BUILD A BETTER CLASS WITH

GMASS®

GMAC
GRADUATE MANAGEMENT
ADMISSION COUNCIL

GRADUATE MANAGEMENT ADMISSION
GMASS®
SEARCH SERVICE

GMASS®

What Is It?

GMASS is a Student Search database available to all GMAT-Using Schools that provides easy access to over 500,000 mba.com registrants, GMAT® test registrants, and test takers. These potential candidates have opted to make their personal information available to you and are specifically interested in graduate management education.

Benefits

ACCESS THE WORLD
Find and contact the best potential graduate management candidates from a continually updated global list; mail and email addresses are included.

TARGET PRECISELY
Customize your search with multiple criteria selections, exclude names you have previously purchased, or purchase names with updated profiles.

AIM FOR DIVERSITY
Search strategically to recruit diverse classes and fill specialized scholarships and fellowships.

TIME IT RIGHT
You can contact prospects at all phases of the admissions process, from before they've registered for the GMAT exam to after they've taken the exam.

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Access

GMASS is available to all GMAT-Using Schools.

Schools that use the GMAT® exam have access to test takers through a variety of GMAC services in addition to GMASS®. These programs can:

• Advertise their recruiting events in the Calendar of Events on mba.com, the Council's student website.

• Choose to participate in the MBA Pathfinder® Data Warehouse, a school search database on mba.com. Candidates will find your program if it meets the search criteria they select.

For more information on becoming a GMAT ® Score-Report Recipient, please visit:

http://www.gmac.com/gmac/thegmat/gmatscores/howtobecomescorereportrecipient.htm

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Search Categories

Choose from a variety of categories and subcategories to target your search

DEMOGRAPHICS	Gender	First or Native Language	Citizenship	Age Range		
DESIRED SCHOOL /DEGREE CHARACTERISTICS	Teaching Format	Part-Time vs. Full-Time	Degree Concentration	Degree Objectives		
INTENDED SCHOOL PLANS	Work Intentions	Planned Date of Enrollment				
EDUCATIONAL/ PROFESSIONAL BACKGROUND	Yrs. of Work Experience	Undergrad First Institution	Yr. of Undergrad Education	Educational Experience	Undergrad Major	Undergrad GPA
GMAT® EXAM SCORE RANGE	GMAT AWA Score	GMAT Quantitative Score	GMAT Verbal Score	GMAT Exam Total Score		
LOCATION	Preferred Region of Study	Permanent US State	(U.S.) World Region, Country, Zip or State or Metropolitan Area	(Non U.S.) World Region, County, City		

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Start Your Search

You can create searches that fit your needs based many different attributes such as *Demographics* and *GMAT Score Ranges*.

Step 1: Select Candidate Pool ⑦   **Candidate Pool Preview Report** ▸

Candidate Pool

- ○ Pre-test
- ○ GMAT®
- ◉ Both pre-test and GMAT®

Candidate Date Range

Select a Date Range   [12 Months ▾]   -or-   START [3-Oct-10]   END [3-Oct-11]

Update Counts

Step 2: Select Additional Criteria

GMAT® Scores

   GMAT® Scores

Demographics

   Citizenship or Language

   Gender

Please Select Additional Criteria

You can refine your results by selecting additional criteria from the categories on the left. You can expand your results by deleting or modifying criteria already added.

To make multiple selections, hold down the **<Ctrl>** key while clicking your choices.

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Additional Criteria

You can make searches as broad or as detailed as you like. You can target searches more precisely by adding additional criteria.

Search Results

The easy-to-read search results page allows you to see how many potential candidates meet your specific criteria.

Review Results	Update Counts
Candidate Pool: GMAT®	**195,982**
Candidate Date Range: 3-Oct-10 - 3-Oct-11	**145,260**
GMAT® Scores GMAT® Total Score: 450 - 800	✖ **119,372**

Step 3: Select Filters

Include Sent Score Reports

- ⦿ Yes   119,372
- ○ No   118,079

Purchase Options

- ⦿ Save all names (new & previously purchased)   **119,372**
- ○ Or, save search with the following names:
  - ☐ New names, unpurchased (within last 24 months)   119,363
  - ☐ Purchased names with updated profiles   0
  - ☐ Purchased names without updated profiles   9

Total Matching Names: **119,372**

Download File

Multiple download options are available – Electronic Comma-Delimited (.csv) and Extensible Markup Language (XML). All of the fields included in the Download file are listed below.

First Name	Age Range
Middle Name	Undergraduate College
Last Name	Educational Experience
Suffix	Degree Objective
Email Address	Concentration
Phone Number	Teaching Format
Undergraduate Graduation Date	Planned Enrollment Date
Address	Workload
Country	Work Intention
World Region	Work Experience
Metro Area	Armed Forces Experience
Country of Citizenship	GMAT Total Score Range
Native Language	Region Values
Gender	

**Click here for a
Sample Download File**

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How To Get Started?

To establish a GMASS® subscription, please follow the below steps:

1 — Register on **www.gmac.com** *(if you do not currently have an account)*

2 — Go to: **gmass.gmac.com**

3 — Complete the Enrollment Process

4 — Click **[Submit]**

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Shira Stein
Customer Care
Sr. Coordinator

GMASS® Customer Care

If you have any questions about GMASS®, please contact **Customer Care** using the contact information below. We are available **Monday through Friday, 7:30 am to 4:30 pm ET**.

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