



TOEFL[®] Program Update

CGS Summer Conference 2011



Eileen Tyson
Executive Director
Client Relations

ETS – *Listening. Learning. Leading.*

Client Relations Team

Supports outreach for both the *GRE*[®] and the *TOEFL*[®] programs

- Conferences
- University visits
- Webinars
- Phone calls
- E-mail

We're here to help during the transition to the *GRE*[®] revised General Test and beyond

Let us know if you'd like to schedule a webinar.



Security

- Fraud related to higher education continues to grow
- Testing companies not immune
- ETS has high standards for security for the TOEFL
 - Training and certification of test center supervisors
 - Stringently enforced identification requirements
 - Digital photograph on test day and on score reports
 - Test taker photograph appears on examinee's computer at beginning of test and again after break to verify identity
 - Handwriting sample and signature collected



Security

- State of the art encryption software for delivery of the test to the center and return of test taker responses to ETS
- Time zone testing
- Integrated test questions deter test taker memorization of text to fit into responses; not amenable to coaching
- Large score differences software to detect significant changes in scores
- Implementation of security wand and ID with electronic chip in China
- New forms of security are being investigated



Security

- When fraud is suspected
 - Review of individual scores
 - Review of test center scores
 - Unannounced visits to test centers
 - Secret shoppers
 - Voice analysis, handwriting analysis
 - Other confidential measures
- When fraud is found
 - Scores cancelled
 - Test center may be closed
 - Universities informed



Security

- May 14 – surprise visits to 90 test centers in India
 - Closed some centers for security or administrative concerns
 - Identified test centers in need of additional training
- Surprise visits continuing in subsequent test administrations
- Working with US Department of State Office of Fraud Prevention



Inform ETS

- Contact ETS with any concerns about possibly fraudulent scores
 - TSReturns@ets.org
 - Security Hotline: 1-800-750-6991
- All concerns investigated
- Universities will be able to receive reason for score cancellation without student permission for tests taken outside the US from July 1st onwards.



Best Practices: Using *TOEFL*® Scores in the Admissions Process



General Guidelines for Good Score Use

- Base evaluation of an applicant's readiness to begin academic work on all available relevant information, not solely on *TOEFL*® scores
 - Look for other supporting evidence of English proficiency in the application
- Use score ranges rather than rigid cut scores on the TOEFL test to help make admissions decisions



The *GRE*[®] Analytical Writing section and the *TOEFL*[®] Writing section measure different skills



GRE[®] Analytical Writing Section

- Two writing tasks
 - Present Your Perspective on an Issue
 - Analyze an Argument
- Measures critical thinking and analytical writing



TOEFL® Writing Section

- Independent task – support an opinion in writing
- Integrated task – integrate and organize information from reading passage and a lecture
- Measures command of vocabulary and grammar, and ability to organize, connect and develop ideas
- Some analysis and synthesis of material
- Does not measure higher levels of critical reasoning skills



Complementary Scores

The *TOEFL*® Writing score supplements the *GRE*® Analytical Writing score

- The *TOEFL* score helps faculty determine whether a low score on the *GRE* Analytical Writing section indicates
 - Low English writing skills
 - or
 - Inability to evaluate and critique arguments



***TOEFL*[®] section scores
contain valuable information to
help differentiate applicants**



Using *TOEFL*® Section Scores

	Reading	Listening	Writing	Speaking	Total
Student 1	17	20	24	19	80
Student 2	20	20	20	20	80
Student 3	25	25	16	14	80

All three students have a total score of 80, but they have different profiles of English skills.

Which student is best for your program?



Using *TOEFL*[®] Section Scores

Don't throw away valuable information about your applicants

- Options for your admissions process
 - Require a total score but review applicant section scores for the skills most important to your program
 - Require a total score and a minimum section score for the most important skill(s)
 - Require minimum section scores only (most restrictive)
- Consider scores from all English proficiency tests in the same manner



Make Scores Work for Your Institution

Reconsider your score requirements regularly and adjust as needed

- How much English is enough?
 - Different departments have different needs
 - What language skills are important for success in this program?
- Level of ESL support available on campus
- Competitive situation
 - Higher score requirements could reduce applications
 - Lower scores could result in student failure, need for ESL support, or slowing down the rest of the class



