

# FASTFORWARD™

## ADULT EDUCATION TOOLKIT *for* PUBLIC TELEVISION STATIONS



## FAST FORWARD YOUR COMMUNITY IMPACT

Welcome to the FastForward Partner Program between Kentucky Educational Television (KET) and public television stations across the United States. The following is a general map on how to get started and succeed in introducing FastForward to your adult education community. Ultimately, you will be the catalyst to help adults without a high school equivalency diploma transform their lives through education.

Like any other significant accomplishment, this process is going to take time. Initially, you probably will not have relationships with every organization we have listed. You will not use every marketing tool we have provided. Tailor the materials for your station and your region. Select the resources you believe will work best in your situation. Call us at KET when you need help.

We encourage you to use your unique knowledge of your station's resources and your community to make a difference that will reverberate through generations to come.

Here are the major steps and related resources to help you find out the latest.

[SECTION 1: Synopsis of the issue](#)

[SECTION 2: How does your area compare?](#)

[SECTION 3: High school equivalency tests](#)



## DETERMINE WHO'S IN CHARGE OF ADULT EDUCATION IN YOUR AREA

There could be one organization or multiple organizations in charge of various aspects of adult education.

A few possibilities:

- State Department of Education
- Postsecondary Education Department/Council
- Department of Labor
- Community College System
- Workforce Innovation and Opportunity Act (WIOA) Director

## DETERMINE YOUR TARGET AUDIENCE

There are two distinct markets for FastForward: teachers who use the products in adult learning centers and independent learners who are trying to earn a high school equivalency diploma on their own. Partnerships will help you reach both.

## CREATE PARTNERSHIPS

A successful partnership brings together groups with similar missions but different audiences and/or resources. There is no “correct” list of partners, and the list will vary from community to community. Here are some places to market FastForward to reach the independent learner:

- Career Centers
- Chambers of Commerce
- Community Colleges
- Corrections Departments  
*(a high-need, but highly restricted population, due to little or no internet connectivity)*
- Department of Human Resources
- ESL Leaders
- Labor Associations
- Churches
- Parole Office
- SNAP (Supplemental Nutrition Assistance Program)
- Technical Schools
- Veterans Organizations
- Workforce Innovation and Opportunity (WIOA) Boards

## GATHER THE RESOURCES YOU NEED

KET has a wealth of ready-to-use resources to help you. Use any or all to share FastForward with your community.

### **FastForward-specific resources:**

[SECTION 4: FastForward Preview booklet](#)

[SECTION 5: FastForward demo PowerPoint with narrative](#)

[SECTION 6: FastForward research report data](#)

[SECTION 7: FastForward Q & A for educators](#)

### **General marketing resources:**

[SECTION 8: PBS LearningMedia resources for adult educators](#)

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## SHARE YOUR MISSION AND KNOW THAT YOU ARE NOT ALONE

You understand the issue and know the importance of helping everyone obtain his or her GED®, HiSET®, or TASC credential. Now is the time to introduce FastForward to your community and begin making a difference.

Sarah Wilkins is your KET contact. You can contact her at **859.258.7109** or email her at [swilkins@ket.org](mailto:swilkins@ket.org).

She can help you:

- Get started with an in-depth phone call.
- Set up and participate in a joint conference call with potential partners.
- Facilitate a webinar demonstration of FastForward.

# TOOLKIT MATERIALS

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## SECTION 1: **Synopsis of the issue**

The following information is taken from [DroppingBackIn.org](http://DroppingBackIn.org), an excellent resource on the dropout crisis that features experts on the economic and societal impact of dropouts in our community.

### The High School Dropout Issue

View a [video](#) that provides a succinct—and shocking—report on the impact of the dropout crisis in America, including the following statistics.

Every year, 1 million students drop out of high school. People without a high school diploma are twice as likely to be unemployed and more likely to:

- Abuse drugs and alcohol
- Become teenage parents
- Live in poverty

3 out of 4 prison inmates are high school dropouts.

In 2012, only 1.5 percent of America's nearly 40 million dropouts took the GED® test. Adult basic education programs service 1.8 million of the 98 million who could benefit from services. There are waiting lists in most states.

