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The College of Brockport, SUNY

**Emory University** 

University of Memphis



## 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

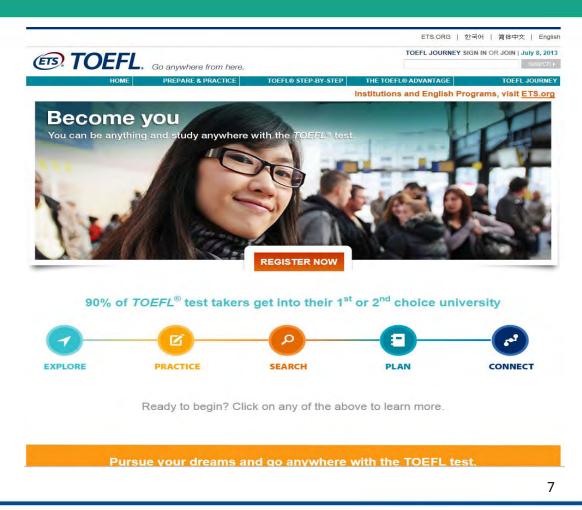
- In 2013, the TOEFL® Scholarship Program was expanded
  - 119 scholarship recipients in five countries
- Recognizes students who have:
  - Excelled academically
  - Demonstrated leadership skills
  - Participated in extracurricular activities
  - Achieved English-language proficiency
- Available for 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.

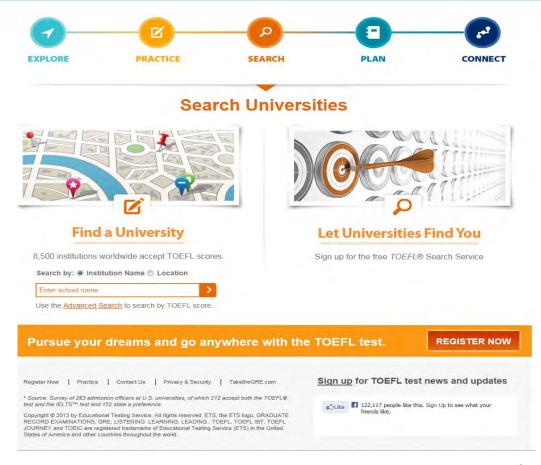




### **Search Universities**

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.





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### **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

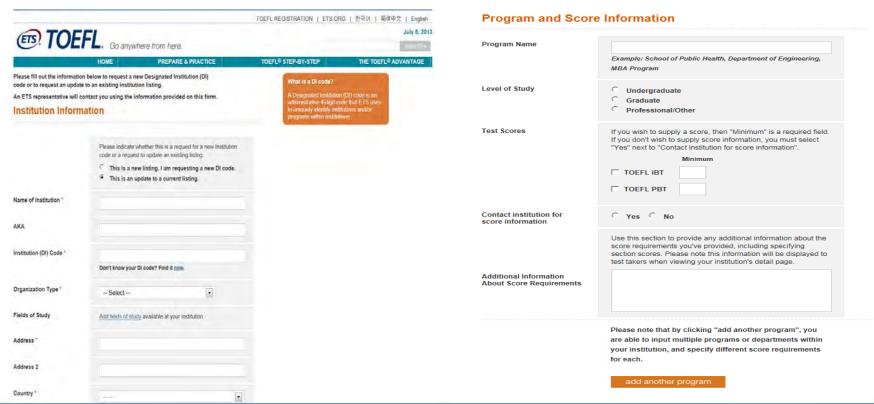






## **Keep Your TOEFL® Information Current**

Updates can be submitted to us online: Minimum score requirements, address, contact person, new programs

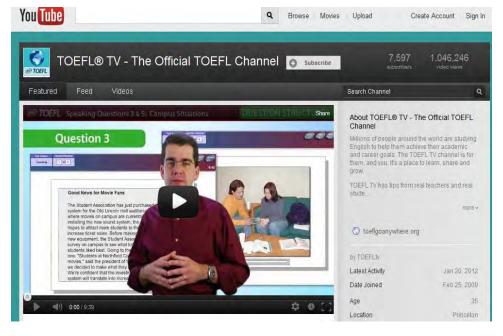




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### TOEFL® TV Channel on YouTube®