Increasing Score Requirements

Don't automatically increase the total score

- Increasing the total score may not meet your needs
- Applicants can reach your minimum via points in other skills
- Ask faculty and staff which skill is most critical
 - Routinely review that section score in the admission process
 - or
 - Institute a minimum requirement



Contact Information

- **GRE[®] test contacts**
 - Email: GREhelpline@ets.org
 - GRE Academic Help Line: 1-609-683-2662
- **TOEFL[®] test contacts**
 - Email: TOEFLnews@ets.org
 - Phone: 1-609-683-2008
- **Eileen Tyson**
 - Email: etyson@ets.org
 - Phone: 1-609-683-2057



The **GRE**[®]
revised
General Test

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GRE[®] Program Update

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

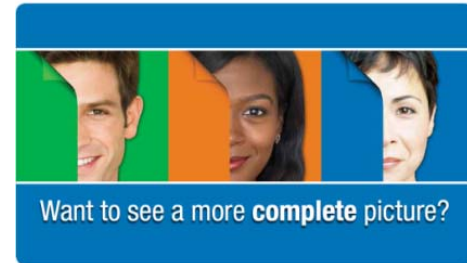
CGS Summer Meeting
July 12, 2011

What We Will Cover Today

- Important News
 - ETS® Personal Potential Index (ETS® PPI)
 - The GRE® revised General Test
 - *GRE*® Test Volumes
 - Getting Ready for the GRE® revised General Test

The ETS® Personal Potential Index (ETS® PPI)

Get a more complete picture of your graduate applicants to find the best candidates for your program



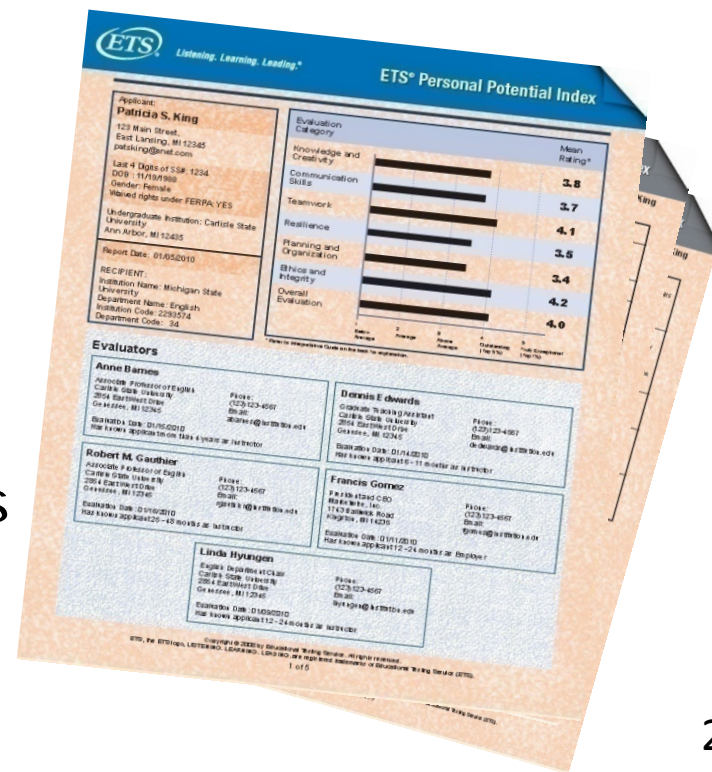
- A convenient and easy-to-use, web-based, multi-rater system for evaluating and comparing the personal qualities of graduate or professional school applicants to make even better admissions decisions
- An Evaluation Report based on evaluator feedback provides both quantitative and qualitative information about an applicant
- ETS PPI can help broaden, as well as refine, your selection process — so you can find the right fit for your program

ETS® PPI Was Developed to Address a Need

- Developed in response to requests from graduate deans and admissions professionals who expressed a need for a tool that could measure noncognitive skills to offer a more “rounded” student application
- The first admissions tool that standardizes the evaluation of noncognitive skills necessary for graduate and business school
 - Based on 10 years of groundbreaking research

