

The Student Market: U.S. Underrepresented Minorities



GMAC® Data-to-Go Series

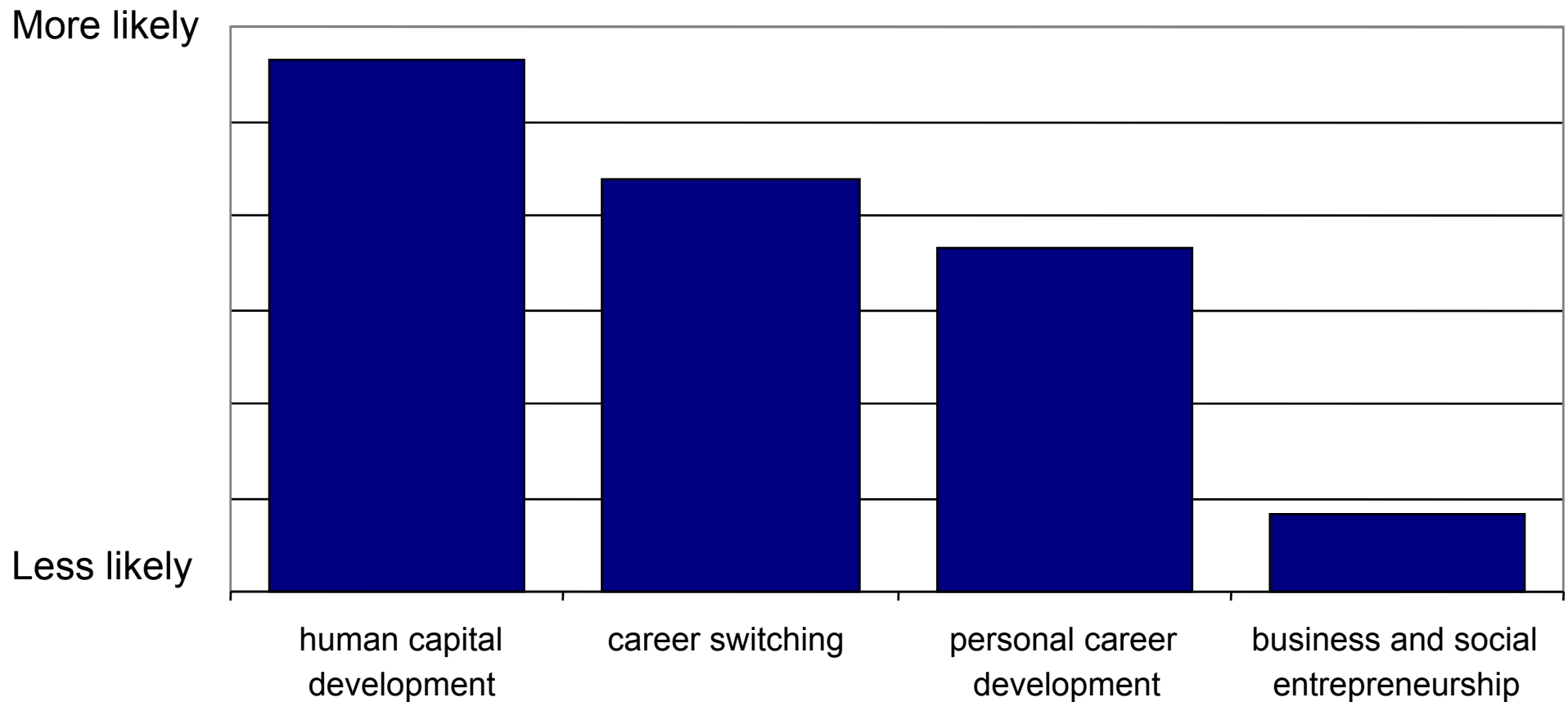
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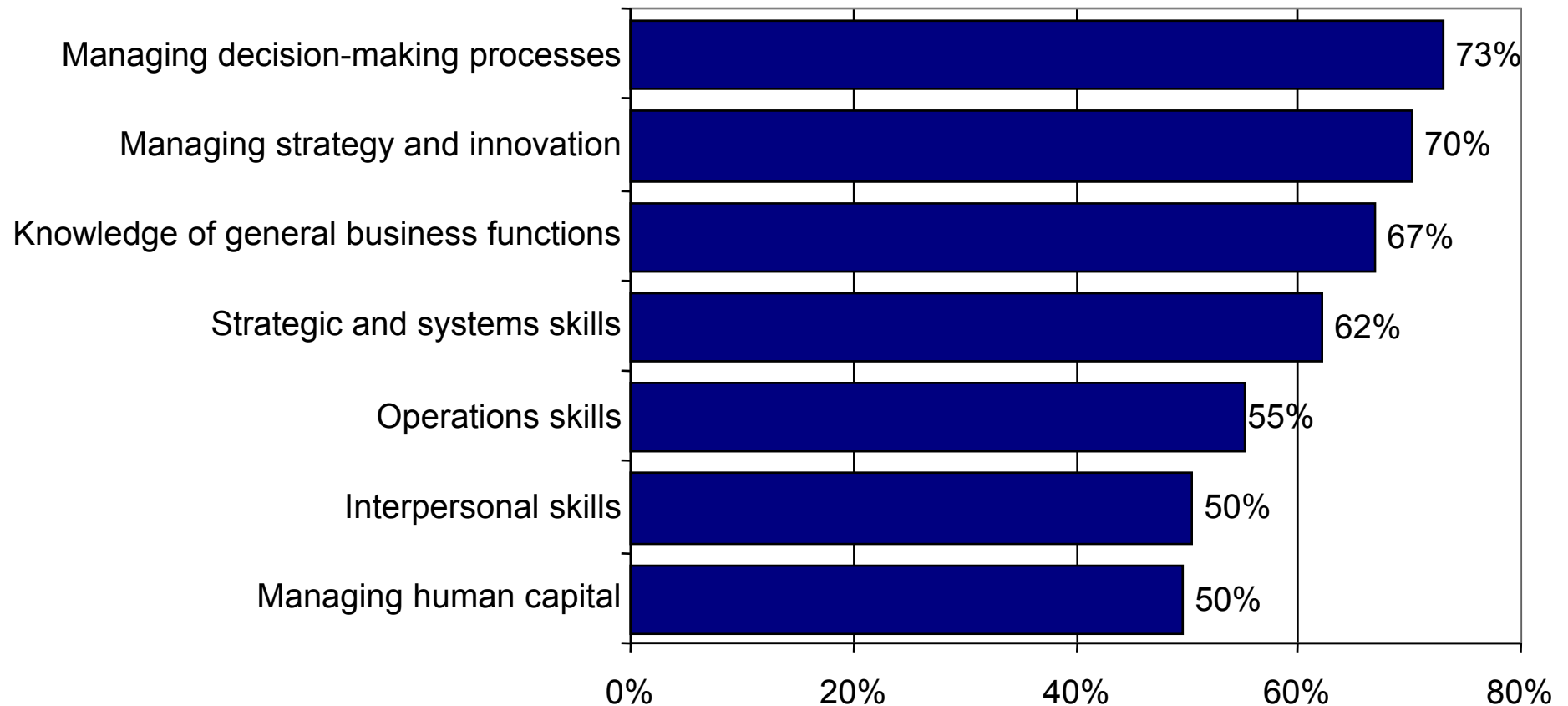
Motivation to Pursue Degree

