



*Listening. Learning. Leading.*<sup>®</sup>

# The *TOEFL*<sup>®</sup> and *GRE*<sup>®</sup> Tests

## An Update from ETS

**2014 CGS Summer Workshop  
July 15, 2014**

**David Payne, Ph.D.**

VP and COO, Global Education Division  
Educational Testing Service

# ***TOEFL***® Program Update

Continuing to Support your International Recruitment



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# TOEFL® Search Service

**TOEFL® Search Service** helps universities recruit international students with the right English-language skill levels for their programs.

Search the database of **over 1 million names** using 26 criteria, including country, TOEFL score and field of study

Cost: \$250 annual fee + \$.43/name

- No charge to create an account and do a volume projection

More info and a video tour at [www.ets.org/toefl/search](http://www.ets.org/toefl/search)

The screenshot shows the TOEFL Search Service website. At the top, there is a navigation bar with links for ETS HOME, TOEFL HOME, FOR TEST TAKERS, FOR INSTITUTIONS, and FOR ENGLISH PROGRAMS. A search bar is located on the right with the text 'SEARCH: ETS.org' and a 'Go' button. Below the navigation bar is the ETS TOEFL Search Service logo and a 'Powered by HOBSONS' logo. A large image of diverse students is featured. To the right of the image is an 'Account Login' section with fields for 'User Name' and 'Password', a 'Sign In' button, and links for 'Forgot Username?' and 'Forgot Password?'. Below the login section is a 'New User? Create an Account' link. The main content area is titled 'Getting Started' and includes a 'Schedule a Personalized Tour' section with a 'Schedule a Tour' button. Below that is a 'Video Help' section with two video thumbnails: 'What is TOEFL Search Service?' and 'How to Create an Account'. To the right of the 'Getting Started' section is a 'Reach the right international students at the right time' section with a list of bullet points: 'search the database of more than 350,000 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', and 'schedule recurring orders to save time and deliver the most up-to-date student prospects'. Below the list is the text 'Your search can include more than 26 criteria, including:'.



# Biometric Voice Identification Software for *TOEFL*<sup>®</sup> Testing

- Uses statistical pattern-matching techniques, advanced voice classification methods and input from multiple systems to compare speech samples from *TOEFL*<sup>®</sup> test takers
- Offers ability to create voice prints for detailed analysis to validate *TOEFL* test takers' identity
- Introduced in 2012 for test security investigations
- **New!** Since February 8, 2014, now used on all test takers worldwide before scores are released



# Biometric Voice Identification Software for TOEFL® Testing (continued)

Biometric voice identification is used to detect impersonation in three ways

## 1. Repeat test takers

- Compare voiceprints with speech samples across multiple administrations for the same test center

## 2. Potential impersonators within a test center

- Compare voiceprints with speech samples for all candidates at a given test center

## 3. Known impersonators within a group

- Compare voice prints with speech samples of known imposters to all candidates within a suspect group



# Constantly Enhancing Security Measures

## Now

- In January 2014, implemented security wandering in all *TOEFL*<sup>®</sup> test centers around the world

## In the Future

- Currently working with the Chinese government administrator of the TOEFL test to implement facial recognition capabilities using the new second-generation National ID card





# Brazil Scientific Mobility Program (formerly Science Without Borders)

- The Brazil Scientific Mobility Program (BSMP) is a one-year, non-degree program for Brazilian students to study abroad and part of a larger initiative to grant 100,000 scholarships
- ETS continues to collaborate with the U.S. and Brazilian governments to coordinate plans and schedules to provide access to *TOEFL*® and *GRE*® testing for scholarship applicants



# Brazil Scientific Mobility Program (continued)

## Opportunity for Graduate Programs

- Brazilian Government opened a scholarship call on May 23, 2014, for Ph.D. study in the U.S.
- Government hopes to issue 1,500 scholarships
- Students required to submit *GRE*<sup>®</sup> and *TOEFL*<sup>®</sup> scores by August 22, 2014, or submit evidence that they are registered for the exam
- LASPAU is processing the applications for the Ministry





# ***GRE*<sup>®</sup> Program Update**



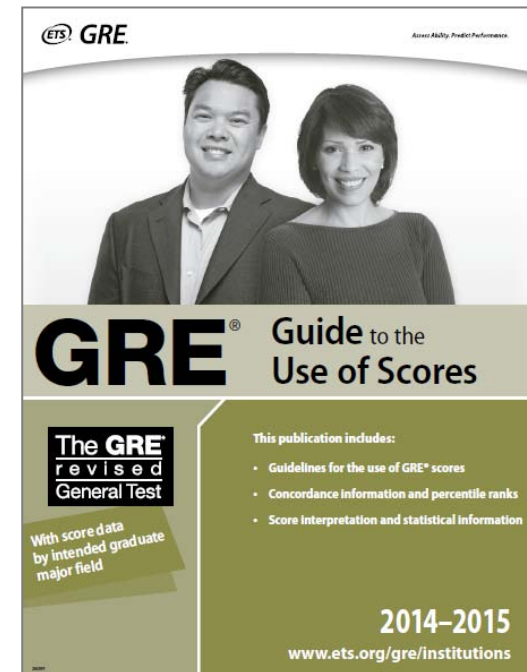
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# GRE® Guide to the Use of Scores