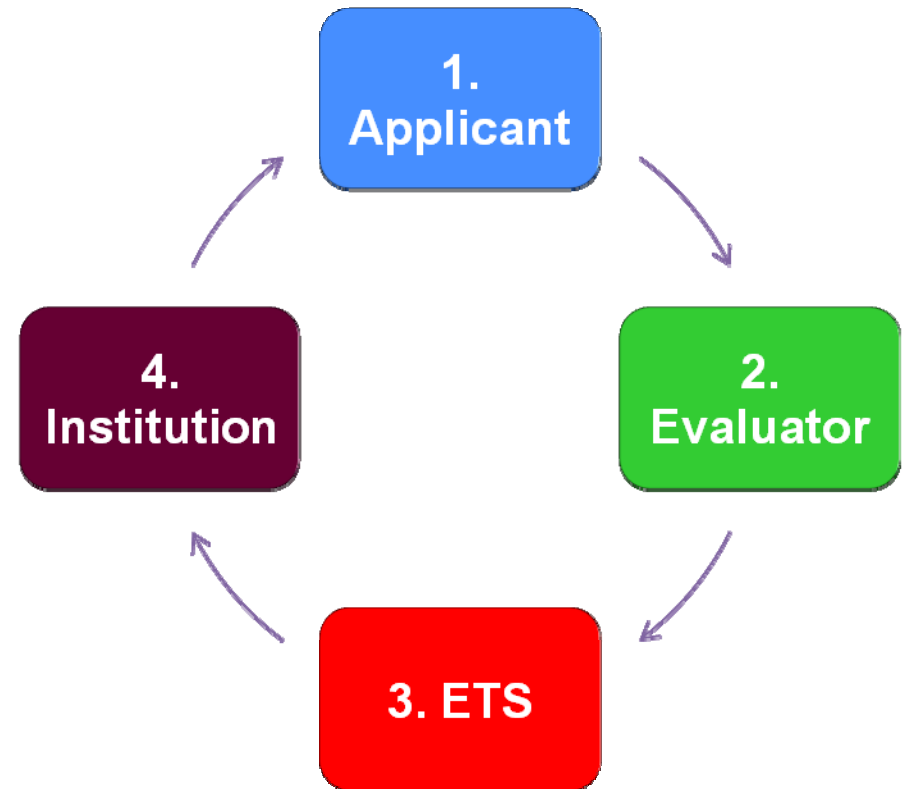
The ETS® PPI Evaluation Report

- Yields an overall evaluation rating of the applicant
- Provides ratings on six dimensions identified as critical for success in graduate and professional school:
 - Knowledge and Creativity
 - Communication Skills
 - Teamwork
 - Resilience
 - Planning and Organization
 - Ethics and Integrity
- All *GRE*® General Test registrants can send four free ETS® PPI Evaluation Reports



How Does the ETS® PPI Work?

1. Applicant selects evaluators
2. Evaluators rate applicant
3. ETS creates Evaluation Report
4. ETS sends Evaluation Report



2011 ETS® PPI Enhancements

- **NEW!** Beginning in September, we will have capability to send ETS® PPI Evaluation Reports in .XML files via *SCORELINK*® Internet Delivery of Scores in addition to PDFs
 - Allows users to parse the ETS PPI data on the Evaluation Reports

**For more information about
ETS Personal Potential Index:**

www.ets.org/ppi

The **GRE**[®]
revised
General Test

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The *GRE*[®] revised General Test

The *GRE*[®] revised General Test Is Launching Worldwide in 20 days!



- Starting in August, test takers around the world will begin to take the *GRE*[®] revised General Test
- Launch plans are completely on track and interest from test takers has been extraordinary!

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GRE[®] revised General Test: *Better by Design*[™]

The biggest change in 60 years!

