Stay Current, Stay Connected

2016 Americas MeetUps

Chicago

May 20, 2016

GMAC
GRADUATE MANAGEMENT ADMISSION COUNCIL

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Today's Agenda

10:30am – 11:00am	**Welcome and Introductions**
11:00am – 11:15am	**GMAC Mission and Values**
11:15am – 11:45pm	**Pre-MeetUp Survey Results + What We Heard Last Year**
11:45pm – 12:15pm	**What's New at GMAC Based on School Feedback**
12:15pm – 12:45pm	***Lunch & Group Photo***
12:45pm – 1:30pm	**To Better Serve YOU, What Products Should GMAC Offer**
1:30pm – 2:15pm	**Research Trends**
2:15pm – 2:45pm	**Hands On Training: Recruiting and Messaging**
2:45pm – 3:00pm	**Wrap Up**

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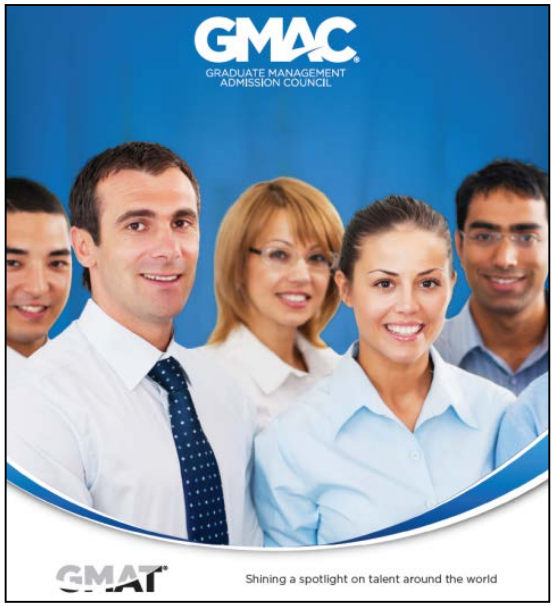
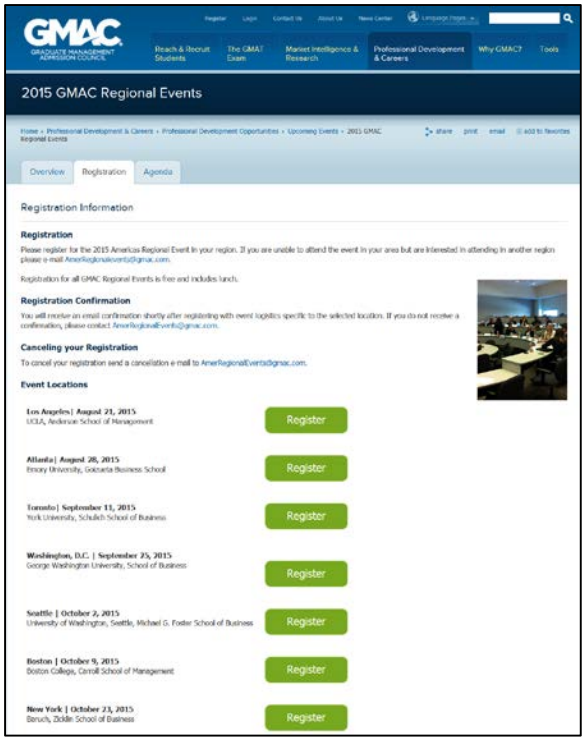
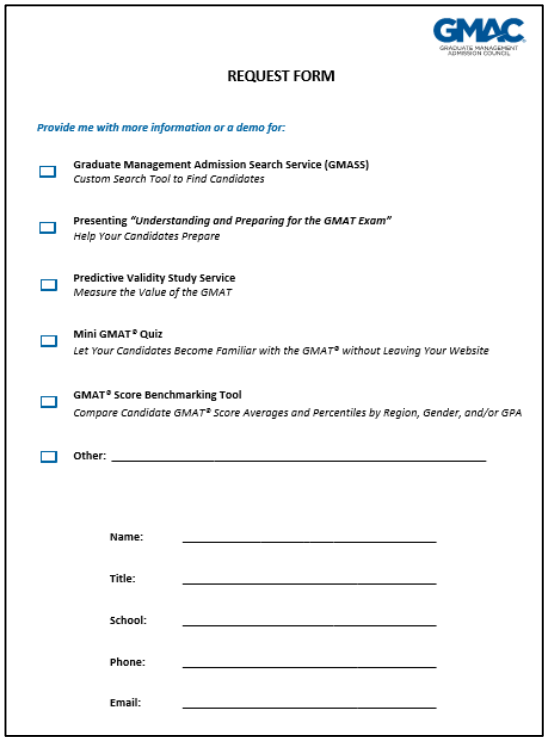
Reference Materials







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Introductions

- Name
- Title
- School

- What You Hope to Learn Today?

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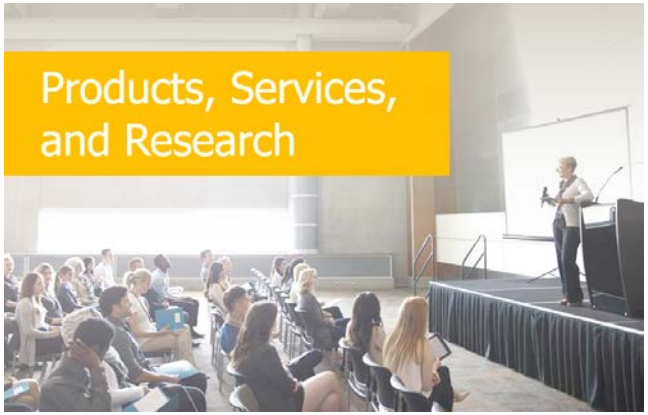
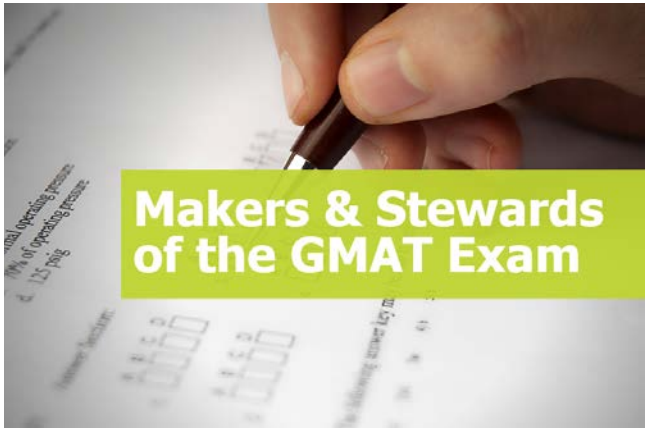
Who is GMAC?





Connecting Talent and Aspiration with Opportunity

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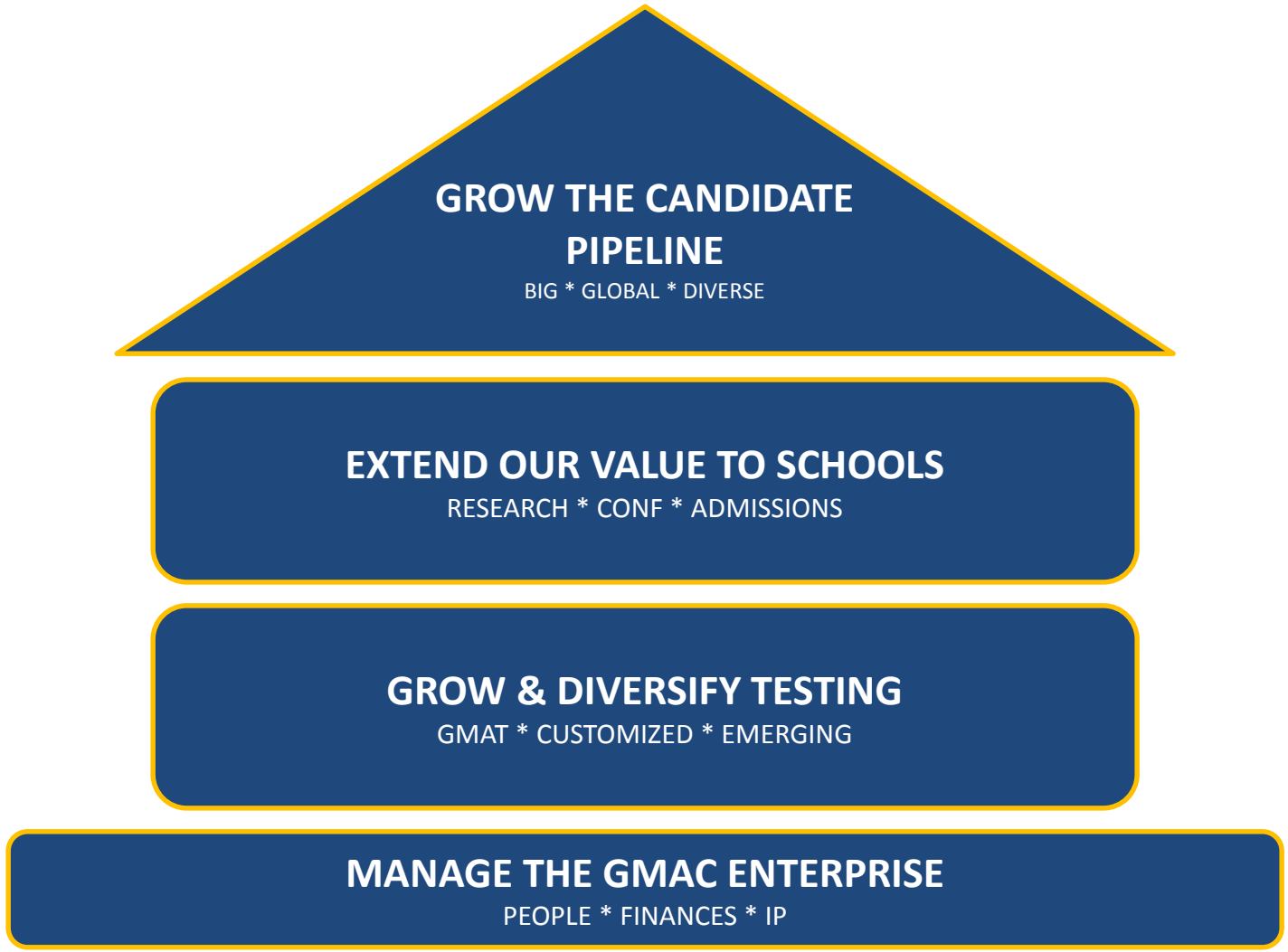
Our Focus Areas



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2016 Pre-Regional MeetUp Survey Results

Trends You're Seeing?

1. Younger candidates
2. More female candidates
3. Growing interest in and offerings of specialized masters programs

Top Challenges for 2016?

1. Increasing the number of qualified applicants
2. Attracting underrepresented minorities
3. Attracting women

GMAC Focus?

1. Research
2. Networking opportunities
3. Increasing knowledge of GMAC products, services, and research

Length in Current Role?

1. A few months to 11 years (some w/ more years in higher ed.)
2. Average is 3 years

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What We Heard in 2015

Trends You're Seeing?

1. Younger candidates
2. Increasing use of GRE
3. It's a Buyer's Market

You're Biggest Challenges?

1. Costs concerns from candidates
2. Staff turnover and doing more with less
3. Technology, esp. CRM and social media

GMAC Focus Now?

1. Make MBA ROI case
2. Improve image of GME
3. Increase domestic pipeline

GMAC Focus 3 – 5 Years?

1. Update Reporting Criteria
2. Deal with the Rankings
3. Show GMAT vs. GRE success rate

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What's New Based on School Feedback?

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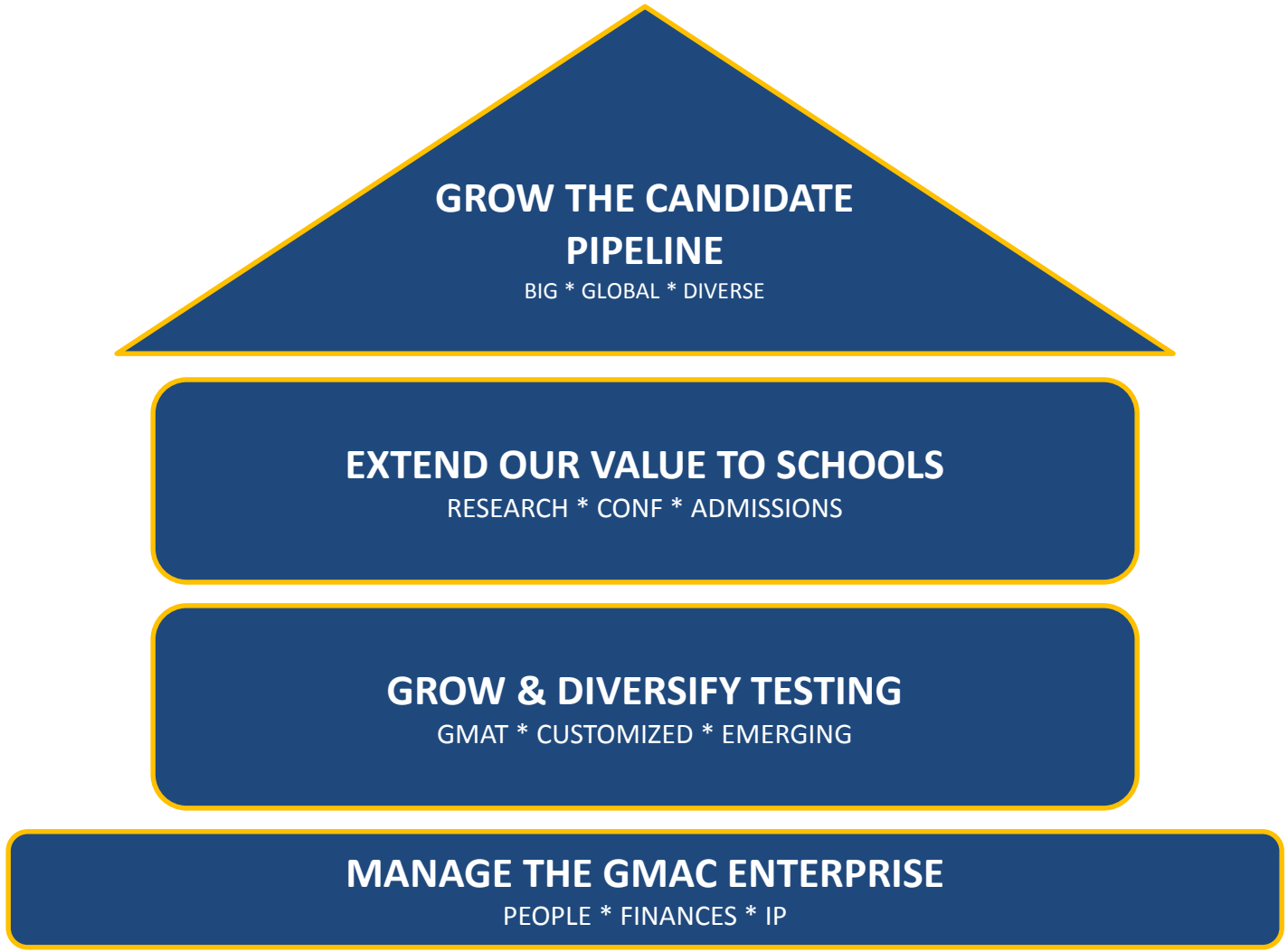

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Grow the **candidate pipeline**

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Grow the Candidate Pipeline

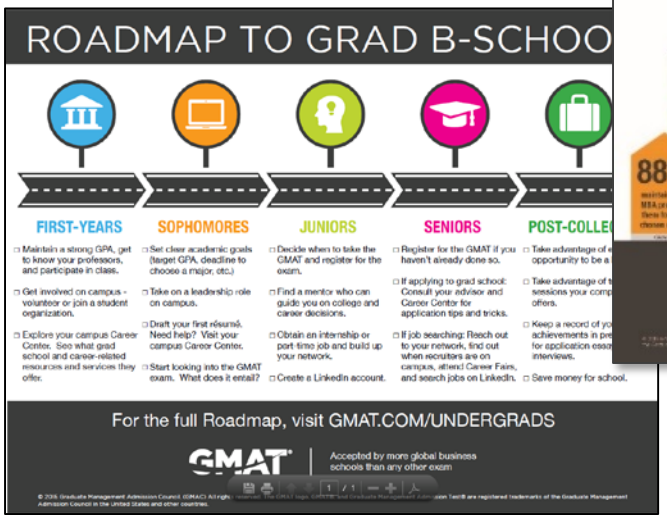
On-Campus Presence Initiative

2 Types of Marketing Pilots

- On campus + online marketing campaigns
- Discounted exam packages & regular exam packages
- Custom microsites

Expanded Access

- New on-campus test centers
- Special testing events



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Grow the Candidate Pipeline

Underrepresented Populations Initiative

Know the Pipeline (Research)

- Contract with GlobalSojourn
  - Perceptions of business careers vis a vis other career choices
  - Timing for consideration of a graduate business degree
  - Factors influencing consideration of GME choice, including for-profit and non-profit programs, accreditation, program type
  - Attitudes toward standardized test and admissions examinations …
- Develop and implement marketing and nurture program based on findings

Grow the Pipeline (Partnerships)

- Identify key organizations that work with URMs
- Develop partner strategy
  - NSHMBA- Ignite Program
  - HBCU Deans- Path to B-school
  - ALPFA- Chapter and Referral Program

Decrease the Score Gap (Exploring)

- Foundational Skills Assessment/Mapping
- Test Prep

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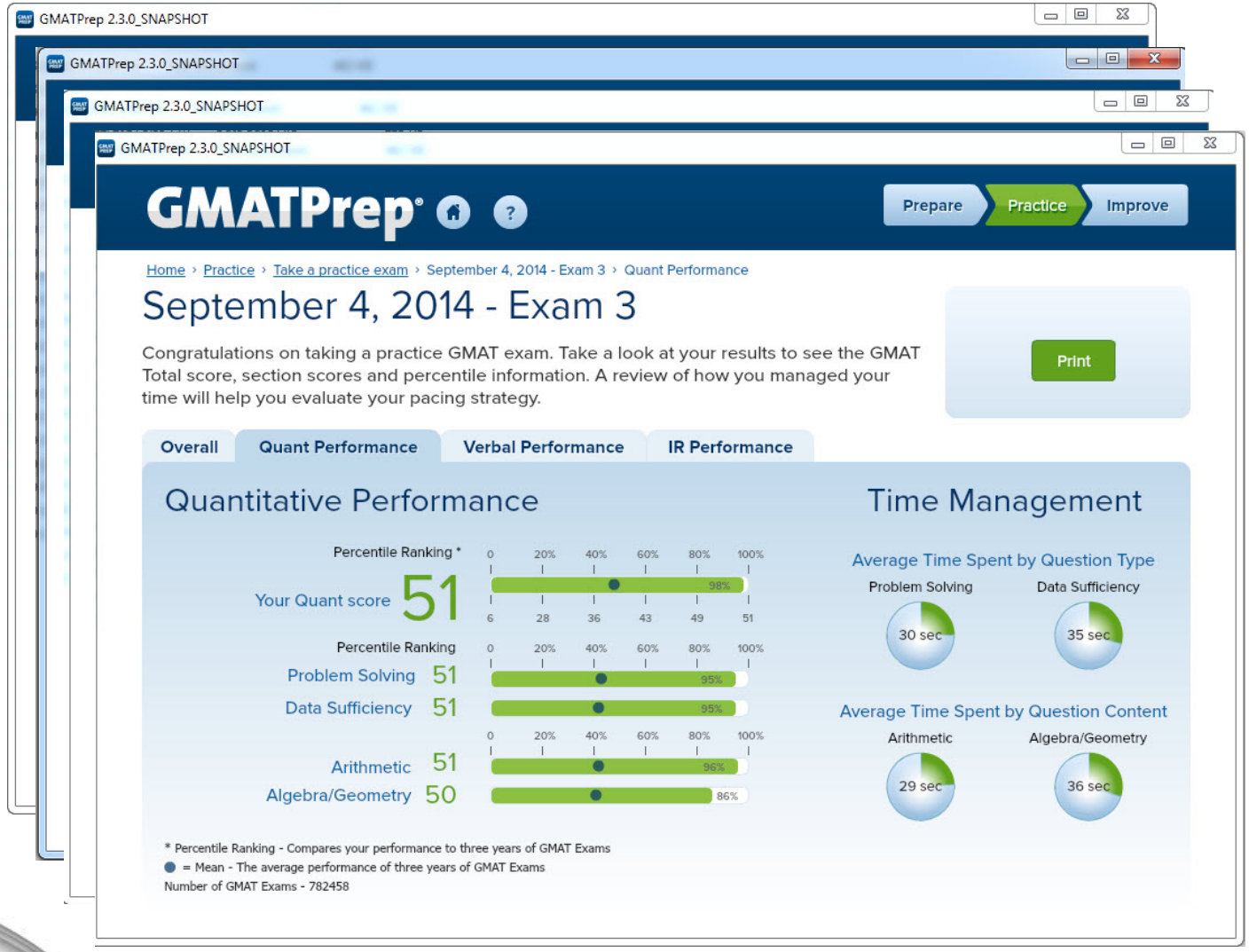
Grow the Candidate Pipeline - Empowering Candidates

GMATPrep – Exam Pack 1 & 2 - Diagnostics for Practice Exams



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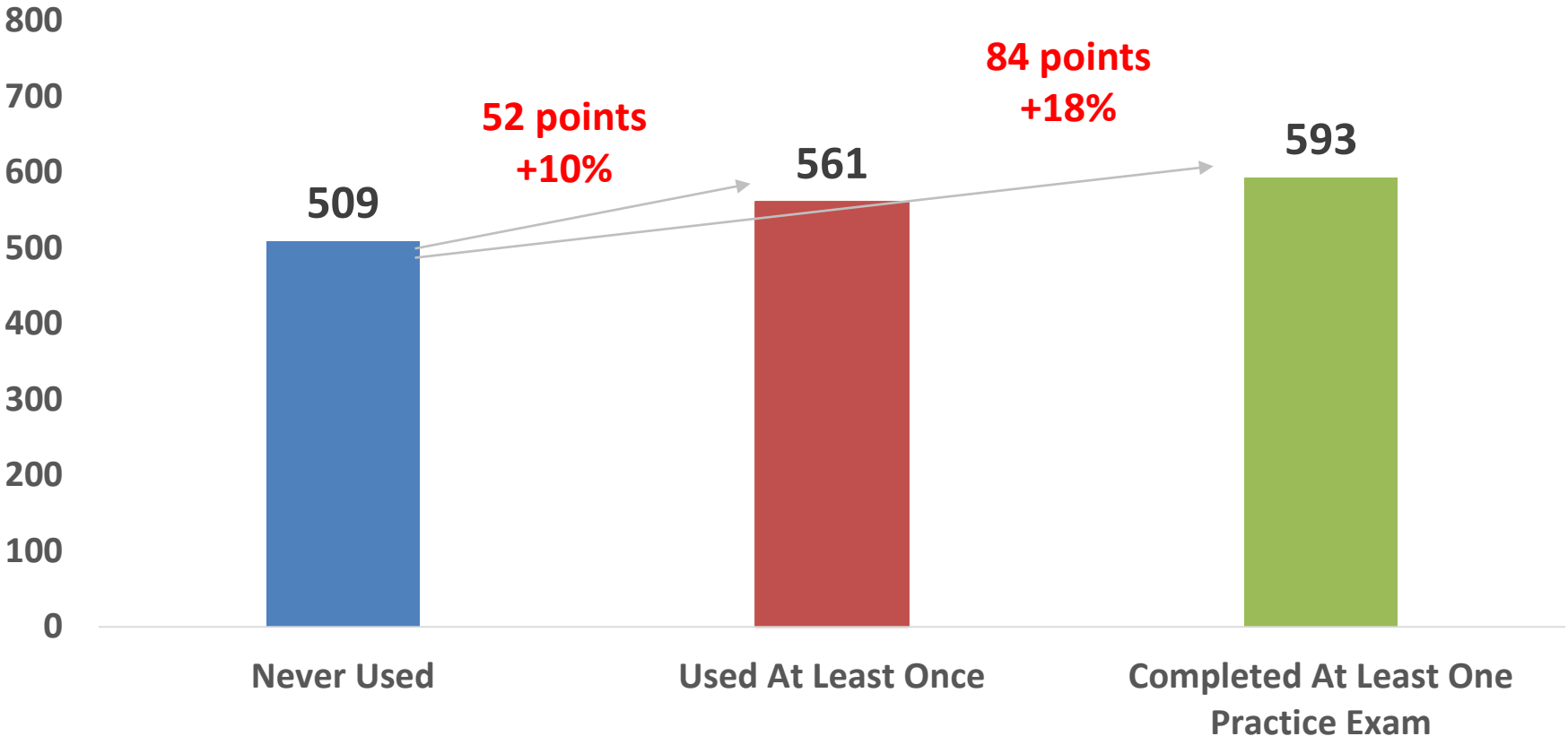
Grow the Candidate Pipeline - Empowering Candidates