*The Economic Value of Opportunity Youth* — a research report prepared in 2012 by Queens College, City University of New York and Columbia University for the White House Council for Community Solutions — reported on the economic burden and lost opportunity of 6.7 million American youth 16 to 24 who are “neither enrolled in school nor participating in the labor market – they are not investing in their human capital or earning income.”



## Dropped out or pushed out?

In [this excerpt](#) from “More than a Statistic,” the second program from *Dropping Back In*, educators, academics, and students talk about confronting an education system that doesn’t always work in the best interest of students.



## Dropping Back In Screening Event

**Event coverage** (non-broadcast) of the panel discussion following a 2014 screening of *Dropping Back In* at the Louisville Free Public Library. Educators and business and civic leaders, including two former dropouts, discuss the *Dropping Back In* series, the social and personal costs of the dropout crisis, and effective initiatives focused on dropout prevention and re-engagement.



DBI Profile: Harvard University's Ron Ferguson explains the cost of dropping out

### **Ronald Ferguson, Ph.D.**

– Professor at the Graduate School of Education and co-director of the Achievement Gap Initiative, Harvard University

Dr. Ferguson describes the current and future costs in America of having an under-educated population; he argues the need for career guidance for secondary students that includes options other than a four-year college degree.



### **Victor Rios, Ph.D.**

– Former dropout and gang member, currently a professor of Sociology at the University of California at Santa Barbara, author of Punished: Policing the Lives of Black and Latino Boys.

Dr. Rios discusses his research in juvenile justice and the policing of America's schools, specifically the school-to-prison pipeline. He also talks about youth who are “pushed out” of school, rather than dropping out, as well as outreach efforts in that area.

## SECTION 2: How does your area compare?

See page 8 of the [2013 Annual Statistical Report on the GED® Test](#) for the most current statistics published by GED Testing Service. You may find more current information for your state in your local census information.

[The 2016 Blue Book: The Legislator's Resource Book](#) prepared by the National Council of State Directors of Adult Educators provides information on each state's success, impact, and need for adult education services.

## SECTION 3: High school equivalency tests

FastForward is aligned to all 3 high school equivalency tests. For more information on each, see the following flyers.

- [GED® test](#)
- [HiSET® test](#)
- [TASC test](#)

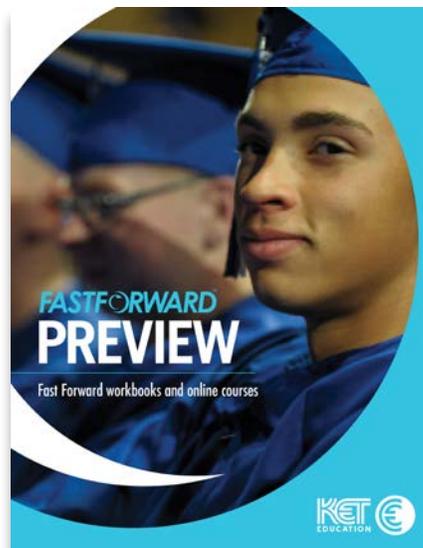
Click “How do I know which test I should take?” on [this page](#) to see a drop-down list of high school equivalency tests accepted by each state.

For more information on the GED Testing Service®, go to [gedtestingservice.com](http://gedtestingservice.com). For more on HiSET® go to [hiset.ets.org](http://hiset.ets.org) and for more TASC, go to [tasctest.com](http://tasctest.com).

## SECTION 4: FastForward Preview booklet

This [preview guide](#) includes a list of features and information about FastForward, KET's online high school equivalency study system.

You will also find samples of KET's *FastForward Basics and Skills for Success* workbooks.



# SECTION 5: FastForward demo PowerPoint with narrative



Get PowerPoint [here](#).

# SECTION 6: FastForward research report data

This [independent evaluation](#) of FastForward, completed in 2016, was conducted by Arroyo Research Services.