- New types of questions that reflect the kind of thinking students do in graduate and business school
- More simplicity in distinguishing performance differences between candidates
- A new test-taker friendly design for a more flexible test-taking experience

Test Administration

- The *GRE*[®] revised General Test will be administered in a secure testing environment on a continuous basis at computer-based test centers around the world
- In Mainland China, Hong Kong, Taiwan and Korea, the split-test administration will be replaced with computer-based testing 1–2 times per month
- In areas of the world where the computer-based test is unavailable, paper-based tests will be administered up to 3 times per year

Getting Ready for the New Score Scale

- Score reports will begin to reflect the new score scale starting this fall
- The new score scale will provide more simplicity in distinguishing performance differences between candidates
 - Verbal Reasoning and Quantitative Reasoning scores will be reported on a **new score scale** of 130–170, in 1-point increments (Current score scale: 200–800, in 10-point increments)
 - The Analytical Writing scores will continue to be reported on the same 0–6 score scale, in half-point increments

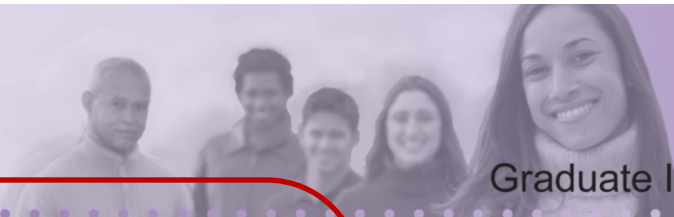


Why Change the Score Scale?

- The new score scale will help institutions make more meaningful and appropriate comparisons between candidates
- The Verbal and Quantitative score scale must change
 - Because there are substantial changes to the test, professional standards (AERA, APA, NCME) require us to change the scale
- The new score scale was selected to balance
 - changes in content
 - new question types
 - the new psychometric model
 - test length

A New Score Report

- Institutions will begin to receive the **redesigned GRE[®] Score Report** starting in November 2011 (when the first *GRE* revised General Test scores are released)
- This score report **will include concordance information** to help score users compare candidates who took the GRE General Test before August 2011 with those who take the GRE revised General Test
- Information will be included in both the paper reports as well as electronic files through *SCORELINK[®]* Internet delivery service and CD-ROM
- **Concordance tables will also be available on the GRE website** starting in November

Sample Score Report: Expanded Examinee and Score Recipient Information



Graduate Institution Score Report

Department Copy

SMITH, MARY A.
Last (Family/Surname) Name, First (Given) Name Middle Initial.

Mary A. Smith
23 Allen Street
Jackson, MS 39203
USA

Email: msmith@bdn.edu
Phone: 1-601-974-3212
Date of Birth: 02/02/1983 (MM/DD/YYYY) **Gender:** Female
Social Security Number: 8766 (Last 4 digits)

Intended Graduate Major:
Code: 0203
Name: Biology

Most Recent:

Test Date: (MM/DD/YYYY)	Registration Number:	Print Date: (MM/DD/YYYY)
12/03/2011	1111111	12/15/2011

RECIPIENT

Inst. Code	Institution Name	Dept. Code	Department Name
1234	ETS UNIVERSITY	0203	BIOLOGY

Sample Score Report: Detailed Score Information

GENERAL TEST SCORES										
Test Date	Verbal Reasoning*				Quantitative Reasoning*				Analytical Writing	
	Prior Format		Current Format	% Below	Prior Format		Current Format	% Below	Score	% Below
MM/DD/YYYY	Scaled Score	Estimated Current Score	Scaled Score		Scaled Score	Estimated Current Score	Scaled Score			
12/03/2011	---	---	156	89	---	---	157	85	4.5	63
06/01/2009	590	154	---	84	770	158	---	87	4.5	63

Detailed Score Reporting Schedule for the Computer-Based *GRE*[®] revised General Test

Test Dates	Approximate Score Report Mailing Dates*
August 1, 2011 – September 8, 2011	November 8, 2011
September 9, 2011 – October 2, 2011	November 10, 2011
October 3, 2011 – October 15, 2011	November 17, 2011
October 16, 2011 – November 18, 2011	December 1, 2011
November 19, 2011 – November 28, 2011	December 8, 2011
November 29, 2011 or later	10–15 days after test date

Starting in December 2011, score reporting for the computer-based test will return to the regular reporting period of 10 to 15 days after the test date.

*Score reports for paper-based administrations will continue to be reported six weeks after test date.

The **GRE**[®]
revised
General Test

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GRE[®] Test Volumes

It is An Exciting Time in *GRE*[®] Brand History

Looking back:

- We made the public announcement about the *GRE*[®] revised General Test launch to the graduate community in December 2009
- We began to update prospective test takers in July 2010, including providing FREE test preparation materials
- We expanded our communication outreach in January 2011 to ensure your potential applicant pool was aware of the changes and score reporting timelines

As of June 2011, we have good news:

- We are seeing active engagement from prospective test takers worldwide
- Interest in the *GRE* revised General Test is strong

How Does this News Change Trends?