Human Capital Development—the development of knowledge, skills, and abilities—was the most common motivation among U.S. underrepresented minorities.



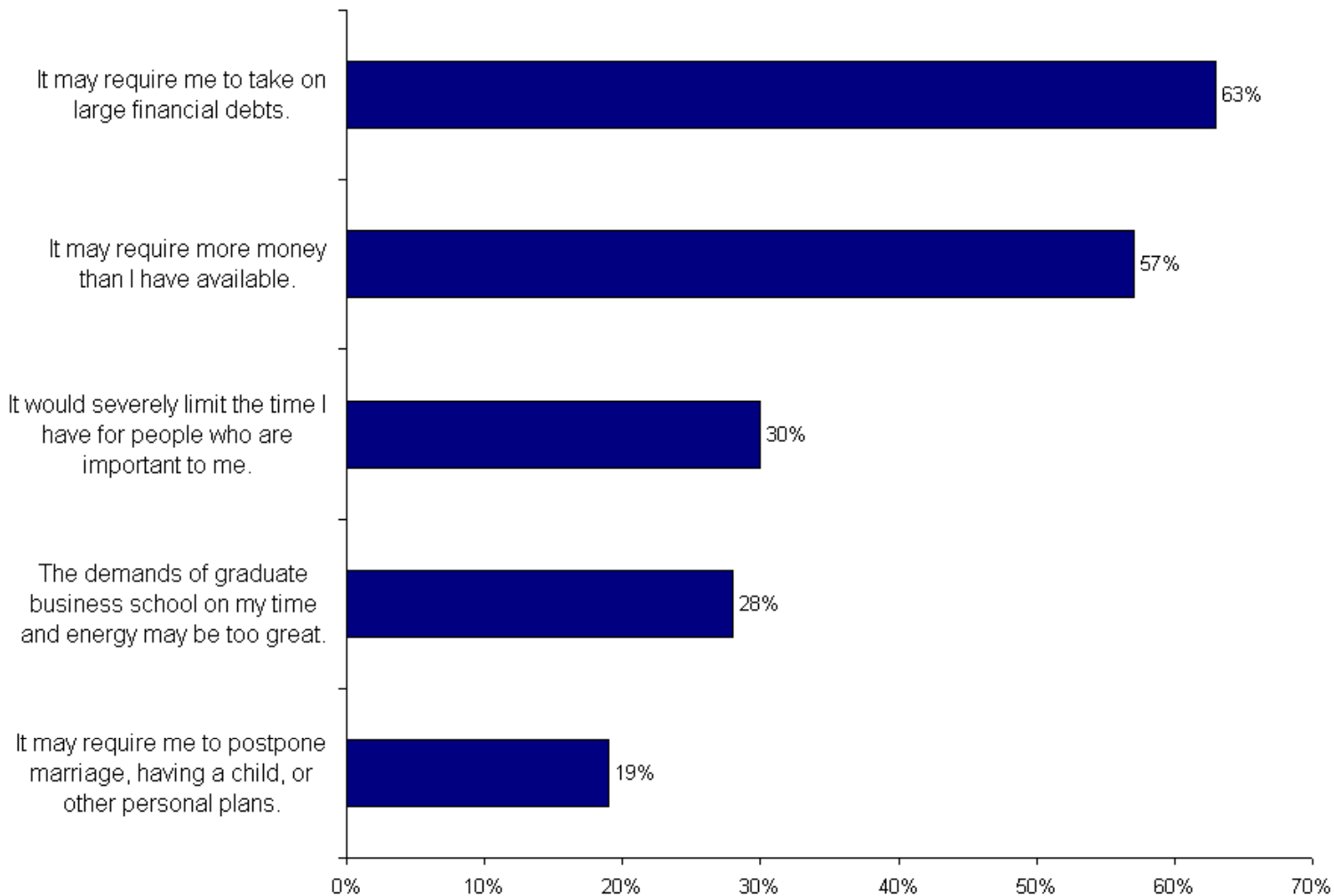
Desired Skill Development

Half or more underrepresented U.S. minorities wish to improve in seven areas of knowledge, skills, and abilities during a graduate business program.