- 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





## 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

**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 + \$.43/name

 No charge to create an account and do a volume projection

More info at www.ets.org/toefl/search

Video: <a href="https://toeflsearch.ets.org/toeflss">https://toeflsearch.ets.org/toeflss</a>





## TOEFL® Search Service

### 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**<sup>®</sup> Search Service Login Page





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## **Support From a Team of Experts**

- Email: <u>toeflsearch@hobsons.com</u>
- Phone: +1-513-924-3333
- Web: <u>www.ets.org/toefl/search</u>
- User's Manual:

http://www.ets.org/s/toefl/pdf/toefl\_user\_manual.pdf

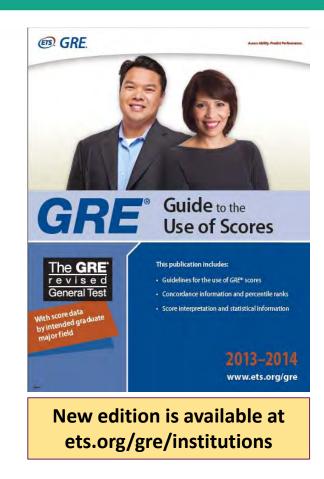


## **GRE®** Program Update



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

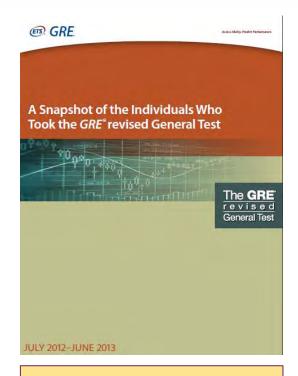
- GRE® scores provide an objective and common measure for evaluating and comparing the qualifications of applicants with differing educational and cultural backgrounds
- GRE scores have been shown to predict success in master's and doctoral programs





## New! 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



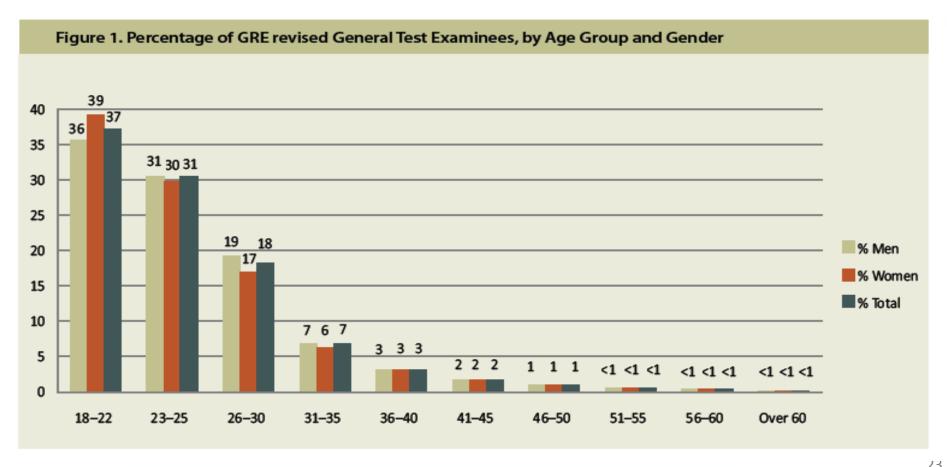
# The *GRE*® revised General Test Continues to Perform as Expected

	Verbal Reasoning	Quantitative Reasoning	Analytical Writing
Mean	150.6	152.2	3.5
Standard Deviation (SD)	8.3	8.8	0.8
Number of Examinees (N)	534,761		
Percent Men	43		
Percent Women	52		

Note: Five percent of examinees did not provide any gender classification.