GMATPrep Potential Impact



Source: Score distribution across 199k first time test takers and their GMATPrep usage (90k not used / 109k used), Jan 2014 – Jun 2015

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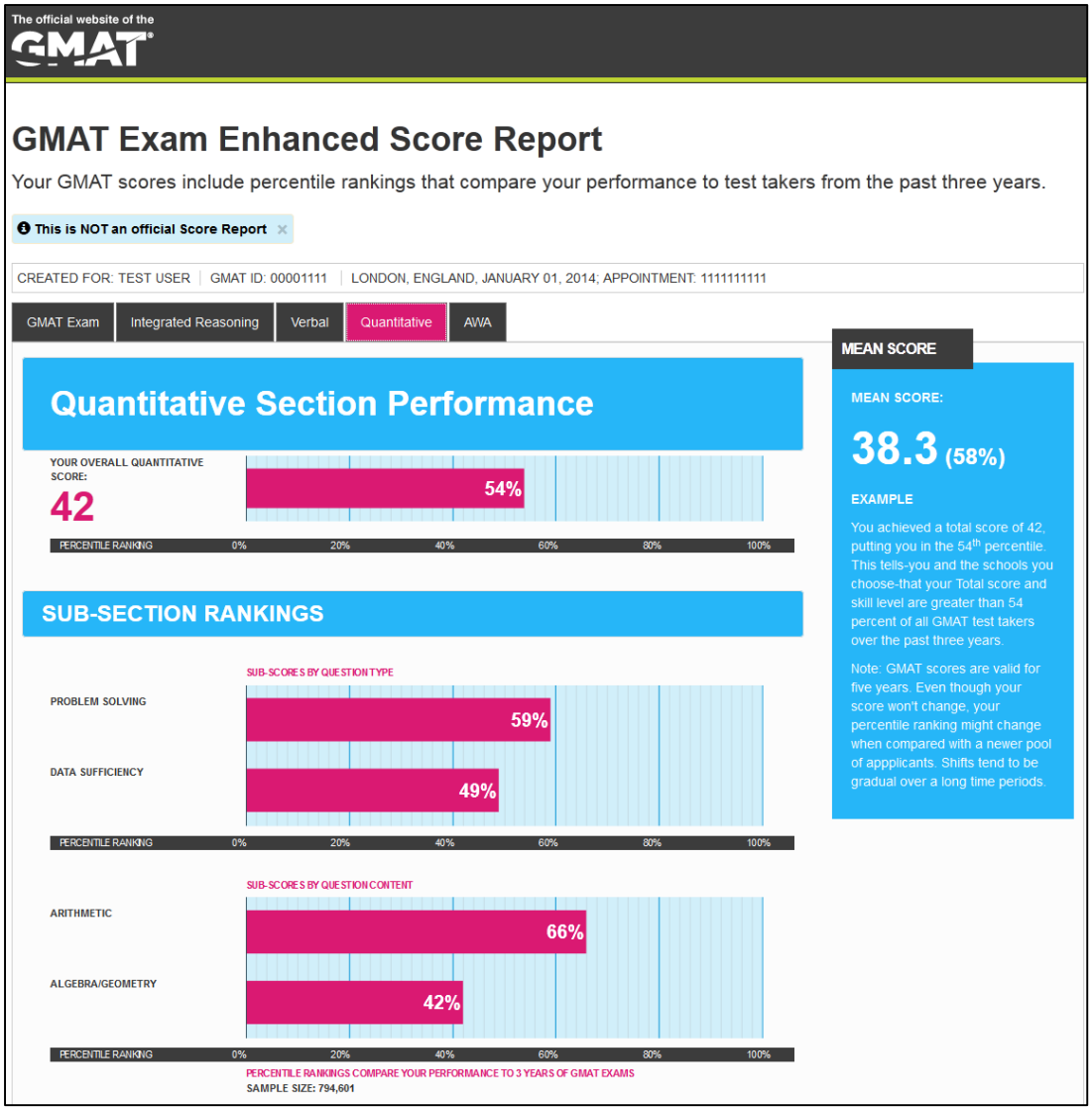
Grow the Candidate Pipeline - Empowering Candidates

GMAT Exam Enhanced Score Report



Advising Opportunity: Ask Candidates to Share Their Report with You

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Grow the Candidate Pipeline - Empowering Candidates

Score Preview Feature

With Score Preview, test takers can now preview their unofficial scores before deciding to report or cancel.

Following the exam, candidates will see their Unofficial scores – Total, Integrated Reasoning, Quant, and Verbal (but not AWA), and will have 2 minutes to decide whether to accept them. Or 72 hours after leaving the test center for a fee.

Scores can be reinstated within 4 years and 11 months for a fee.

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Grow the Candidate Pipeline - Empowering Candidates

Additional Candidate Friendly Features

16-Day Test Repeat Change

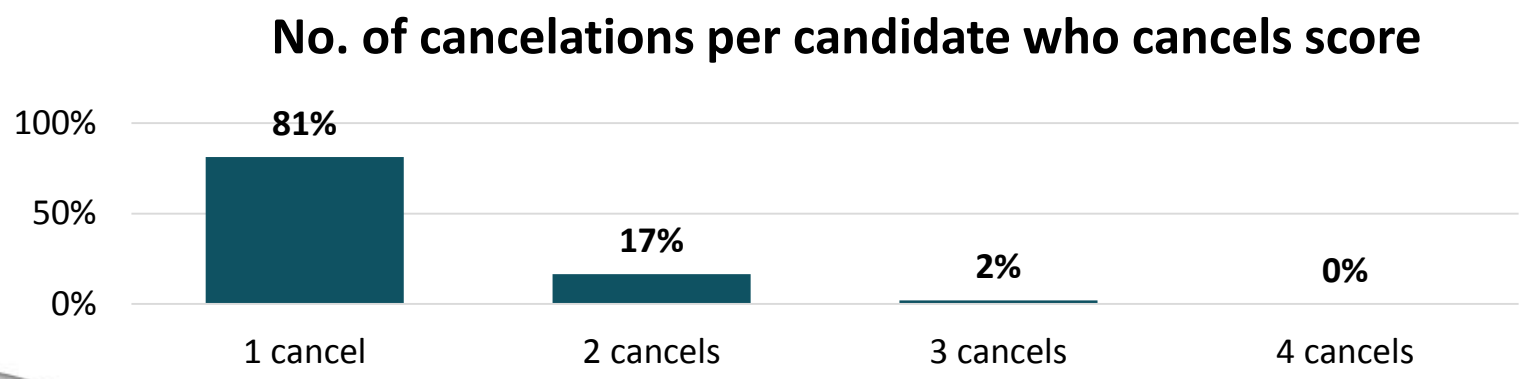
- Allows candidates to re-take the exam after 16 days from previous exam

DOB Authentication Code

- Allows candidates to use DOB (vs. code from PVUE center) to access score

Cancel "C"

- Allows candidates to have "C" removed from score report



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Extend Value to Schools

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Extend Value to Schools

GMAC 101

Monthly 20-Minute Webinars (free)

Hosted by:
Glenda Lucas
Senior Manager
Market Development
Americas

Topics Include:

- Reach and Recruit Students
- GMAT Management Tools for Schools
- gmac.com Live Walkthrough
- Market Research Insights
- Demystifying the GMAT Exam
- GMASS Demo

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Extend Value to Schools

GMAT Mini-Quiz

The Mini GMAT® Quiz let's your potential candidates become familiar with the GMAT® exam without leaving your website.

The quiz consists of eight official GMAT practice questions.

Your Benefits:

- Host the quiz on your website as students are in the decision making process.
- Co-brand the quiz with your logo and program content.
- No set-up fees.
- Collect qualified and unlimited leads for free.

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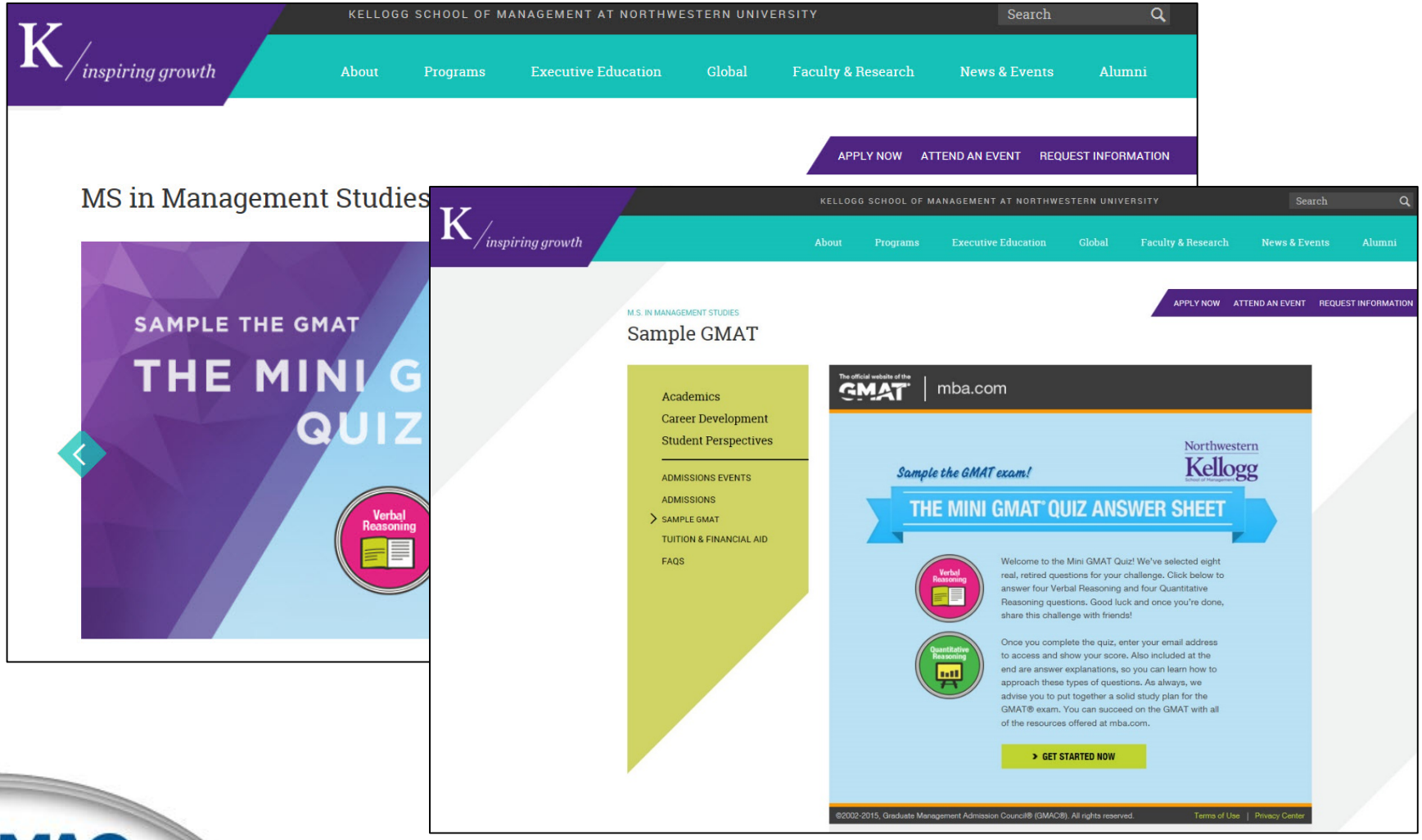
GMAT Mini-Quiz



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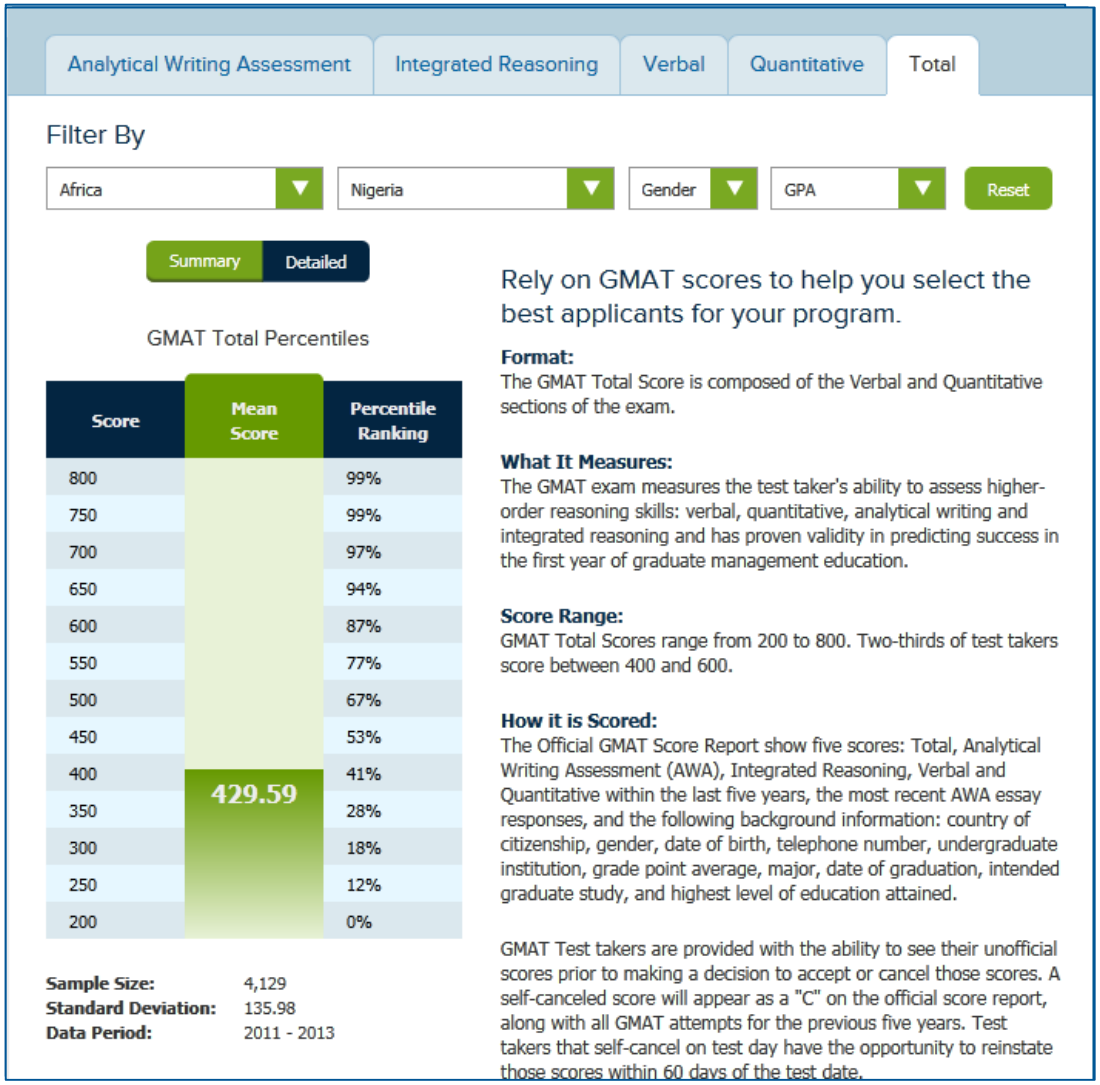
GMAT Score Benchmarking Tool



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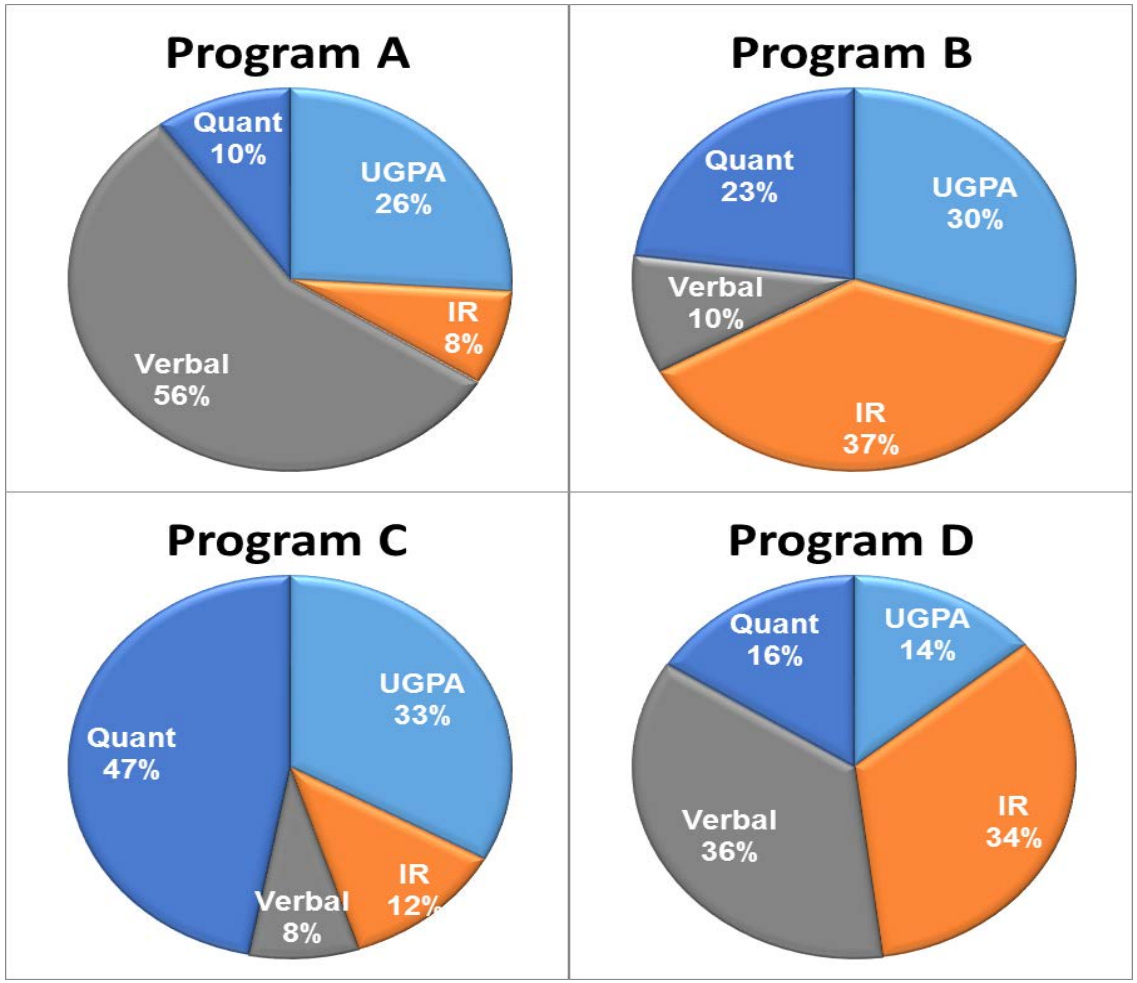
Extend Value to Schools

GMAT® Integrated Reasoning Validity Study Analysis

Based on Recently Completed Predictive Validity Studies

- ✓ **IR scores provide unique information to help predict success**
- ✓ **IR adds something not measured by GMAT Q, V, A or undergraduate GPA.**
- ✓ **Results differ by program—each school should conduct a validity study.**



Weights for Predictors at Different MBA Programs

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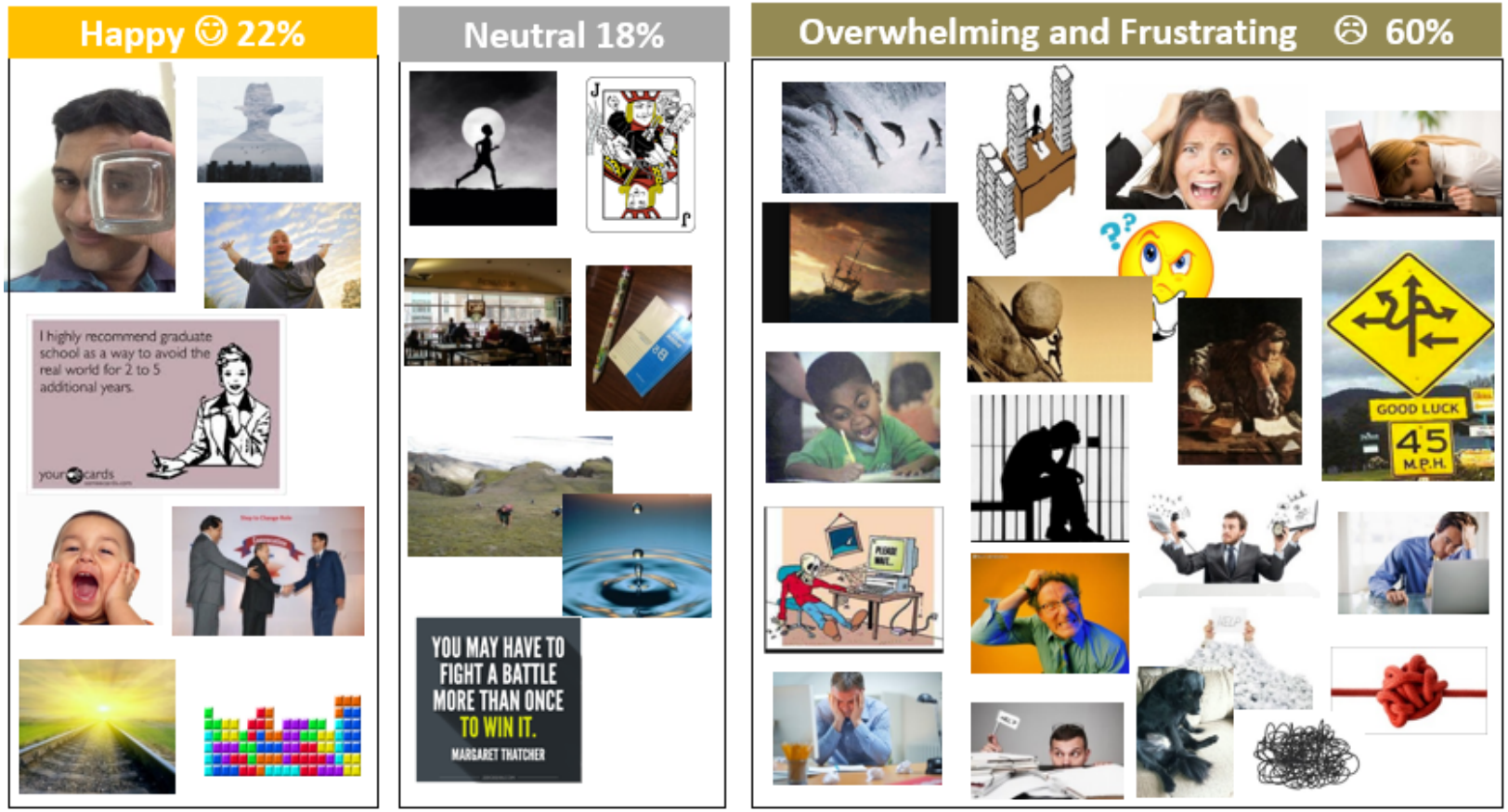
Common Letter of Recommendation (LoR) Initiative



Candidate Perceptions of MBA Application Process

Source: GMAC focus group results, 2015

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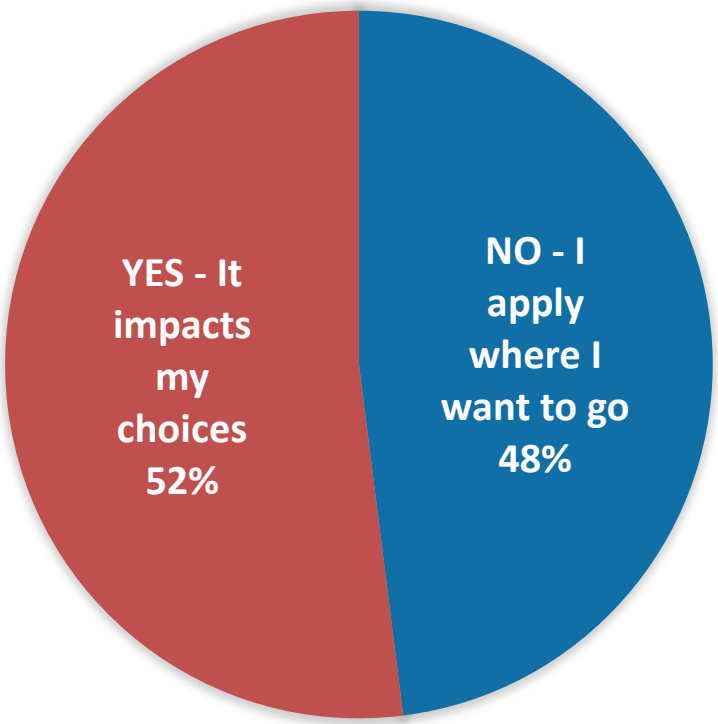
Common Letter of Recommendation (LoR) Initiative

“Has a school’s application process impacted your school choices?”