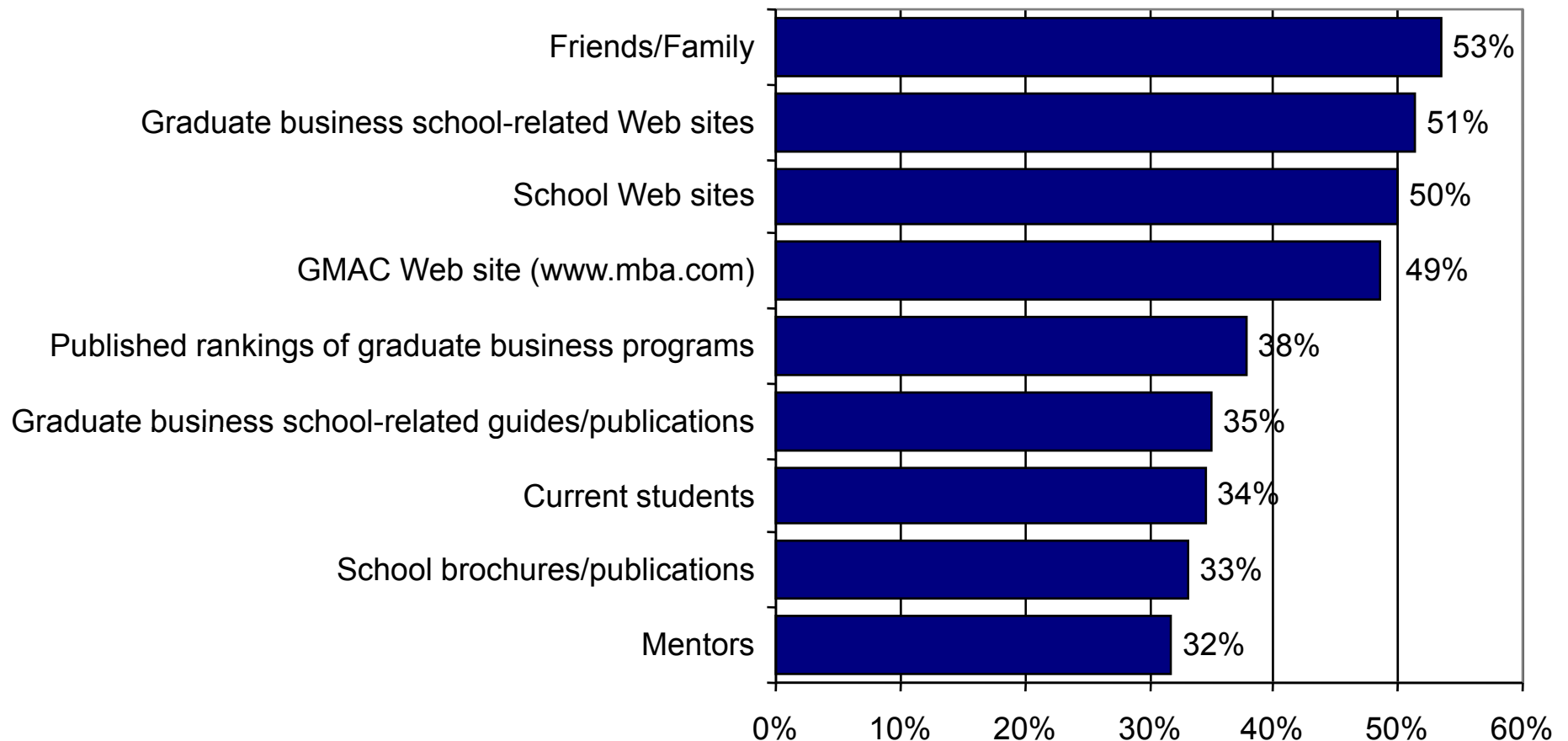
Reservations about Pursuing a Degree

Financial issues were the most common reservations among underrepresented minority respondents.



