



*Listening. Learning. Leading.®*

A photograph of three young adults smiling. On the left is a woman with dark hair wearing a white top and a green cardigan. In the center is a man with short brown hair wearing a light blue t-shirt. On the right is a man with dark, wavy hair wearing a blue and white checkered button-down shirt. They are positioned in front of a teal background that curves over the top of the slide.

# The *TOEFL*® and *GRE*® Tests

## An Update from ETS

**2012 CGS Annual Workshop**  
**December 7, 2012**

**Eileen Tyson**  
Executive Director  
Global Client Relations

**David Payne, Ph.D.**  
Vice President and COO  
Higher Education Division

# What We Will Cover Today

- *TOEFL*<sup>®</sup> Program Update
  - A continuing commitment to security
  - How TOEFL can help with your international student recruitment
- *GRE*<sup>®</sup> Program Update
  - Current situation
  - Our role in helping to foster a healthy pipeline
  - How we can help institutions



# *TOEFL*<sup>®</sup> Program Update



# Continued Commitment to *TOEFL*<sup>®</sup> 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*<sup>®</sup> 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*<sup>®</sup> 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](http://www.toeflgoanywhere.org)

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

ETS TOEFL. Go anywhere from here.

ETS.ORG | 한국어 | 简体中文 | English

TOEFL JOURNEY SIGN IN OR JOIN | February 11, 2011

HOME | PREPARE & PRACTICE | TOEFL® STEP-BY-STEP | THE TOEFL® ADVANTAGE | TOEFL JOURNEY

If you're planning to study abroad, the **TOEFL Journey™** program can help you go anywhere.

Wherever your studies take you, we'll help you get there with customized information, online tools and support every step of the way.

Already a member? [SIGN IN](#) ▶ [let's begin together](#) ▶

1 2 3 4

Where can you go with the TOEFL® test? Search now.

Enter an institution name or a desired location to find TOEFL-accepting destinations.

[search](#) ▶

Or refine your query using our [advanced search](#).

Looking for a test site? [Find one here](#).

**Attention Institutions:**  
Want to add your institution to our list? Submit a request for a new or updated listing using [this form](#).

**Some popular searches**

ontario usa toronto **Columbia** England  
Florida new york Chicago netherlands **india**  
**brazil** international university tokyo japan  
California Canada boston London harvard  
MIT Scotland California villanova Rutgers  
Singapore **hamilton**

**Tips from Test Takers**

**Expert TOEFL® tools that make preparing easier**  
Your best chance for success with the TOEFL test

**The TOEFL® Advantage: Preferred by more institutions than any other test**





# TOEFL® Institution Directory for Students

- Helps students find your institution
- Update your institution information at [www.toeflgoanywhere.org](http://www.toeflgoanywhere.org)

**Refine Your Results**

Set a score to find institutions that accept that TOEFL® score or lower.

TOEFL® iBT Score

TOEFL® PBT Score

Level of Study

-- Select --

Try an Advanced Search

### Search Results

Can't find the institution you're looking for? [Download our PDF](#) to view the complete list of 7,500+ institutions around the world that accept TOEFL scores, or use our [advanced search](#).

1 - 10 of 15 | View: 10

Institution Name	Score	City	State/Region	Country
<a href="#">Rutgers, The State University of New Jersey-New Brunswick-Undergraduate Admissions</a> DI Code: 2765	<a href="#">View</a>	New Brunswick	New Jersey	USA
<a href="#">Rutgers University State College-New Brunswick</a> DI Code: 2777	<a href="#">View</a>	New Brunswick	New Jersey	USA
<a href="#">Rutgers, The State University of New Jersey-Newark-College of Arts &amp; Sciences-Undergraduate Admissions</a> DI Code: 2512	<a href="#">View</a>	Newark	New Jersey	USA
<a href="#">Rutgers, The State University of New Jersey-Camden-Graduate Admissions</a> DI Code: 2092	<a href="#">View</a>	Camden	New Jersey	USA



# TOEFL® TV Channel on YouTube®



1,000,000+ video views

- 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?<sub>10</sub>



# TOEFL® TV Web Traffic

- Top six locations by views:
  - United States
  - Vietnam
  - India
  - Brazil
  - Canada
  - Saudi Arabia



# Introducing the *TOEFL*<sup>®</sup> 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*<sup>®</sup> 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*<sup>®</sup> Search Service Criteria

## Demographics

- Gender
- Country of citizenship
- Native language

## Location

- State or province
- Country

## *TOEFL*<sup>®</sup> Test Scores

- Total score
- Section scores

## Timing

- Date registered

## 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





# TOEFL® Search Service Home Page

**ETS TOEFL | Search Service** Powered by **HOBSONS**

Home | Volume projection | Orders | Order results | Update account info | User manual | FAQs Hello, Dan! Log Out

### Schedule a Personalized Tour

Sign up for a tour from one of our expert TOEFL Search Services consultants.

