

2017 NAGS Annual Meeting

April 7, 2017

Update from the *GRE*[®] and *TOEFL*[®] Programs at ETS

Eileen Tyson

Executive Director, Global Client Relations
Global Education Division



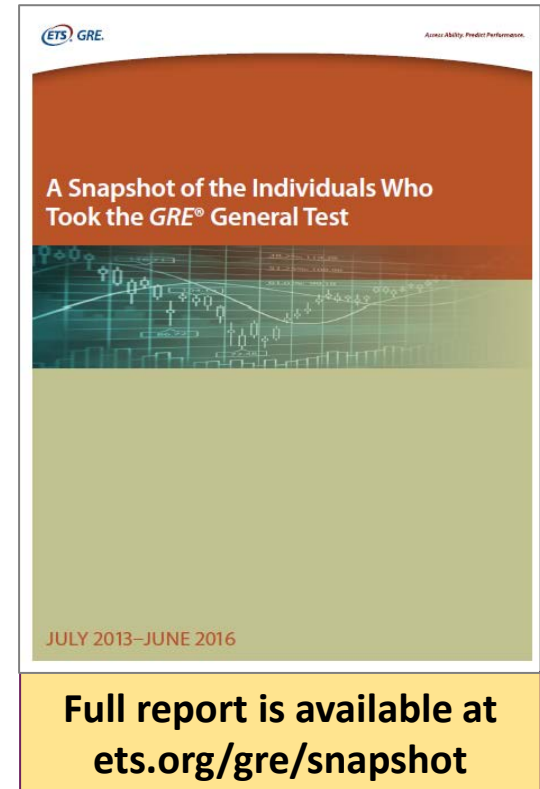
What We Will Cover Today

- Test-Taker Data
- Using Test Scores to Attract and Enroll a Diverse Student Body
- *GRE*® and *TOEFL*® Search Services
- New Test Security Measures
- ETS Commitment to Diversity, Inclusion and Opportunity

Test-Taker Data

New! Most Comprehensive Data on *GRE*[®] Test Takers Worldwide

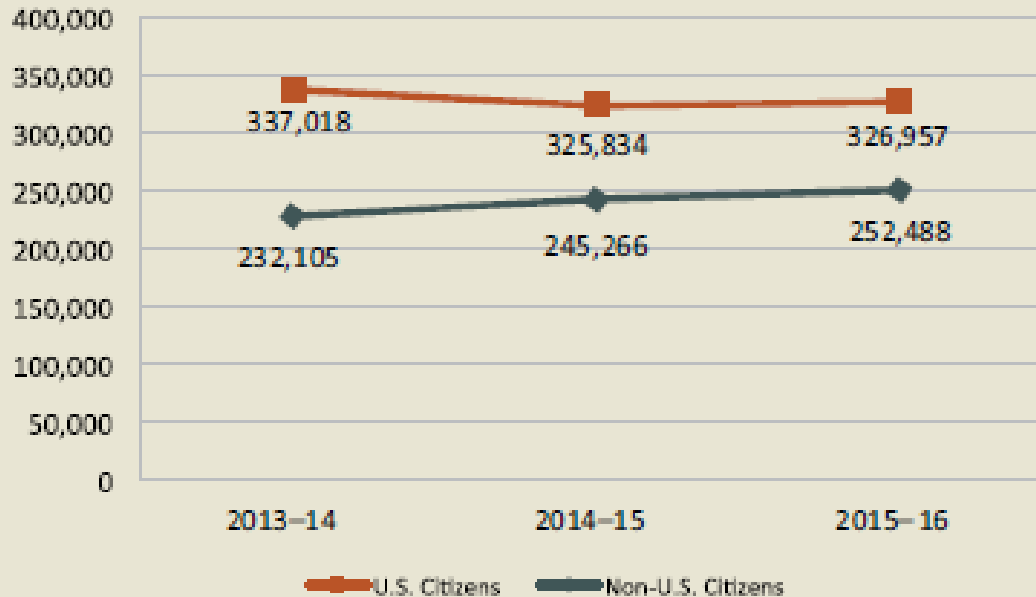
- Published in January 2017
- 584,677 unique test takers who took the *GRE*[®] General Test between July 1, 2015, and June 30, 2016
 - Includes only those who had valid scores on all three measures
 - Data analysis includes test takers' most recent scores only, even if they took the test more than once during that period
- Performance information for the GRE General Test population between July 1, 2015, and June 30, 2016
- Volume information for the GRE revised General Test population between August 1, 2013, and June 30, 2016



