



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 Summer Workshop
July 10, 2012**

Eileen Tyson
Executive Director
Global Client Relations

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Vice President and COO
Higher Education Division

What We Will Cover Today

- *TOEFL*® Program Update
- *GRE*® Program Update
- Help with Recruitment and Admissions
- *GRE*® 2012 Volume Trends and Outlook
- Ways ETS Can Help You with Your Pipeline



TOEFL[®] Program Update



Continued Commitment to *TOEFL*[®] 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*[®] Administrations

- 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



Ongoing TOEFL® Communication



eNews Update
October 2011

The TOEFL iBT® Test — Secure Results You Can Trust

Test integrity has become a common topic within the academic community. ETS takes test security very seriously and executes a three-pronged approach that includes **prevention, detection** and **communication** to ensure secure and fair testing worldwide. Our protocols represent a wide spectrum of measures, many of which are confidential and cover student verification, surveillance in the test center and post-test analysis.

5 Ways ETS Prevents Fraud

For over 60 years, ETS, the global leader in educational assessment, has developed and executed various state-of-the-art procedures to prevent testing and scoring fraud. These can be seen from the test design right through to the score reporting process. Here's a summary of the many ways ETS has taken steps to ensure the integrity of test scores.

1. Using the Highest Standards to Create Test Content

ETS creates thousands of new test questions each year to ensure that items are fresh and to reduce the risk of memorization and cheating.

2. Establishing Secure Test Centers

Test administrations occur at Certified Test Administration Sites (CTAS). Each CTAS undergoes a rigorous process through ETS to ensure testing security, including reference checks and training of test center staff.

3. Ensuring the Training of Test Center Administrators

In addition to thoroughly training test center staff in managing test administrations, ETS makes unannounced visits to test centers to observe and ensure that the highest standards are being applied.

4. Instituting and Enforcing Test-Taker Rules and Requirements

On the day of the test, test takers have to go through several security requirements in order to test. Test takers must not only provide secure forms of identification, but also submit handwriting, voice and signature samples and be photographed at the test center on the day of testing. In some locations, we monitor with video cameras, require test takers to provide a thumb scan and even submit to metal detector scans.

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Help with International Student Recruitment



TOEFL® Institution Directory for Students

- Helps students find your institution
- Update your institution information at 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 [Previous](#) | [Next](#)

Institution Name	Score	City	State/Region	Country
Rutgers The State University of New Jersey-New Brunswick-Undergraduate Admissions DI Code: 2765	View	New Brunswick	New Jersey	USA
Rutgers University State College-New Brunswick DI Code: 2777	View	New Brunswick	New Jersey	USA
Rutgers The State University of New Jersey-Newark-College of Arts & Sciences-Undergraduate Admissions DI Code: 2512	View	Newark	New Jersey	USA
Rutgers The State University of New Jersey-Camden-Graduate Admissions DI Code: 2092	View	Camden	New Jersey	USA



TOEFL® TV Channel on YouTube®



1,000,000+ video views

- Make a short video telling 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?



Introducing the *TOEFL*[®] Search Service

- Reach the right international students with the ***TOEFL*[®] Search Service**
- Web-based tool helps you generate prospective international recruiting lists from a growing database of 200,000+ students who are serious about pursuing higher education in an English-speaking program



Introducing the *TOEFL*[®] 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*[®] Search Service Criteria

Demographics

- Gender
- Country of citizenship
- Native language

Location

- State or province
- Postal code
- Country

TOEFL 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[®] Information and Contacts

- For institutions: www.ets.org/toefl/institutions
- For students: www.toeflgoanywhere.org
- Institution Help Line:
 - Email: toeflnews@ets.org
 - Phone: **+1-609-683-2008**
- Score Verification or Speech Samples:
 - TOEFLVerify@ets.org
- TOEFL[®] Search Service
 - Email: toeflsearch@hobsons.com
 - Phone: **+1-513-924-3333**
 - Web: www.ets.org/toefl/search



GRE[®] Program Update



The *GRE*[®] revised General Test Launch and 2011 Testing Year Were Successful

- 2011 represented the largest testing year in *GRE*[®] history, with more than 700,000 GRE revised General Tests taken
 - We saw volume increases in the United States, China, India and many other regions in the world
 - Volume of test takers from traditionally underrepresented minority groups also increased
 - We leveraged our global network of 700 test centers to address volume increases throughout the year