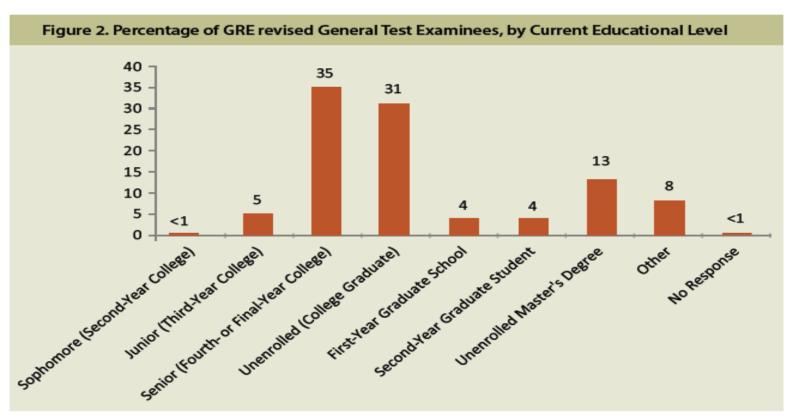


# The Majority of *GRE®* Test Takers Are Between the Ages of 18 and 30





# About Two-thirds of *GRE*® Test Takers Are College Seniors or Unenrolled College Graduates

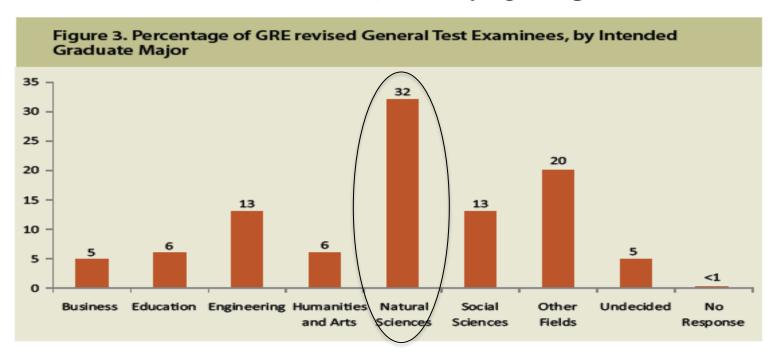


**Note:** These analyses were based on a total of 534,761 test takers. Sophomores (second-year college) represented 0.4 percent of test takers. Test takers in the No Response category represented 0.2 percent of test takers. Due to rounding, percentages may not add up to 100.



## 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.



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





## Mobility Continues as *GRE*<sup>®</sup> Test Takers Consider U.S. and Non-U.S. Destinations

Table 25. Preferred Region for	or Graduate Study,	, Examinees Who Tested in
the United States		

	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	
Europe	40,207	11	

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

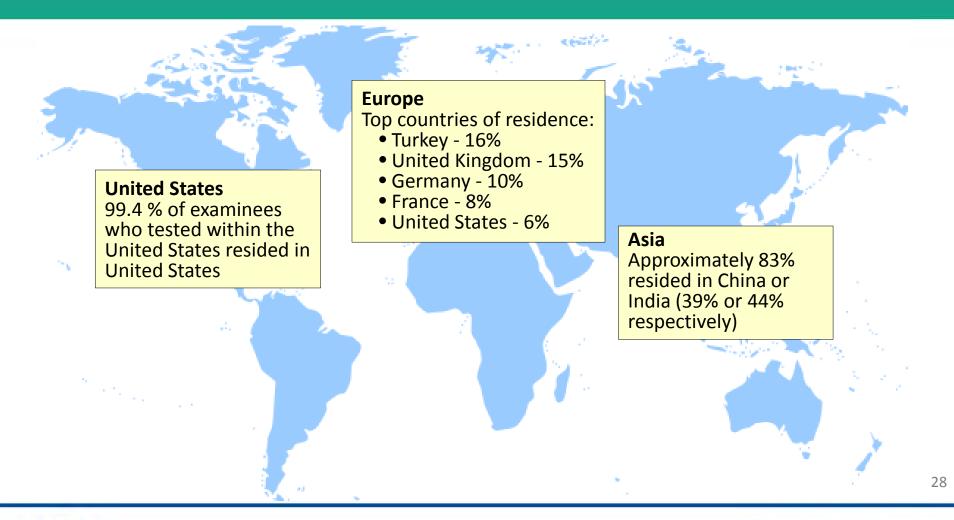
	N	Percent		
U.S. Regions				
New England	48,393	29		
Mid-Atlantic	47,373	28		
South	40,901	24		
Midwest	41,586	25		
Southwest	38,650	23		
West	51,325	30		
Non-U.S. Regions				
Canada	32,243	19		
Africa	1,514	1		
Asia	12,106	7		
Australia/New Zealand	14,860	9		
Europe	31,820	19		
Latin America	4,229	3		