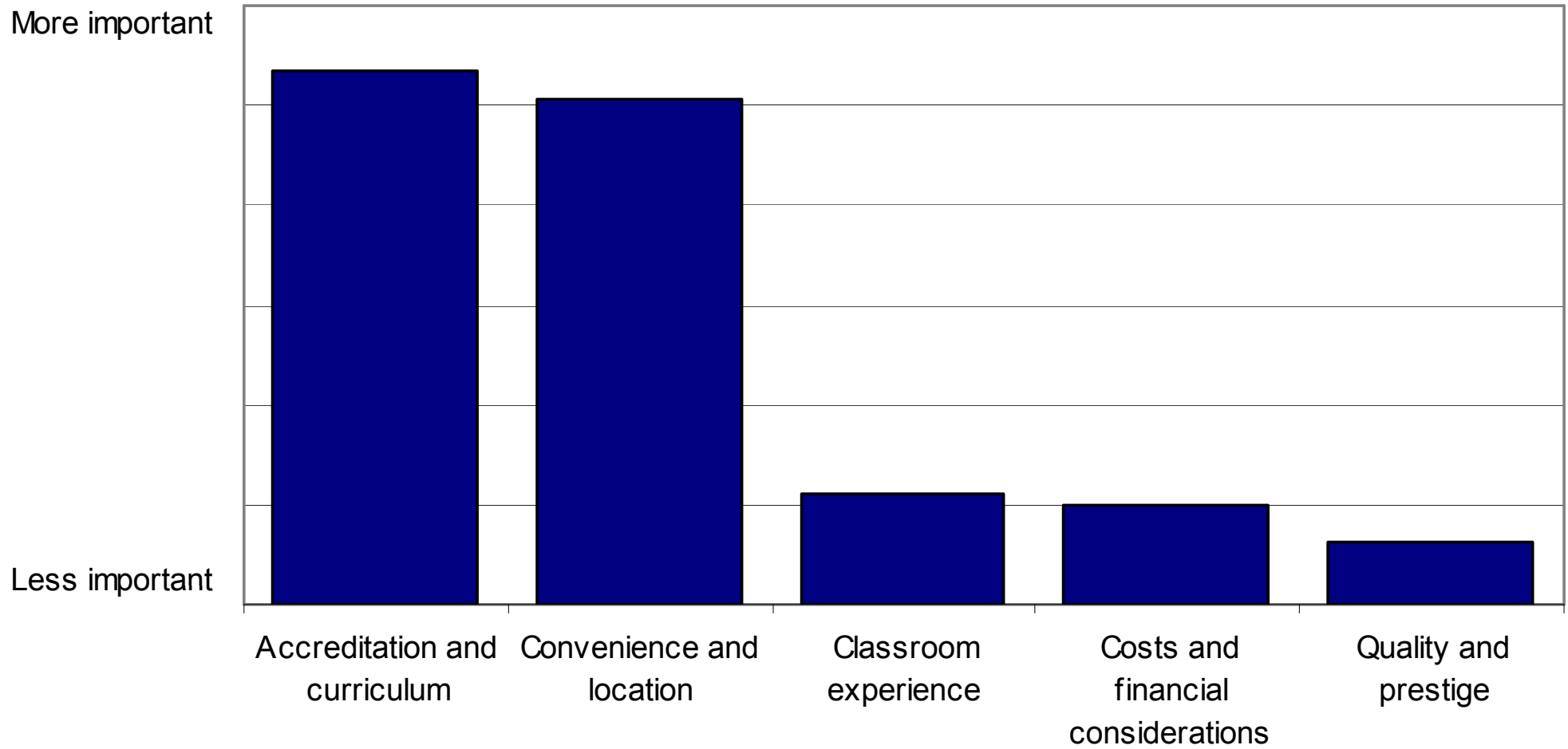
Sources Consulted in Decision Making

When making the decision on whether to apply to graduate business schools, U.S. underrepresented minorities most often consult friends and family, school-related Web sites, school Web sites, the GMAC Web site, and published rankings.