- Traditionally, GRE® test volume timing trends are very stable
- GOOD NEWS! Those trends are shifting, indicating test takers are making choices that are best for them:
 - We are pleased to see test takers responding to the news:

Applicants who need their GRE® scores *before* November 2011 should take the GRE® General Test *before* August 2011.

- Equally, we're seeing high interest for the more test-taker friendly GRE revised General Test:
 - Concerns about test aversion are not materializing
 - Registrations are strong

What Will the Total Year Look Like?

Jan.–July 2011 Forecast/Actuals

- Test takers are heeding advice to take the test prior to August if they need their score reports before Nov. 2011
- Volumes are 8% over forecast

Aug.–Sept. 2011 Forecast/Actuals

- Registration levels are more robust ... and *earlier* than traditional trends
- Concerns of test aversion simply are not present
- Test takers are highly interested in 50% discount!
- Volumes are 14% over forecast

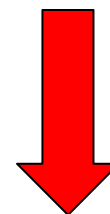
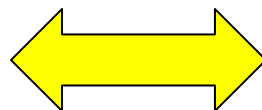
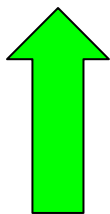
Oct.–Dec. 2011 Forecast/Actuals

- Test takers have already started registering ... clearly planning for the score scale timing

The key question:
How will the 2011 annual volumes compare to 2010?

What is Your Prediction for 2011?

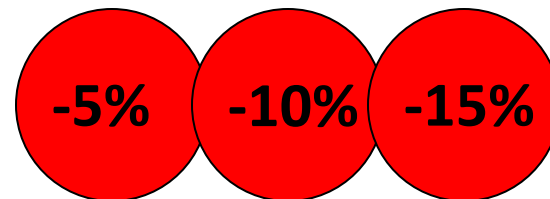
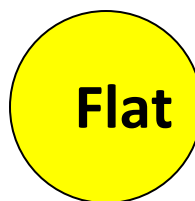
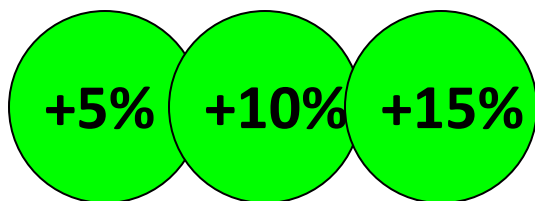
GRE test volumes continue to be strong. What is your prediction for **2011 annual volume**?



Volumes Continue to Rise

No Change

Volumes Begin to Drop



The **GRE**[®]
revised
General Test

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It's Time to Get Ready

What You Can Do to Get Ready

- Inform your admissions, fellowship and scholarship committees, and faculty and staff about the *GRE*[®] revised General Test
- Understand that test scores for all individuals who test between August and October 2011 will be reported starting in November 2011
- Become familiar with the new score scale and have procedures in place to review the new scores when score reporting for the revised test begins in November 2011
 - Remember, concordance information will be available on score reports and on ETS.org starting in November
 - Keep in mind you will likely receive a higher-than-normal volume of GRE score reports starting in November because of the special score reporting schedule

Additional Help is Available Now at the Online *GRE*® Information Center

For more information about the score scale, there are several things you can do to get ready now:

- Watch the 7-minute video, *Understanding the New Score Scale*
- Read the new flyer, *The New Score Scale: An In-Depth Look*
- Sign up to receive important information, invitations for webinars and news about brand-new helpful resources with the *GRE revised General Test eUPDATE* at www.ets.org/gre/infocenter



Timing is Always Right with the GRE[®] Information Center

ETS HOME | GRE HOME | FOR TEST TAKERS | FOR INSTITUTIONS

SEARCH:

STORE | FAQs | CONTACT US



FOR INSTITUTIONS

ETS Home > GRE > GRE revised General Test for Institutions > Information Center

GRE revised General Test

What You Need to Know

About the GRE revised General Test

Score Use and Decision Making

Prepare Your Students

Sample Questions

Frequently Asked Questions

Information Center

Learn more about the GRE Test

Research

The GRE[®] revised General Test

Better by Design[™]



It's Time to Get Ready!



