide assistance:

- Increased conference activity
- New webinars with live Q&A
- New regional campus visits
- More individual campus visits and webinars
- GRE® Helpline
We Are Also Reaching Out Directly to Prospective Test Takers to Inform

• The official GRE® website (at www.ets.org/gre) provides in-depth explanations of the test and changes, policy information, test dates and locations, and more
• The official TakeTheGRE.com website is an easy-to-use site created especially for test takers and includes quick summaries, helpful guidance and some tips on how to get started
• Prospective test takers can also visit our new GRE page on Facebook® to ask questions and interact with other test takers worldwide

When prospective test takers are ready ... they can get accurate information in a way that fits them
Introducing the 2011–2012 GRE® Board

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University of Central Florida

Douglas Boudinot
Virginia Commonwealth University

Andrew Comrie
University of Arizona

Karen DePauw
Virginia Polytechnic Institute and State Univ.

Debasish Dutta
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Abigail Panter (Research Chair)
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Hill

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Janet Rutledge
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Duke University

Debra Stewart (ex-officio)
Council of Graduate Schools

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James Wimbush (Board Chair)
Indiana University
GRE® Staff is Ready to Help

• Visit the GRE® online information center at www.ets.org/gre/infocenter

• If you have questions:
  – Write to us at GREhelpline@ets.org
  – Call the GRE® Academic Help Line: 1-609-683-2662