Update on *GRE*[®] revised General Test Reported Scores

- Beginning July 1, 2012, percentile rank data used for score reporting is based on the GRE revised General Test
 - Percentile ranks have been updated
 - Percentile ranks are based on the performance of all examinees who tested between August 1, 2011 and April 30, 2012
- New *2012-2013 GRE[®] Guide to the Use of Scores* is available on the GRE website
 - Includes performance data by Broad Intended Graduate Major Fields
- GRE Program has been monitoring and will continue to monitor the reported scores from all three measures
- Additional performance data by various subgroups will be published on the GRE website later this year



Update on *GRE*[®] revised General Test Reported Scores (continued)

Performance Statistics on the GRE revised General Test*

	Verbal Reasoning	Quantitative Reasoning	Analytical Writing
Mean	150.8	151.3	3.7
Standard Deviation	8.5	8.7	0.9
Number of Examinees	417,546	417,895	415,801
Percent Women	52		
Percent Men	41		

*Seven percent of examinees did not provide any classification with regard to gender. These data are based on all examinees who tested between August 1, 2011 and April 30, 2012.



Help with Recruitment and Admissions



Achieving Your Recruitment Goals

The *GRE*[®] Search Service



- 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



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Choose from 32 Criteria to Customize Your Search

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



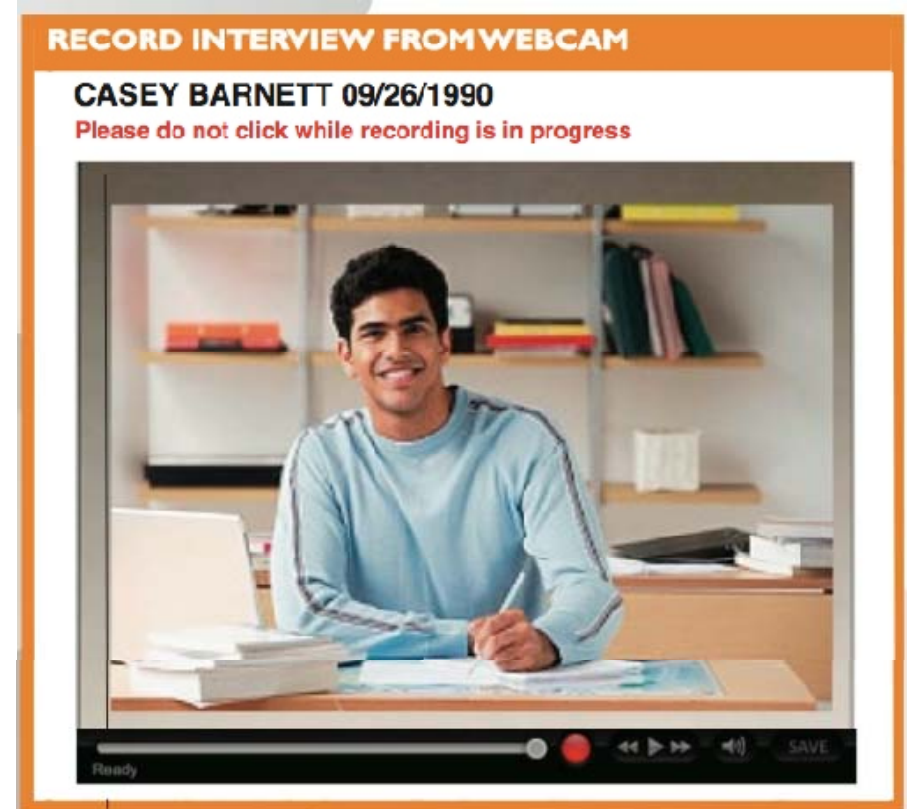
What You Get with the *GRE*[®] Search Service

- This GRE database includes nearly 600,000 people who have
 - taken a major, decisive step toward pursuing graduate or business school
 - opted-in to hear specifically from graduate programs, business programs and fellowships
- ONLY degree-granting graduate and business schools and fellowships have access to this powerful database
- Expert guidance from GRE Search Service consultants



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
- You create the questions and applicants answer them via video



New to the ETS Family: LikeLive (continued)

- Helps in recruitment process:
 - Significantly reduces recruitment travel time and budget
 - Increases efficiency and consistency in viewing applicant interviews
 - Complements test scores to give a more holistic view of candidates and their communication styles
- For more information:
 - Website: www.likelive.com
 - Phone: 818-888-5100