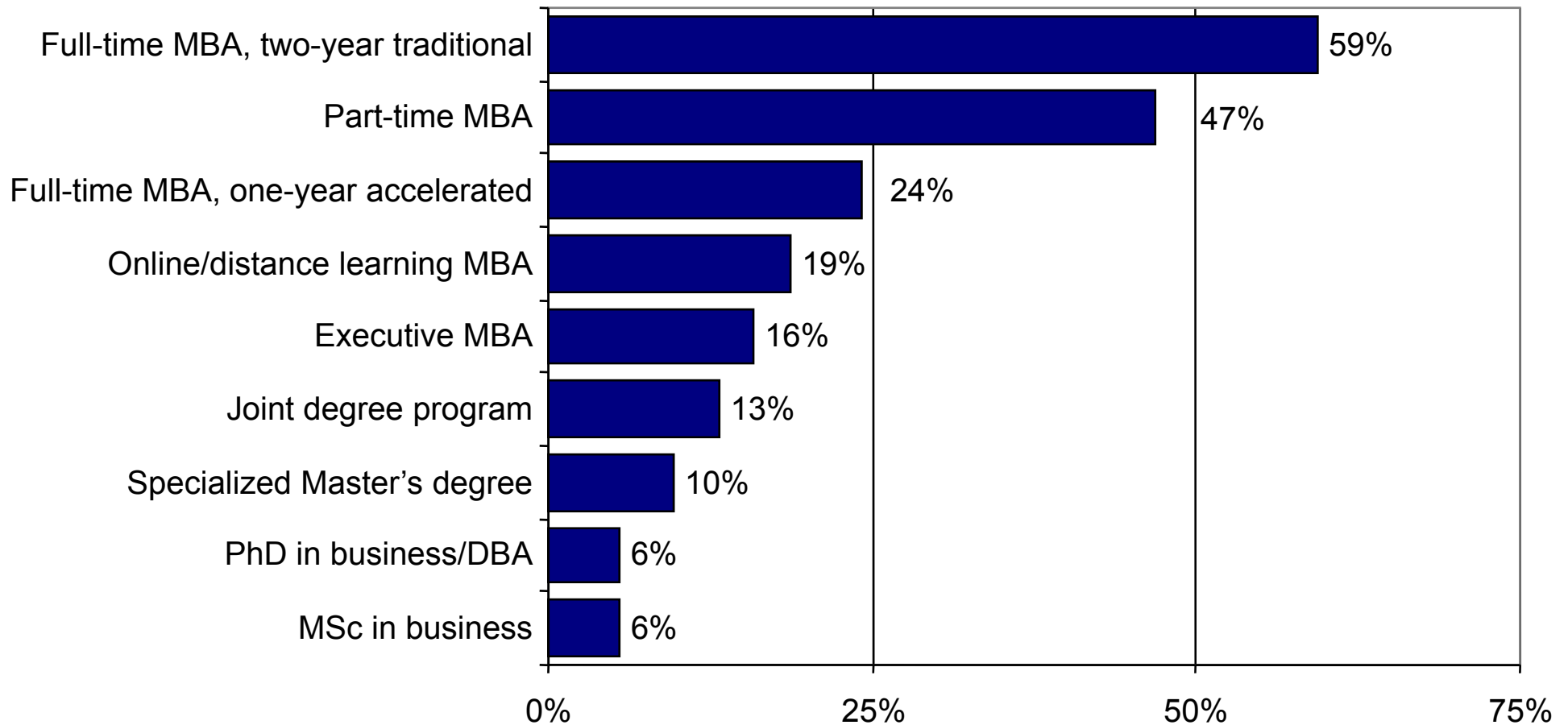
School Selection Criteria

When selecting schools at which to apply, U.S. underrepresented minorities tend to consider accreditation status and curriculum in addition to convenience and location.