Source: GMAC focus group results, 2015

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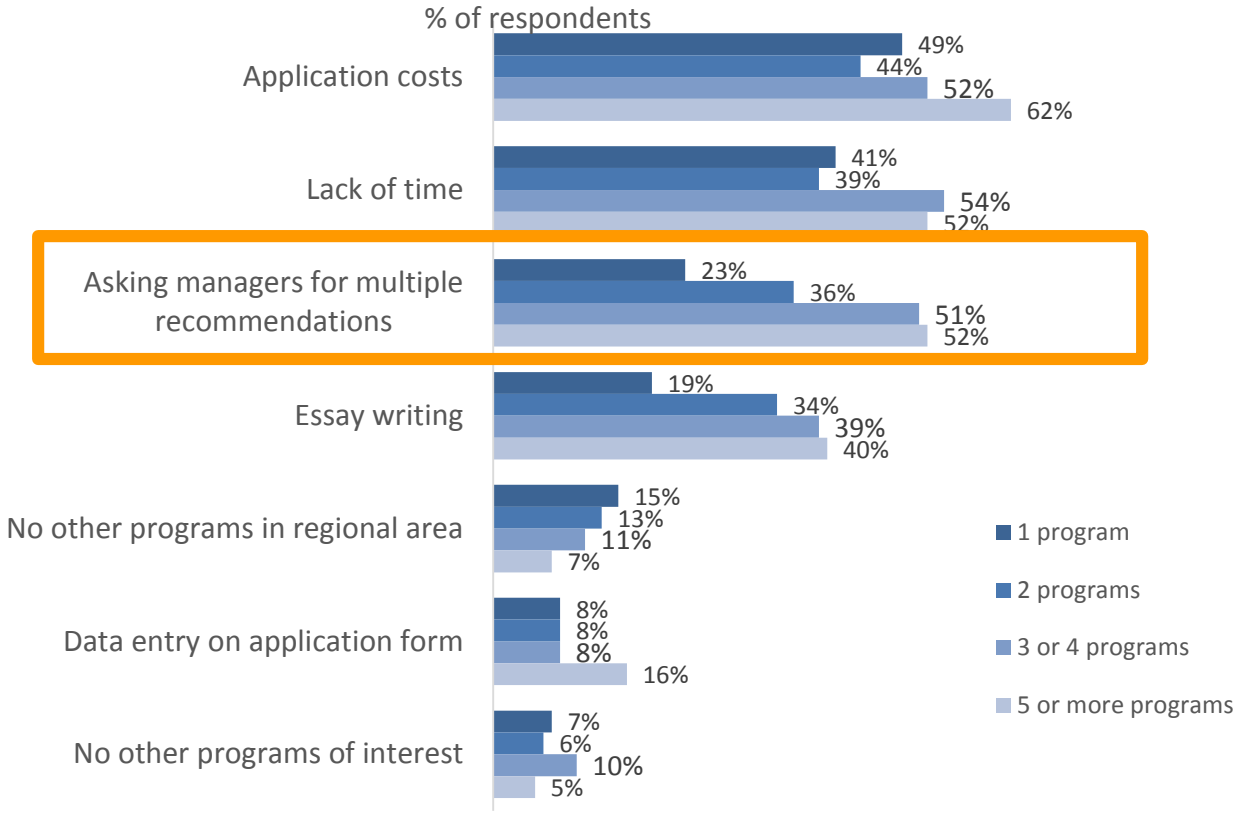
Common Letter of Recommendation (LoR) Initiative

Deterring Factors in Application



Q: What factors, if any, kept you from applying to more graduate business programs. *Select all that apply.*
Base: Respondents who had been through the application process for business school (N = 1400 candidates)

Source: GMAC survey results, 2015

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School Engagement

Charter Advisor Schools

Other Schools Engaged to Date…

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Proposed Structure of Common Form

Single Form

Recommender Information	**10 Questions** + 6 pre-populated
Assessment Grid	**17 Questions**
Recommendation Questions	**4 Questions**
Total	**31 Questions** (not including pre-populated ones)

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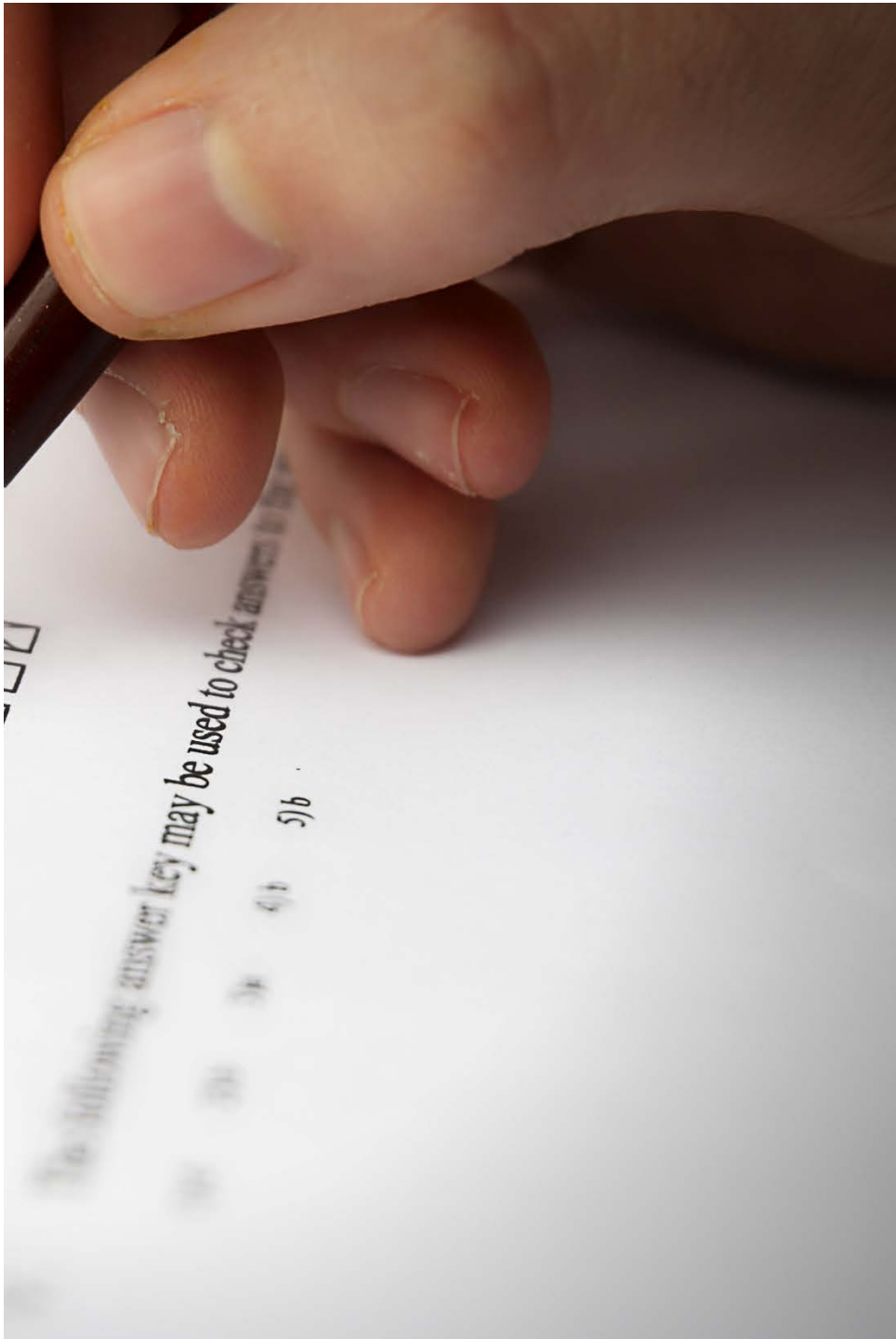
Grow and Diversity Testing



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Grow and Diversifying Testing

Hult Business Assessment

- 45 minutes
- 0 – 3 years work experience
- Master of International Business Program
- Available online & @ PVUE

HULT International Business School
GET PLUGGED IN TO THE WORLD

Executive Assessment

- Launched on March 3rd with six EMBA programs (2 in Asia, 2 in Europe, and 2 in the US)

EXECUTIVE ASSESSMENT

Regional Exams

NMAT by GMAC™

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Executive Assessment

Compared to the GMAT

	Executive Assessment	GMAT
Focus:	Readiness	Screening
Design:	Section adaptive	Question adaptive
Length:	90 minutes/40 questions	4 hours/90 questions
Content:	IR, VR and QR	IR, VR, QR and AWA
Difficulty:	Normed to executive population	Normed to all GME candidates
Prep:	Minimal	Extensive
Scoring:	Total includes IR, VR and QR	Total includes only VR and QR
Score Range:	100 – 200 (insight across the 300-700 GMAT range)	200 – 800 (highly accurate across full range)
Fee Structure:	$350, no reschedule fees, unlimited score sending	$250, reschedule fees apply, 5 free at test ctr.

gmac.com/ea

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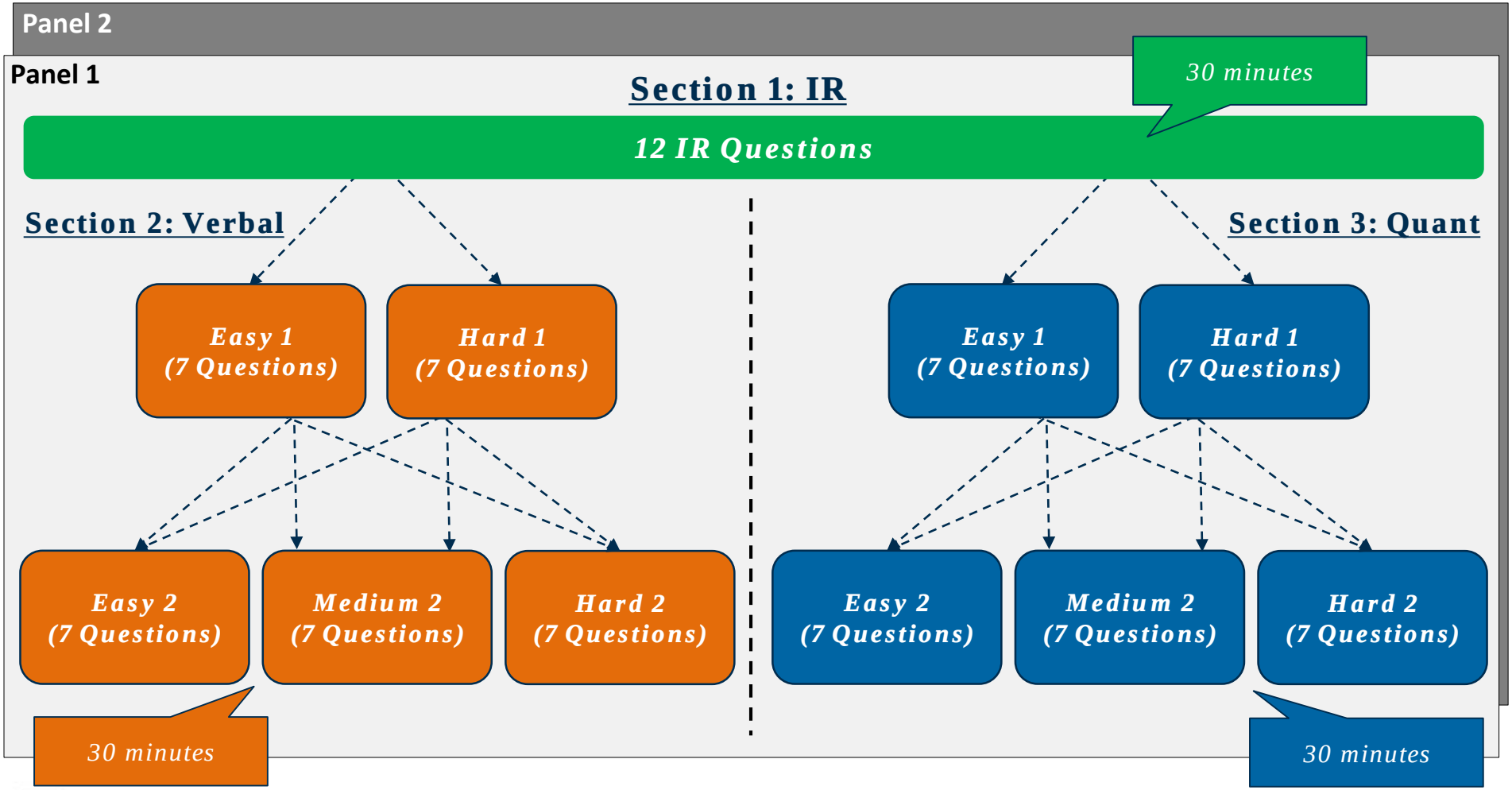
Executive Assessment

Multi-Stage Adaptive Design



3-30minute sections/40 total questions.

Question sets are interactively selected based on answers to previous sets of questions, building a test that is most relevant to each individual's performance level.

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Lunch & Group Photo

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To Better Serve YOU

What Products Should GMAC Offer?

"More webinars or written resources related to challenges with international student placement in the US and abroad"

"Schools specific indicators of success and failures and priorities based on any test taker feedback we might be able to capture in the future."

"Additional conferences in the Chicagoland area.

"Conferences like this one is a good start."

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What We Heard in 2015

What Products Should GMAC Offer?

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- More prep and diagnostic tools for candidates
- School Info Sessions
- Advertisement Opportunities
- Centralized Application

gmac.com

- Post Admit Survey to GMAT Senders
- Exit Exam / Outcomes Assessment
- Mini-GMAT Exam like Economist's
- Exam for Executive Candidates
- Soft Skills Assessment as Part of GMAT
- An "Angie's List" / Vendors Area
- Video inclusion on Score Report
- GMASS-Candidate Matching
- Reporting Criteria / Standards
- Consulting Services

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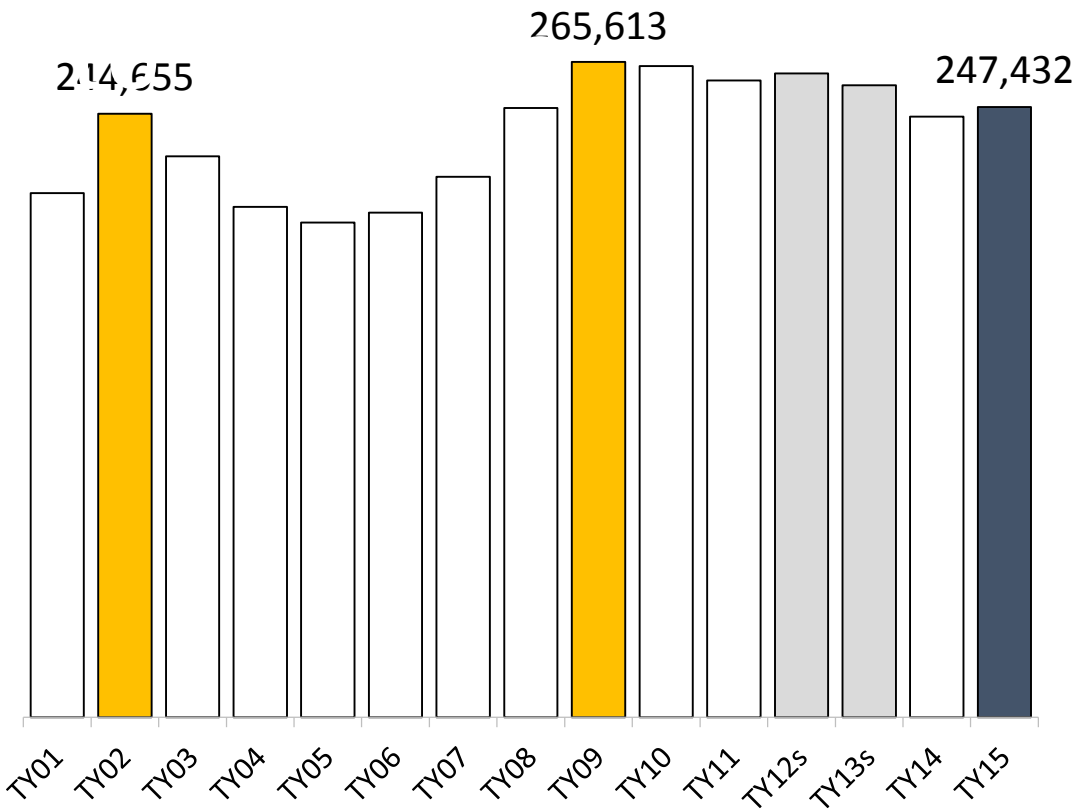
GMAC Research
Trends

GMAT Exams Taken Since TY 2001



247,432

Exams Taken

TY2015

Growth: Asia (+6%) & LATAM (+10%)

Flat: Canada (+3%), Europe (+3%), & US (-2%)

Declines: Africa (-8%), Australia-Pacific (-5%), & the Middle East (-5%)

Note: TY2012 and TY2013 smoothed to adjust for testing spike around the launch of Integrated Reasoning

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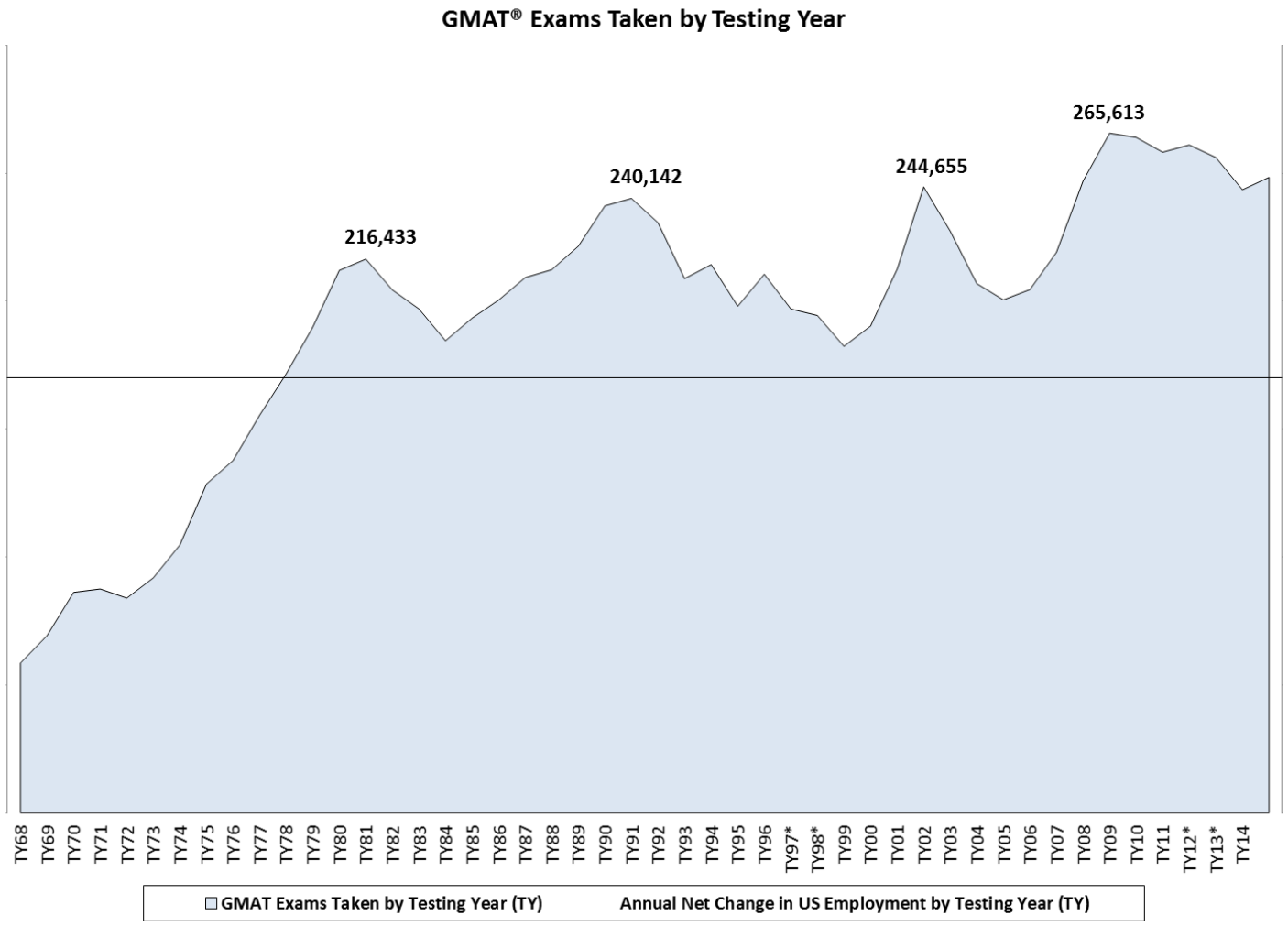
GMAT Testing Since TY1968



Source: Historic GMAT data. '97/'98 and '12/'13 volume smoothed due to switch to computerized testing and IR launch, respectively

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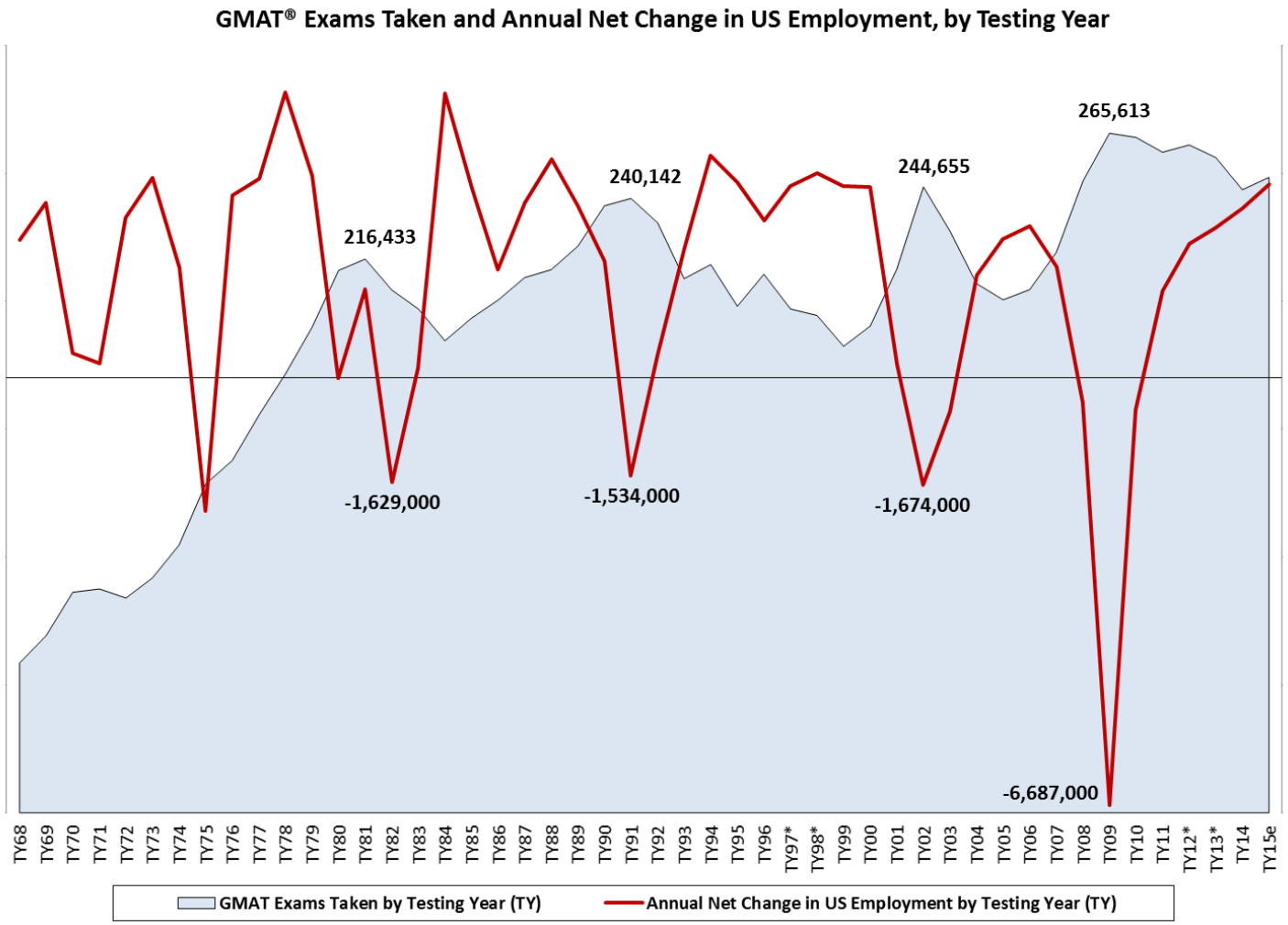
Countercyclical to US/Global Economy