## An excellent guide for all professionals involved in admissions decisions

- Overview of the GRE® tests
- Guidelines for the use of GRE scores
- Considerations in score interpretation
- Information on reporting and using GRE scores
- Score interpretation and statistical information
- Statistical tables
  - Concordance tables
  - Percentile rank tables
  - Test reliability
  - Standard errors of measurement
- Analytical Writing score level descriptions

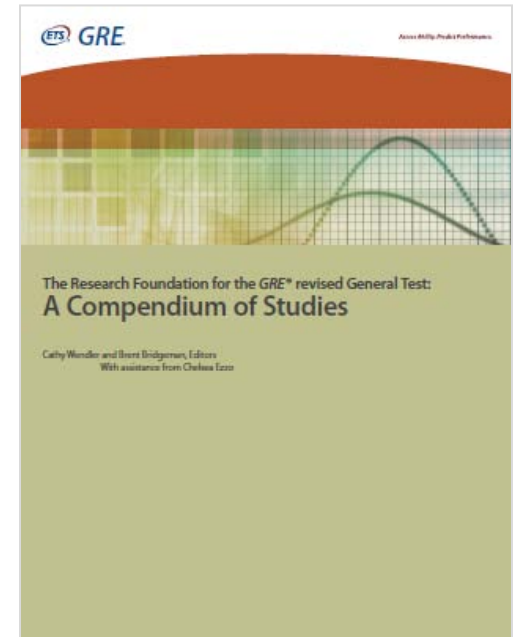


**New edition is now  
available at  
[ets.org/gre/institutions](http://ets.org/gre/institutions)**



# The Research Foundation for the *GRE*<sup>®</sup> revised General Test: A Compendium of Studies

- A comprehensive collection of the extensive research efforts and other activities that led to the successful launch of the GRE revised General Test in August 2011
- Contains nearly a decade of research
- Topics include:
  - Rationale for revising the test
  - The development process
  - Test design
  - Score scales
  - Automated scoring
  - Fairness
  - Accessibility



**Available at**  
**[ets.org/gre/compendium](http://ets.org/gre/compendium)**



# GRE® Test Taker Pipeline – Latest News

**2013 was the second highest year in GRE history, with GRE global volumes reaching 731,000.**

Some notable trends in 2013 compared to 2012 include:

- GRE volumes in India increased by more than 70 percent, recording annual GRE volumes greater than 90,000 from that region alone.
- International GRE volumes increased by about 30 percent.
- GRE volumes in Asia were up more than 35 percent.
- The intended graduate major fields of study that experienced the most significant growth in 2013 include Business (36 percent), Engineering (31 percent) and Natural Sciences (21 percent).

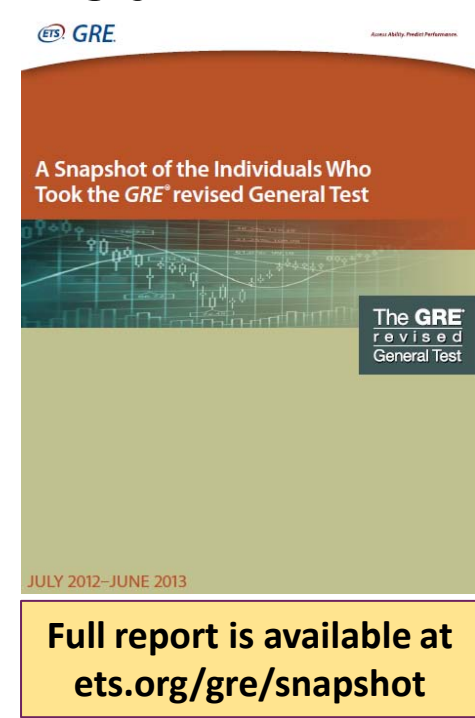
*Mid-2014 Update: The timing for registrations in the 2014 peak testing period is a little slower than 2013, but appears to be on track for annual volumes.*



# GRE® Test Taker Pipeline – Historical

This GRE publication helps higher education professionals get a more in-depth understanding of the composition of GRE test takers during the most recently completed testing year.