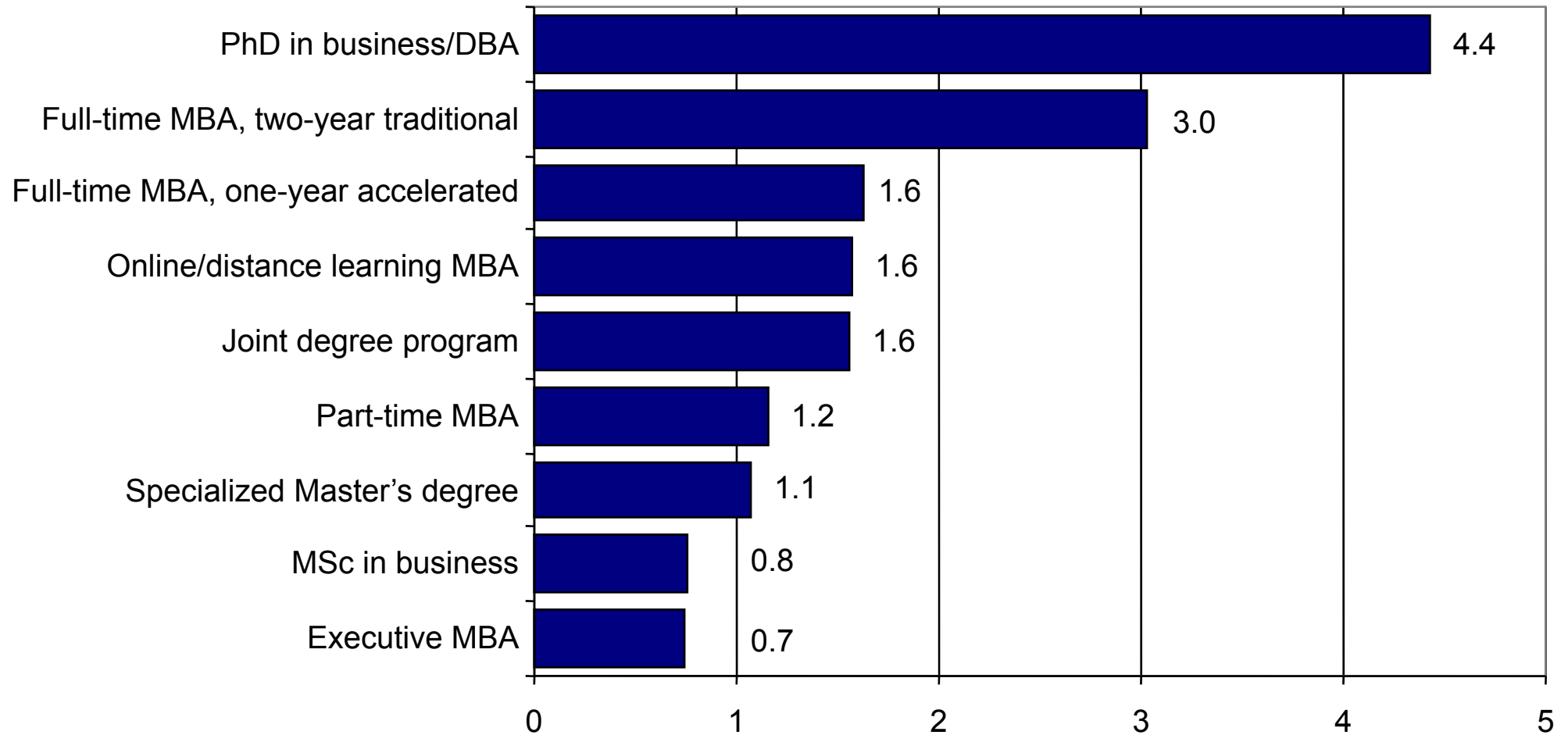
Program Types Considered

Traditional two-year full-time MBA and part-time MBA programs were most often considered among underrepresented U.S. minorities.