[Schedule a Tour](#)

### Video Help

[What is TOEFL Search Service?](#) [How to Create an Account](#)

### Contact Us

Let us help you get the most from the TOEFL Search Service.

E-mail: [toeflsearch@hobsons.com](mailto:toeflsearch@hobsons.com)  
Phone: +1 513 924 3333 (USA)

### Welcome! Let's get started.

- > [Create a new volume projection](#)
- > [Manage existing volume projections](#)
- > [View orders](#)
- > [View order results](#)

### My Account

- [View/Edit Account Info](#)
- [User Manual](#)
- [Frequently Asked Questions](#)
- [Log Out](#)

### Current Registrant Information

Total	545,137 Registrants
Recently added	19,775 Registrants
With test scores	281,793 Registrants
Without test scores	263,344 Registrants

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# TOEFL® Search Service Login Page

ETS HOME | TOEFL HOME | FOR TEST TAKERS | FOR INSTITUTIONS | FOR ENGLISH PROGRAMS      SEARCH: ETS.org      Go

**ETS TOEFL** | Search Service      Powered by **HOBSONS**



**Current Users Login**  
User Name:   
Password:   
[Sign In](#)   [Not Registered?](#)  
[Forgot Username?](#) | [Forgot Password?](#)

**Getting Started**

**Schedule a Personalized Tour**  
Sign up for a tour from one of our expert TOEFL Search Services consultants.  
[Schedule a Tour](#)

**Video Help**

[What is TOEFL Search Service?](#)   [How to Register](#)

**Contact Us**  
If you need help with the service, feel free to get in touch with us.  
E-mail: [toeflsearch@hobsons.com](mailto:toeflsearch@hobsons.com)  
Phone: +1 613 924 3333 (USA)

**About**   Search Criteria   Resources   Our Team   [help](#)

**About**  
The TOEFL® Search Service helps you find the international students you want to enroll in your college, university, postgraduate program, or other educational institution. Powered by Hobsons®, the service supports your recruitment efforts by providing current and targeted lists of prospective students who have opted in to receive information from programs like yours. With the TOEFL Search Service, you can:

- search the database of more than 200,000 students
- purchase names online anytime
- easily use the data in your recruitment and outreach efforts, because the formats are compatible with most campus management systems
- schedule recurring criers to save time and deliver the most up-to-date student prospects

Your search can include up to 25 criteria, including:

- TOEFL total score bands and section score bands
- country or world region
- planned level of study
- planned date of enrollment
- desired field of study

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# **GRE<sup>®</sup> 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

**Forbes**

LEADERSHIP 4/05/2012 @ 3:32PM | 21,358 views

## Grad School: Still Worth the Money?

**The Washington Post** Politics

Magazine

## Graduate degrees: Are they worth it?

**BUSINESS INSIDER**  
Your Money Contributors

## Is Graduate School Worth It? 6 Things To Consider Before Taking The Plunge

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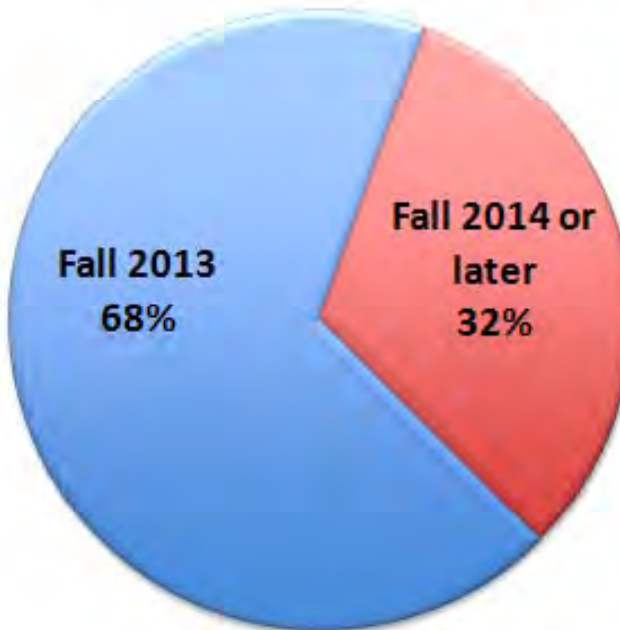


# The “Wait and See” Mode Can Affect Application Trends

College grads originally planning to enroll in 2012



When do they now plan to enroll?