GRE[®] 2012 Volume Trends and Outlook



The 2012 *GRE*[®] Volumes Are Uncertain

- While the last several years have demonstrated considerable momentum, early 2012 performance is sluggish. There are many potential causes:
 - United States
 - Student indebtedness
 - Cost of higher education
 - High unemployment rates
 - Global
 - 4-year⁺ recession
 - High unemployment rates
 - Increasing costs



The Picture

- Since 2011, we have 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
- Performance is sluggish, but it is clear that test takers are registering much closer to the test date, making volume predictions even more challenging in this complex climate

January – April volumes:

- Volumes were down about 25% compared to 2010
- Softer performance is evident in U.S., China, India and rest of world

May – July volumes:

- Volumes are running about 19% higher than 2010
- Performance is consistent in all markets, but China is difficult to interpret due to shift to monthly testing

Aug. – Dec. volumes:

- Test takers are registering closer to test date so it’s simply “too early to tell”
- Macroeconomic factors suggest concern

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Consistent Patterns in Terms of Intention to Enroll in Graduate School

Year in Which Test Takers Indicated They Intended to Enroll In Graduate School

	2009–2010 ¹	2010–2011 ²	2011–2012 ³
2009	3%		
2010	80%	3%	
2011	15%	76%	6%
2012	2%	18%	77%
2013		3%	15%
2014			2%

Note: The testing year includes only the months between November and May to allow for comparable comparisons across years, given the timing of the launch and special offer for the *GRE*® revised General Test. Percentages are based only on those who responded to this question in the test-taker background questionnaire.

¹ Twelve percent (12%) of the test takers did not respond to this question. ² Seventeen percent (17%) of the test takers did not respond to this question.

³ Thirty-three percent (33%) of the test takers did not respond to this question.



Trying to Understand the Trends

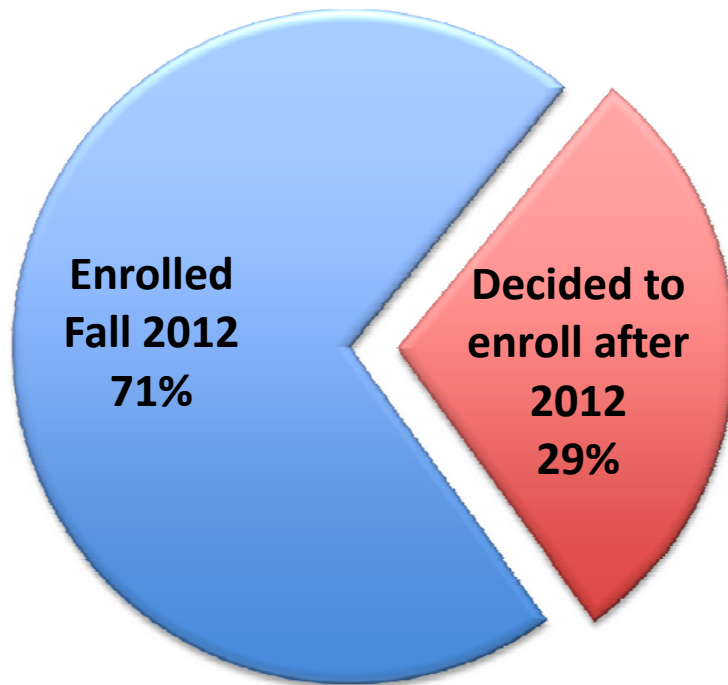
- Conducted two market research studies with prospective graduate students to better understand their graduate school plans and factors influencing their decision:
 - 2012 U.S. College Graduate survey – 1,500 completed online surveys with students graduating from a 4-year college/university in 2012
 - 2012 U.S. College Junior survey – 1,500 completed online surveys with students planning to graduate from a 4-year college/university in 2013