Volume of *GRE*® General Test Examinees*, by U.S. Citizenship Status

- U.S. citizens continue to take the *GRE*® General Test in great numbers
- Non-U.S. citizen test takers accounted for 43% of test takers worldwide

Figure 2.1. Volume of GRE General Test Examinees, by U.S. Citizenship Status



*Unique test takers

Volume of *GRE*® General Test Examinees*, by World Region/Country

Table 3.1. Volume of GRE General Test Examinees, by World Region/Country

World Region/Country Where Examinees Tested	2013–14		2014–15		2015–16	
	N	Percent	N	Percent	N	Percent
United States	368,847	64	359,732	62	361,878	62
India	85,299	15	95,822	17	99,506	17
Mainland China	44,183	8	43,373	8	43,496	7
Europe	15,301	3	14,714	3	15,055	3
Other Regions/Countries	60,507	11	62,568	11	64,742	11
Total	574,137	100	576,209	100	584,677	100

*Unique test takers

TOEFL® Data

- Countries showing *TOEFL*® program growth in 2015–2016:
 - Australia
 - China
 - Indonesia
 - Japan
 - Nepal
 - Taiwan

Using Test Scores to Attract and Enroll a Diverse Student Body

Key Trends in Graduate and Professional Education: Attracting Students in Changing Times

- A collaboration with *Inside Higher Ed* afforded the opportunity to convey the benefits of proper score use to this focused audience
- Sponsored webinar and content booklet with compilation of IHE articles around theme
 - 1,000+ webinar participants
 - 700+ booklet downloads
- Booklet is available on the *GRE*[®] website: ets.org/gre/infocenter

The image displays a collage of promotional materials for the GRE. At the top right, there is a booklet cover titled "Key Trends in Graduate & Professional Education: Attracting Students in Changing Times" with a sub-section "Inside Graduate Admissions" by Scott Jaschik. Below this is a slide titled "ETS on using test scores to attract and enroll a diverse student body" featuring a photo of a man and text discussing "test-optional" policies. At the bottom, there is a photo of a student wearing glasses and a scarf, looking at a laptop. Overlaid on this photo is the text "Key Trends in Graduate and Professional Education: Attracting Students in Changing Times" and the ETS logo with the tagline "Support by ETS".

5 Important Guidelines To Help You Identify the Best Applicants

Important guidelines for using GRE® scores

Identify the BEST applicants for your next incoming class

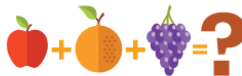


1

Use multiple criteria. Many factors, including GRE® scores, can provide information about an applicant's potential for success. Using multiple criteria in admissions decisions helps ensure fairness and balances the limitations of any single measure of knowledge, skills or abilities.

Be more inclusive by avoiding the use of a cut score. GRE scores help you compare applicants, but if you use a cut score as a criterion, you could miss an applicant who would be a great asset to your program.

2



Consider scores on the three GRE® General Test measures independently. The level of Verbal Reasoning, Quantitative Reasoning and Analytical Writing skills needed for success in your field may vary. The GRE® General test measures these skills independently, and you should treat the scores as three separate and distinct pieces of information about an applicant's skills. Using a single score masks critical information about that individual's specific skills.

3

4

Use percentile ranks to compare applicants who took the same admissions test. Looking at percentile ranks can help you better understand applicants' relative performance on the same admissions test. It is not appropriate to use percentile ranks to compare applicants across different admissions tests (e.g., GRE test with GMAT® test). Instead, use the GRE Comparison Tool for Business Schools to interpret GRE scores in the context of GMAT scores: ets.org/gre/comparison.



