



Recruitment Tips from the GRE® Search Service

According to *A Snapshot of the Individuals Who Took the GRE® General Test*, the GRE test-taker population:

- is large and diverse — nearly **600,000 unique test takers globally**, including 43% who were citizens from countries other than the United States, an increase of nearly 3% over prior year
- includes **more women** (53%) than men (47%)
- represents a **wide variety** of undergraduate major fields
- shows increased interest in studying Business (+5%), Physical Sciences (+2%), Engineering (+2%) and Life Sciences (+3%) compared to prior year, which could mean **additional prospects for your program** including those drawn to joint programs, such as business and engineering
- provides **access to early planners**, with individuals under 23 years of age representing the largest age group.

You can learn more about GRE test takers to help inform your recruitment, admissions and fellowship decisions by viewing the complete [Snapshot report](#).

How to tap into the global, diverse GRE pipeline

The [GRE® Search Service](#), exclusively for GRE score-using institutions, can help you find highly qualified prospective students around the world. This powerful database includes **500,000+ individuals who have opted in** to hear from graduate and business school programs. You can select from more than 30 search [criteria](#) — such as citizenship, native language, location, intended major, even academic performance with GPA and GRE score bands — to reach those who are the best fit for your program.

With **no annual participation fees**, you pay only for the names you need, and with unlimited **re-use privileges**, you can send reminder emails to the same names at no additional cost. This helps to make your outreach plan **incredibly cost efficient!**

Programs that have most effectively incorporated the GRE Search Service into their overall recruitment strategy usually conduct multiple touch-point campaigns to communicate and engage successfully with prospective students. They order GRE names repeatedly throughout the year. Here is a tip that makes that easier:

Set up recurring orders to ensure that your mailings are always going to the freshest names in the database that meet your pre-established criteria.

The database is **updated twice per week**, so new names are always available. Recurring orders are delivered right to your Inbox, automatically, each week or each month, whichever works best with the timing of your campaigns. It is easy to create a recurring order, but if you need assistance, [contact](#) a Search Service specialist who can quickly walk you through the few simple steps.

With the GRE Search Service, you know you are reaching individuals who have **already taken a decisive step toward an advanced degree** by taking or planning to take a GRE test.

Getting Started

Begin tapping into this global pipeline and add even more precision to your recruitment efforts. Simply [request access](#) to the GRE Search Service. To learn more or request a free demo, [contact](#) a specialist. **Get ready for your next recruitment campaign!**

For more information on GRE tests and services, visit www.ets.org/gre/business or contact gretests@ets.org.