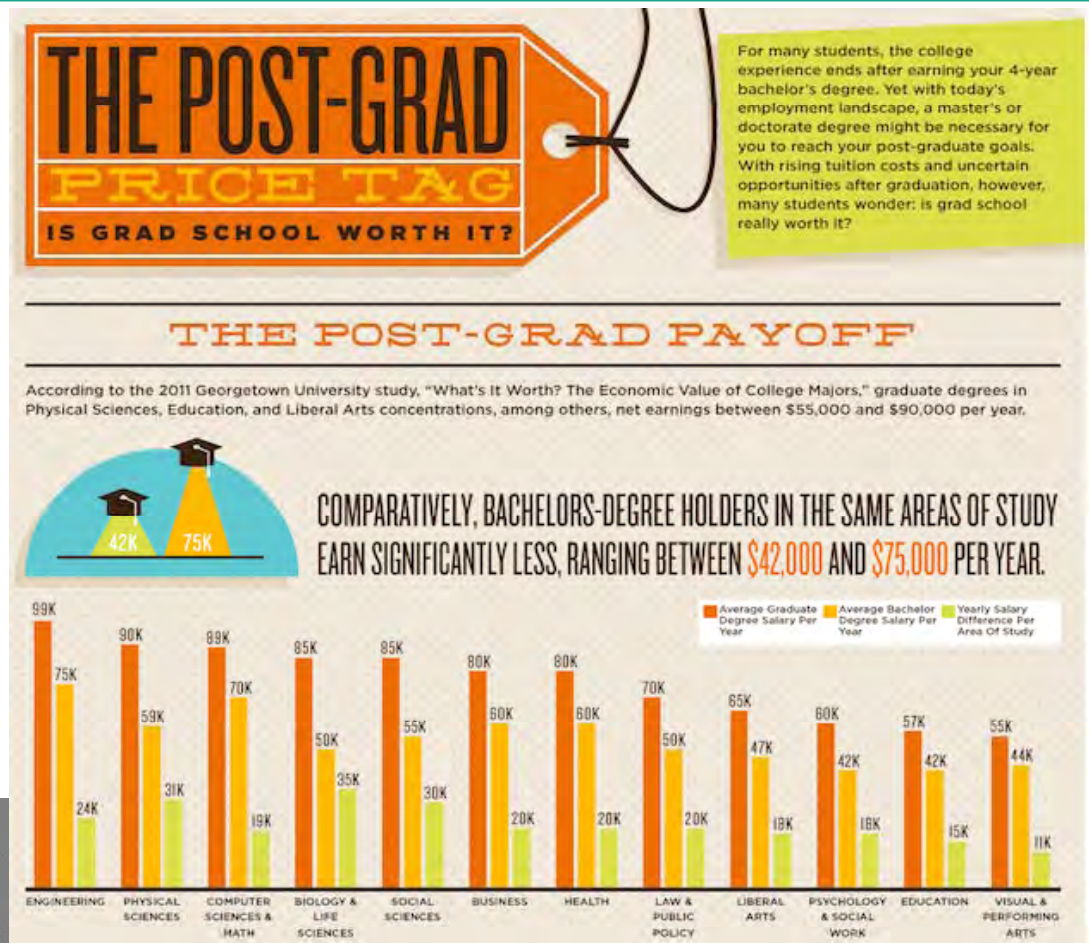


2012 U.S. College Graduate survey — 1,500 completed online surveys with students graduating from a 4-year college/university in 2012, ETS



# 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



Ground-breaking Study Examines the Role of Universities and Employers in the Transition of Students Through Graduate School Into Professional Careers



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](http://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

## Jan.–Apr. Volumes:

- Volumes were down about 25% compared to 2010

## May–July Volumes:

- Volumes began to stabilize and began to climb

## Aug.–Dec. Volumes:

- Our peak testing period
- Volumes during Aug–Dec timeframe are rebounding and could rank as second highest in history during a peak period
- We view this as an encouraging sign

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*<sup>®</sup> 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*<sup>®</sup> revised General Test

**ETS GRE** *Listening. Learning. Leading.®*

**It just got easier to start your future.**

With the **test-taker friendly** design that gives you more flexibility

With the **confidence** you gain from using the new *ScoreSelect*<sup>®</sup> option