The image shows a slide from a research report titled "Fast Forward Results and Impact". At the top left, there is the "FASTFORWARD COLLEGE AND CAREER READY" logo. To the right of the logo are three small portrait photos of diverse individuals. Below the logo, the title "Fast Forward Results and Impact" is followed by a paragraph of text. Below this text is another paragraph. At the bottom of the slide, there are three circular charts and a group of human icons. The first chart shows 90% with the text "The study also shows that 90% of Fast Forward users with complete GED® test results passed and earned a GED® credential." The second chart shows 80% with the text "Most (80%) instructors believe Fast Forward positively prepares learners for high school equivalency exams to a moderate or large extent." The third chart shows 84% with the text "Most (84%) learners are either likely or very likely to suggest Fast Forward to a friend or colleague." To the right of these charts is a group of six human icons, with the text "Two-thirds of learners agree or strongly agree that 'it is more useful to learn topics with Fast Forward than with traditional methods like a textbook.'" At the bottom right of the slide is the KET Education logo.

## SECTION 7: FastForward Q & A for educators

### *What is FastForward?*

FastForward is a self-paced online learning system that helps your adult learners prepare for the GED®, HiSET®, and TASC tests. *FastForward* covers all four test subjects —math, language arts, science, and social studies. The courses can be used for self-directed study and/or in an adult education program.

### *What can I expect?*

Each FastForward session includes a lesson and practice. Many lessons include videos. Learners can review as much as they want, with hints built into the review. An online gradebook helps learners evaluate their progress.

### *What does the system offer?*

- an individualized learning plan for each student
- technology that allows students to practice all the question formats used on the actual exams
- plenty of opportunities to interact with the material
- feedback showing learners' progress
- video that introduces and explains concepts
- a management system for educators to see how learners are progressing and generate reports
- all the critical thinking skills, online tools, and question formats that learners need to do well on the tests
- the benefits of practice using the kind of technology they will find on the tests

### *How can FastForward help my students?*

FastForward makes it easy to prepare for the high school equivalency test of their choice. Learners like it because they control what they study, when they study, and even how the materials appear on the computer screen. For example, learners can:

- choose the course to study
- change the color of the background screen and the size of the text to make it easier to read
- work through lessons at their own pace
- review previous screens whenever they want
- get instant feedback and hints

### *Which high school equivalency test is FastForward designed for?*

KET FastForward is aligned to the GED®, HiSET®, and TASC tests.

*Many of my adult learners have problems reading. Can FastForward help with that?*

Yes! One of the most exciting features is called ReadSpeaker. With ReadSpeaker, FastForward will read the text, highlighting each word as it is spoken. Learners can adjust the speed and download pages as MP3 files for later listening offline.

*What kind of support do you offer for educators?*

In the Teacher Toolkit, teachers will find step-by-step help for using the class roster, creating a new user, creating a new class, and running reports. In addition, instructional webinars are offered on a regular basis.

*Can you summarize the benefits for educators?*

The Teacher Toolkit built into FastForward provides an online repository of tools for educators, including

- ideas for classroom extensions
- lesson plans, with links to additional videos and apps
- links to PD resources and best practice videos

Other benefits include:

- online gradebook
- reports that show time on task and student activity
- class management tools that allow teachers to group students in various ways
- reusable seats

*What about learners. Can you summarize the benefits for them?*

- Short videos instruct about specific skills. Actual teachers and experts are featured.
- Virtual manipulatives provide ways for students to interact with content.
- Imagery shows learners specific points.
- Glossary terms help increase vocabulary and comprehension.
- On-screen calculator helps with math problems.
- Highlighter offers a way to select passages of text.
- Formula sheet with common math formulas is provided.
- Color change tool allows learners to change the background color.
- Closed captioning is available for all videos.

*Is there a way to try it first?*

Of course. Educators can sign up for a free [two-week trial](#).

## SECTION 8: PBS LearningMedia resources for adult educators

KET has created and published more than 100 resources for adult educators in [PBS LearningMedia](#). You will find resources for both [classroom use](#) and [professional development](#).

## SECTION 9: Sample press release

For release:

Contact: (Name and telephone number)

PTV (insert name) offers a faster way to prepare for a high school equivalency test.

High school graduates earn almost \$9,000 per year more than those without a high school credential and have many more job options, according to the U.S. Department of Labor. Those with a credential are less likely to be unemployed, and more likely to have a stable family life.