Source: Historic GMAT data. '97/'98 and '12/'13 volume smoothed due to switch to computerized testing and IR launch, respectively

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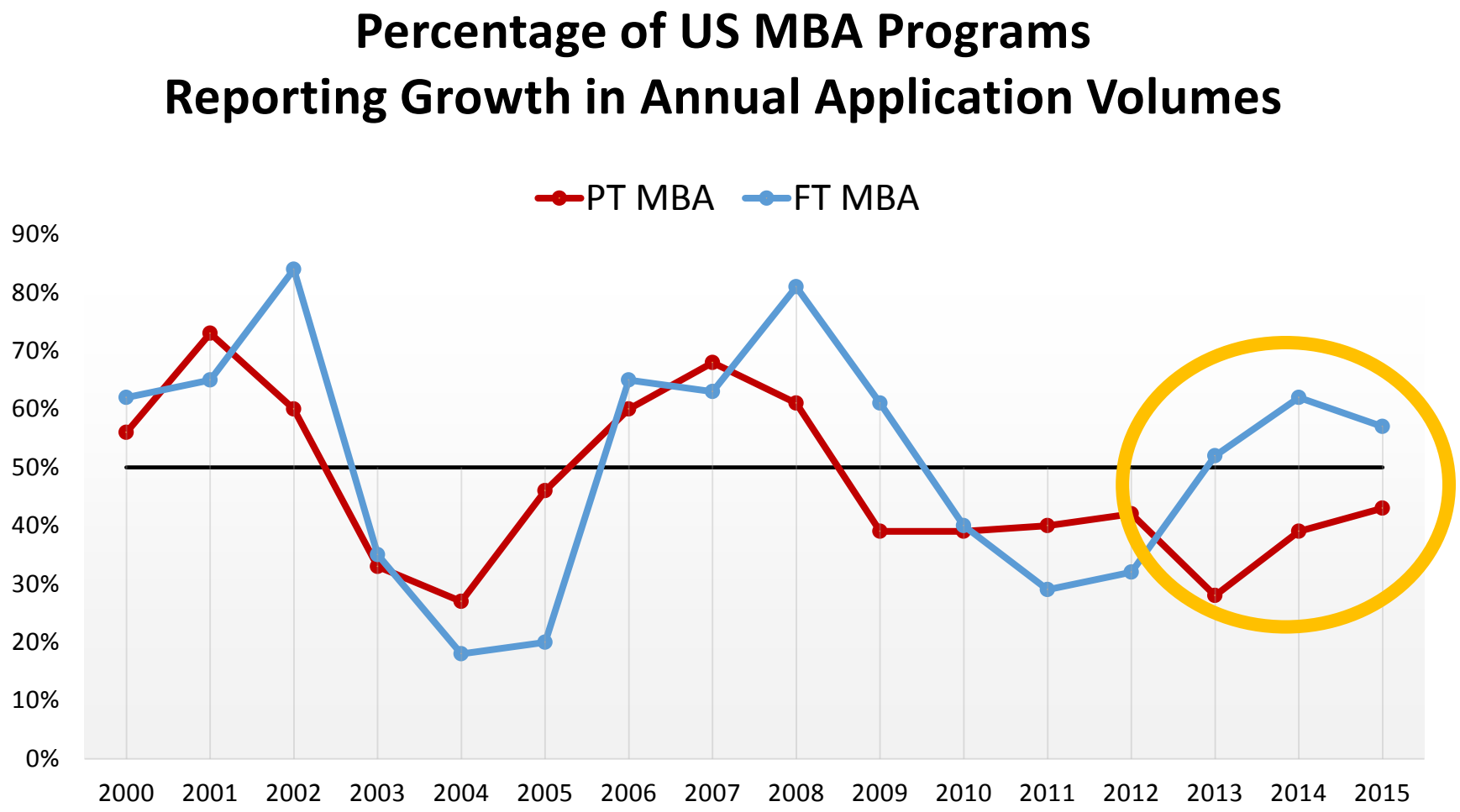
Countercyclical Applications



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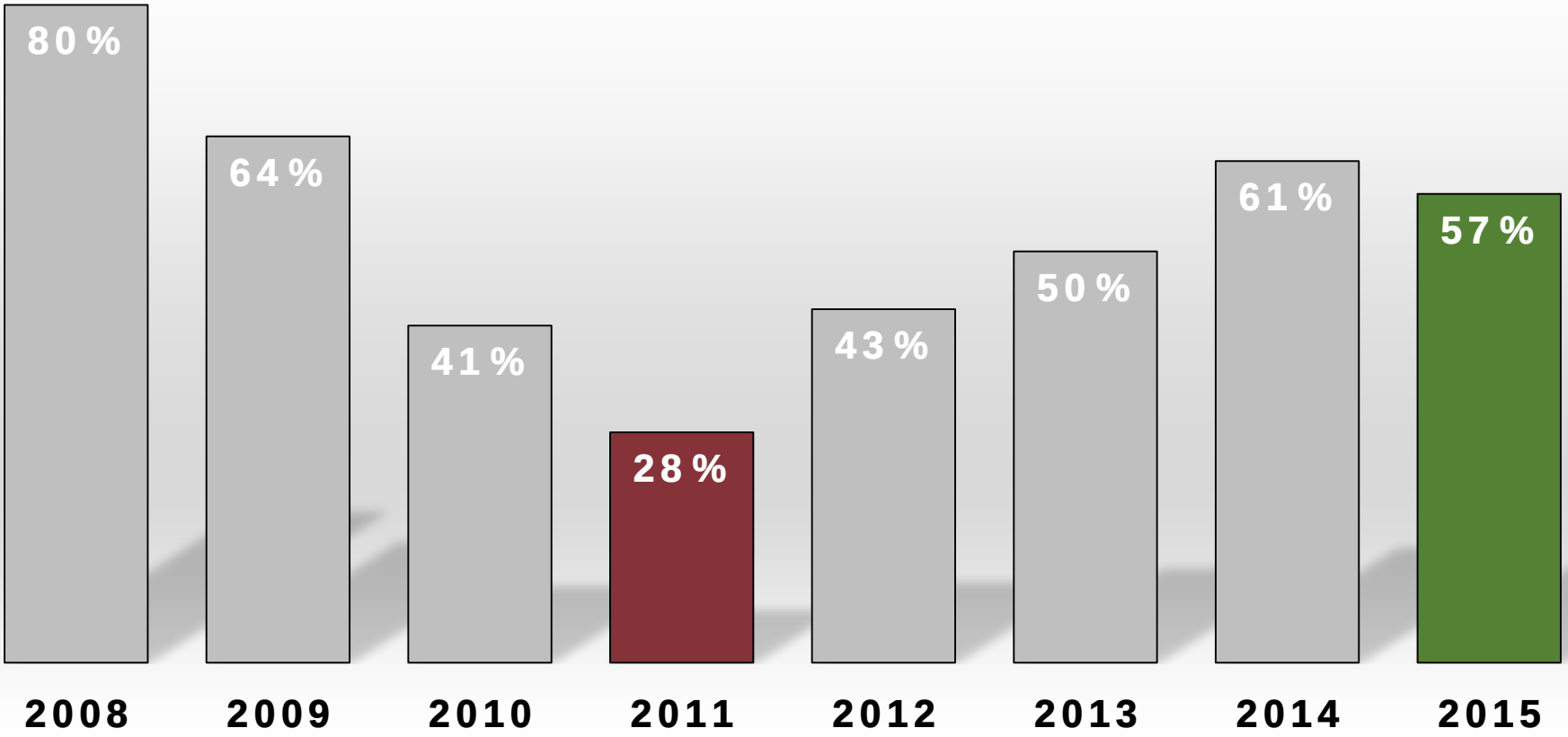
The Countercyclical Full-Time MBA



Source: GMAC Application Trends Survey 2015.
Note: previous year data may differ slightly from public reports due to late survey respondents. Differences, however, would be minor.

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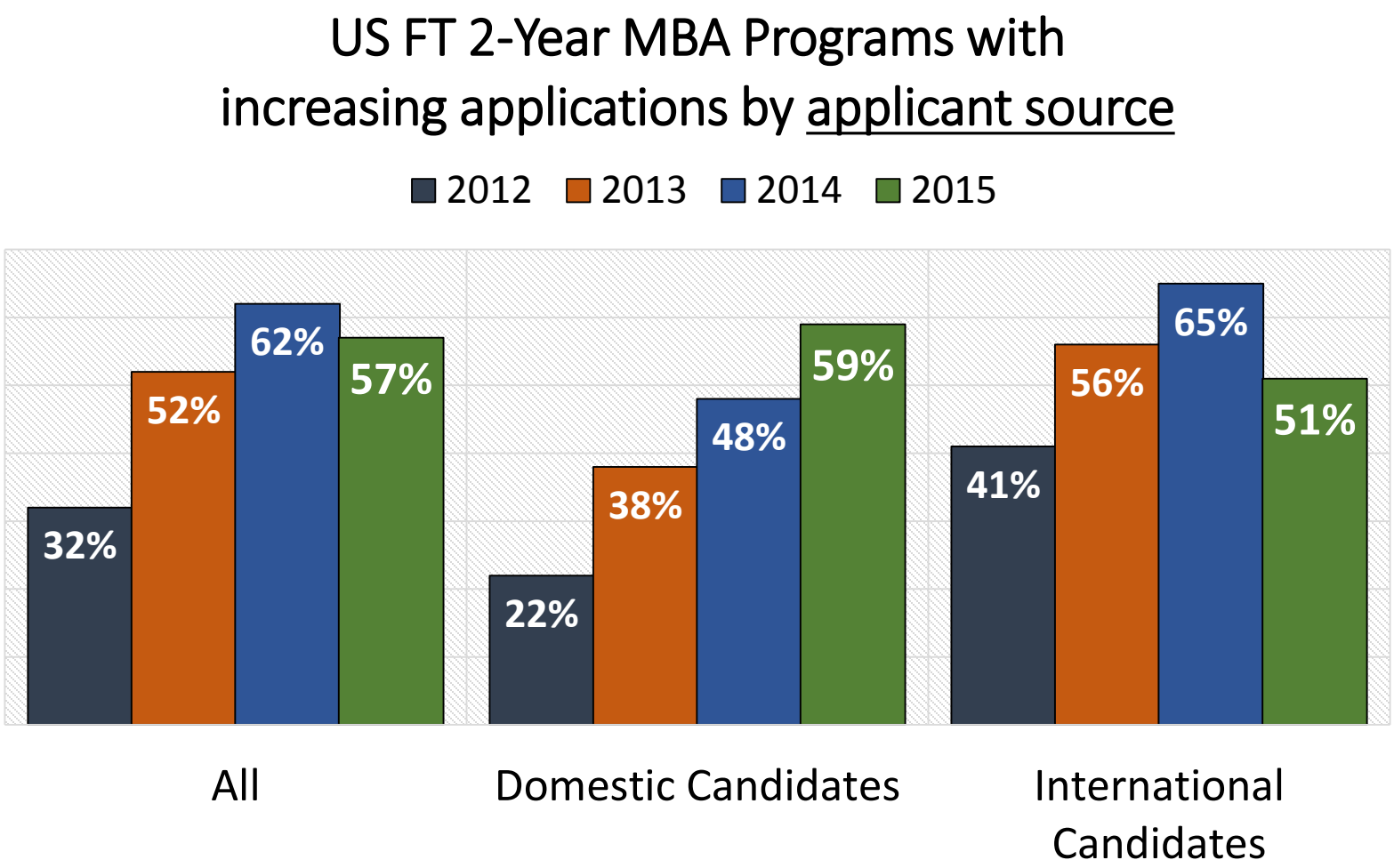
Mapping the FT MBA Recovery

US FT 2-Year MBA Programs with increasing applications by applicant source



Source: GMAC Application Trends Survey 2015.
Note: previous year data may differ slightly from public reports due to late survey respondents. Differences, however, would be minor.

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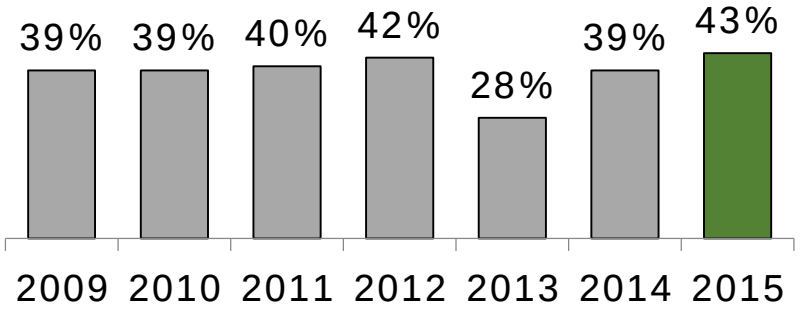
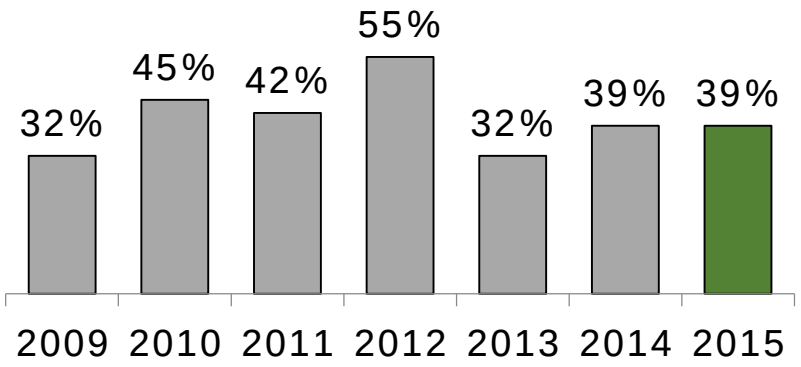
Interest in Other MBA Programs

% of U.S. Programs with Application Growth by Year

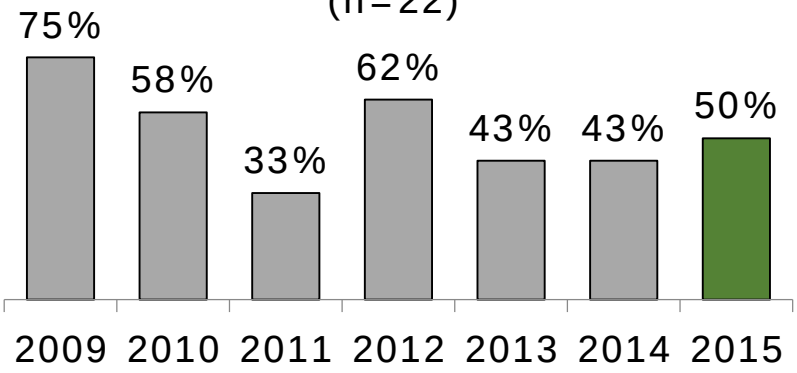
Part-Time MBA
(n=83)



EMBA
(n=33)



Online MBA
(n=22)



Source: GMAC Application Trends Survey 2015.
Note: previous year data may differ slightly from public reports due to late survey respondents. Differences, however, would be minor.

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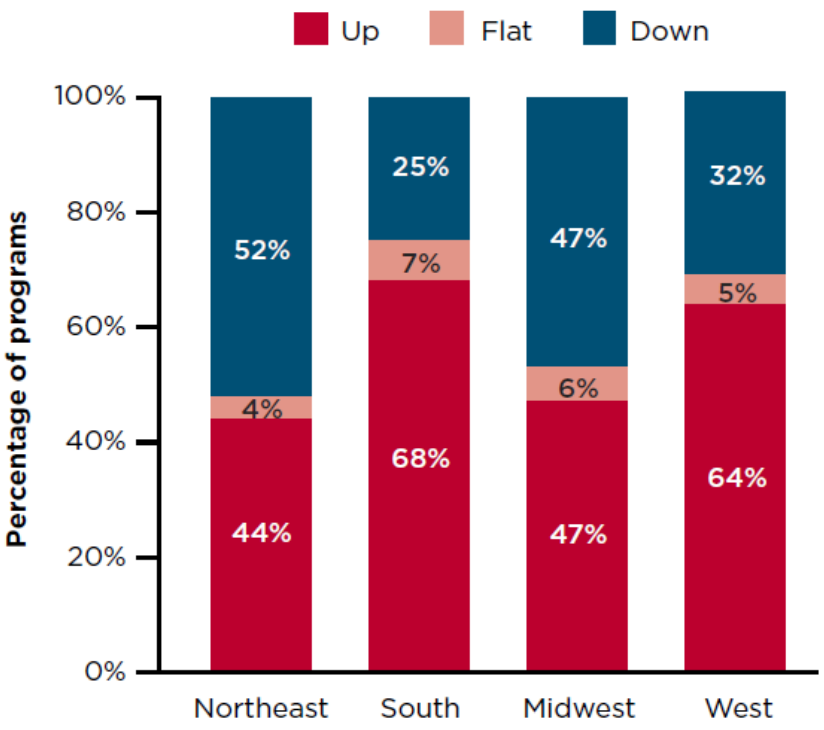
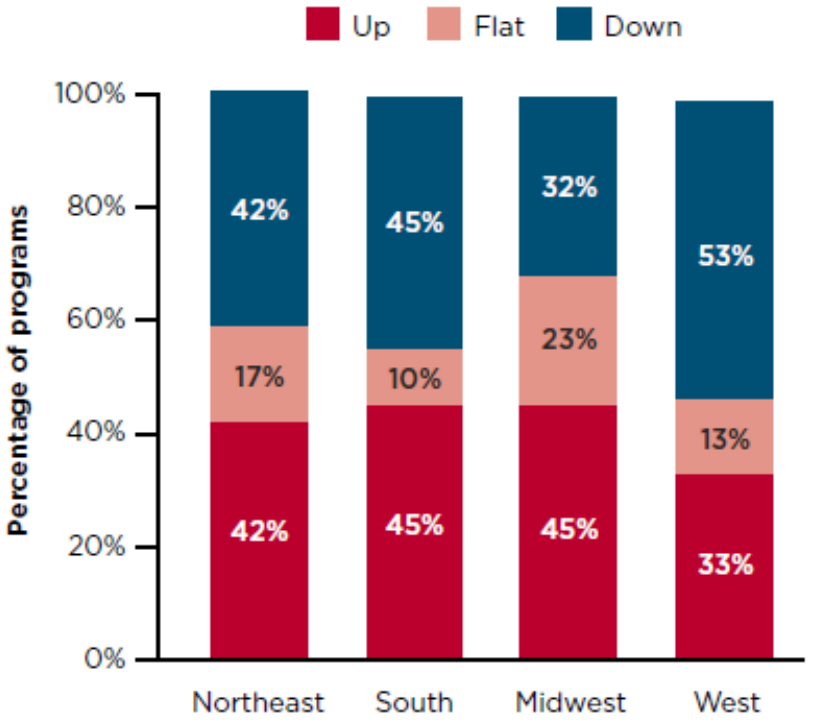
By U.S. Region

Figure 5. Percentage* of US Full-Time Two-Year MBA Programs Reporting Change in Application Volume, by US Region, 2015



*Percentages may not sum to 100 due to rounding.

Figure 9. Percentage of US Part-Time MBA Programs Reporting Change in Application Volume, by US Region, 2015*



*Percentages may not sum to 100 due to rounding.

Source: GMAC Application Trends Survey 2015.
Note: previous year data may differ slightly from public reports due to late survey respondents. Differences, however, would be minor.

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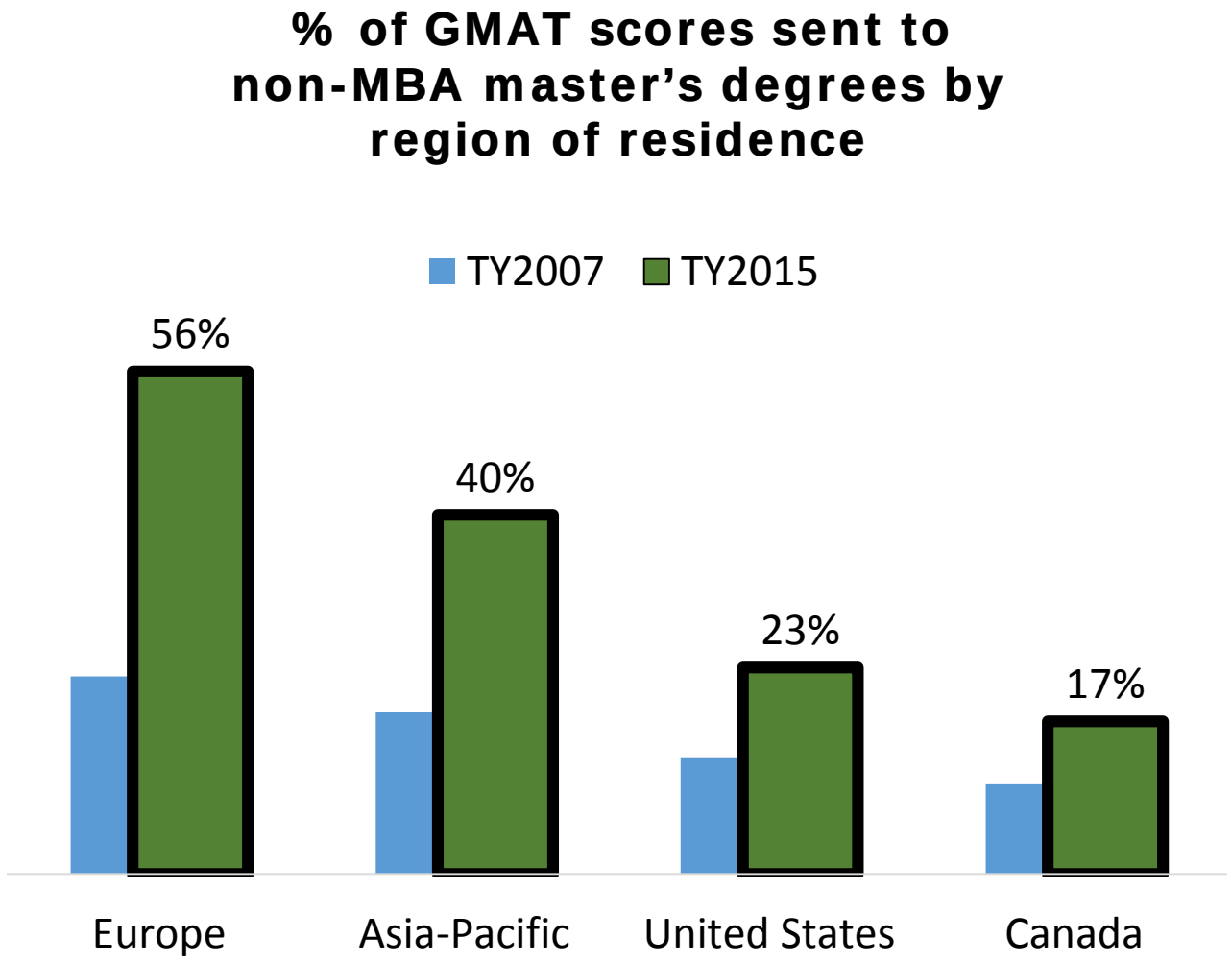
Growth in non-MBA Masters Degrees

Finance, Accounting, Management, etc…



Source: GMAT Testing Trend by Region of Residence TY2007 to TY2015.

