

Sample Telephone Script • GED Close-Out Campaign

This script is a sample that may help you craft your own telephone message as you call students who have partially completed the GED exam.

Hello, this is _____. May I please speak with _____?

Hi, _____! This is _____ from _____. How are you doing? (*general small talk*) _____, you've already passed part of the GED, right? What sections? (*allow student to answer*) That is really great!

You've already accomplished *so much*, and we want to make sure you hold on to all the hard work you've done.

The GED test is going to be changing on January 1, 2014, and the scores that you've earned will expire – and I really don't want that to happen, do you?

IF ASKED ABOUT TEST CHANGE:

- The 2014 GED will be computerized, rather than paper and pencil.
- The new test will feature more college-ready material, like Algebra II-level math.
- It will cost \$120 to take, rather than \$60.

I was hoping we could set up a time to meet with you and come up with a plan to make sure you pass your GED test before the test changes. How does that sound? (*base rest of conversation on response*)

AGREES TO APPOINTMENT:

Great! What time works best for you? Etc.
We look forward to seeing you!

DOESN'T WANT APPOINTMENT:

I'm sorry to hear that! Think about it for a while, and if you change your mind, just give us a call at _____. We hope to hear from you soon!

If you would like additional marketing/recruiting ideas for the 2013 GED Close-Out Campaign, visit kyae.ky.gov or contact Missy Brownson at missy.brownson@ky.gov or (502) 573-5114, ext. 123.