The (name of station or partnership) is providing a new way for adults with some high school credits to earn a GED®, HiSET®, or TASC credential faster than ever before. Adult learners don't even have to attend classes. Instead, they can use a computer learning system designed specifically to help them quickly review what they know and pinpoint the subjects where they need additional study.

The program was developed by Kentucky Educational Television (KET) and is called FastForward. The learning system (videos, online, workbooks) helps adults prepare for the GED®, HiSET®, and TASC tests. FastForward's self-paced online courses cover all four subjects on the high school equivalency tests—math, language arts, science, and social studies.

"The courses can be used for self-directed study on a computer and/or in our adult education program," said (name of director). "It is particularly useful for students who just need a review or work in a couple of subject matters."

FastForward also addresses what test takers say are two of the more difficult aspects of the high school equivalency tests—an abundance of reading and mathematical concepts.

"One of the most exciting features is called ReadSpeaker," said Tonya Crum, senior education director with KET. "With ReadSpeaker, FastForward will read the text, highlighting each word as it is spoken. You see exactly what is being read. You can adjust the speed to make it read faster or slower, and even save as an MP3 file for later listening and review."

"With FastForward, the adult learner is in a classroom of one," Crum said. "Learners can progress at a pace they find comfortable. Built-in exercises offer plenty of practice, and learners can go back to previous screens as often as needed. It's not like the classes of yesterday where everyone advanced ready or not."

There are two ways to get started:

- Call **800.354.9067**
- Try a lesson. Go to [KETFastForward.org](http://KETFastForward.org).

For more information about FastForward, contact Ron Griffin at **800-354-9067**.

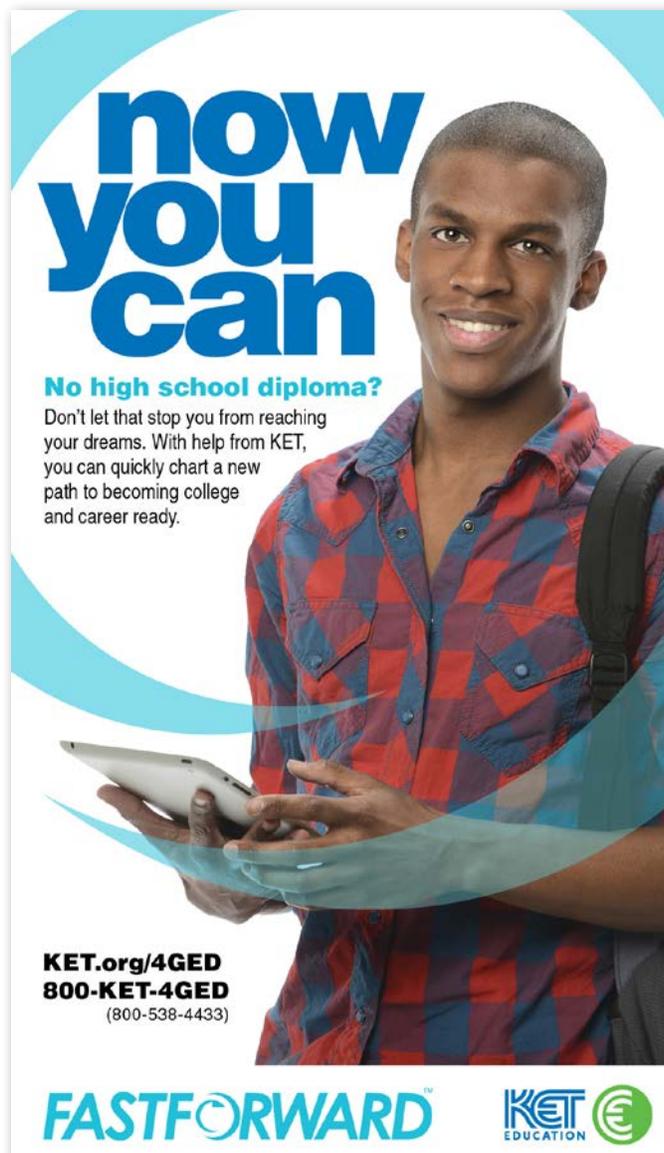
## SECTION 10: Flyer (Now You Can)

Use the customizable artwork at the bottom of [this page](#) to create flyers promoting FastForward. You can direct potential learners to your website where you have placed the FastForward ad with links through iDev Affiliate.