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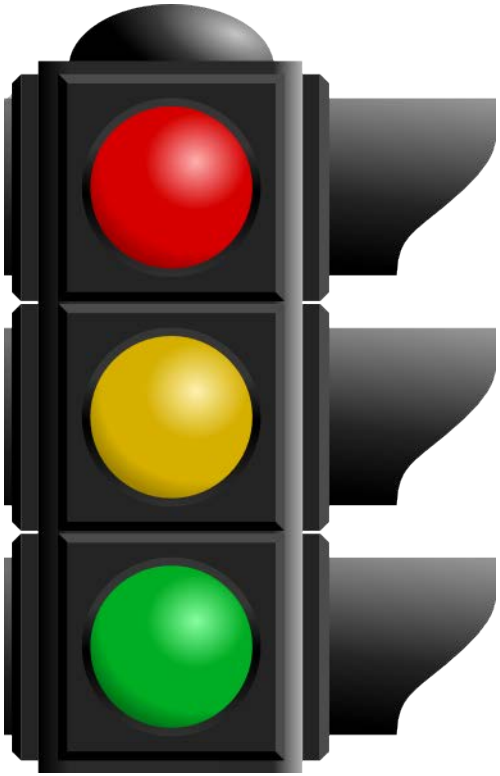
Global Application Trends



Professional MBA Programs Still Struggling

- **PT MBA**: 45%
- **EMBA**: 43%
- **Online MBA**: 50%

Mixed Picture for Specialized Masters Programs

- **MFin**: 60%
- **MiM**: 50%
- **MAcct**: 40%

Full-Time MBA Programs are Recovering

- **FT MBA 2-Year**: 57%
- **FT MBA 1-Year**: 51%

% of Programs Reporting Application Growth in 2015

Source: GMAC 2015 Applications Trends Survey

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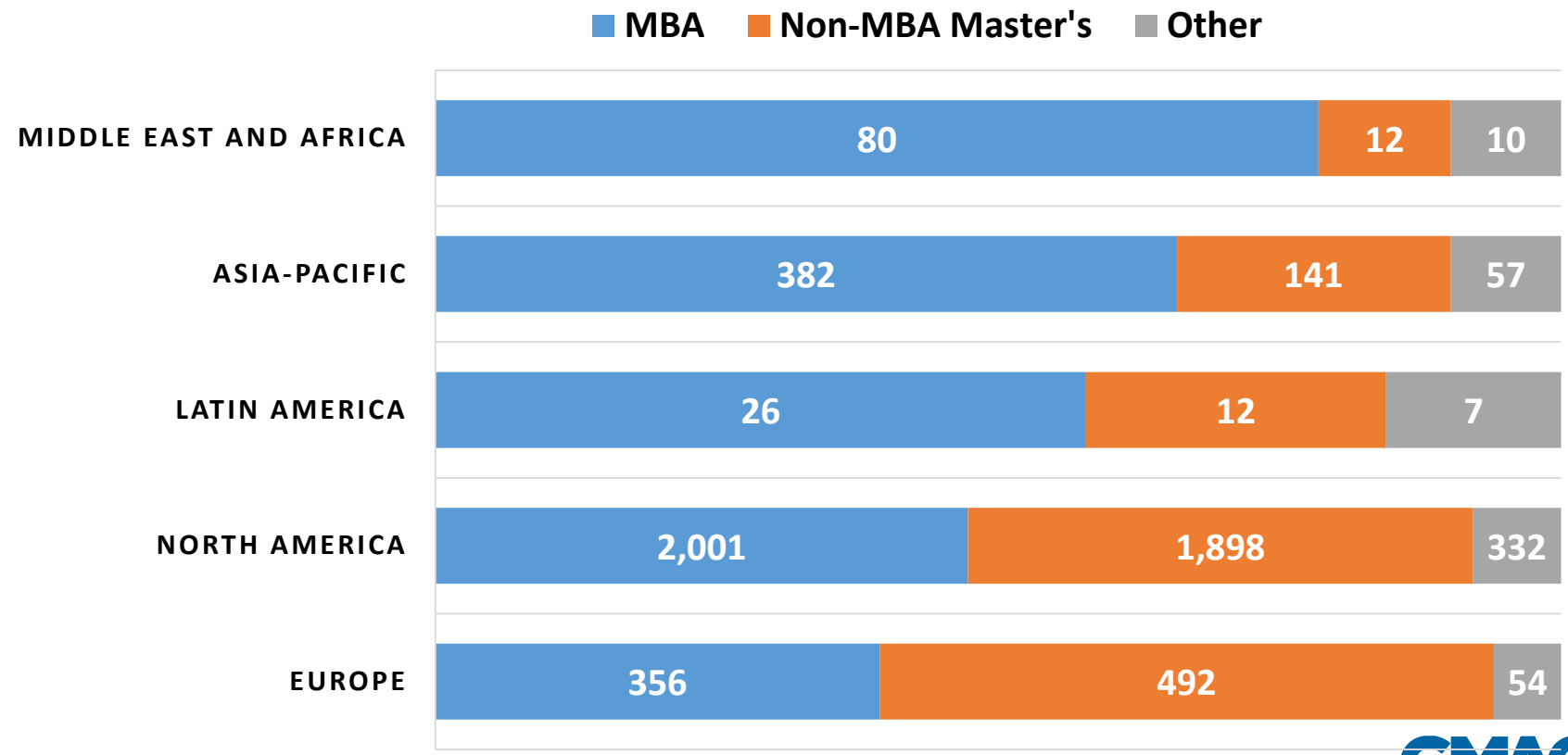
Programs using GMAT worldwide

5,860 programs *received* **600,415** score reports from GMAT examinees in TY2015

Programs Receiving GMAT Scores by School Region in TY2015



Source: GMAT Score Sending Data.

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Nearly 190k individuals take the GMAT

186,868 Unique Examinees in TY2015 | 247,432 Total Exams

Canada
6,085 (-4%)

Now stabilizing

United States
87,437 (-8%)

Europe
19,834 (-1%)

Non-MBA Masters ↑, MBA ↓

Asia-Pacific
60,849 Examinees
+4% Compound Annual Growth Rate Since 2011

Led by China (non-MBA masters) & India (MBA/PGP demand)

Middle East & Africa
8,003 (-5%)

Mexico & Latin America
4,660 (+3%)

Many smaller, emerging markets growing

GMAT

Regional Differences: North America: 84% unique | APAC: 67% unique

Source: GMAT Testing Trend by Region of Residence TY2007 to TY2015.

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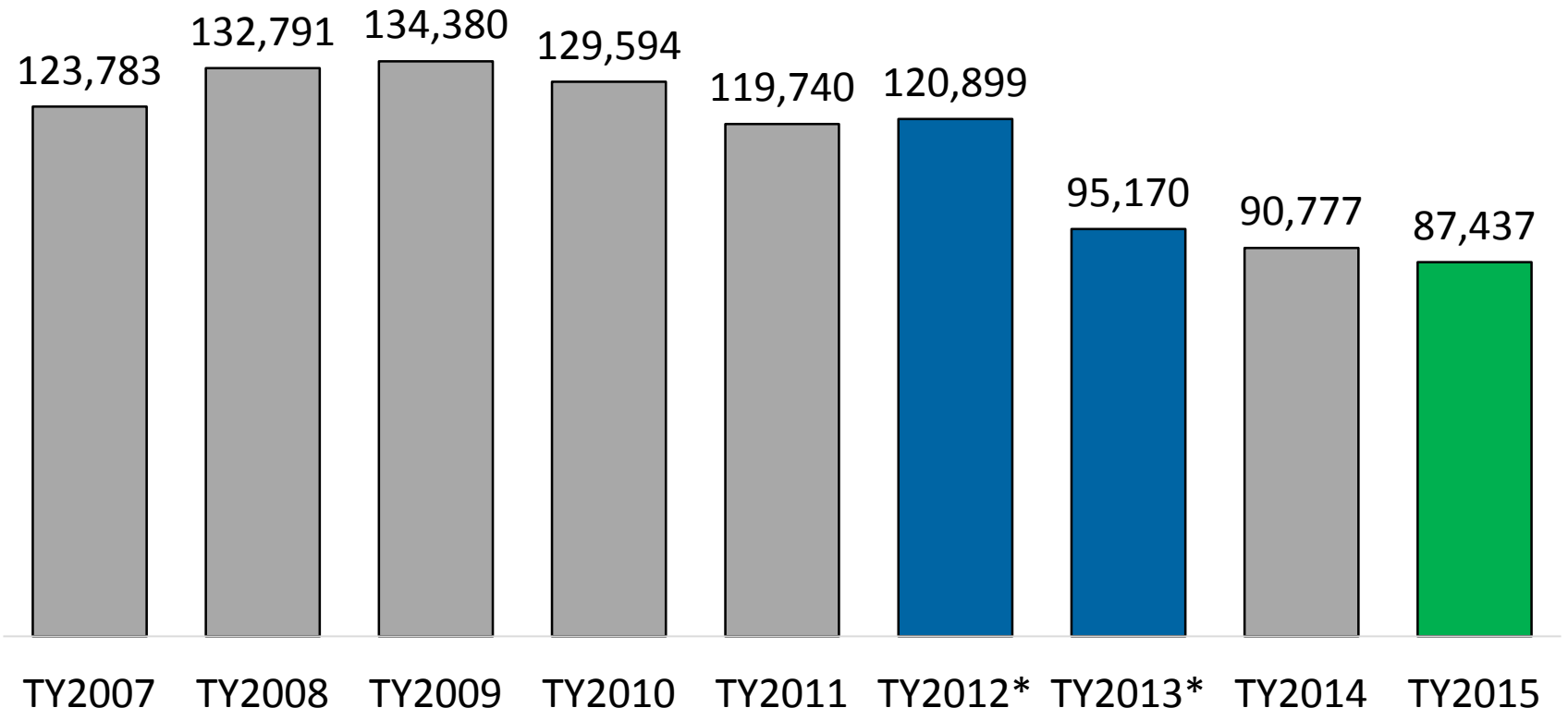
Unique Examinees
United States

Unique GMAT Examinees in the United States
TY2007 to TY2015



*IR Pre & Post Launch

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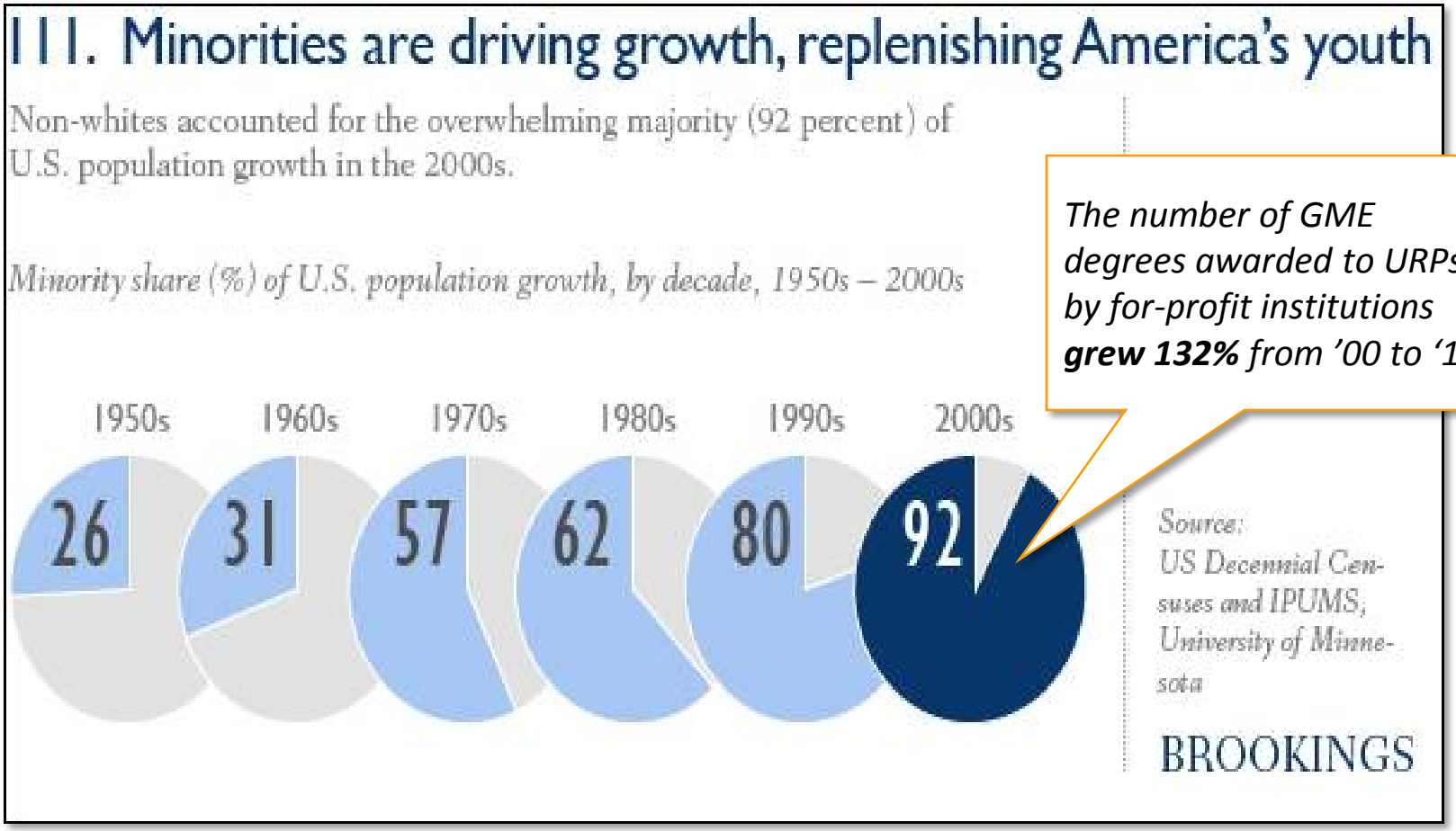
Minority Growth



The number of GME degrees awarded to URPs by for-profit institutions ***grew 132%*** *from '00 to '13*

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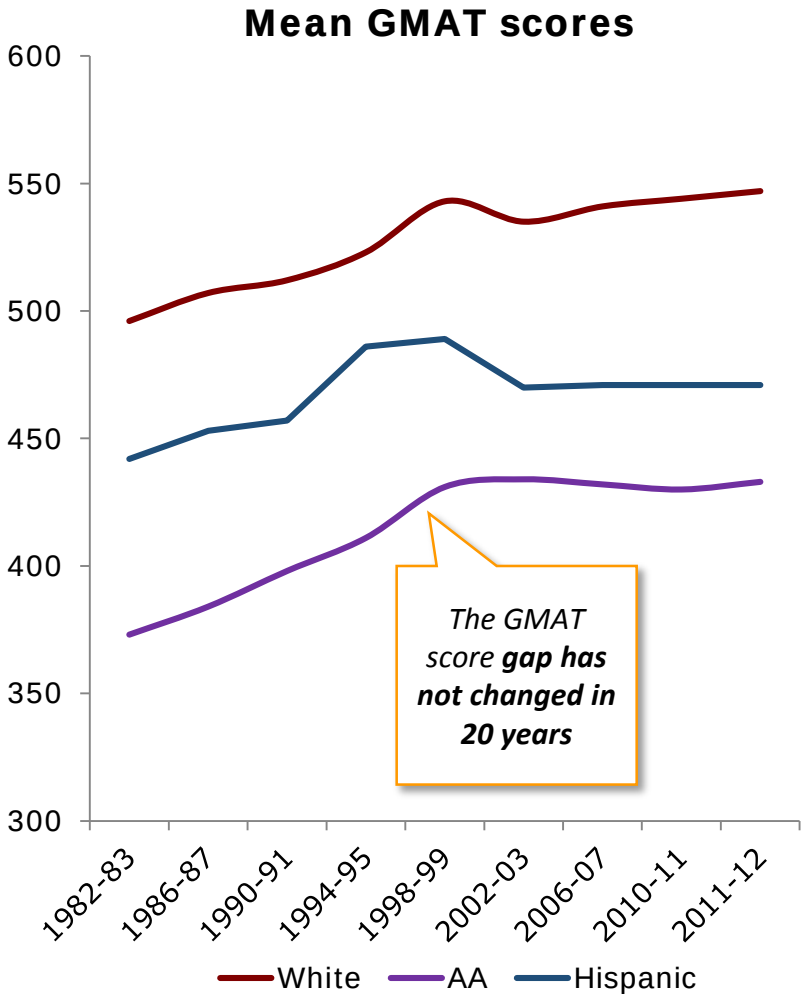
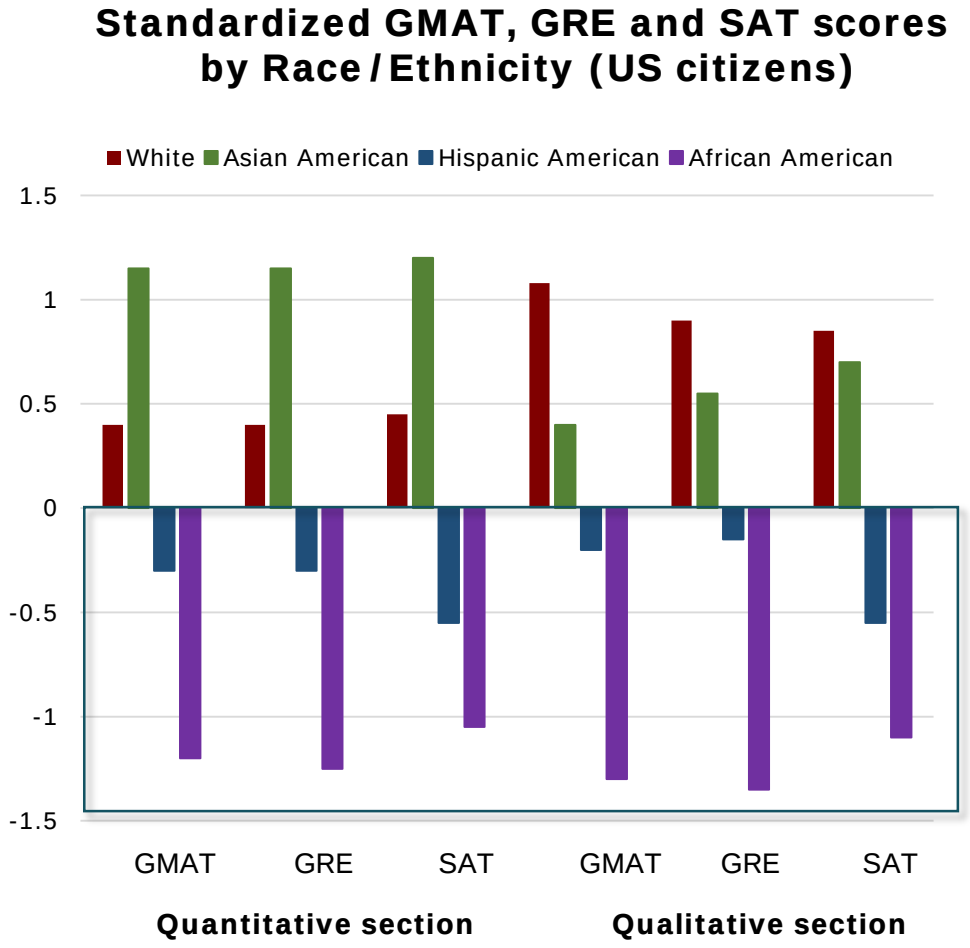
Minority Growth





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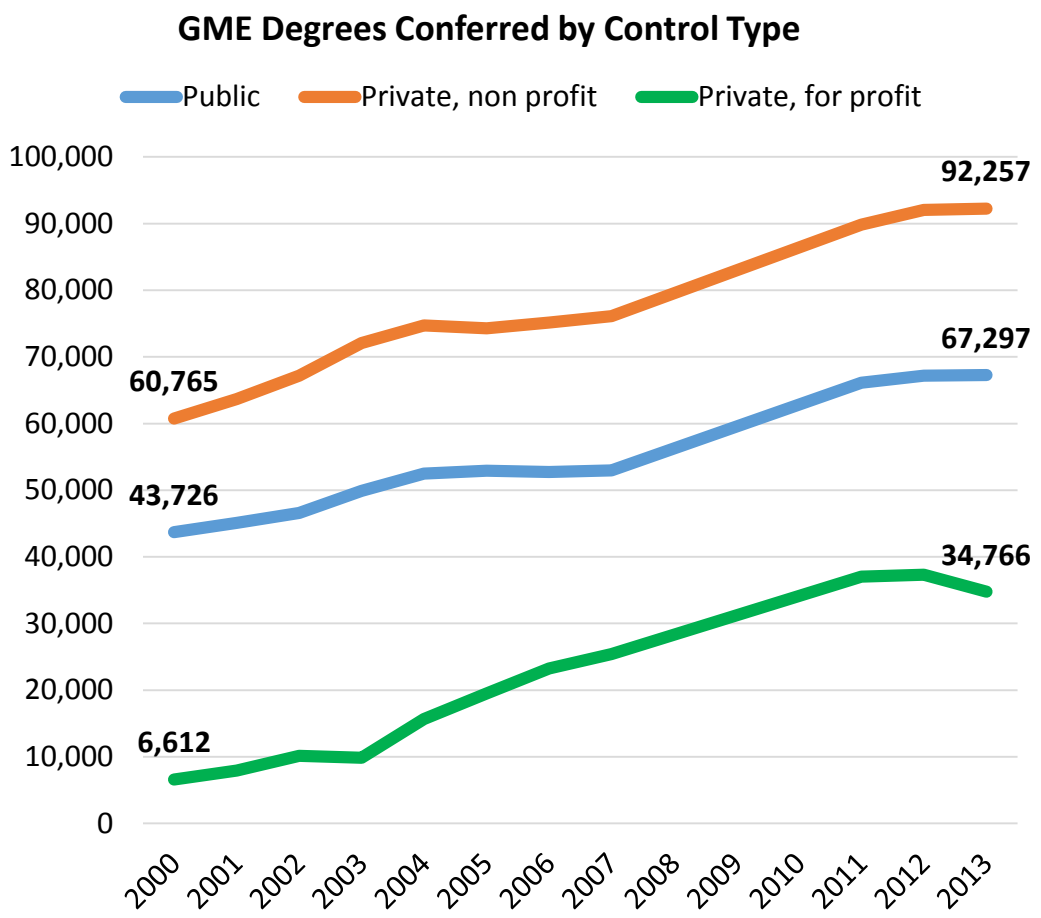
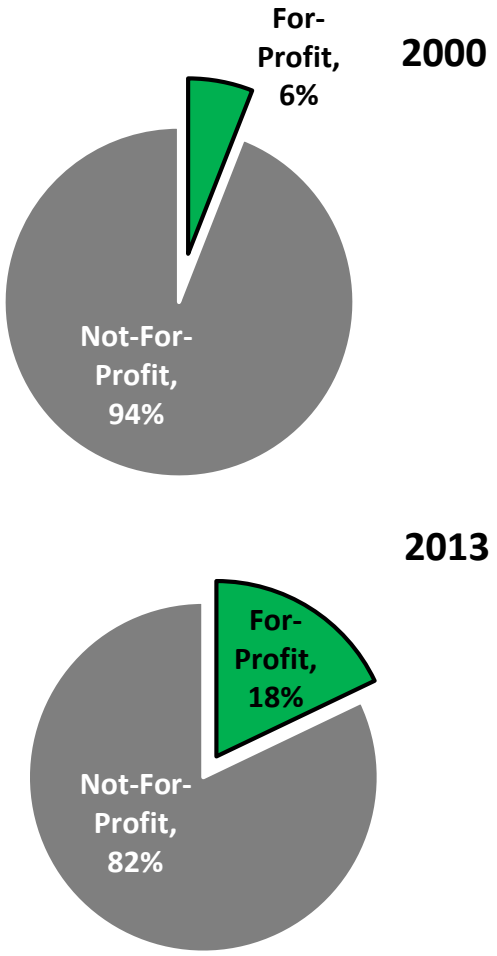
U.S. For-Profits

All segments grew, but for-profits did the fastest





Source: GMAC Application Trends Survey 2015.

