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GRE Program Update

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ETS

July 12, 2016

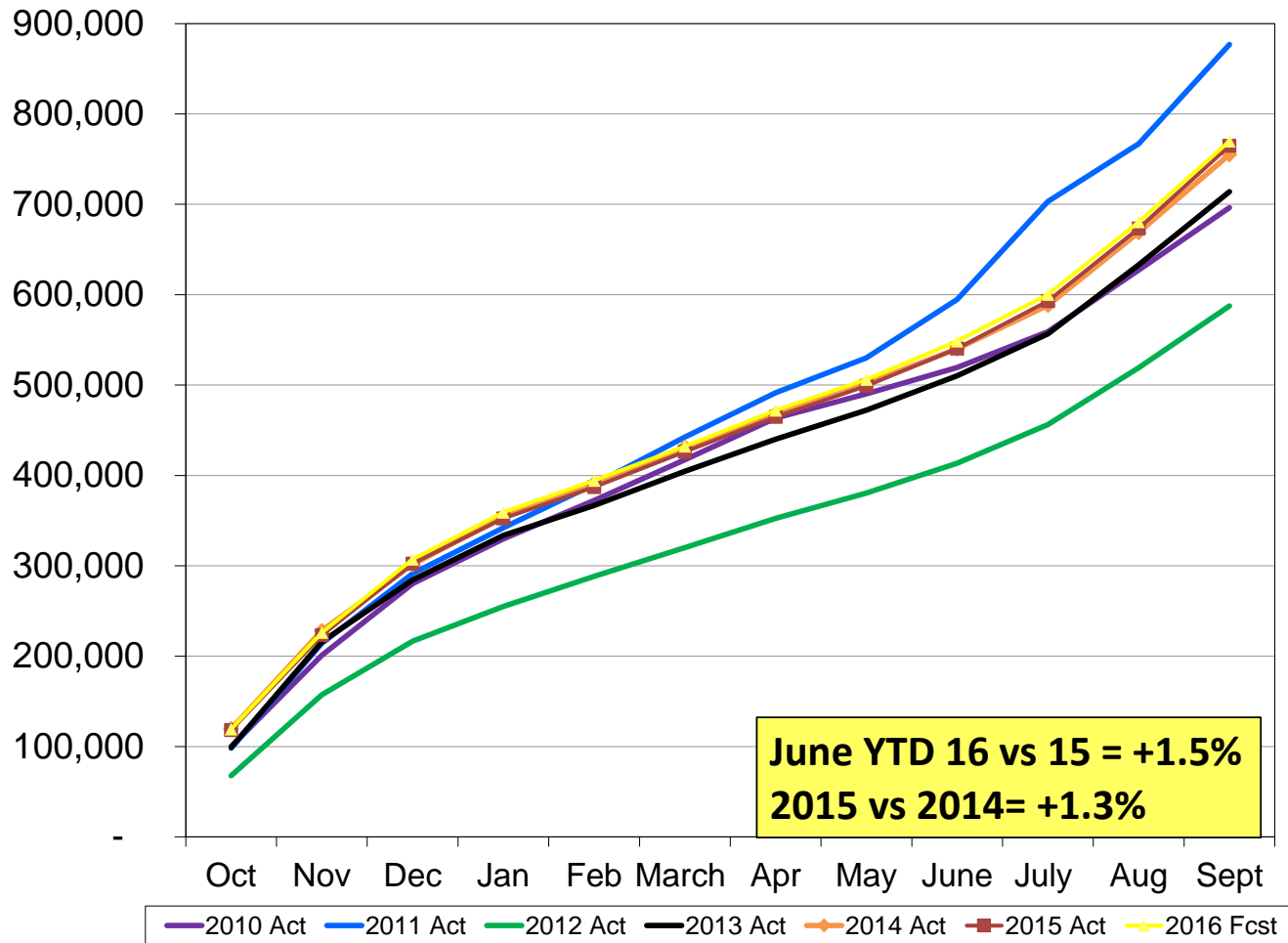
Overview

- Volumes
- *GRE*[®] Psychology Test Opportunity
- Law School Initiative
- *GRE*[®] and *TOEFL*[®] Search Services
- Accessibility Initiative
- Enterprise Registration
- *GRE*[®] Biochemistry, Cell and Molecular Biology Test in Israel
- *GRE*[®] Strategic Roadmap
- October 2016 Board/Committee Meeting Schedule