Place the flyers in areas where you anticipate high volume of the target audience, e.g. social security/food stamp offices, unemployment offices, mass transit facilities, health departments, emergency rooms, etc.

## SECTION 11: Poster (Now You Can)

If you would like customizable posters to promote FastForward, please contact KET.



## SECTION 12: Interstitials

KET has made available three FastForward promos for partner stations to use. These videos can be downloaded from the KET ftp site and customized with your station's web address, logo, and/or phone number. In the folder, you will also find various FastForward logos.

KET ftp site: <ftp://vendors.ket.org/>

Folder name: **FastForward**

Username: **download**

Password: **Ketftp02**

The .mov files you will find are below along with a link to see them on YouTube.

FastForward Generic :30

<https://youtu.be/4ZIfSDIIBzg>

FastForward Generic :15

[https://youtu.be/7h5Kcvi\\_z8U](https://youtu.be/7h5Kcvi_z8U)

Now you Can Generic :15

<https://youtu.be/GxMoqyqYUtA> (KY version)

If you have trouble downloading or need assistance with the video files, please contact Rob Elliott, KET on-air image & promotion manager, at [relliott@ket.org](mailto:relliott@ket.org).

## SECTION 13: PSAs for radio and television

**:15** – “There’s a new, faster way to earn your GED®, HiSET®, or TASC diploma. Call 000.000.0000. A message from the (name of your station).”

**:15** – “You don’t have to attend classes to study for your GED®, HiSET®, or TASC diploma. Call 000.000.0000. A message from (name of your station).”

**:20** – “High school grads earn almost \$9,000 per year more than non grads. Find out how you can study for your GED®, HiSET®, or TASC diploma without attending classes. Call us at 000.000.0000. A message from (name of your station).”

**:30** – “People with a high school credential make nearly \$9,000 each year more on average and have more job options. There is a new way to earn your GED®, HiSET®, or TASC diploma that lets you decide when to learn and how to learn. You don’t have to attend classes. Call us at 000.000.0000. A message from (name of your station).”

**:30** – “If you want more in life — more money, more options, more respect—then a high school credential is essential. Now you can earn your GED®, HiSET®, or TASC diploma without being locked into a schedule. Study when and where you want. Call us at 000.000.0000. A message from (name of your station).”

## SECTION 14: Sample tweets



Check out [KETFastForward.org](https://www.ketfastforward.org). Fast, easy way to earn your GED®, HiSET®, or TASC diploma.



Want more respect, pay, options? Check out [KETFastForward.org](https://www.ketfastforward.org). Earn your GED®, HiSET®, or TASC diploma.



No high school diploma stalling your dreams & plans? Check out [KETFastForward.org](https://www.ketfastforward.org). Earn your GED®, HiSET®, or TASC diploma.



Almost \$9,000 per year. That's how much more those with a high school credential earn over those without one. Earn yours. Check out [KETFastForward.org](https://www.ketfastforward.org).



Didn't quite finish high school but don't want to go back to school? No problem. Check out [KETFastForward.org](https://www.ketfastforward.org).



Want to finish high school your way? Learn when u want, where u want, even how u want. Check out [KETFastForward.org](https://www.ketfastforward.org).

## SECTION 15: Statements from learners

Use these statements on marketing materials :

*"It's easy to learn a topic and learn it quick."*

*"This site helped me boost my score, and it wasn't all that boring."*

*"I used this site to help better my test scores, and it didn't take long plus it worked."*

*"This website is a good website to learn new things and it can help you out a lot."*

*"To all my friends, try this site out!"*

*"I learned about a site today that helped me learn about my studies and how to be quizzed. If you have time, please check it out."*

*"It is easy to use, very easy to understand, and easy to follow."*

## SECTION 16: Success stories from *Visions* magazine and *College and Career News*

[Two-State Partnership Benefits Adult Learners in Alabama](#)

[On the Fast Track](#)

[Never Give Up](#)

# FASTFORWARD™



600 Cooper Drive • Lexington KY 40502  
(800) 432-0951 • (859) 258-7000

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