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.



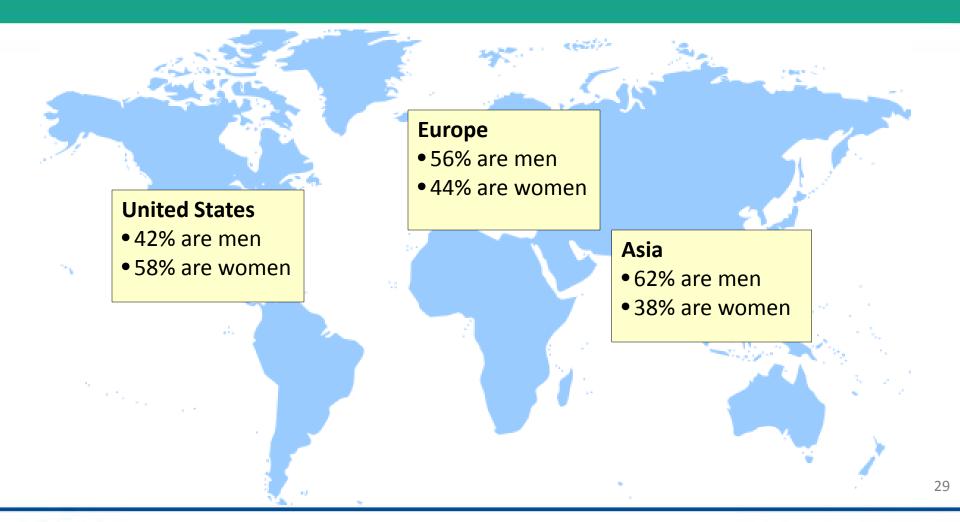
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## **GRE®** Test Takers Based on Region Where They Lived