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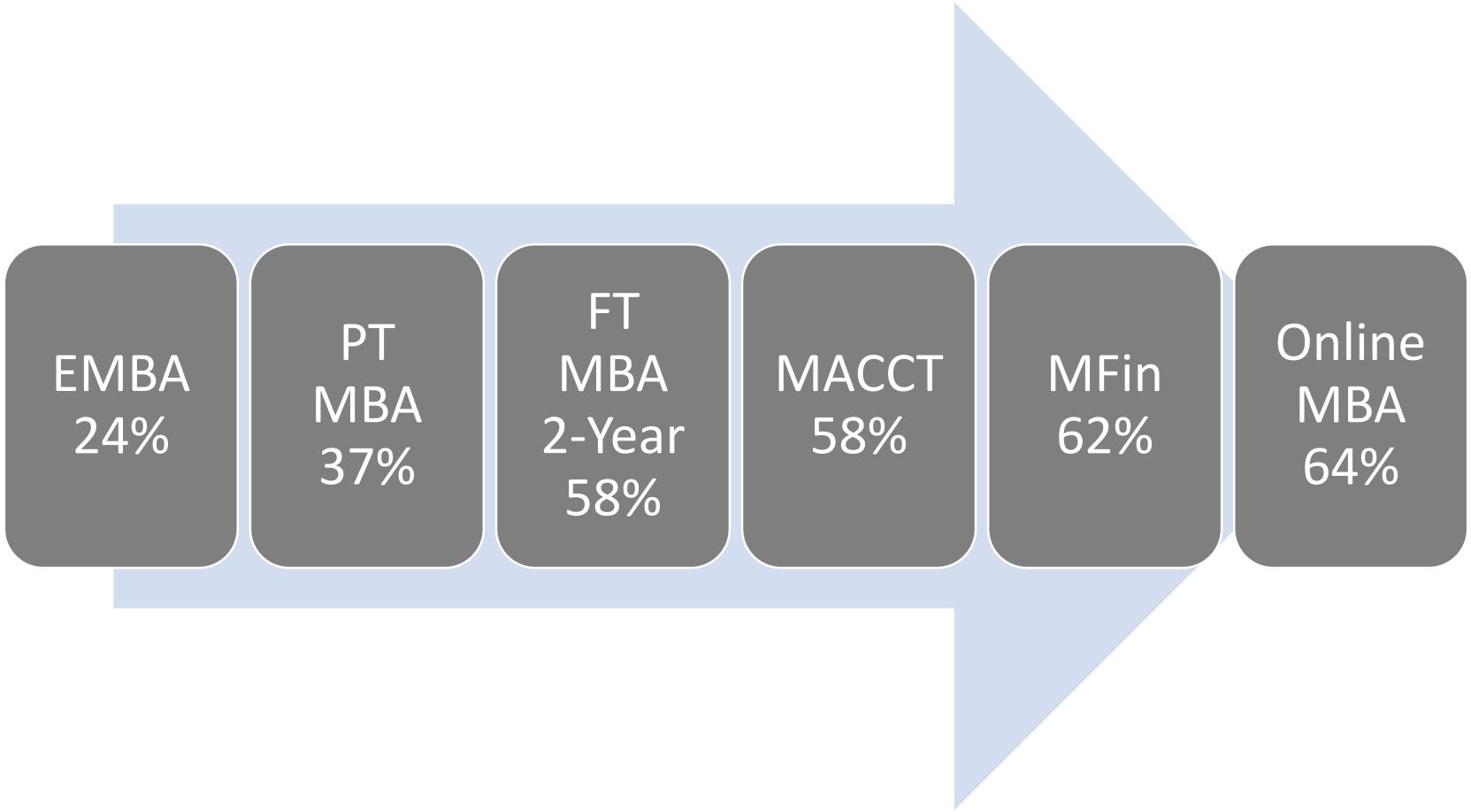
U.S. 10-Year Application Comparisons

% of US programs with more apps in ‘15 vs. ‘05



Source: GMAC Application Trends Survey 2015.

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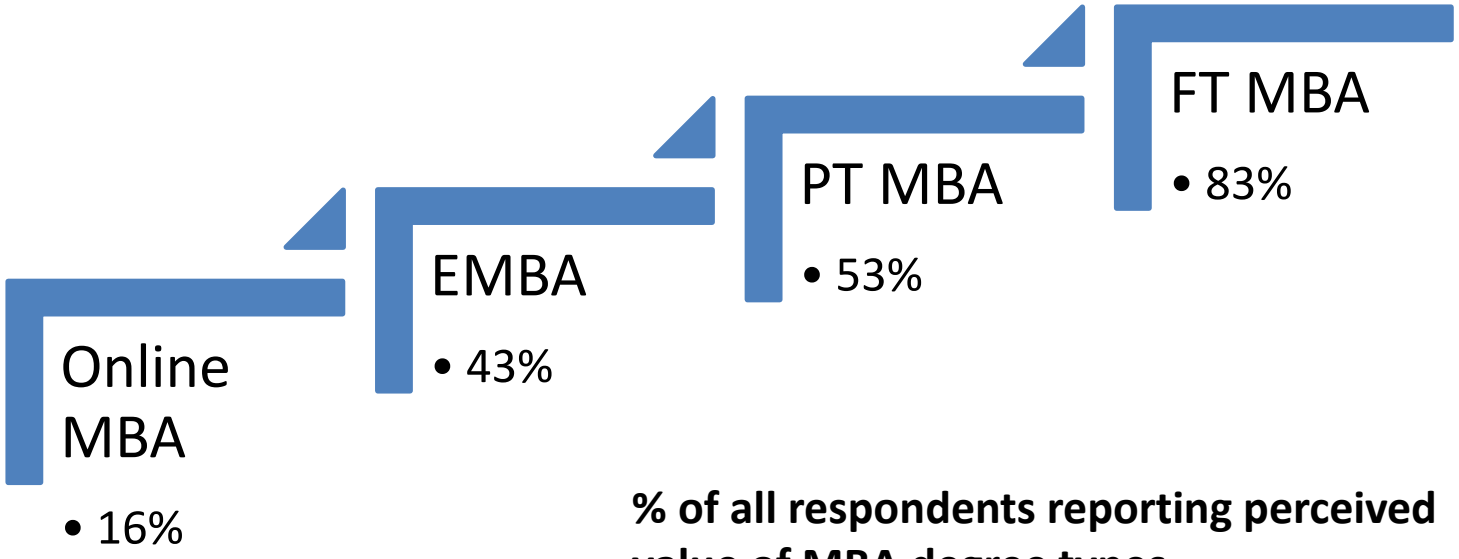
GMAC Crowdfunded PT MBA Study

MBA Value Ladder

In your opinion, how valuable are the following program types?



% of all respondents reporting perceived value of MBA degree types

Top 2 box from 1-to-7 value scale

Source: GMAC PT MBA Crowdfunded Study 2015

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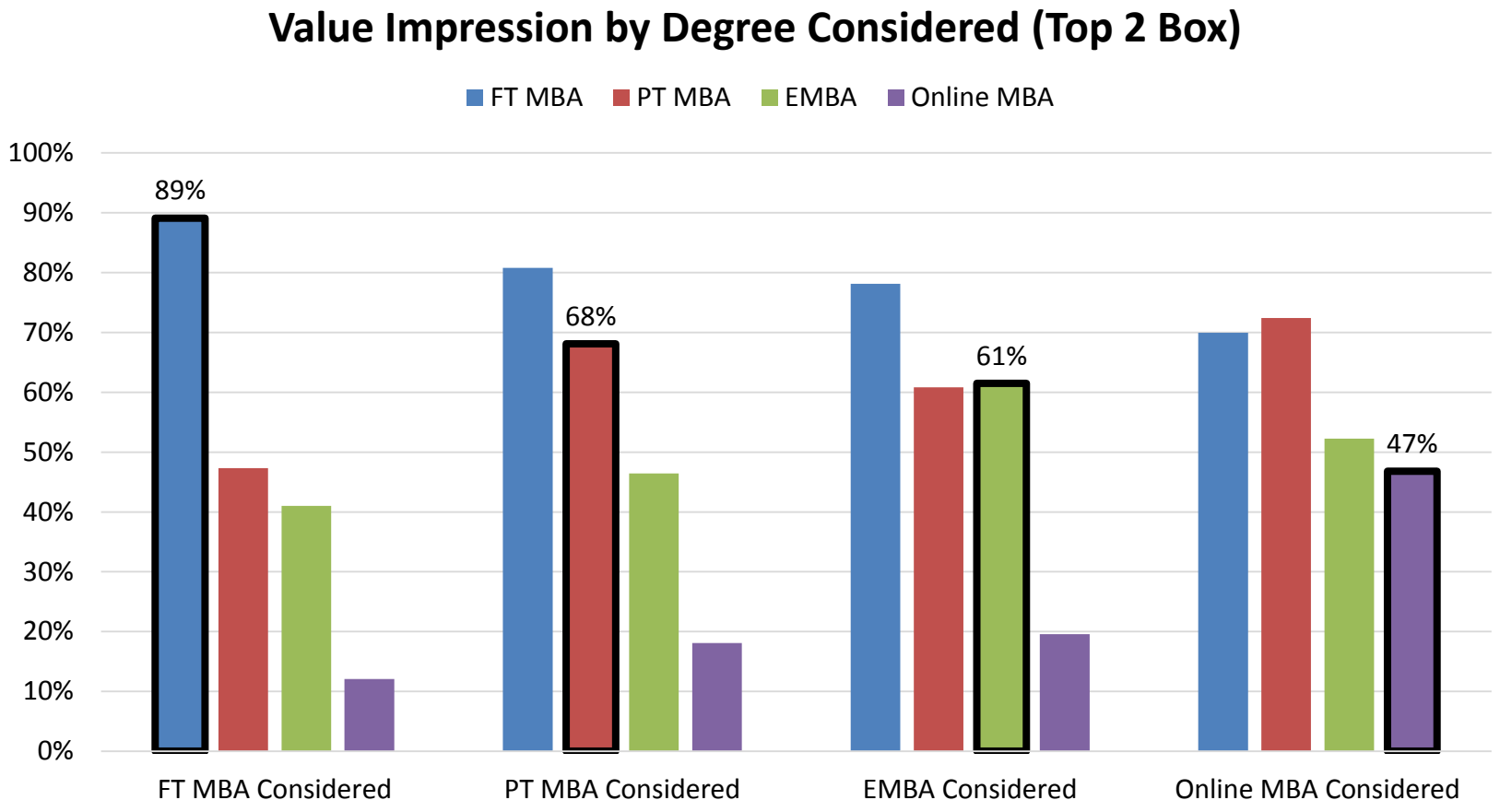
GMAC Crowdfunded PT MBA Study

Perceived Value by Degree Consideration



Source: GMAC PT MBA Crowdfunded Study 2015

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GMAC Crowdfunded PT MBA Study

What does the market think?

25 year old female from San Francisco

- "I want to take full advantage of the MBA experience which means enrolling full time. I'm also invested in the development of a strong network of colleagues, classmates and mentors, which **does not seem as feasible or fulfilling in a part time program**."

30 year old male in NYC

- "**Prestige of part-time MBA in industry is not recognized** as well as compared to Full time / Executive."

26 year old male in Washington DC

- "It's **not taken seriously** by employers."

Source: GMAC PT MBA Crowdfunded Study 2015

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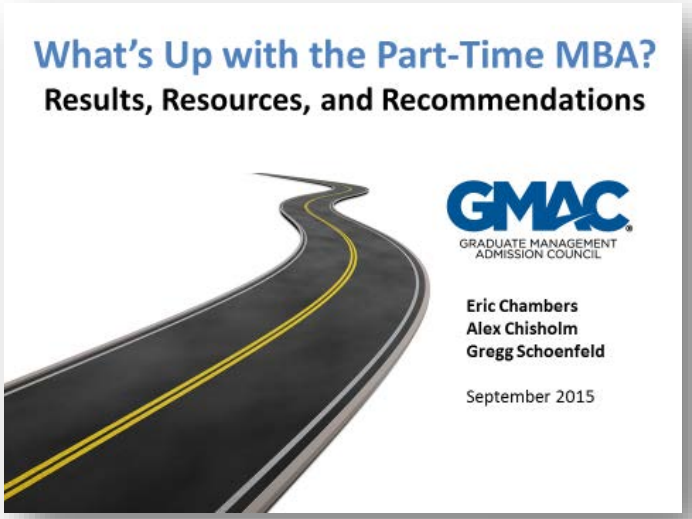
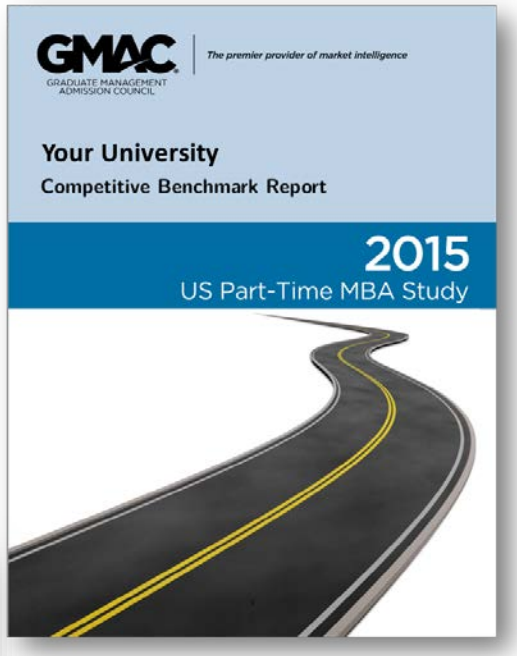
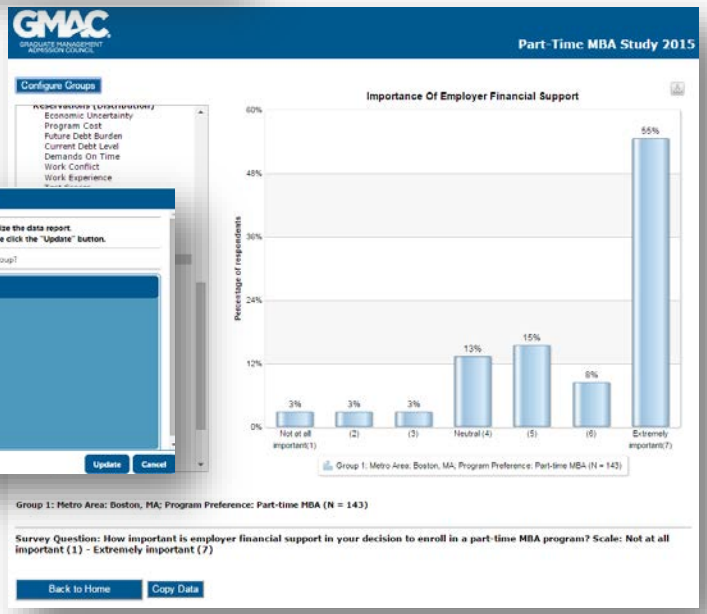
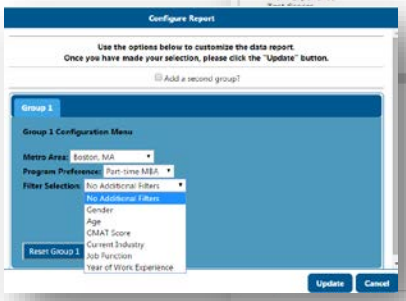
GMAC Crowdfunded PT MBA Study

For more information…Add to Request Form









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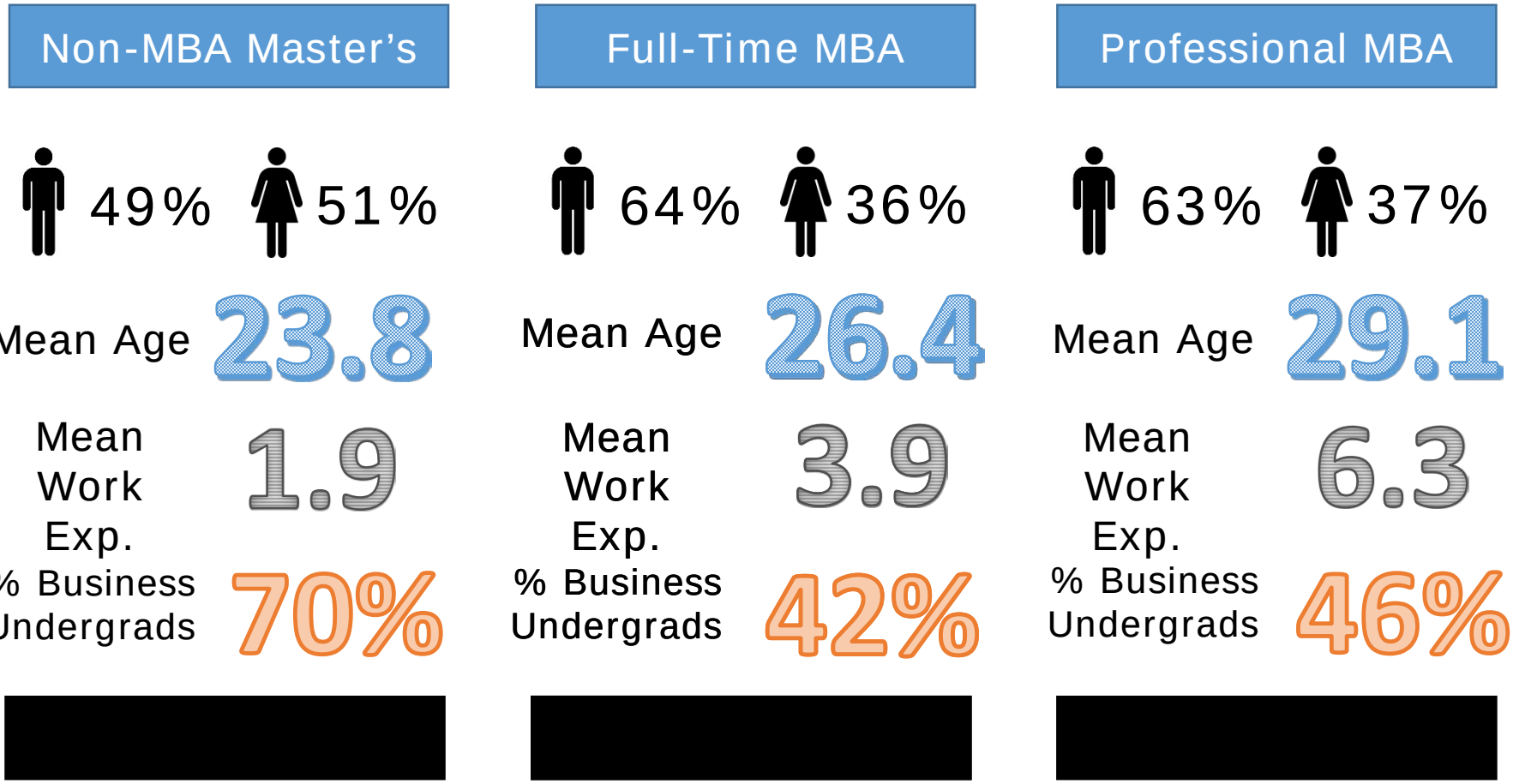
Today's Student Pipelines Remain Demographically Distinct



Source: Unique GMAT Examinees Sending Scores, TY2015

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However, Mindsets are Quite Similar

We ask prospective students on mba.com to rate 14 psychographic drivers…

Source: 2014-2015 mba.com Prospective Student Survey.

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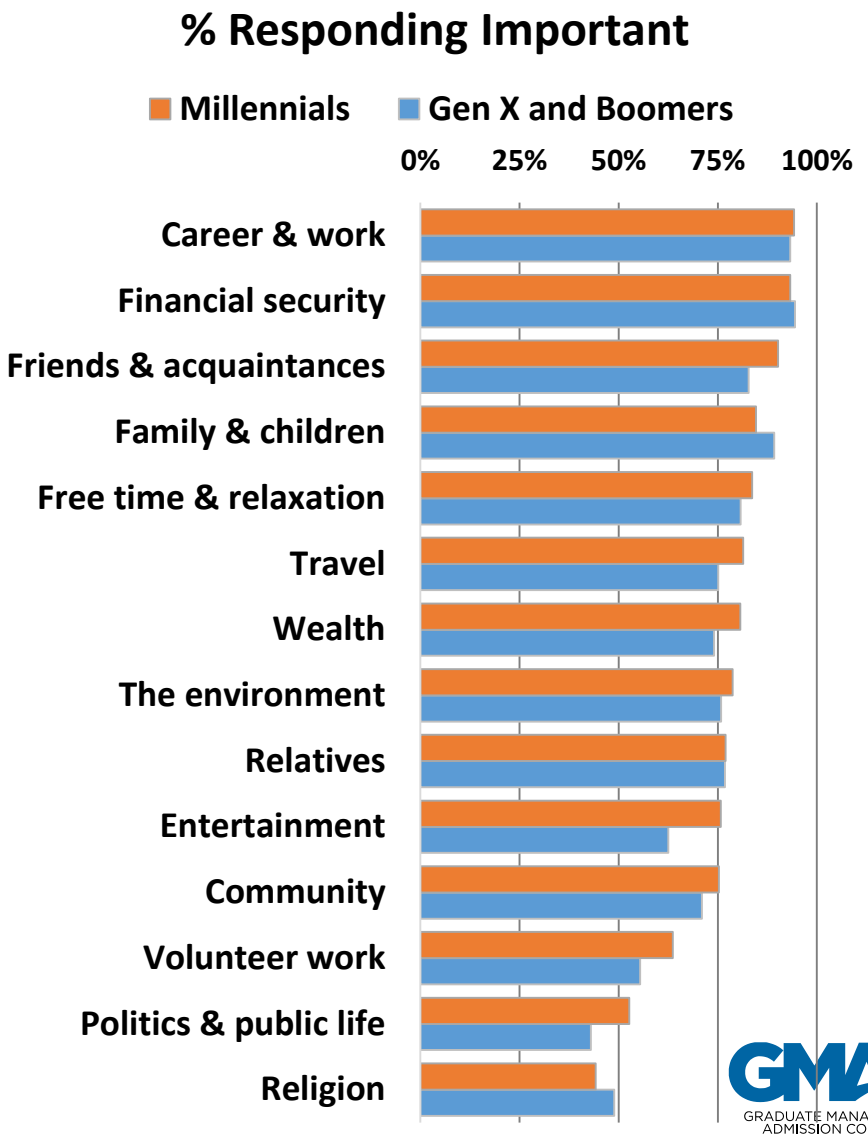
Psychographic Drivers by Generation

Volunteer work

Community

Politics & public life

Non-profit employment



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Reservations about pursuing a graduate business degree

Source: mba.com Prospective Students Survey 2014-2015

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Reservations about pursuing a graduate business degree

Financial Considerations and…

Europe	North America	Latin America	Asia-Pacific	Central Asia	Middle East
No reservations (21%)	Demands on time/energy (35%)	No reservations (20%)	Demands on time/energy (29%)	Economy/job prospects uncertain (25%)	Demands on time/energy (27%)
Delay accepting job offers (20%)	Limit time for VIPs (26%)	Postpone personal plans (20%)	Economy/job prospects uncertain (28%)	No reservations (20%)	Delay accepting job offers (24%)
Limit time for VIPs (19%)	Postpone personal plans (20%)	Delay accepting job offers (19%)	Delay accepting job offers (24%)	Postpone personal plans (20%)	Limit time for VIPs (22%)

Source: mba.com Prospective Students Survey 2014-2015

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Non-MBA Master's Candidates

Stepping Stones or Substitutes?

… AND MBA Tomorrow

… OR MBA Tomorrow

… AND Something Else Tomorrow

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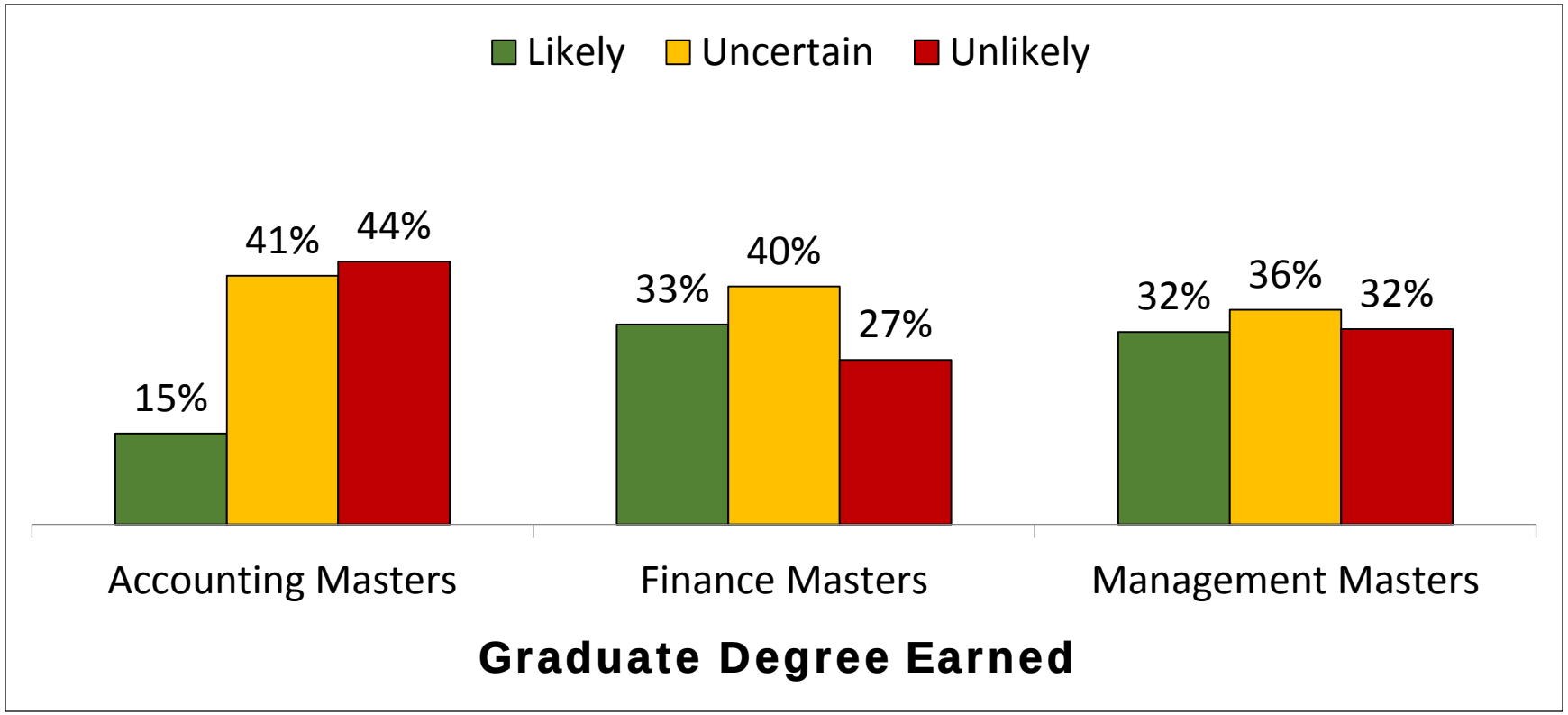
Non-MBA Master's Candidates

What Today's Graduates Say

How likely are you to consider an MBA now that you've earned a non-MBA masters degree?