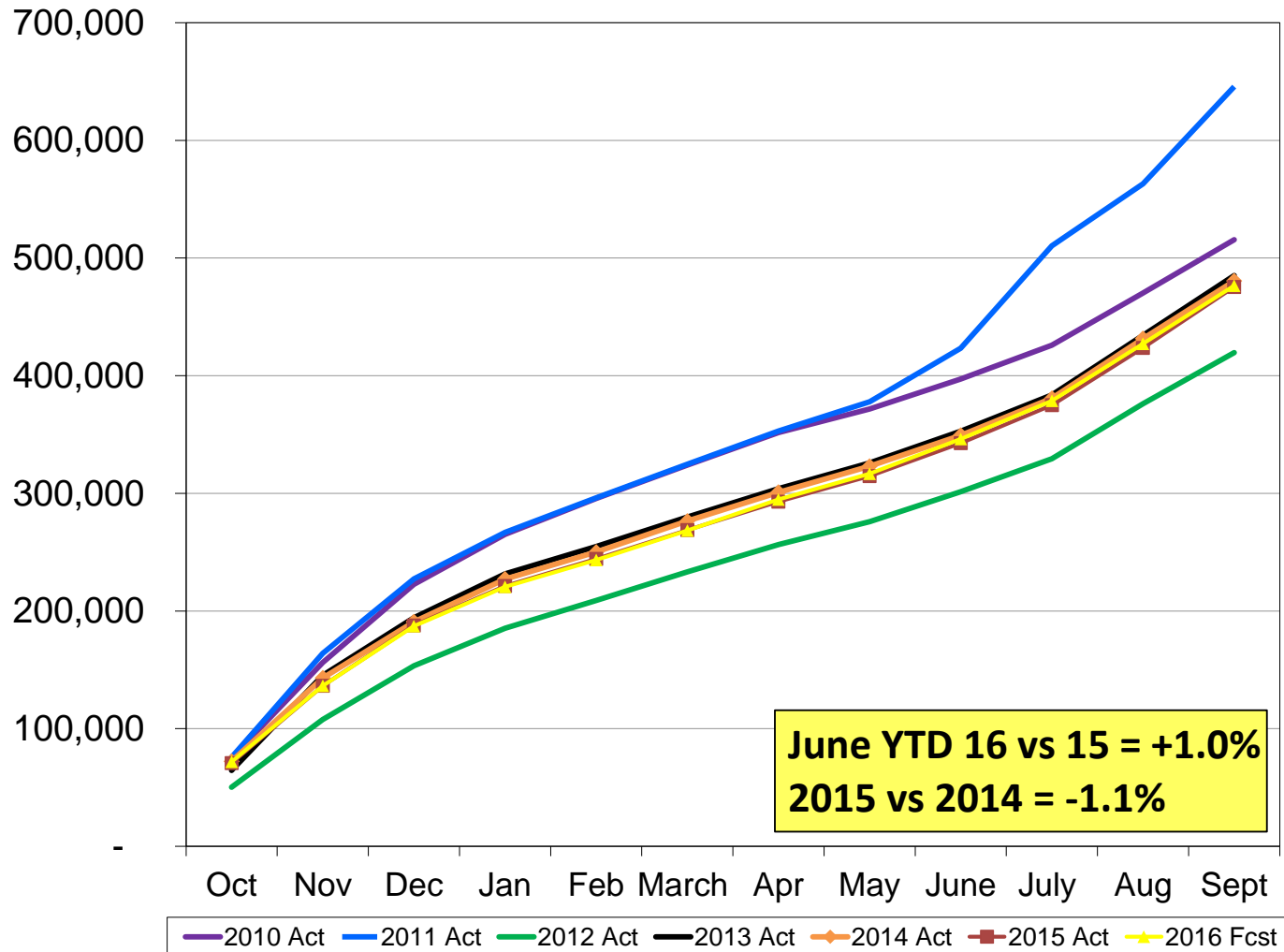
GRE Volumes FY 2013 – 2016

Fiscal Year	Volume
2013 - Actual	713.9
2014 - Actual	755.2
2015 - Actual	764.8
2016- Forecast	769.8

