

#### Who Needs to know?

- shelters
- test takers
- general public
- international students
- own college network
- community college security
- newcomers to Illinois
- college counselors
- public voices (comedians, entertainers, reporters)
- unemployment offices
- employers
- caseworkers
- judges / probation officers / Police Departments
- High School Counselors
- People answering phones at offices and agencies
- parents
- elected officials
- Adult Ed instructors
- policy makers (state and Federal)
- home schoolers
- proprietary school recruiters

#### What do they know (whether right or wrong)?

- Can take the test online
- it is easy
- replaces the high school diploma
- will get them a better job
- how soon they will test (tomorrow)
- someone else will pay for it
- parents will register for them
- at retest you must start completely over
- it will keep them out of jail
- it is still \$35
- retesting is free
- everyone recognizes the GED
- High school diploma is a greater value
- It is one test, not several tests
- don't know what proper ID is necessary
- difficulty of the math is surprising to them
- the don't need to prepare
- GED classes don't teach what is on the math
- they can bring in their own paper and supplies
- they want the GED, but don't know anything about the process
- they don't know the age requirement
- they believe they will find out specifically what they missed on a test
- They know the Constitution test is required, but don't know if they already took it
- what a passing score is
- how soon they will get their scores

#### How do they know?

- personal experience
- job/unemployment office
- recruiting officer
- probation officer
- employers
- judges
- ROE/ ICCB / Testing Center
- friends and family (word of mouth)
- outdated educators
- online
- case managers and counselors
- various agencies in the area
- GED classes
- catalogues and flyers (although sometimes the reading comprehension keeps them from understanding the information)
- bootleg GED programs
- real sites

#### What would we like them to know?

- Their responsibilities (the need to show up)
- Second chance / the re-take process
- Proper attire and behavior (the degree of strictness at testing centers)
- how to turn off their cell phone
- Can apply for scholarships upon completion
- what valid ID is
- That we care
- dual enrollment / bridge programming
- make more money with a GED credential
- the value
- can be harder than a high school diploma (don't drop out)
- need to prepare (it's difficult)
- logistics (how to register, scoring, etc)
- Some colleges don't accept the GED or need specific scores higher than just passing
- classes will help them
- we want them to pass
- higher score may mean a better job or college

#### How do We Tell Them?

- Pamphlets
- Public Access Channel
- Presentations at High Schools to teachers and counselors
- presentations at Adult Ed classes and conferences
- presentations to local civic groups
- table at a job fair
- GED graduation (gets publicity in local newspapers)
- Internet (ICCB website)
- Signs along highway
- Success stories incorporated into materials
- word of mouth, graduates tell others (pay it forward)

#### How can we tell them differently?

- side of a bus
- catchy, short slogan
- making sure there is no embarrassment
- well-known voices
- facebook/twitter/youtube
- build a rapport with students so we can ask about friends and family
- bridge communication between GED Testing Centers and Adult Education Centers