Source. GMAC Graduate Management Education Graduates Survey (GMEGS) 2014 and 2015 results.
7 point scale with likely/unlikely computed by top2box.

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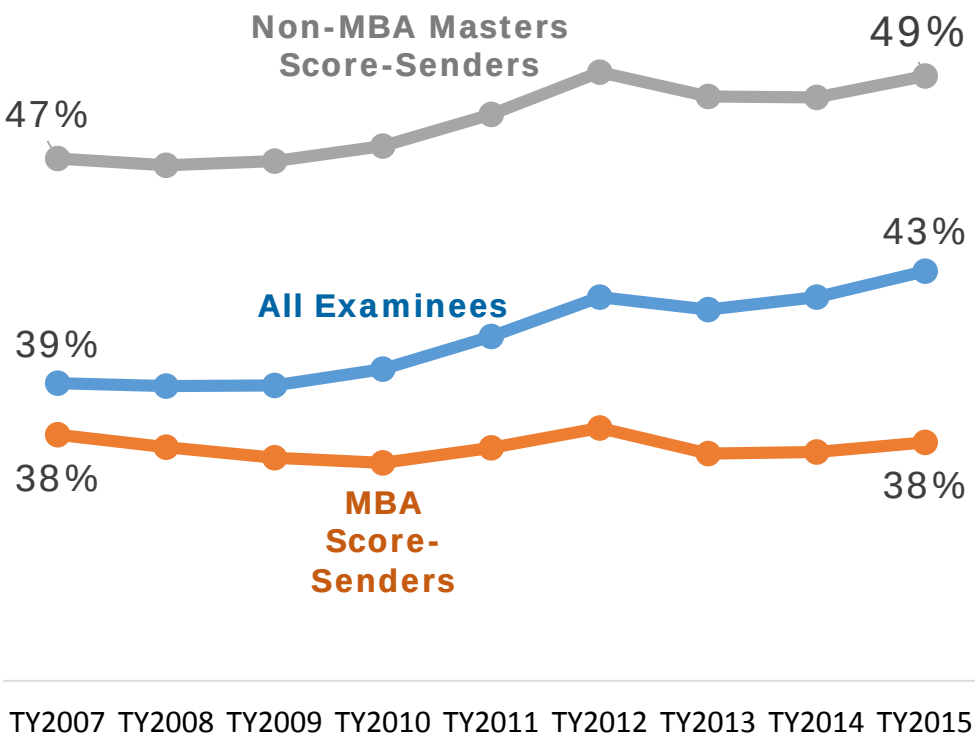
Women
Larger presence in non-MBA masters group

Women as % of GMAT Examinees



% Women by Region of Residence

Region of Residence	MBA	Non-MBA Masters
E/SE Asia	53%	68%
Africa	41%	46%
Middle East	39%	39%
Eastern Europe	38%	50%
United States	38%	45%
Canada	38%	47%
Western Europe	33%	39%
Australia-Pacific	31%	35%
LATAM	28%	37%
C/S Asia	27%	33%

Source: GMAT Testing Trend by Region of Residence TY2015.

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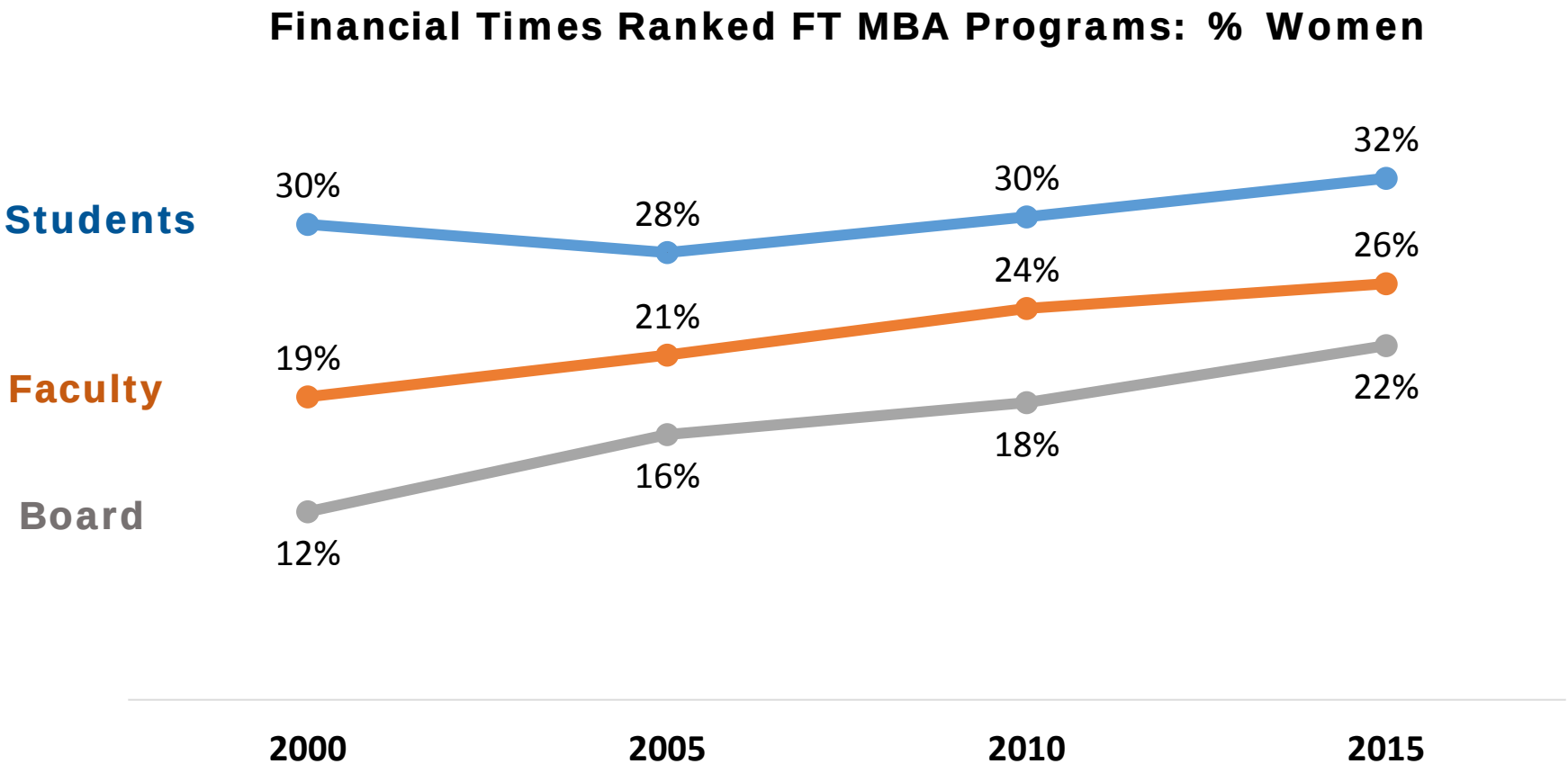
Women
On-campus presence is slowly growing



Source: Financial Times FT MBA Ranking Data. 2000-2015.

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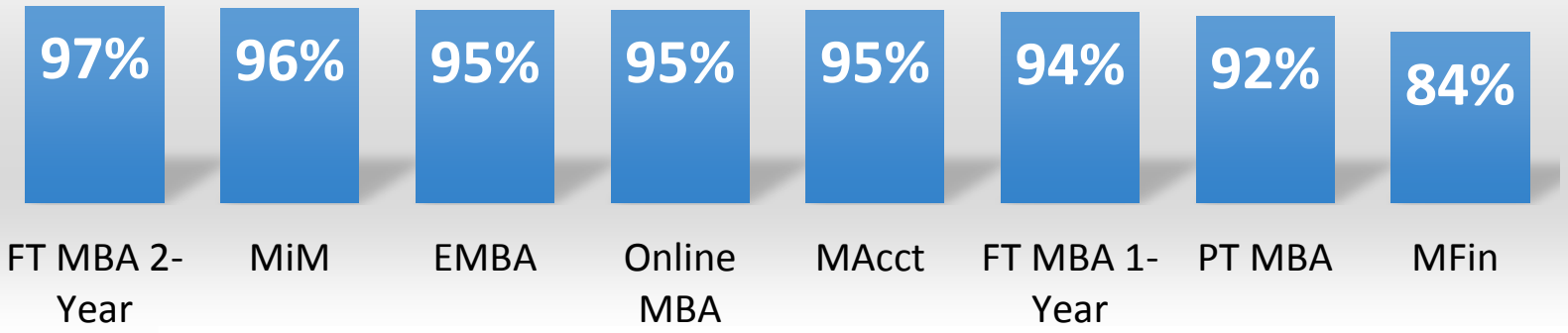
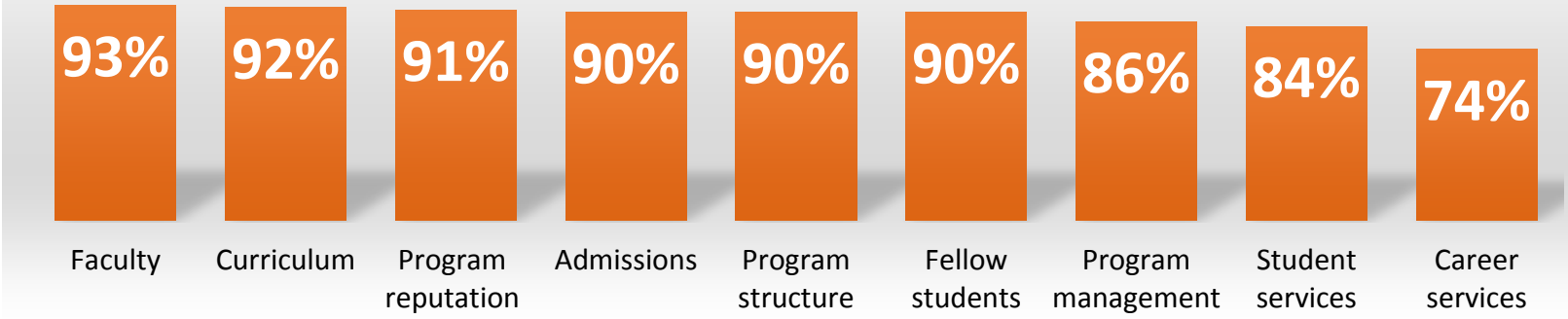
The value of GME remains high

% of **GME alumni** reporting value as **good**, **excellent**, or **outstanding**



% of **2015 GME graduates** reporting value as **good**, **excellent**, or **outstanding**



Source: GMAC 2015 Alumni Perspectives Survey. GMAC Graduate Management Education Graduates Survey 2015

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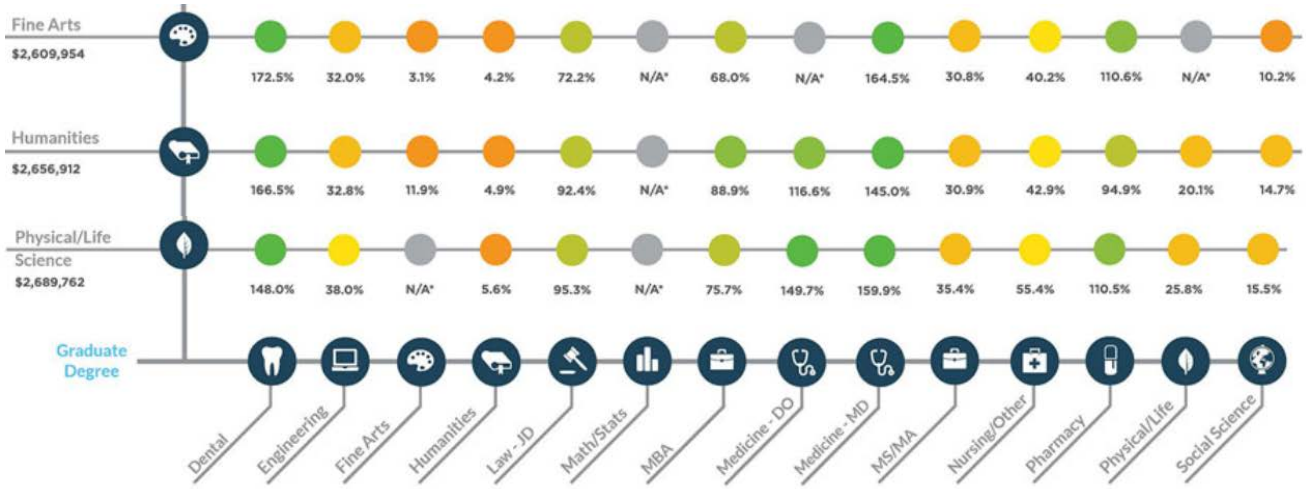
GME Value - Expected Return on Education

SoFi – Student Loan Refinancing Provider

Example:
With an undergrad degree in humanities, you can expect a lifetime income of about **$2.67M**.

Getting an MS in humanities would likely increase that by **4.9%**, but getting an MBA could increase it by **88.9%**

This is after paying off student loans!



On average, MBAs have the 5th largest lifetime income of **$4.89M**

MD - $6.84M
DDS - $6.84M
DO - $5.93M
JD - $5.29M

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Source: https://www.sofi.com/roed-infographic/

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Your GMAT Overlap Group
Frequency Ranking Reports

Total Score Reports Issued: 789,000
Total Unique Test Takers: 204,051

GMAT® Score Reports Issued:	Your Program		Your School*		Your Institution**	
Total sent to you:	1,272	100%	3,511	100%	3,511	100%
Sent Only to:	35	2.8%	272	7.7%	272	7.7%
Sent to you and others:	1,237	97.2%	3,239	92.3%	3,239	92.3%

GMAT® Unique Test Takers:	Your Program		Your School*		Your Institution**	
Total sent to you:	1,185	100%	3,106	100%	3,106	100%
Sent Only to:	28	2.4%	215	6.9%	215	6.9%
Sent to you and others:	1,157	97.6%	2,891	93.1%	2,891	93.1%

Released in January/February each year and available on the GMAT Score Reporting Website

Provides intelligence on

- the top 15 programs to which candidates who sent GMAT scores to your program also sent their information.
- Information about where your program overlaps with competitors.
- The number of scores sent only to your program.

GMAT® Score Reports sent to your program were also sent to these programs

Top 15 by Unique Test Takers	Institution, School, Program	Number of Score Reports Issued	Number of Unique Test Takers	GMAT® Total Score Range					
				< 500	500 - 540	550 - 590	600 - 640	650 - 690	700 +
1	School A	264	253	54	33	42	45	41	38
2	School B	226	211	42	26	32	36	42	33
3	School C	150	138	20	15	22	30	30	21
4	School D	134	131	47	20	22	22	13	+

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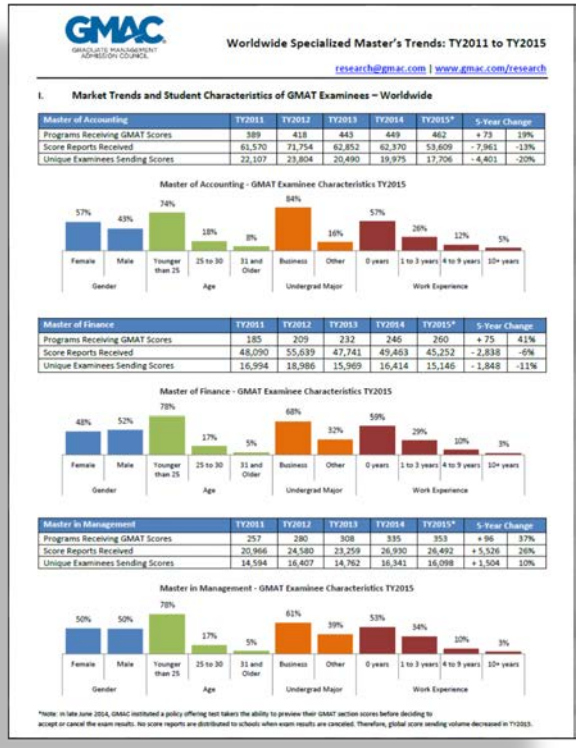
Other Trends…



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Worldwide Specialized Master's Trends: TY2011 to TY2015

research@gmac.com | www.gmac.com/research

I. Market Trends and Student Characteristics of GMAT Examinees – Worldwide

Master of Accounting	TY2011	TY2012	TY2013	TY2014	TY2015*	5-Year Change	
Programs Receiving GMAT Scores	389	418	443	449	462	+ 73	19%
Score Reports Received	61,570	71,754	62,852	62,370	53,609	- 7,961	-13%
Unique Examinees Sending Scores	22,107	23,804	20,490	19,975	17,706	- 4,401	-20%

Master of Accounting - GMAT Examinee Characteristics TY2015

Master of Finance	TY2011	TY2012	TY2013	TY2014	TY2015*	5-Year Change	
Programs Receiving GMAT Scores	185	209	232	246	260	+ 75	41%
Score Reports Received	48,090	55,639	47,741	49,463	45,252	- 2,838	-6%
Unique Examinees Sending Scores	16,994	18,986	15,969	16,414	15,146	- 1,848	-11%

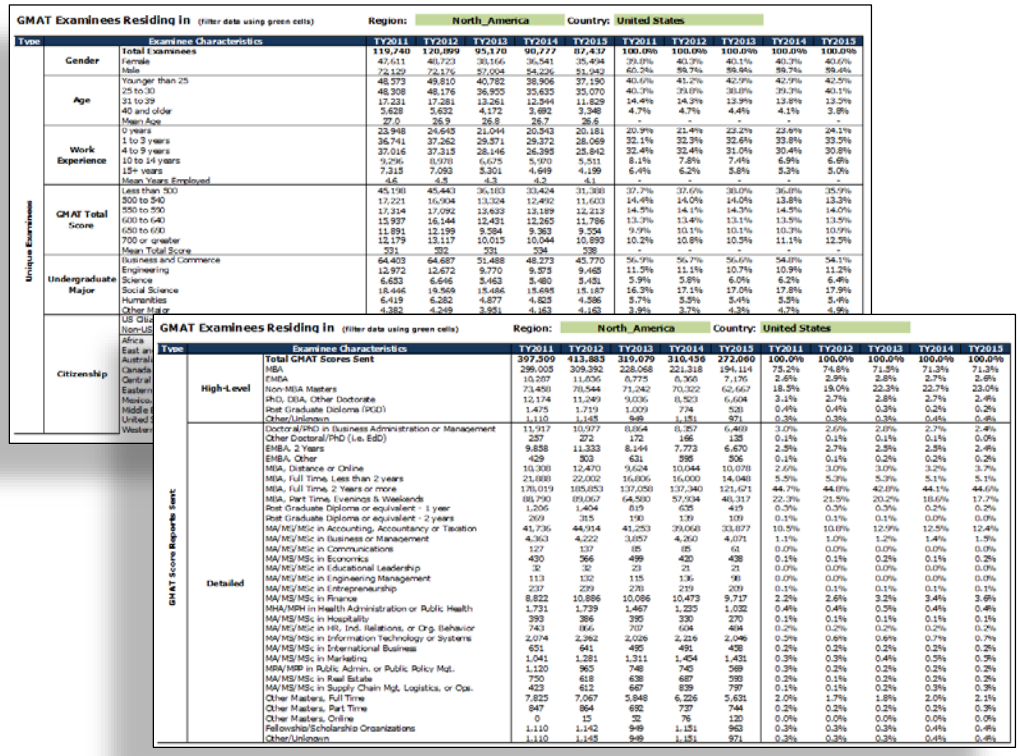
Master of Finance - GMAT Examinee Characteristics TY2015

Master in Management	TY2011	TY2012	TY2013	TY2014	TY2015*	5-Year Change	
Programs Receiving GMAT Scores	257	280	308	335	353	+ 96	37%
Score Reports Received	20,966	24,580	23,259	26,930	26,492	+ 5,526	26%
Unique Examinees Sending Scores	14,594	16,407	14,762	16,341	16,098	+ 1,504	10%

Master in Management - GMAT Examinee Characteristics TY2015

*Note: In late June 2014, GMAC instituted a policy offering test takers the ability to preview their GMAT section scores before deciding to accept or cancel the exam results. No score reports are distributed to schools when exam results are canceled. Therefore, global score sending volume decreased in TY2015.