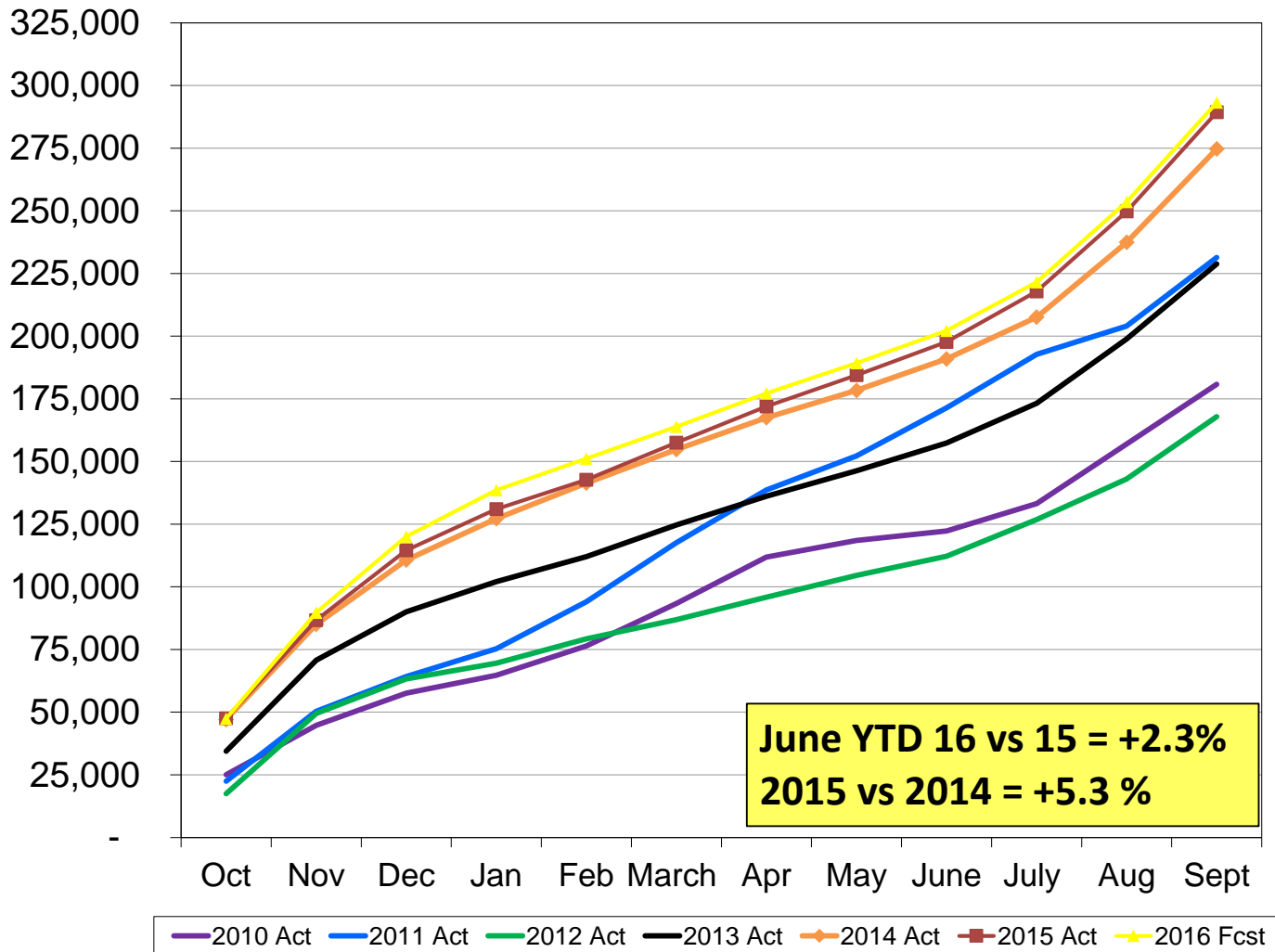
Total GRE Volumes



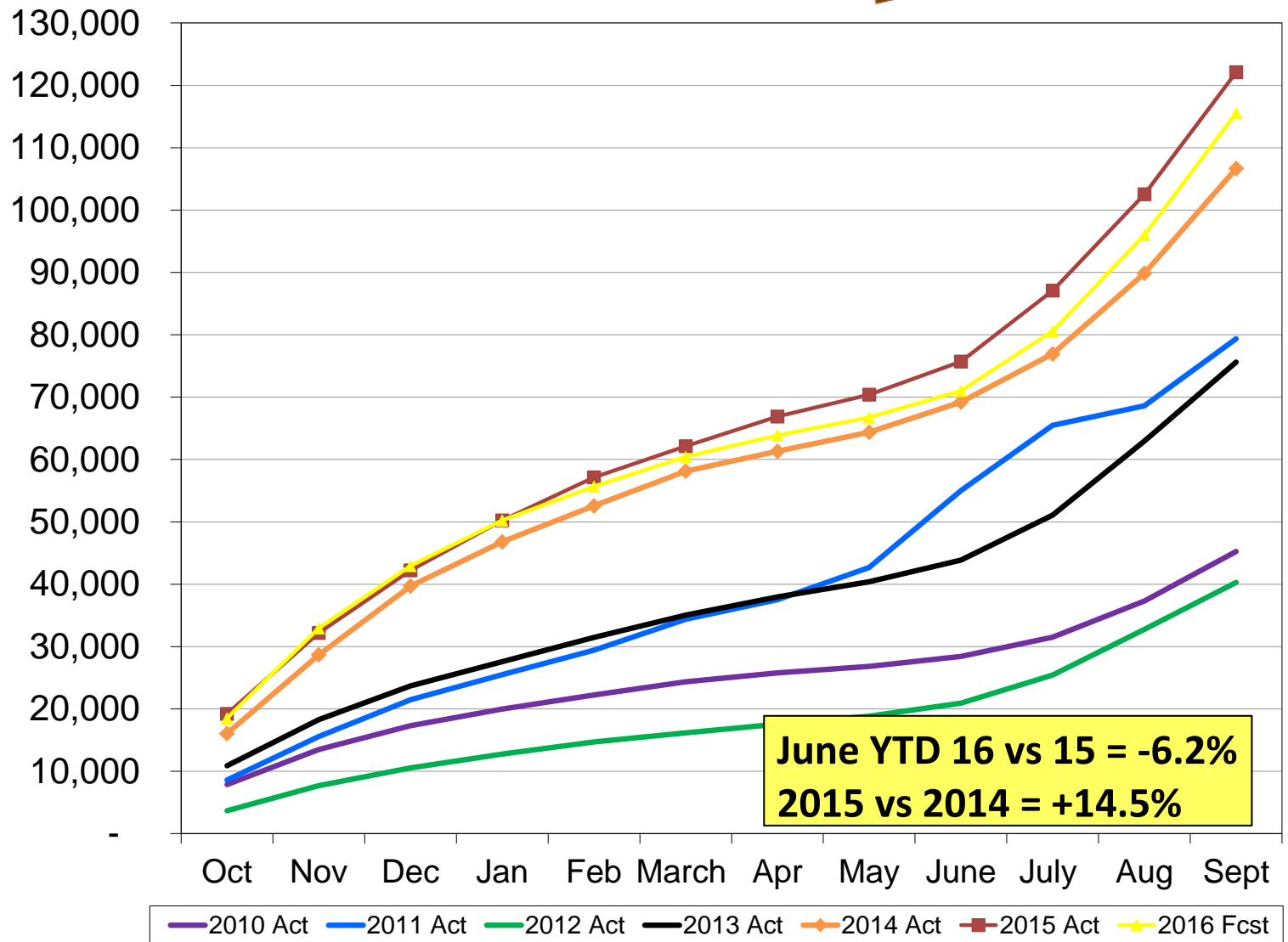
Domestic GRE Volumes



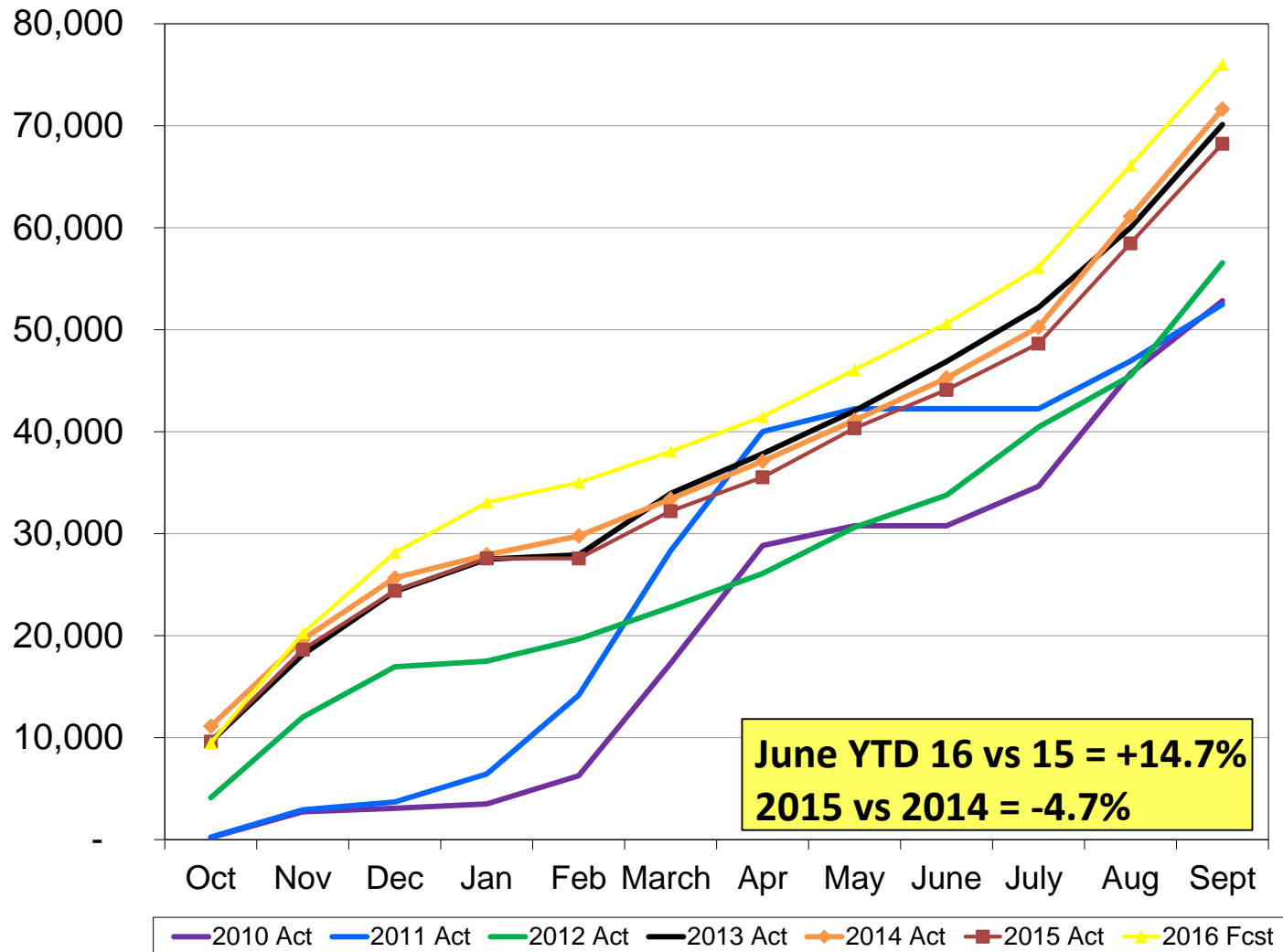
International GRE Volumes



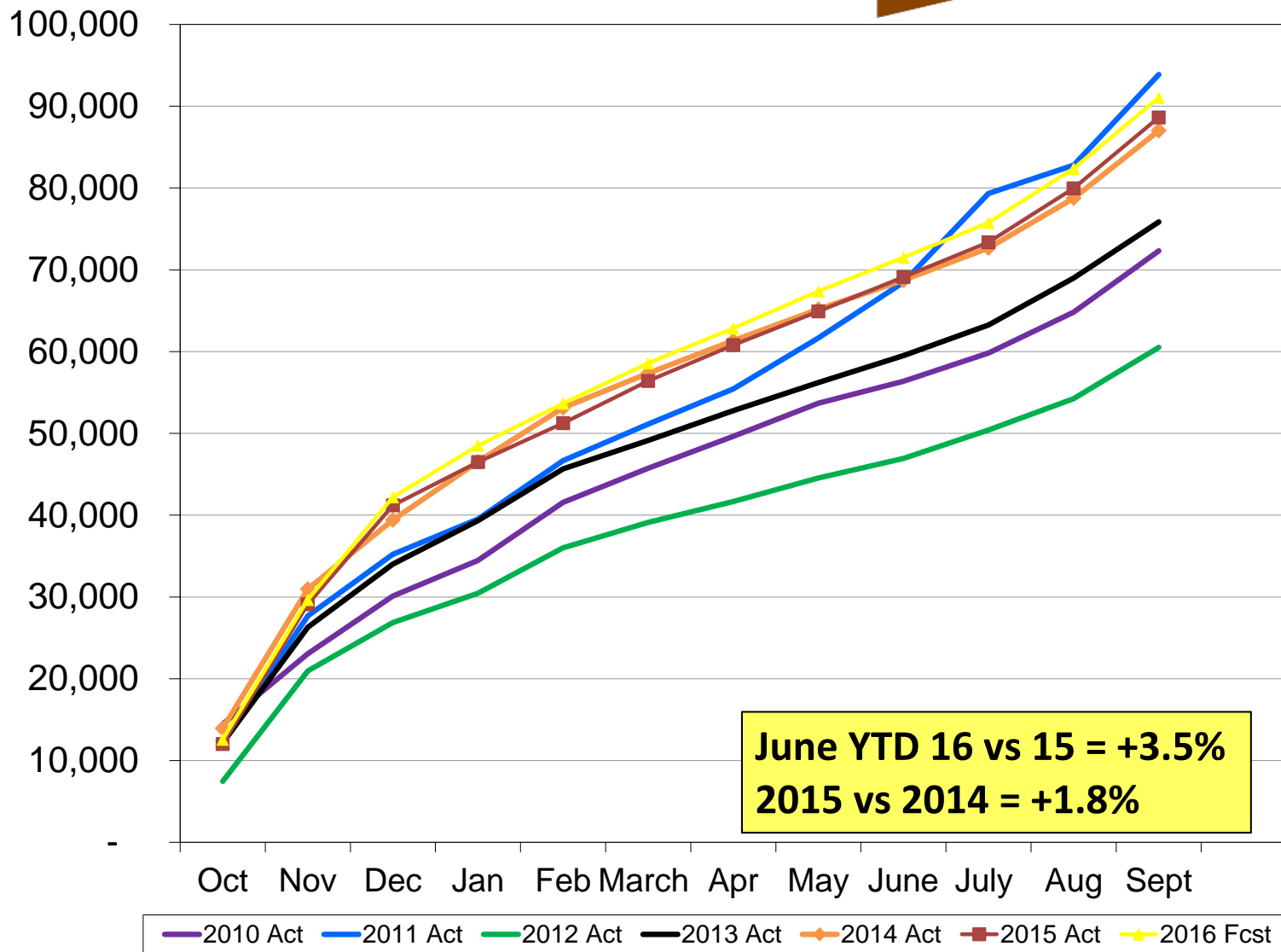
India GRE Volumes



China GRE Volumes



OUS GRE Volumes (other than China and India)



GRE Psychology Test Opportunity

- GRE Program staff having been working with The Council of University Directors of Clinical Programs (CUDCP) and the APA's Education Directorate to explore the provision of six subscores on the *GRE*[®] Psychology Test
 - ***The requested subscores are intended to demonstrate competence in the broad and general foundational knowledge areas in psychology.***
- Two market surveys were conducted – one with current score users and the other with non-users (e.g. CUDCP members).
 - Both surveys had very positive results.
- Statistical analyses of the existing Psychology Test editions were conducted to determine the subscores that were feasible to offer.
- Based on the survey results and statistical analyses, staff made the decision to offer six new subscores on the Psychology Test
 - These new subscores replace the two existing subscores.