5



Get your free copy of the GRE® Guide to the Use of Scores. In this must-have resource, you'll find GRE score interpretation data, percentile ranks, best practices and more: ets.org/gre/guide.

Copyright © 2014 by Educational Testing Service. All rights reserved. ETS, the ETS logo, MEASURING THE POWER OF LEARNING and GRE are registered trademarks of Educational Testing Service (ETS). GMAT is a registered trademark of the Graduate Management Admissions Council. 31148



Measuring the Power of Learning®

- Recently updated infographic and flyer provide handy reminder for admissions committees on key guidelines
- Distributed through email and social channels
- Available on GRE® website: ets.org/gre/bestpractices

Using *TOEFL iBT*[®] Scores Well

- Total scores offer a more reliable estimate of overall proficiency, but ... a total score can mask important information about applicants' abilities

	Reading	Listening	Writing	Speaking	Total
Student 1	18	22	16	24	80
Student 2	20	20	20	20	80
Student 3	25	25	16	14	80

- Three different profiles — would all of them succeed in your program?

Using *TOEFL iBT*[®] Scores Well

Options to consider


- Require a Total Score but review applicant Section Scores during the admissions process for the skill(s) most important to your program(s)
- Require a Total Score and a minimum Section Score for the most important skill(s)
 - e.g., Total Score of 80, with a minimum Section Score in Writing of 20
- Require minimum Section Scores for every section (most restrictive)

GRE[®] and *TOEFL*[®] Search Services

The *GRE*[®] Search Service and *TOEFL*[®] Search Service

- With recent enhancements, it is now even easier, faster and more convenient to incorporate qualified prospects into your ongoing recruitment campaigns.
 - New user-friendly interface
 - Ability to assign and delegate full-access ordering privileges to up to five other members of your department for backup or to accommodate different team member roles.
 - This option will allow you to enlist the help of an agency that manages your integrated marketing campaigns so they can access Search Service names on your behalf for optimal results.
 - The convenience of a single entry point via the ETS Institution Portal to access both the Search Service and GRE and TOEFL score data.

The GRE® Search Service – For Schools Interested in Reaching GRE® Test Takers



ETS GRE | Search Service Measuring the Power of Learning®

Reach prospects around the world who have **demonstrated** graduate-level **readiness** through their **GRE®** test performance.

More and more graduate and professional schools use the **GRE® Search Service** in their recruitment strategy.

A robust database of 500,000+ individuals who are pursuing an advanced degree and want to hear from programs like yours

- Select from 30+ search criteria to cost-effectively broaden your reach and segment your campaigns.
- Identify potential candidates using GRE® score bands and UGPA academic performance criteria.
- Recruit a diverse class using demographic and geographic data, hundreds of academic disciplines and more!

Request access to the **GRE® Search Service** today! ets.org/gre/search

- **A robust database of 500,000+ individuals** who are pursuing an advanced degree and want to hear from programs like yours
- Expanded search criteria to help you more precisely target campaigns and meet your specific recruitment goals.
 - Country of citizenship
 - Native language
 - Preferred regions of study
- The database is updated twice per week.
- For more information, visit www.ets.org/gre/search

More than 30 *GRE*[®] Search Criteria

Demographics

- Gender
- Ethnic background (U.S. Citizens)
- Country of citizenship
- Native language

Location

- World region
- Country
- State or province (U.S./Canada)
- Postal code
- State of permanent residence (U.S.)

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 date
- Planned date of enrollment

Other Criteria

- Have an email address

TOEFL® Search Service

- **TOEFL® Search Service** helps universities recruit international students with the right English skill levels for their programs.
- Search the database of **nearly 1 million names** using 26 criteria, including country, TOEFL score and field of study
- For more information, visit **www.ets.org/toefl/search**

To find the right students, you can search the world.