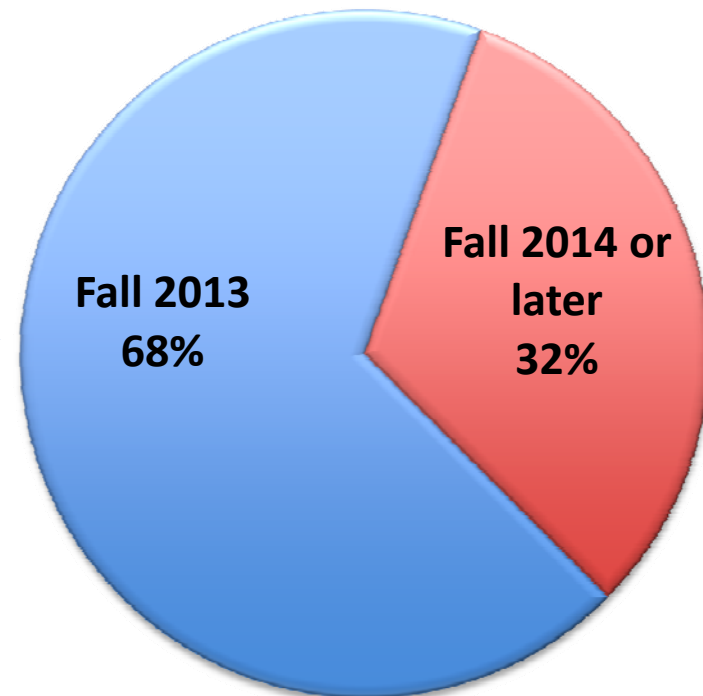
Graduate School Intent – 2012 College Grads

More than one out of four college grads who originally planned to enroll in grad school in 2012 have decided to wait. Two-thirds of those waiting will enroll the following year, Fall 2013.

College grads originally planning to enroll in 2012



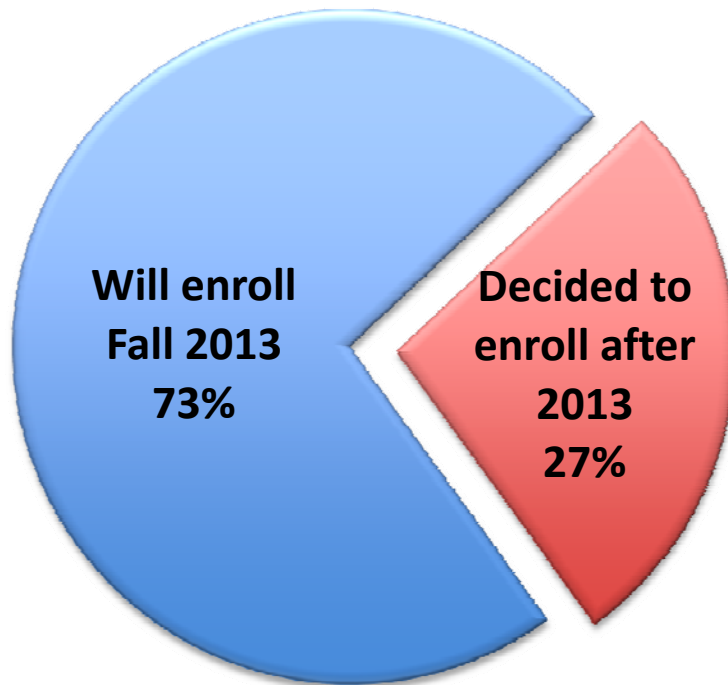
When do they now plan to enroll?



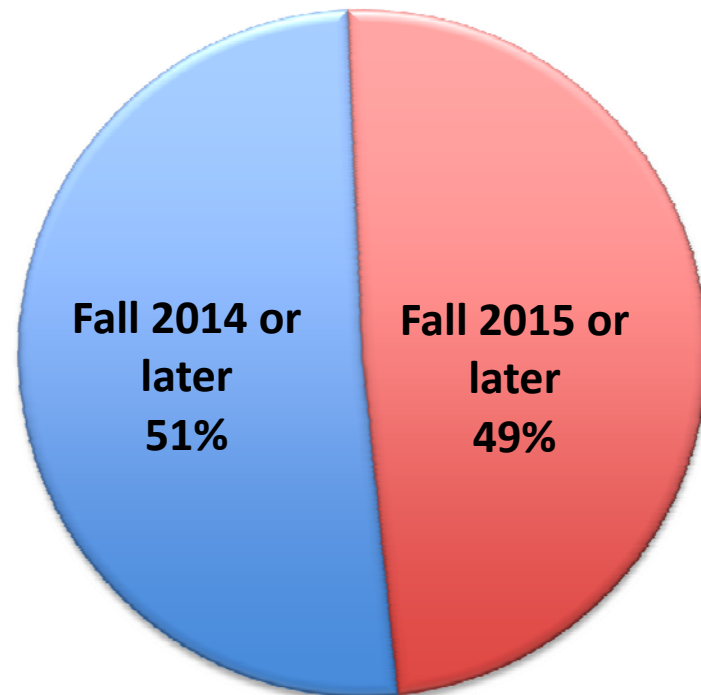
Graduate School Intent – 2012 College Juniors

More than one out of four college juniors who originally planned to enroll in grad school in 2013 (the year they plan to graduate) have decided to wait. Half of those waiting plan to enroll the following year, Fall 2014.