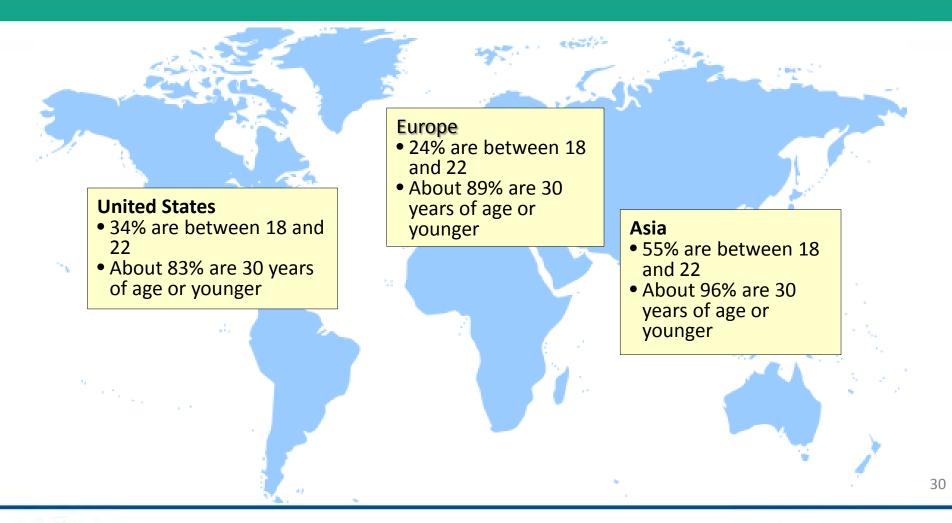


# Gender Differences Among *GRE*® Test Takers Based on Region Where They Lived





# Age Differences Among *GRE*® Test Takers Based on Region Where They Lived





# ETS Is Committed to Helping to Increase the Pipeline of Students



### Recruitment

You can reach the *GRE*<sup>®</sup> test-taking population as part of your recruitment strategy, using the *GRE*<sup>®</sup> Search Service.



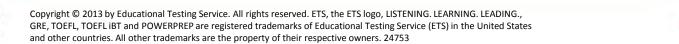
# **GRE®** Search Service Helps You Reach Potential Applicants

## The GRE® Search Service is a one-ofa-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



Attention test-takers in India! Come talk with GRE
Representatives at the Institute of International Education (IIE)
Fairs throughout India in September! They will also be at other
student fairs throughout the country, including stops in Delhi,
Kolkata, Chennai, Hyderabad and Mumbai.

You can check out the full schedule of student fairs here: http://bit.ly/KJv6kM.

#### **Upcoming Information Sessions!**

October 30, 2013 at 12:20pm @

GRE® scores are accepted at thousands of graduate schools and more than 1,000 business schools worldwide. Here are few hosting informational sessions about their programs this month:

Eastern Michigan University College of Business - November 12: http://bit.ly/1iudpqk Harvard Graduate School of Education - Admissions session - November 18: http://hvrd.me/MnePHT

Harvard Graduate School of Education - Los Angeles session - November 6: http://hvrd.me/MnePHT

Harvard Graduate School of Education - On Campus session - November 16: http://hvrd.me/MnePHT

Harvard Graduate School of Education - San Francisco session - November 4: http://hvrd.me/MnePHT

Harvard Graduate School of Education - Virtual session - November 5: http://hvrd.me/MnePHT



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## **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!

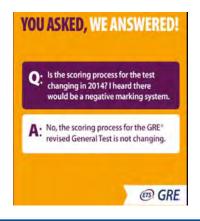




Join us for an online presentation and chat about the GRE® revised General Test during CollegeWeek Live's International Students Day, presented by EducationUSA.

Our live session will be held on Wednesday, November 13 at 11am Eastern Standard Time (UTC-5).

A GRE expert will provide an overview of the test, share information about free and official test prep, and answer any questions you might have. Register for this free event today using the link, here: http://bit.ly/HJTYy1





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## 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



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# New *GRE*<sup>®</sup> Educate Video Series for Educators and Advisors

Registration is now open for January 2014 webinars!

Sign up at ets.org/gre/educatewebinars

### SPECIAL CGS ANNOUNCEMENT!

- We are pleased to announce this jampacked 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.

Dear Colleague,

This issue of the GRE® eUpdate is filled with important and good news to help you with your advising, recruitment and admissions efforts. First, our brand new GRE® Advisor Kit is here! This special online kit is designed to make it easy for you to share official GRE information with prospective graduate and business school students. There are also several events coming up, especially for graduate and business schools, where you can meet with the GRE program team to discuss your needs and more. And finally, be sure to check out "News for Business Schools" to learn about a new validity study we plan to conduct in 2014

With the end of the year approaching, we would also like to take this opportunity to express our gratitude for your continued support as we work together to advance quality and equity in education for people

ets.org/gre/update



### **Connect with the Client Relations Team**

The Client Relations team is here to help with your institution's *GRE*<sup>®</sup>- and *TOEFL*<sup>®</sup>-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<sup>®</sup> website at www.ets.org/gre/institutions
- If you have questions:
  - Email: GREhelpline@ets.org
  - Phone: 1-609-683-2662