Or, you can use the **TOEFL® Search Service.**

Soo-jun
Age: 17
Desired Field: Computer Science
TOEFL Score: 82
Application: Network Architect
Country: Korea

Elias
Age: 18
Desired Field: Engineering
TOEFL Score: 115
Application: Civil Engineer
Country: Germany

Rani
Age: 24
Desired Field: International Business
TOEFL Score: 100
Application: Global Economist
Country: India

With TOEFL® Search Service you can:
- Access a database of nearly one million prospects from 180 countries
- Search by country, TOEFL® score bands, field of study and more
- Find students with the right English skill levels for your program

Try the FREE Volume Projection tool to find the number of students that meet your search criteria.

Start searching at ets.org/toefl/search.

ETS TOEFL® Search Service

Measuring the Power of Learning™

TOEFL® Search 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

New Test Security Measures

Facial Recognition in China

- The *TOEFL*[®] program and the National Education Examinations Authority in China had hardware and software developed for a new biometric security feature: facial recognition
- Test taker's image captured during check-in process
- System performs facial recognition verification against national identification document
- Will develop a database of test takers and imposters for additional verification
- Implemented in all centers for TOEFL testing
- Will also be used for the *GRE*[®] General Test

Operational Innovations

- New security measure
 - ETS and the *TOEFL*® Program have implemented a new process for computer-delivered tests that helps deter cheating by varying the content for test takers in different time zones
- Providing high-quality photos
 - TOEFL photos on score reports and in the *ETS*® Data Manager
 - *GRE*® photos in ETS Data Manager
- The *TOEFL*® Speech Sample Service makes it possible for institutions to listen to a test taker's spoken response
 - A scored 1-minute response
 - Sample reflects **median** performance from 1 of the 4 integrated speaking tasks

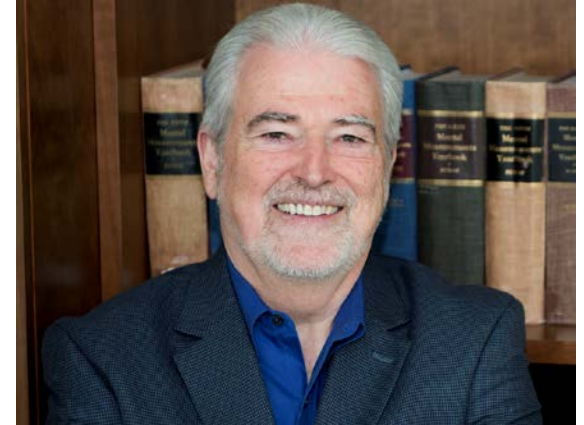
Making Communication Easier

For the *GRE*® and *TOEFL*® tests we have:

- **Established a new Office of Testing Integrity mailbox** just for institutions
 - CommunicateTestSecurity@ets.org
- **Developed a score inquiry form** to make it easy to submit requests for review of scores
- **Streamlined our processes** so that within one business day you will know who will be working on your inquiry
- **Reviewed our standard letters** to make them clearer and easier to understand
- **Changed our policy** so that a test taker cancellation letter will be sent automatically to institutions if the score review results in a cancellation
 - **New process in effect for tests administered from July 1, 2016**

ETS Commitment to Diversity, Inclusion and Opportunity

- ETS CEO Walt MacDonald wrote to employees reminding them of the principles that guide ETS's vision, purpose and daily work.
- ETS is a global company committed to diversity, inclusion, and opportunity through education for learners worldwide.
- ETS believes that all students should have access to educational opportunities regardless of their country of origin, their religious practices, their personal beliefs, or their country's politics.
- The letter is available on the ETS website and a copy has been provided to all NAGS meeting attendees.



Connect with the Global Client Relations Team

The Global Client Relations team is here to help with your institution's *GRE*[®]- and *TOEFL*[®]-related needs

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



For More Information

- Eileen Tyson, ETS Global Client Relations
 - Email: etyson@ets.org
 - Phone: **1-609-683-2057**