College juniors originally planning to enroll in 2013



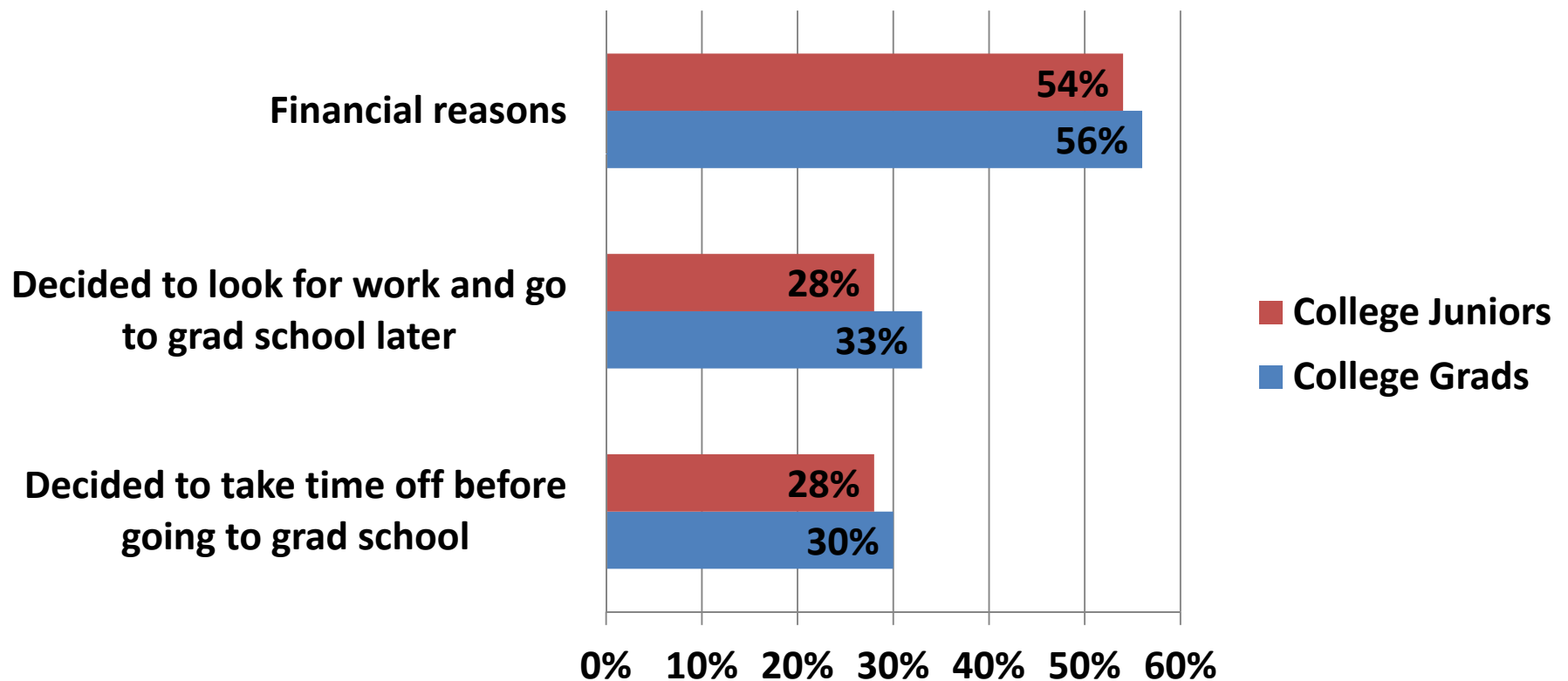
When do they now plan to enroll?



What Are the Factors in Their Decision Making?

Financial reasons are the primary factor causing 2012 grads and juniors to delay going to graduate school.