Non-MBA Masters



GMAT Examinees Residing In (Filter data using green cells) Region: North_America Country: United States

Type	Examinee Characteristics		TY2011	TY2012	TY2013	TY2014	TY2015	TY2011	TY2012	TY2013	TY2014	TY2015
Unique Examinees		Total Examinees	119,740	120,899	95,170	90,777	87,437	100.0%	100.0%	100.0%	100.0%	100.0%
	Gender	Female	47,611	48,723	38,166	36,541	35,494	39.8%	40.3%	40.1%	40.3%	40.6%
		Male	72,129	72,176	57,004	54,236	51,942	60.2%	59.7%	59.9%	59.7%	59.4%
	Age	Younger than 25	48,573	49,810	40,782	38,906	37,190	40.6%	41.2%	42.9%	42.9%	42.5%
		25 to 30	48,308	48,176	36,955	35,635	35,070	40.3%	39.8%	38.8%	39.3%	40.1%
		31 to 39	17,231	17,281	13,261	12,544	11,829	14.4%	14.3%	13.9%	13.8%	13.5%
		40 and older	5,628	5,632	4,172	3,692	3,348	4.7%	4.7%	4.4%	4.1%	3.8%
		Mean Age	27.0	26.9	26.8	26.7	26.6	-	-	-	-	-
	Work Experience	0 years	23,948	24,645	21,044	20,543	20,181	20.9%	21.4%	22.2%	23.6%	24.1%
		1 to 3 years	36,741	37,262	29,571	29,372	28,069	32.1%	32.3%	32.6%	33.8%	33.5%
		4 to 9 years	37,016	37,315	28,146	26,395	25,842	32.4%	32.4%	31.0%	30.4%	30.8%
		10 to 14 years	9,296	8,978	6,675	5,970	5,511	8.1%	7.8%	7.4%	6.9%	6.6%
		15+ years	7,315	7,093	5,301	4,649	4,199	6.4%	6.2%	5.8%	5.3%	5.0%
		Mean Years Employed	4.6	4.5	4.3	4.2	4.1	-	-	-	-	-
	GMAT Total Score	Less than 500	45,198	45,443	36,183	33,424	31,388	37.7%	37.6%	38.0%	36.8%	35.9%
		500 to 540	17,221	16,904	13,304	12,492	11,603	14.4%	14.0%	14.0%	13.8%	13.3%
		550 to 590	17,314	17,092	13,633	13,189	12,213	14.5%	14.1%	14.3%	14.5%	14.0%
		600 to 640	15,937	16,144	12,431	12,265	11,786	13.3%	13.4%	13.1%	13.5%	13.5%
		650 to 690	11,891	12,199	9,584	9,363	9,554	9.9%	10.1%	10.1%	10.3%	10.9%
		700 or greater	12,179	13,117	10,015	10,044	10,893	10.2%	10.8%	10.5%	11.1%	12.5%
		Mean Total Score	531	532	531	534	538	-	-	-	-	-
	Undergraduate Major	Business and Commerce	64,403	64,687	51,488	48,273	45,770	56.9%	56.7%	56.6%	54.8%	54.1%
		Engineering	12,972	12,672	9,770	9,378	9,468	11.5%	11.1%	10.7%	10.9%	11.2%
		Science	6,633	6,646	5,463	5,480	5,431	5.9%	5.8%	6.0%	6.2%	6.4%
		Social Science	18,446	19,569	15,486	15,668	15,187	16.3%	17.1%	17.0%	17.8%	17.9%
		Humanities	6,419	6,282	4,877	4,825	4,586	5.7%	5.5%	5.4%	5.5%	5.4%
		Other Major	4,382	4,249	3,951	4,163	4,163	3.9%	3.7%	4.3%	4.7%	4.9%
	Citizenship	US Citizen										
		Non-US										
		Africa										
		East an										
		Australi										
		Canada										
		Central										
		Eastern										
		Mexico										
		Middle E										
		United S										
		Western										

GMAT Examinees Residing In (Filter data using green cells) Region: North_America Country: United States

Type	Examinee Characteristics		TY2011	TY2012	TY2013	TY2014	TY2015	TY2011	TY2012	TY2013	TY2014	TY2015
GMAT Score Reports Sent		Total GMAT Scores Sent	397,500	413,883	319,079	310,456	272,060	100.0%	100.0%	100.0%	100.0%	100.0%
	High-Level	MBA	298,008	309,392	228,068	221,318	194,114	75.2%	74.8%	71.5%	71.3%	71.3%
		EMBA	10,207	11,036	6,775	6,366	7,176	2.6%	2.9%	2.8%	2.7%	2.6%
		Non-MBA Masters	73,458	78,544	71,242	70,322	62,667	18.5%	19.0%	22.3%	22.7%	23.0%
		PhD, DBA, Other Doctorate	12,174	11,249	9,036	8,523	6,604	3.1%	2.7%	2.8%	2.7%	2.4%
		Post Graduate Diploma (PGD)	1,475	1,719	1,009	774	520	0.4%	0.4%	0.3%	0.2%	0.2%
		Other/Unknown	1,110	1,145	949	1,151	971	0.3%	0.3%	0.3%	0.4%	0.4%
	Detailed	Doctoral/PhD in Business Administration or Management	11,917	10,977	8,864	8,357	6,469	3.0%	2.6%	2.8%	2.7%	2.4%
		Other Doctoral/PhD (i.e. EdD)	257	272	172	166	135	0.1%	0.1%	0.1%	0.1%	0.0%
		EMBA, 2 Years	9,858	11,333	8,144	7,773	6,670	2.5%	2.7%	2.5%	2.5%	2.4%
		EMBA, Other	429	503	631	593	506	0.1%	0.1%	0.2%	0.2%	0.2%
		MBA, Distance or Online	10,308	12,470	9,624	10,044	10,078	2.6%	3.0%	3.0%	3.2%	3.7%
		MBA, Full Time, Less than 2 years	21,888	22,002	16,806	16,000	14,048	5.5%	5.3%	5.3%	5.1%	5.1%
		MBA, Full Time, 2 Years or more	178,019	185,853	137,050	137,340	121,671	44.7%	44.8%	42.8%	44.1%	44.6%
		MBA, Part Time, Evenings & Weekends	88,790	89,067	64,580	57,934	48,317	22.3%	21.5%	20.2%	18.6%	17.7%
		Post Graduate Diploma or equivalent - 1 year	1,266	1,404	819	635	419	0.3%	0.3%	0.3%	0.2%	0.2%
		Post Graduate Diploma or equivalent - 2 years	269	315	190	139	109	0.1%	0.1%	0.1%	0.0%	0.0%
		MA/MS/MSc in Accounting, Accountancy or Taxation	41,736	44,914	41,253	39,068	33,877	10.5%	10.8%	12.9%	12.5%	12.4%
		MA/MS/MSc in Business or Management	4,363	4,222	3,857	4,260	4,071	1.1%	1.0%	1.2%	1.4%	1.5%
		MA/MS/MSc in Communications	127	137	85	68	61	0.0%	0.0%	0.0%	0.0%	0.0%
		MA/MS/MSc in Economics	430	366	499	420	438	0.1%	0.1%	0.2%	0.1%	0.2%
		MA/MS/MSc in Educational Leadership	32	32	23	21	21	0.0%	0.0%	0.0%	0.0%	0.0%
		MA/MS/MSc in Engineering Management	113	132	115	136	90	0.0%	0.0%	0.0%	0.0%	0.0%
		MA/MS/MSc in Entrepreneurship	237	239	278	219	209	0.1%	0.1%	0.1%	0.1%	0.1%
		MA/MS/MSc in Finance	8,822	10,886	10,086	10,473	9,717	2.2%	2.6%	3.2%	3.4%	3.6%
		MHA/MPH in Health Administration or Public Health	1,731	1,739	1,467	1,235	1,032	0.4%	0.4%	0.5%	0.4%	0.4%
		MA/MS/MSc in Hospitality	393	386	395	330	270	0.1%	0.1%	0.1%	0.1%	0.1%
		MA/MS/MSc in HR, Ind. Relations, or Org. Behavior	743	866	707	604	494	0.2%	0.2%	0.2%	0.2%	0.2%
		MA/MS/MSc in Information Technology or Systems	2,074	2,362	2,026	2,216	2,046	0.5%	0.6%	0.6%	0.7%	0.7%
		MA/MS/MSc in International Business	651	641	495	491	458	0.2%	0.2%	0.2%	0.2%	0.2%
		MA/MS/MSc in Marketing	1,041	1,281	1,311	1,454	1,431	0.3%	0.3%	0.4%	0.5%	0.5%
		MPA/MPP in Public Admin. or Public Policy Mgt.	1,120	965	748	745	589	0.3%	0.2%	0.2%	0.2%	0.2%
		MA/MS/MSc in Real Estate	750	618	638	687	593	0.2%	0.1%	0.2%	0.2%	0.2%
		MA/MS/MSc in Supply Chain Mgt, Logistics, or Ops.	423	612	667	839	797	0.1%	0.1%	0.2%	0.3%	0.3%
		Other Masters, Full Time	7,825	7,067	5,848	6,226	5,631	2.0%	1.7%	1.8%	2.0%	2.1%
		Other Masters, Part Time	847	864	692	737	744	0.2%	0.2%	0.2%	0.2%	0.3%
		Other Masters, Online	0	15	32	76	120	0.0%	0.0%	0.0%	0.0%	0.0%
		Fellowship/Scholarship Organizations	1,110	1,142	949	1,151	963	0.3%	0.3%	0.3%	0.4%	0.4%
		Other/Unknown	1,110	1,145	949	1,151	971	0.3%	0.3%	0.3%	0.4%	0.4%

Regional Trends

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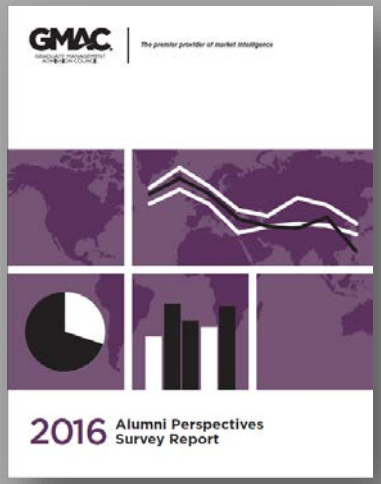
What's Coming in 2016

Market intelligence at every step of the student lifecycle

Alumni Perspectives Survey	mba.com Prospective Students Survey	Corporate Recruiters Survey	Application Trends Survey
			
February	March/April	May	September

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Participating schools get exclusive access to:

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summarizing key findings and their implications for the industry, with year-to-year trends.

Interactive Data Reports
that offer survey participants multiple ways to create customized views of demographic data.

Benchmark Reports
a free online tool that lets schools generate instant reports comparing your results against those of your peer schools.

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Recruiting Tools

Promote your program and recruit top candidates through a proven portfolio of tools and services.

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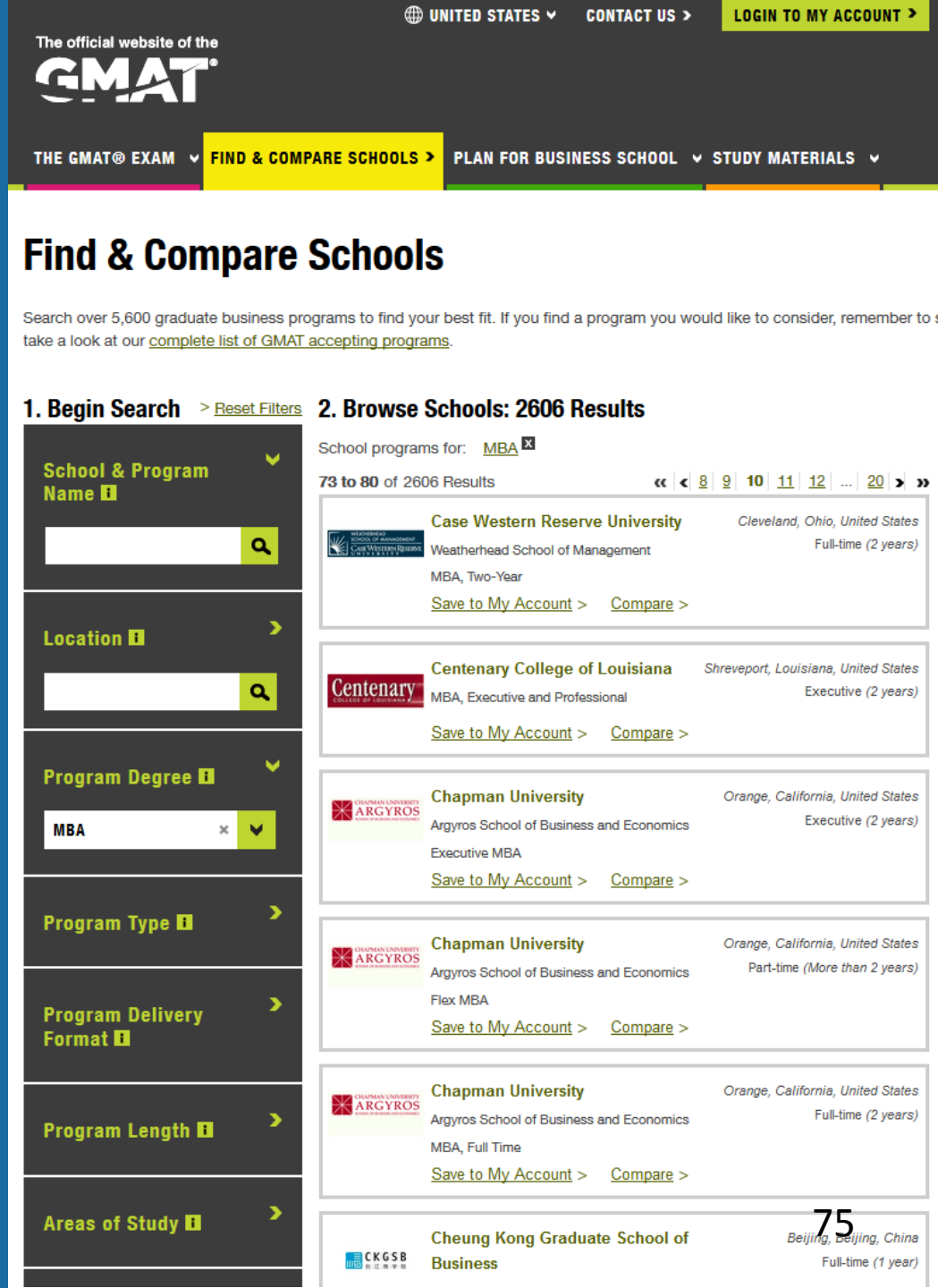
School Finder

Connect your program to more than 450,000 prospective students per month.

- mba.com School Finder lets students search, view, compare, and connect with you, using our listing of GMAT accepting schools and programs.
- We create and maintain your program profiles, and you review and update using one simple form.

SEARCH BROWSE COMPARE



Calendar of Events

Boost attendance at your recruiting events with promotion on mba.com.

- Post recruiting events online so potential candidates can find you 24 hours a day, seven days a week.
- Free to schools that accept the GMAT.

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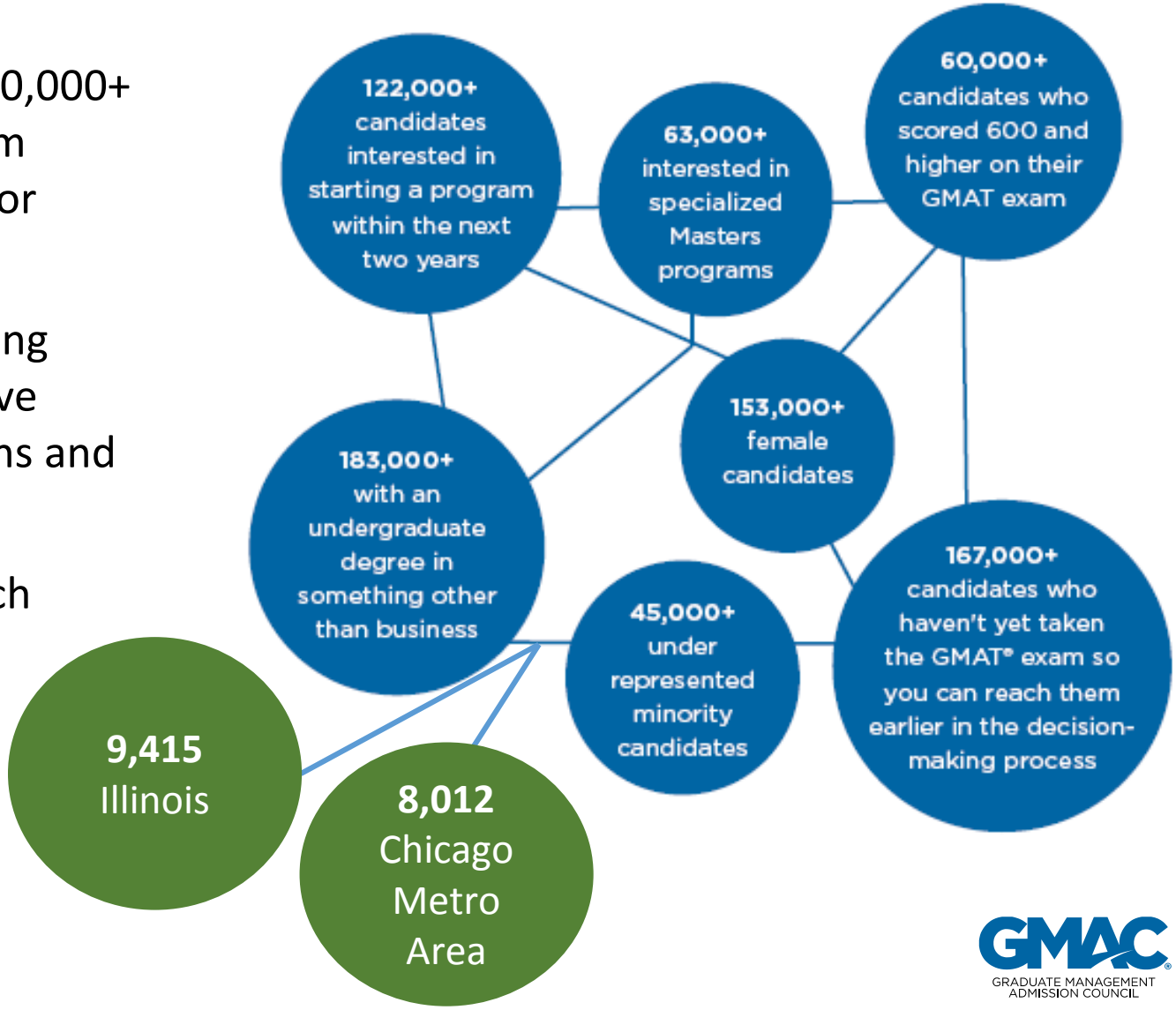
Recruiting with Precision

- Our database of 500,000+ GMAT and mba.com registrants allows for precise recruiting.
- Connect with aspiring candidates who have unique qualifications and backgrounds.
- More than 30 search criteria to refine or broaden outreach.



GRADUATE MANAGEMENT ADMISSION GMASS® SEARCH SERVICE

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Focus Your Messaging

An inside look into the motivations, preferences, program choices, needs, and opinions of thousands of individuals who are contemplating taking the GMAT exam in preparation for applying to a graduate business school program.

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Messaging - Prospective Student Survey
Interactive Tool

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mba.com Prospective Students Survey 2015

The mba.com Prospective Students Survey 2015 Report

Welcome to the 2015 GMAC mba.com Prospective Students Survey Research Tool!

This interactive report presents detailed results of our ongoing monthly online survey of individuals who
the GMAC website for prospective graduate business students. The survey offers an inside look into the r
preferences, program choices, needs, and opinions of thousands of individuals who are contemplating ta
preparation for applying to a graduate business school program.

The report contains data collected worldwide from 12,328 mba.com registrants in 2013 and from 11,673
2014.

GMAC shares this information with business schools to help them answer critical questions su

- Whom should my program recruit?
- What motivates individuals to apply to business school?
- What reservations do they have that might stand in their way?
- When do prospective students make decisions?
- Which programs compete for their attention?
- How do they gather information about graduate management education?

Graduate business school professionals can use the survey results to understand their target audience, b
brands, allocate resources, and develop recruitment strategies.

NEW SEGMENTS IN REPORT: The 2015 Prospective Students Survey Interactive Report includes new s
use to configure your subgroup analyses. After click on the 'Data Report' below, use the 'Configure Repo
left to segment the analysis for upto two groups. The new options are as follows:

- 22 US Metro Areas (*On the configuration menu, select Location = 'Residence,' 'Country', and 'United St*
- US Underrepresented Populations (*On the configuration menu, select Location = 'Citizenship,' 'Country*
- Regions in China (*On the configuration menu, select Location = 'Residence,' 'Country', and 'China'*);
- Regions in India (*On the configuration menu, select Location = 'Residence,' 'Country', and 'India'*);
- Generations, including Baby Boomers, Gen X, and Millennials;
- Career goals, which include 'career enhancers,' 'career switchers,' and 'entrepreneurs.'

In addition, you can choose among 36 countries of citizenship and 32 locations of residence.

Please click the 'Data Report' button below to begin.

Data Report

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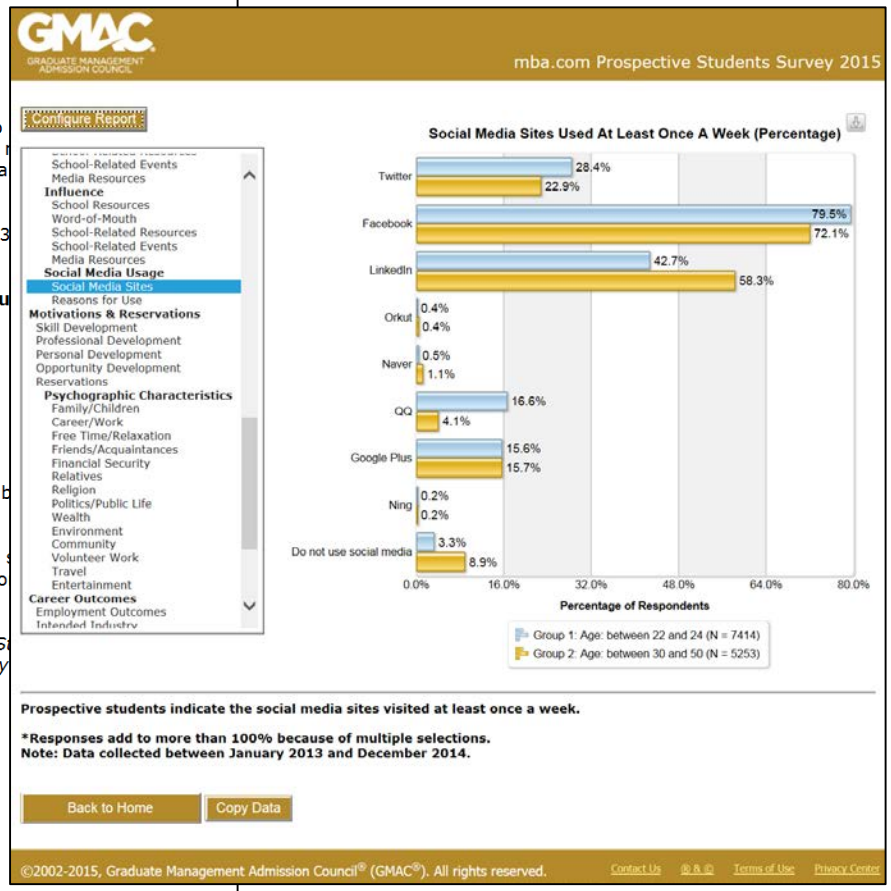

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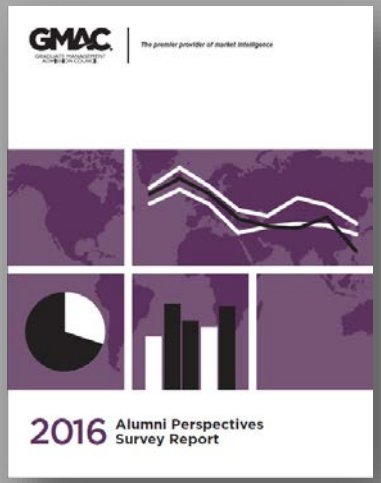
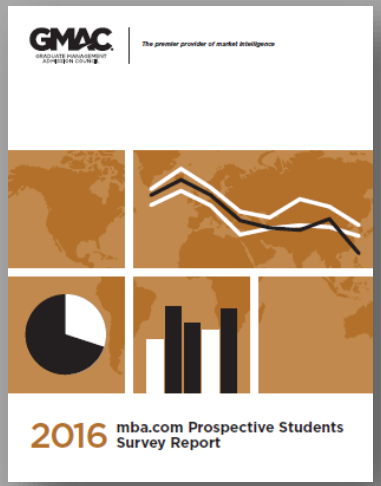
Market Intelligence at Every Step

Alumni Perspectives Survey



February

mba.com Prospective Students Survey



March/April

Corporate Recruiters Survey

May

Application Trends Survey

September

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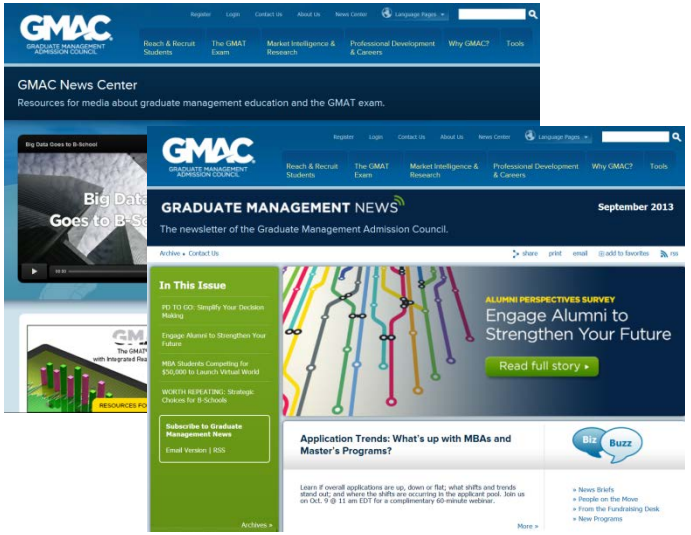

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Follow Up Survey

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Provide me with more information or a demo for:

- **Graduate Management Admission Search Service (GMASS)** *Custom Search Tool to Find Candidates*
- **Presenting "Understanding and Preparing for the GMAT Exam"** *Help Your Candidates Prepare*
- **Predictive Validity Study Service** *Measure the Value of the GMAT*
- **Mini GMAT® Quiz** *Let Your Candidates Become Familiar with the GMAT® without Leaving Yo*
- **GMAT® Score Benchmarking Tool** *Compare Candidate GMAT® Score Averages and Percentiles by Regio*
- **Other:** _____

Name: _____

Title: _____

School: _____

Phone: _____

Email: _____

PRODUCTS GMAC SHOULD OFFER

Name: _____

School: _____

Expertise: *(mark all that apply)* ☐ Admissions / Recruitment ☐ Marketing ☐ Program Direction ☐ Career Services ☐ Other _____

Programs: *(mark all that apply)* ☐ MBA ☐ EMBA ☐ Specialized Masters ☐ PhD ☐ Other _____

A) To better serve YOU, what product(s) should GMAC offer? *List in any order*

_____

_____

_____

_____

_____

B) Of the products YOU listed, which do YOU most desire? *List the top 3 in rank order and provide a value by allocating $1 of investment (2 Quarters, 3 dimes, and 4 nickels)*

Amount

#1 _____ _____

#2 _____ _____

#3 _____ _____

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Thank You!

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