Communicating *GRE*® Test
ACCEPTANCE

Attract more quality applicants to your business programs by welcoming *GRE*® test scores without preference.

Here are some easy steps to help students navigate the application process.

1. List the GRE test as an accepted test and clearly convey you have "no test preference" on your website admission requirement page, as well as on student recruitment communications. Be sure to balance test references and mention all accepted tests throughout your admissions page to not implicitly communicate a preference for one test over another. Also, provide metrics about all tests in your incoming student profile statistics.

2. Include your four-digit GRE Institution Code so prospective students know exactly where to send their GRE scores — **www.ets.org/gre/institution_code**.

3. Provide the official GRE test preparation link to help students reduce test anxiety — **ets.org/gre/testprep**.

4. Provide a GRE account link so prospective students can search for test center locations and dates and register for test — **mygre.ets.org**.

5. Inform prospective students about GRE Fee Reduction Program to help reduce any financial barriers that may exist — **ets.org/gre/fee_reduction**.

These changes will help you meet enrollment goals and help students leverage their GRE scores to apply to multiple business or dual-degree programs, saving them time and money.

For more information, email the GRE program at **grebusiness@ets.org**.

ETS GRE

Partnering in Potential.