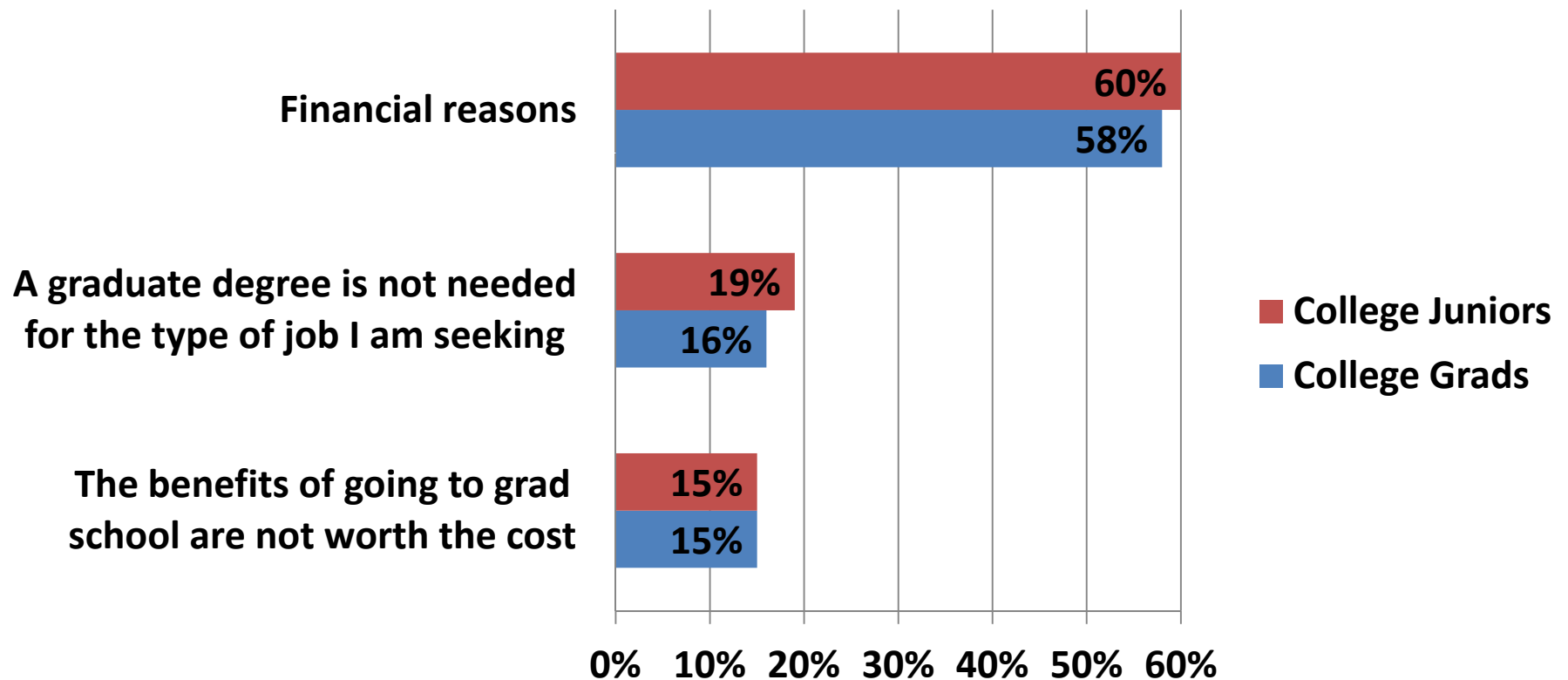
Reasons for delaying application to graduate school



