## **GME Admissions Reporting Standards**

## Appeal that Standards are leveraged in data collections process

Dear [Editor’s First Name],

I’m writing to express [*school’s name*]’s support of the recently revised [GME Admissions Reporting Standards](https://www.gmac.com/why-gmac/advocating-for-gme/gme-admissions-reporting-standards) and to encourage you to consider adopting the standards for the [*name of publication*] rankings.  Doing so will benefit you, prospective students and business schools alike, most importantly ensuring that prospective students are able to compare apples to apples in selecting graduate schools.

For business schools, your adoption of the Standards would eliminate any confusion over how items are measured, such as what constitutes a complete application, decreasing room for error and misinterpretation of questions.  And let’s be honest, this would simplify the time spent computing admissions numbers in multiple ways for multiple rankings, and perhaps even build confidence among schools that there is no room for data manipulation from competitor schools.

Adopting these standards should have no negative effect on your ability to differentiate your rankings from other rankings by selecting different areas of focus.  And you would be free from answering the myriad questions from schools about measurement issues.  Instead, they can be referred back to the GME Standards and to the Task Force for clarification. Furthermore, you may already rely on CSEA standards for career data, and we see this as analogous to that.

The Task Force spent months reviewing and revising the Standards to address the questions raised by the business school community.  The revised Standards now better reflect how the industry and society have changed in recent years. Furthermore, the Standards will be reviewed/revised every two years by a Task Force of business schools to ensure they continue to guide schools in distributing reliable, accurate, useful, and comparable admissions data for prospective students and rankings organizations.

Thank you for your consideration and best wishes for continued success with the \_\_\_\_\_\_\_\_\_\_\_ ranking,

[*Your name*]

*Note: can be signed by your school’s liaison with rankings agencies e.g. Marketing and Communications team, your GMAC representative, your dean or whomever else you deem appropriate.*