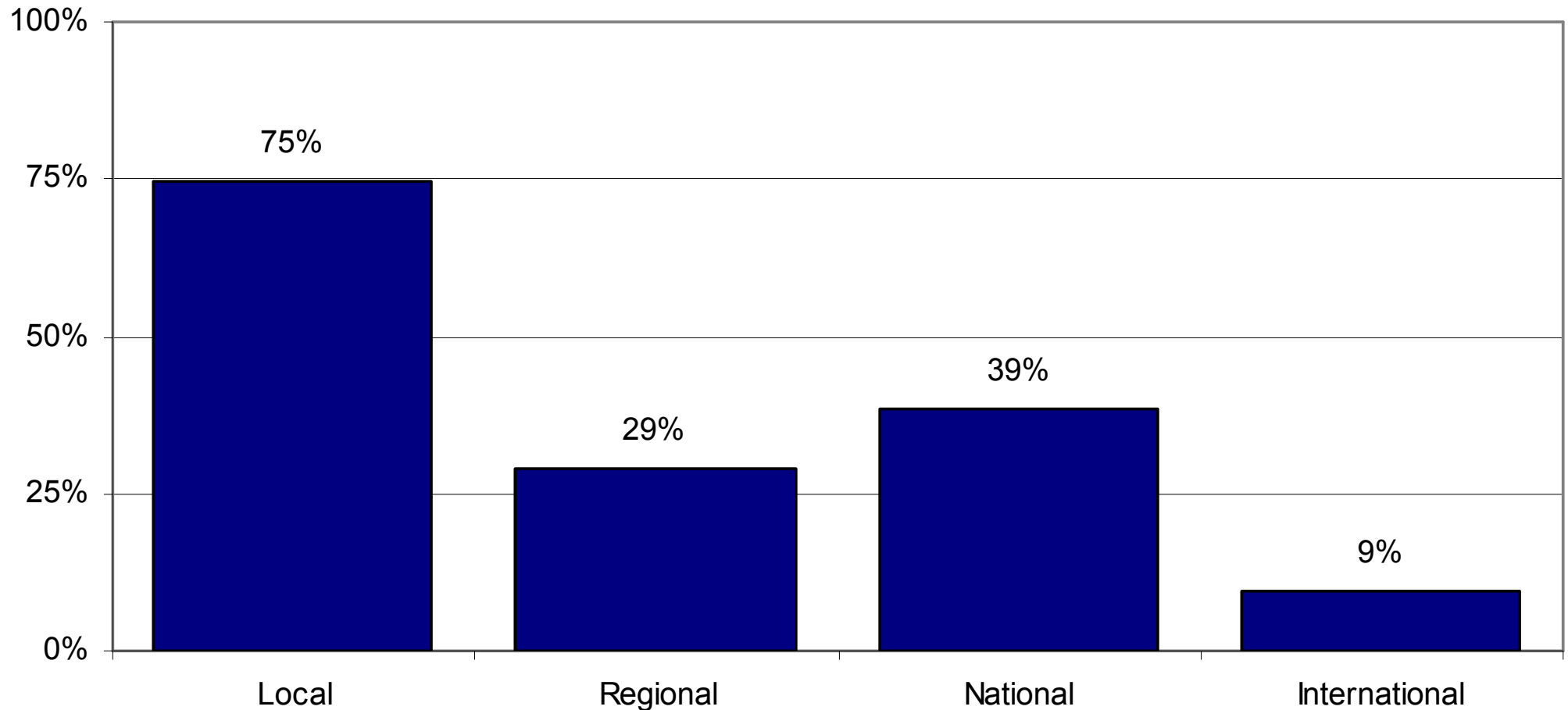
Average Number of Applications Submitted

Applicants to doctoral and traditional full-time MBA programs sent the greatest number of applications on average.