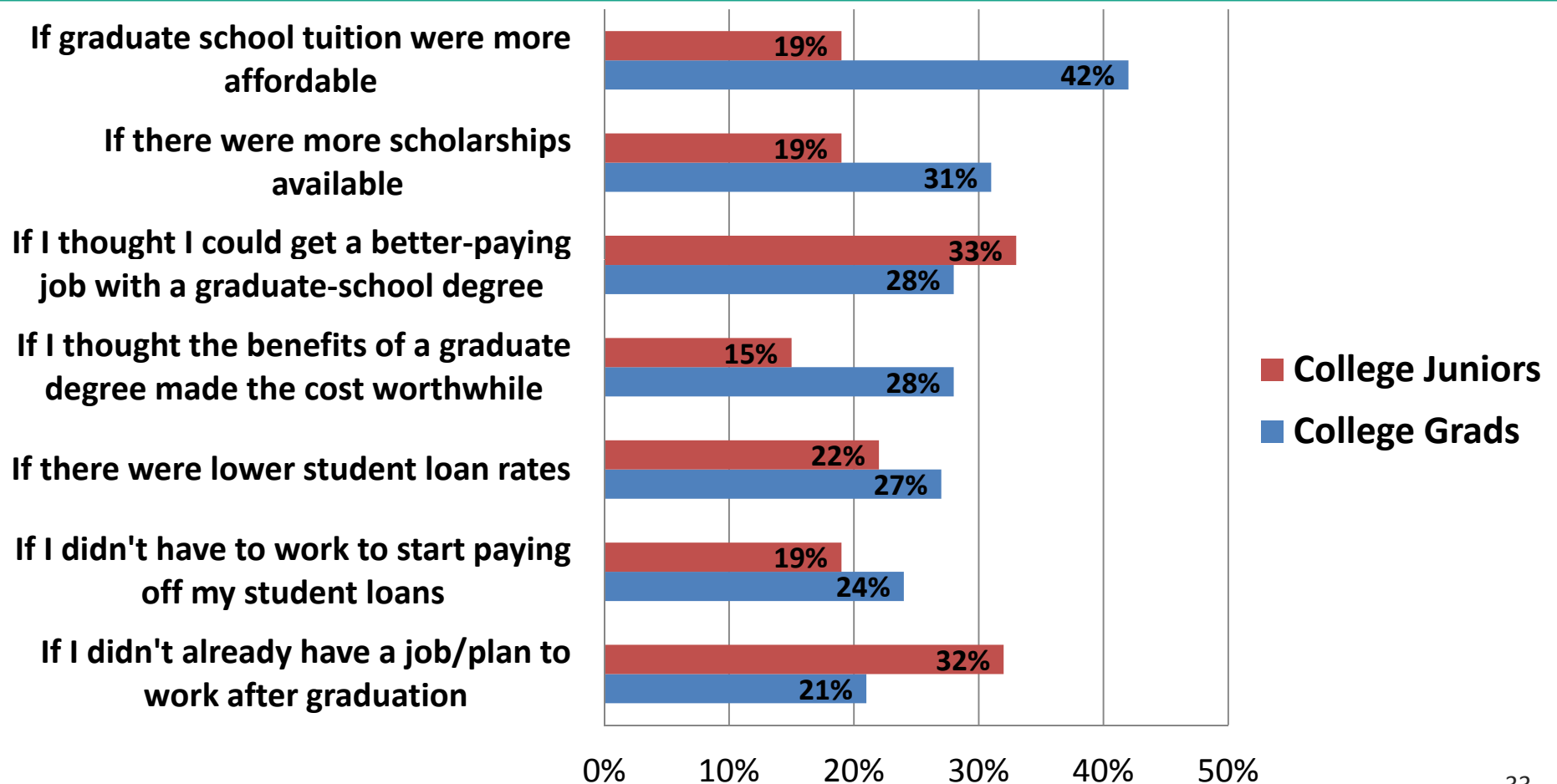
What Are the Factors in Their Decision Making?

Financial reasons are also the primary factor causing 2012 Grads and Juniors to decide not to attend graduate school.

Reasons for deciding not to attend graduate school



What Would Encourage Those Who Decided Against Graduate School To Change Their Decision?



For More Information

- For institutions: www.ets.org/gre/institutions
- For students: www.takethegre.com
- Institution Helpline:
 - Email: GREhelpline@ets.org
 - Phone: **+1-609-683-2663**
- *GRE*[®] Search Service
 - Email: gresearch@hobsons.com
 - Phone: **+1-513-924-3330**
 - Web: www.ets.org/gre/search



How ETS Can Help You With Your Pipeline



ETS Can Help You with Pipeline Efforts

- Be sure prospective applicants know you accept *GRE*[®] and *TOEFL*[®] scores
- Use the *GRE*[®] Search Service and *TOEFL*[®] Search Service to directly reach *GRE* and *TOEFL* test takers
- Update your institution information in the *TOEFL* Institution Directory to help students find you
- Tell the *GRE* Program about upcoming student fairs and events on *your* campus so we can promote them on the *GRE*[®] revised General Test page on the *Facebook*[®] site to give you more visibility
- Highlight your institution on the *TOEFL*[®] TV Channel on YouTube[®]

Remember: Your institution's student recruitment efforts will continue to be extremely important!

