

GED TS

Initiate a “cost effective” public relations campaign to promote the value of GED programs
Complete research related to demographics and use it to target a P.R. campaign
Develop partnerships with local school districts and schools to access clients that have left their program
Get national political people to support through ads/media
Do success commercials
Game Show- GED- How much do you know?
Highest scoring test takers from each state on web / TV each year with press release
Place ads, etc on frequently visited Internet sites, especially social networking sites
Pamphlet that explains testing requirements and scoring
Alan Blankstein (the HOPE Foundation) is an individual who is a success and a GED graduate. Promote his story.
Celebrity outreach for professional people to promote GED test
Printing more literature for us to distribute to diverse populations
National public service announcements
PSAs with GED graduates
Seek grassroots input into new tests
Organize an email campaign or some other large-scale blitz to tell comedians, sit-com producers the truth about the GED Tests
For employers tie the work ethic needed to complete the GED Tests together
Simplify scoring
Supply national media with statistics and news worth stories about the GED
Social Networking pay per click
PSAs
Partner with DOE
Look for sponsors to promote GED Education
Contact NFL/NBA/MLB and other sports for testimonies
Work with the Ad Council
Promote GED to hispanic community via radio stations and TV

ICCB

Develop an abbreviated “curriculum for AEFL with materials that promote truths about the GED program
Continue to disseminate posters, flyers and brochures
Develop a list of myths about the GED program and debunk them
Give incentives during the week or recognition to students (ex. A student of the month in the news paper)
Frequent press releases about high scorers, information about the test
Call employers that may give jobs to students
Encourage test administrators to “break the ice” and relax test takers by congratulating them for attempting to get their GED
Look to partner with the Ad Council
State money for statewide TV ads
Illinois specific ads on social networking sites
Feature 2 or 3 successful test-takers in PSAs (not celebrities)
Incorporate GED information into counselor classes
Give permission to solicit graduates to promote the GED Tests
Adult Ed teachers and examiners should have conference to together
PSAs and information specifically for Governor/Legislature
Demographic form should be the same size as answer sheets
Advocate to policy makers
Provide guidelines or best practices to test sites
Collaborate with test centers and examiners on a regular basis
Let the public know that a successful GED test-taker should no longer be counted as a drop out
Focus on communicating the value of a GED certificate (it is NOT a second-rate to a HS diploma)
Website about what the GED can do for me
Logistics, procedures and talking points for talking about the GED
Billboards and brochures to encourage people to take the test
Periodically Send out informational websites and newsletters via email
Design materials that local groups can use with their info and send out via email
utilize public services announcements and public access television stations
Scholarships for high scorers (3,000 points) to community colleges or 4 year public universities
Templates for materials for all programs to use
Communicate through ISBE to school systems through website and handouts
Make brochures available to guidance counselors
Provide inservice to ROE Personnel
Review individual GED marketing plans or ideas and offer feedback
“Great Employment Degree” possible spin off slogan
Supply bumper stickers
Contact Oprah
Easy access to universal online application

Presentation to various conferences (youth gang prevention, HS counselors, Principals, etc)
Partner with unemployment and social service, etc. about why GED helps reduce their cost
Mail letters or emails notes of congratulations to completers. (Ask for names of associates who may be potential candidates)
Advertise that score matters not just pass / fail
Meetings at Community Colleges and School districts about the program
Look for sponsors to promote GED Education
Promote GED to hispanic community via radio stations and TV
Open dialogue with churches
Help put a face to Illinois picture
Online list of GED myths (maybe fact or fiction game)
All testing centers should require same process and items for registration
Monitor sites so that ROEs are welcoming for potential test-takes