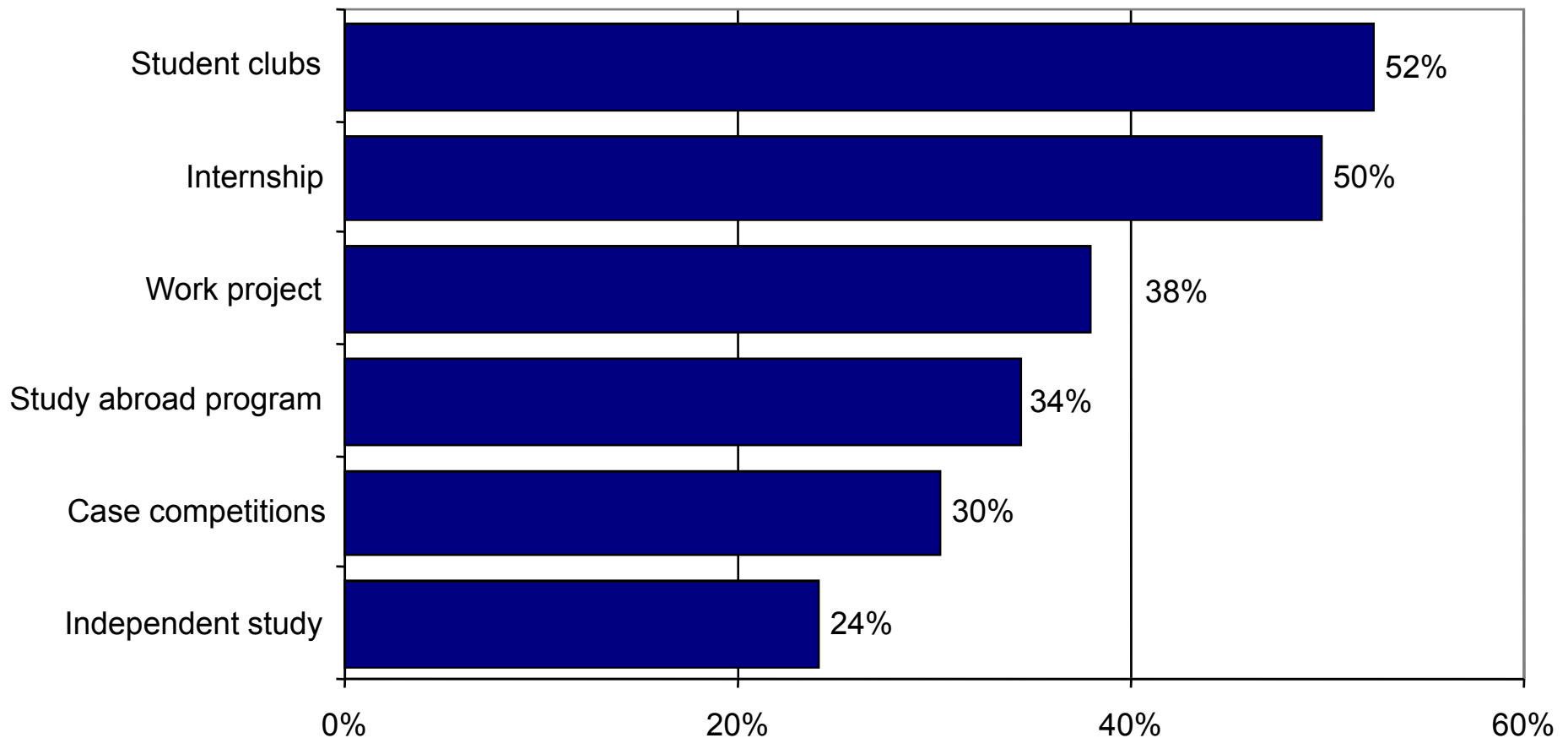
Location of Submitted Applications

Three-quarters of the U.S. underrepresented minorities applied to local programs, a pattern consistent with their school selection criteria.



Planned Activities During Business School

About half of the U.S. underrepresented minorities plan to participate in student clubs and an internship program. Additionally, 49% plan to work full time and 28% plan to work part time while attending school.



Planned Method of Financing Degree

U.S. underrepresented minorities plan to finance a majority of their degree with loans and grants, fellowships, scholarships, or government benefits.