GRE Psychology Test Opportunity (continued)

- The following six subscores will be reported.
 - **Biological Aspects of Behavior**
 - **Cognitive Aspects of Behavior**
 - **Social Aspects of Behavior**
 - **Developmental Aspects of Behavior Across the Lifespan**
 - Clinical
 - General – Measurement, Methodology
- The subscores in bold above are four of the six requested by CUDCP/APA.
- Two subscores that were not requested by CUDCP/APA will be reported because they may be of interest to current GRE Psychology Test score users that are not training programs.
- ***The six new subscores will be introduced with tests administered beginning in September 2017.***
- ***APA has agreed to assist ETS in communicating the changes to graduate psychology programs.***

Law School Initiative

- The validity study for the University of Arizona is complete and confirmed that GRE scores are valid and reliable predictors of success for the first year of law school
 - Because of this, the University of Arizona has begun to accept GRE scores in law schools admissions beginning in early 2016
- ETS is conducting validity studies with three additional law schools – University of California – Los Angeles, University of Hawaii, and Wake Forest University
 - The studies for these institutions are ongoing and are at various stages of completion
 - Validity studies for Wake Forest University and the University of Hawaii are expected to be completed in June/July 2016
 - The validity study of the University of California – Los Angeles has just commenced and is expected to be completed by the end of Summer 2016

Law School Initiative (continued)

- A joint press release from ETS and the University of Arizona announcing the study findings was made public in February 2016 and ***ETS has since been contacted by 30 law schools interested in reviewing the University of Arizona's validity study***, which may indirectly imply their interest
 - Ten of these schools have directly expressed an interest in participating in a validity study, in addition to the four current participants
- ***ETS submitted a description for a generalizable validity study***, that would include approximately 9 law schools from various tiers, ***to the American Bar Association (ABA) and are awaiting feedback/approval from the ABA before proceeding***
- ***David Payne delivered a presentation about the GRE Program to the Association of American Law Schools (AALS) in late June***

GRE and TOEFL Search Services

- ***The new GRE and TOEFL Search Services will launch in the ETS Institution Portal in August***
 - Will be launched after the launch of the new Enterprise Registration system
- **Communications**
 - We are developing a communications plan for the transition. Communications will begin in July 2016.
 - Current users will be informed that they will be given new login information. Login information will be emailed to them when the service goes live in August.
 - Those with access to the ETS Data Manager (EDM) will use their EDM login credentials
- **Sales and Customer Service**
 - We have hired Ayo Strange as the Sales Manager; Ayo is the Sales Manager for the GRE and TOEFL Search Services at Hobsons
 - We are in the process of hiring three sales staff who will be responsible for sales/customer service activities.
 - Two additional Hobsons sales staff will continue providing customer service until the end of the ETS/Hobsons contract at the end of September.
 - Training of staff will occur in the second half of July 2016.

Enterprise Registration

- ***ETS is developing a modularly designed Enterprise Registration (eReg) System for the ETS Brands programs to provide superior customer service to test takers***
 - GRE, TOEFL and PRAXIS currently are supported by independent legacy systems, some of which have been in operation for 50 years
- The eReg project includes the Candidate Registration Portal, a Customer Service Representative portal, and the back end Candidate Management system.
- Initial eReg modules were built to support a new program, HiSET (high school equivalency test), which was launched in January 2014
- ***GRE will be the first established ETS Brand to launch on eReg***
- ***The planned launch date is August 2016.***

Improved or Standardized Features for Candidates

- Improved user experience online
- Username/password, profile and account creation
- Register, schedule, modify appointment
- Single view of test centers (STN, AP&C, PBT, etc.)
 - Includes rescheduling across networks
- Enhanced test center search, mapping, directions
- Improved account view: status of score report, balance owed
- Scores online: scores, test history
- Non-test purchases: test preparation, Additional Score Reports
- Candidate holds: score, registration, security blocks
- Web analytics
- Management reporting