With **more opportunities** from the one test for graduate and business school

Only with the *GRE*<sup>®</sup> revised General Test

## Product Enhancements

2011

- *GRE* revised General Test launch

2012

- *ScoreSelect*<sup>SM</sup> option introduction

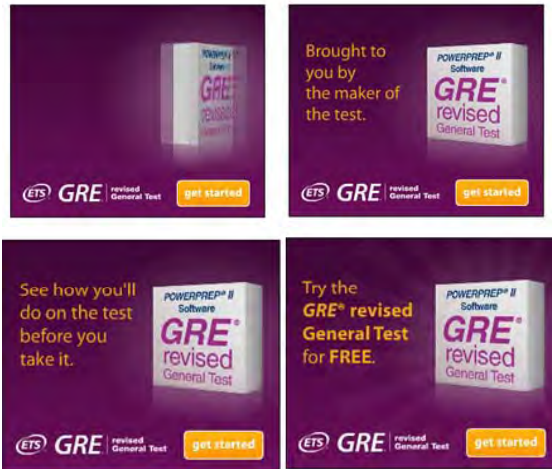
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# More Engagement with Prospective Test Takers to Help Them Feel Ready



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 revised General Test

November 1

On November 10-11, ETS representatives are going to be at EDU Fairs in Istanbul. So if you will be in the area and have questions about the GRE® and TOEFL® tests, you can come and get answers straight from the source. To find out when ETS representatives will be at a student fair near you, check out their schedule of events at <http://bit.ly/Vp2AdT>.



# 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

## Demographics

- Gender
- Ethnic background
- Citizenship

## Location

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

## 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 institution(s)
- Preferred method of study\*

## Educational/Employment History

- Current educational level
- Undergraduate major
- Post-graduate full-time work experience\*

## Academic Performance

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

## Timing

- GRE test date

## Contact Methods

- Mailing address
- Email address
- Telephone number

## Academic Performance — Enhanced Insight

### 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

\* New in July 2012



# 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](mailto:John@LikeLive.com)

[www.LikeLive.com](http://www.LikeLive.com)

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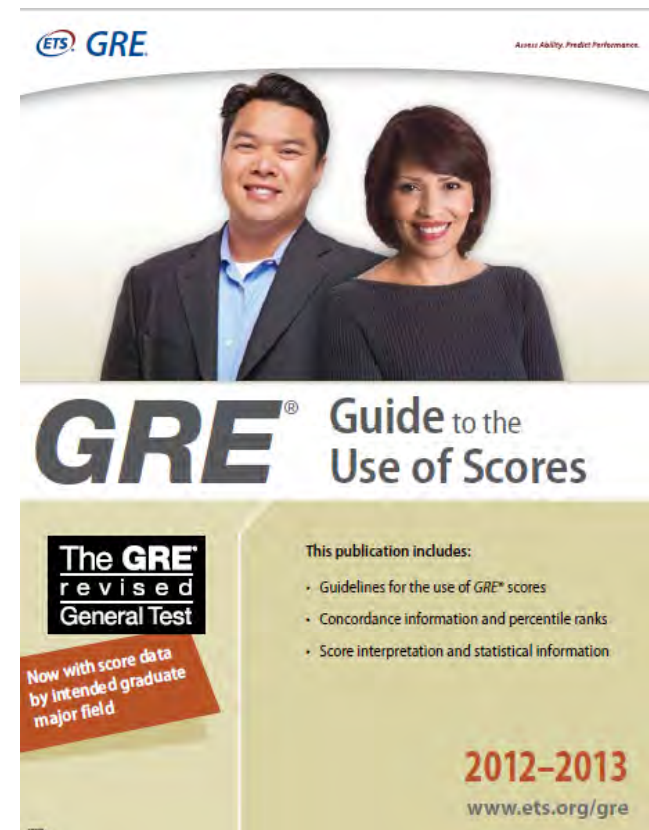


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# GRE® Scores Are an Important Criteria in the Admissions Decision

- 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



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# Helping Institutions and Applicants

- As we enter 2013, the *GRE*<sup>®</sup> 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*<sup>®</sup> and *TOEFL*<sup>®</sup> Staff are Ready to Help

## Stop by the ETS Exhibit

- Visit the *TOEFL*<sup>®</sup> website at [www.ets.org/toefl](http://www.ets.org/toefl)
  - If you have questions:
    - Email: [TOEFLnews@ets.org](mailto:TOEFLnews@ets.org)
    - Phone: **1-609-683-2008**
- Visit the *GRE*<sup>®</sup> website at [www.ets.org/gre/institutions](http://www.ets.org/gre/institutions)
  - If you have questions:
    - Email: [GREhelpline@ets.org](mailto:GREhelpline@ets.org)
    - Phone: **1-609-683-2662**