- 534,761 unique test takers who took the GRE® revised General Test between **July 1, 2012 and 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



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



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# GRE® Search Service Helps You Reach Potential Applicants

The **GRE® Search Service** is a one-of-a-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
- Visit **[gresearch.ets.org](http://gresearch.ets.org)** for more information





# GRE® Search Service Helps You Reach Potential Applicants (continued)

You can reach the GRE test-taking population as part of your recruitment strategy, using the GRE Search Service.

- We offer a free webinar and recruitment tips to get started
- The webinar is very well-attended by higher education professionals responsible for recruitment
- Visit **[ets.org/gre/searchservicewebinar](https://ets.org/gre/searchservicewebinar)** to sign up



# New Computer-Based Locations

- Background
  - The *GRE*<sup>®</sup> revised General Test is offered in about 200 countries/regions and administered through more than 850 test centers around the world.
  - The computer-based test is offered in most world regions.
  - The paper-based test is offered in regions where the computer-based test is not available in order to provide access to the test.
    - Less than 1% of all General Tests are paper-based
- In 2014–15, we will be adding computer-based testing in 30 locations where paper-based testing was previously offered. Computer-based testing offers:
  - Faster score reporting turnaround, which should help the admissions process
  - More opportunities for individuals to test throughout the year



# Regions Where Computer-based Testing is Replacing Paper-based Testing

- Kabul, Afghanistan
- Baku, Azerbaijan
- Douala, Cameroon
- Yaounde, Cameroon
- Medellín, Colombia
- San Jose, Costa Rica
- Nicosia, Cyprus
- Quito, Ecuador
- Guayaquil, Ecuador
- Addis Ababa, Ethiopia
- Tegucigalpa, Honduras
- Reykjavik, Iceland
- Tehran, Iran
- Isfahan, Iran
- Baghdad, Iraq
- Bologna, Italy
- Kingston, Jamaica
- Okinawa, Japan
- Fukuoka, Japan
- Bishkek, Kyrgyzstan
- Taipa, Macau
- Lilongwe, Malawi
- Penang, Malaysia
- Ulaanbaatar, Mongolia
- Rabat, Morocco
- Asunción, Paraguay
- Mayaguez, Puerto Rico
- Dakar, Senegal
- Colombo, Sri Lanka
- Hanoi, Vietnam
- Lusaka, Zambia



# New *GRE*<sup>®</sup> Test Preparation Materials



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# 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)

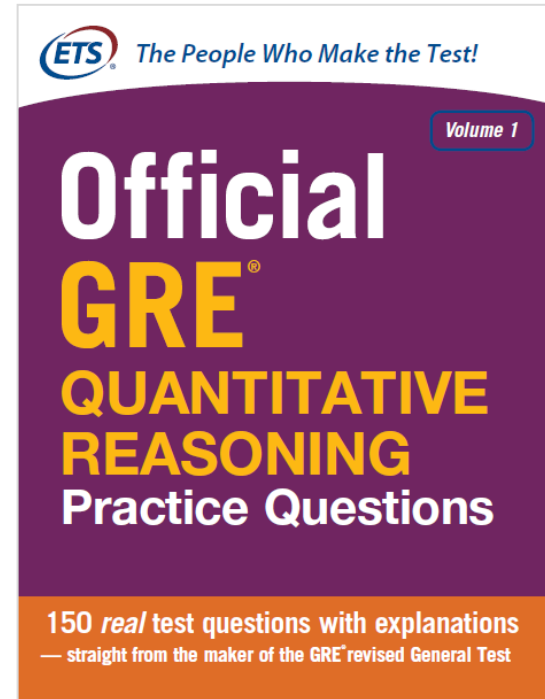
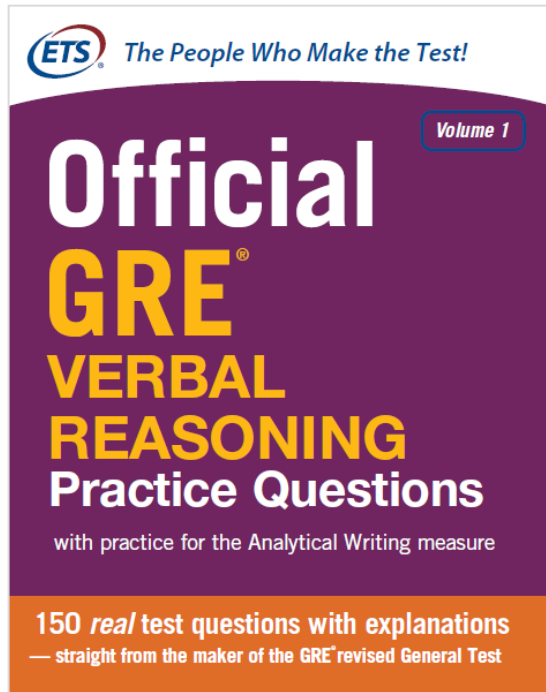


- *Official GRE*® *Guide* Mobile App

An assortment of free and paid test preparation materials are available at [ets.org/gre](http://ets.org/gre).