Information Center

Important resources to help you prepare for the August launch

ETS is committed to helping the graduate and business school community make a smooth transition to the GRE[®] revised General Test. That's why we've created these online support resources — available 24/7 — to help you learn everything you need to know about changes in score scales, content, test functionality and more.

What's New

[Read our latest eUpdate issue >>](#)

Institutions around the world are getting ready for the GRE revised General Test. This issue provides answers to the questions most commonly asked by the graduate and business school community.

[Register for a Getting Ready Webinar >>](#)

This online presentation with live Q&A (approximately 60 minutes) will take you step by step through the important changes you and your colleagues need to know so your institution is ready.

Stay Informed

Get the latest news and important information delivered to your inbox. [Sign up now >](#)



ETS[®] Personal Potential Index. Get a more complete picture.

The Online Information Center contains easy access materials that are available for viewing, downloading or sharing.

A sampling includes:

- A series of 6–7 minute videos
- Current and past eUPDATE issues
- Helpful collateral guides and resources, including a new mini-guide!
- News about webinars, conferences and more

Everything you need to know about the GRE[®] revised General Test:

www.ets.org/gre/infocenter

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The GRE[®] revised General Test Better by Design[™]

We Have Also Expanded On-the-Ground Support and Outreach to Help

- We have expanded our outreach in many different ways to provide assistance
 - Increased conference activity
 - New webinars with live Q&A
 - New regional campus visits
 - More individual campus visits and webinars
 - *GRE*[®] Helpline

We Are Also Reaching Out Directly to Prospective Test Takers to Inform

- The official **GRE[®]** website (at www.ets.org/gre) provides in-depth explanations of the test and changes, policy information, test dates and locations, and more
- The official **TakeTheGRE.com** website is an easy-to-use site created especially for test takers and includes quick summaries, helpful guidance and some tips on how to get started
- Prospective test takers can also visit our new **GRE page on Facebook[®]** to ask questions and interact with other test takers worldwide



The screenshot shows the GRE website homepage. At the top, there is a navigation bar with links for 'GRE General Test', 'GRE revised General Test', 'GRE Subject Tests', 'for your MBA', 'why take the test?', 'outside the U.S.', 'prepare for success', and 'official updates'. The main content area features a large image of a smiling man in a purple shirt. To the right of the image, the text reads 'welcome to the website for the GRE[®] General Test!' followed by a paragraph about the test's acceptance by thousands of graduate and business school programs worldwide. Below this is a 'let's get started' button. On the right side, there are three call-to-action boxes: 'register now' (if you need your scores before November 2011), 'download free, official prep software', and 'get official news'. At the bottom, there are three promotional tiles: 'the test is changing August 1st', 'save 50% when you test between August 1st & September 30th, 2011', and 'considering an MBA? more & more business schools accept the GRE General Test'.

When prospective test takers are ready ... they can get accurate information in a way that fits them

Introducing the 2011–2012 *GRE*[®] Board

Patricia Bishop
Douglas Boudinot
Andrew Comrie
Karen DePauw
Debasish Dutta
Frankie Felder (MGE Chair)
Nancy Marcus
Abigail Panter (Research Chair)
Hill
Douglas Peers
Lynne Pepall
Janet Rutledge
Lewis Siegel
Debra Stewart (ex-officio)
Susan Stites-Doe (Services Chair)
Andrew Szeri (Past Board Chair)
Lisa Tedesco (Board Chair Elect)
David Thissen
Karen Weddle-West
James Wimbush (Board Chair)

University of Central Florida
Virginia Commonwealth University
University of Arizona
Virginia Polytechnic Institute and State Univ.
University of Illinois
Clemson University
Florida State University
University of North Carolina at Chapel Hill
York University
Tufts University
University of Maryland, Baltimore County
Duke University
Council of Graduate Schools
The College of Brockport, SUNY
University of California–Berkeley
Emory University
University of North Carolina at Chapel Hill
University of Memphis
Indiana University

GRE[®] Staff is Ready to Help



ETS GRE Assess Ability. Predict Performance.

The GRE[®] revised General Test Better by Design™

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www.ets.org/gre/revisedtest

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