New or Significantly Improved Features for Candidates

- Single customer database of record (universal customer)
- Mobile friendly
- Request ADA accommodations and view approved accommodations online
- Self-serve scheduling test with certain accommodations
- Shopping cart, saved shopping cart
- Flexible promotions: bundling, targeted promotions, discounts, coupons
- Bulk registration: advance reservation, bulk payment
- Email notifications: system generated, ETS push
- Text/SMS messaging

Steps on the Road to End-to-End Accessibility

Milestones

- **November 2015** – Candidates submit registration forms and documentation in support of accommodation requests electronically
- **March 2016** – Candidates can pay online via a new electronic payment portal
- **August 2016** – GRE will be onboarded to the Enterprise Registration system; allows above features as well as self-serve scheduling for four types of accommodations (extended time, extended breaks, screen magnification, selectable colors); expectation is that more will be added.
- **January 2017** – Fully accessible PowerPrep Online, GRE Practice Online and ebooks available
- **March 2017** – Fully accessible forms and pdfs
- **July 2017** – GRE to onboard to Unify platform (new accessible test delivery system)
- **TBD** – Fully accessible score reports

GRE® Biochemistry, Cell and Molecular Biology (BCM) Test in Israel

- The BCM Test is required for admission to medical degree programs in Israel, in addition to other criteria.
- To accommodate Sabbath observance, we offer the Subject Tests in Israel on the Monday after the Saturday international test administration.
- After the April 18, 2016, administration, we learned that students had traveled to a nearby country to test on Saturday and then shared the test questions online with test takers in Israel in advance of the Monday administration.
- As a result of test takers' pre-knowledge of the test content, we cancelled all scores from the April 2016 administration of the BCM test in Israel.
- Test takers were offered a make-up test (on June 13, 2016), a refund, or a voucher to test at a future administration.

GRE® BCM Test in Israel (continued)

- Following the June 13 make-up administration, a third party informed us that individuals in Israel have systematically collected test questions during the past 3-5 test administrations and posted them on the Internet.
 - The test edition given during the make-up administration was one of the editions posted on the Internet.
- Students did not know which test edition was going to be administered even if they had seen questions from other administrations.
- We could not identify which individual test takers may have had access to previous versions of the test, nor could we determine the overall number of affected test takers.
- A statistical review of scores from previous test administrations did not indicate significant improvement of scores as a result of retesting, and average scores for Israel are similar to those of test takers in other countries.

GRE® BCM Test in Israel (continued)

- After much review and discussion, staff decided that the fairest action for all test takers was to report the scores from the administration, but to also share the information we had learned with the medical schools in Israel so they were aware of the situation.
- After scores were reported, we received additional information from various individuals regarding the availability of the June test edition on the Internet, which led to our decision to cancel scores.
- The BCM Test will not be offered in Israel in the 2016-17 testing year.
- Staff are contacting the medical schools in Israel to inform them of the situation.
- A team of Program, Statistical Analysis, and Assessment Development staff are working to identify options for administering the GRE BCM Test in Israel in the future.

Strategic Roadmap

- The Strategic Roadmap for the GRE Program is in development.
- The Roadmap will be presented to the ETS Office of the President in early August.
- The Roadmap will be discussed with the Board and Committees in the context of the October Board retreat.

October 2016 Meeting Schedule

Thursday

- New Member Orientation: 2 – 4 pm
- Finance Committee: 4 – 5 pm

Friday*

- Committee (DEI, Services, Research) meetings: 8 am – 12 pm
- Lunch: 12 – 1 pm
- Summit meeting with ETS President (Board Chair, Board Chair Elect, Past Board Chair only): 12 – 1 pm
- GRE Retreat (All Board and Committee members): 1:15 – 5:30 pm

Saturday

- GRE Retreat (All Board and Committee members): 8:30 am – 12 pm
- Lunch: 12 – 1 pm
- Board meeting: 1:15 – 3:30 pm
- Executive Committee meeting: 3:45 – 5:15 pm

***VP and ED updates will be provided with the meeting materials posted on the GRE Board website.**