# New *GRE*<sup>®</sup> Test Preparation Materials Coming in 2014



# 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!

GRE revised General Test  
October 1

Here is your October Study Calendar! Use it and create a prep schedule to stay focused throughout the month.



**GRE® Study Calendar**  
October | 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
notes:		1	2 Get inspired	3 List of newest grad and biz schools accepting GRE® scores	4	5
6	7 Get Application Advice	8 Check out our Test Prep Videos!	9	10	11	12
13	14	15	16	17 Get the Power of Confidence	18	19
20	21 Get to Know	22	23	24	25	26



GRE revised General Test

November 6

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>

YOU ASKED, WE ANSWERED!

**Q:** Is the scoring process for the test changing in 2014? I heard there would be a negative marking system.

**A:** No, the scoring process for the GRE® revised General Test is not changing.



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# New *GRE*<sup>®</sup> Advisors Kit for Educators and Advisors



- Recently expanded!
- 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](https://ets.org/gre/advisorkit)



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

- We are pleased to announce this new webinar series that 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<sup>®</sup> Program*
- *An Overview of the GRE<sup>®</sup> revised General Test*
- *A Closer Look at the GRE<sup>®</sup> Verbal Reasoning Measure*
- *A Closer Look at the GRE<sup>®</sup> Quantitative Reasoning Measure*
- *A Closer Look at the GRE<sup>®</sup> Analytical Writing Measure (Coming Sept. 2014)*

Webinar dates and times available at [ets.org/gre/educatewebinars](http://ets.org/gre/educatewebinars).



# Remind Faculty and Staff to Sign up for the *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.

[ets.org/gre/update](https://ets.org/gre/update)

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



# ***GRE***<sup>®</sup> and ***TOEFL***<sup>®</sup> Announcement



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# New ETS Portal — Coming Soon

CGS Sneak Preview Announcement!

- **ETS will be introducing a special online portal just for official *GRE*<sup>®</sup> and *TOEFL*<sup>®</sup> score users.**
- The portal can be used by approved individuals to access GRE or TOEFL score information, test taker data, special reports and more.
- This tool allows for fast and convenient viewing capabilities, test-taker lookup information and easy data manipulation, all designed to enhance your current admissions flow and complement the traditional GRE and TOEFL score reporting services.



# ETS Portal Capabilities

CGS Sneak Preview Announcement!

- **The ETS Portal will enable score users to:**
  - Access *GRE*<sup>®</sup> data, *TOEFL*<sup>®</sup> data or both via the same user name and password
    - Scores will not be combined for candidates on the same report
  - View individual score reports online
  - View and download rosters of test takers, including score data
  - Download score reports or score report data in multiple formats (including Microsoft<sup>®</sup> Excel)
  - Access electronic score report files, without requiring PGP encryption
  - View test-taker photos
  - View GRE Analytical Writing responses
  - Create predetermined and customized summary data reports (2015)



# Safeguarding Data

## CGS Sneak Preview Announcement!

- Maintaining data integrity and test-taker privacy is very important to ETS and we know it is important to you too.
- Institutions can view only score data from test takers who have designated that their institution receive that information.
- Institutions can designate lead administrators and secondary user(s) who will have access to data.
  - Lead administrator: Access to all data available to that institution; will also manage secondary users at their institution
  - Secondary user: Have access to data that the lead administrator provides permission to access
- Institutions may have multiple lead administrators (e.g., undergraduate, graduate, business schools).





# Assigning Your Institution's Users

CGS Sneak Preview Announcement!

- Based on feedback from the *GRE*<sup>®</sup> and *TOEFL*<sup>®</sup> Boards as well as focus groups of higher educational professionals, we will contact Deans of graduate and business schools to request that they identify the Lead Administrator(s).
  - **In late 2014, you should expect to see an email** to the Dean of the graduate or business school describing the portal and the role of the Lead Administrator, and requesting that you identify a Lead Administrator whom ETS will contact.
  - A communication will also be sent to the current score recipient describing the portal and informing him/her that we sent a letter to the Dean requesting the identification of a Lead Administrator.



# ETS Portal

## CGS Sneak Preview Announcement!

- The capabilities available in the new ETS Portal have been carefully developed through input of *GRE*® and *TOEFL*® score users in order to provide an even more efficient and dynamic way of accessing and utilizing GRE and TOEFL scores in the admissions process.



# ETS Staff are Ready to Help

The Client Relations team is available 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



- 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

