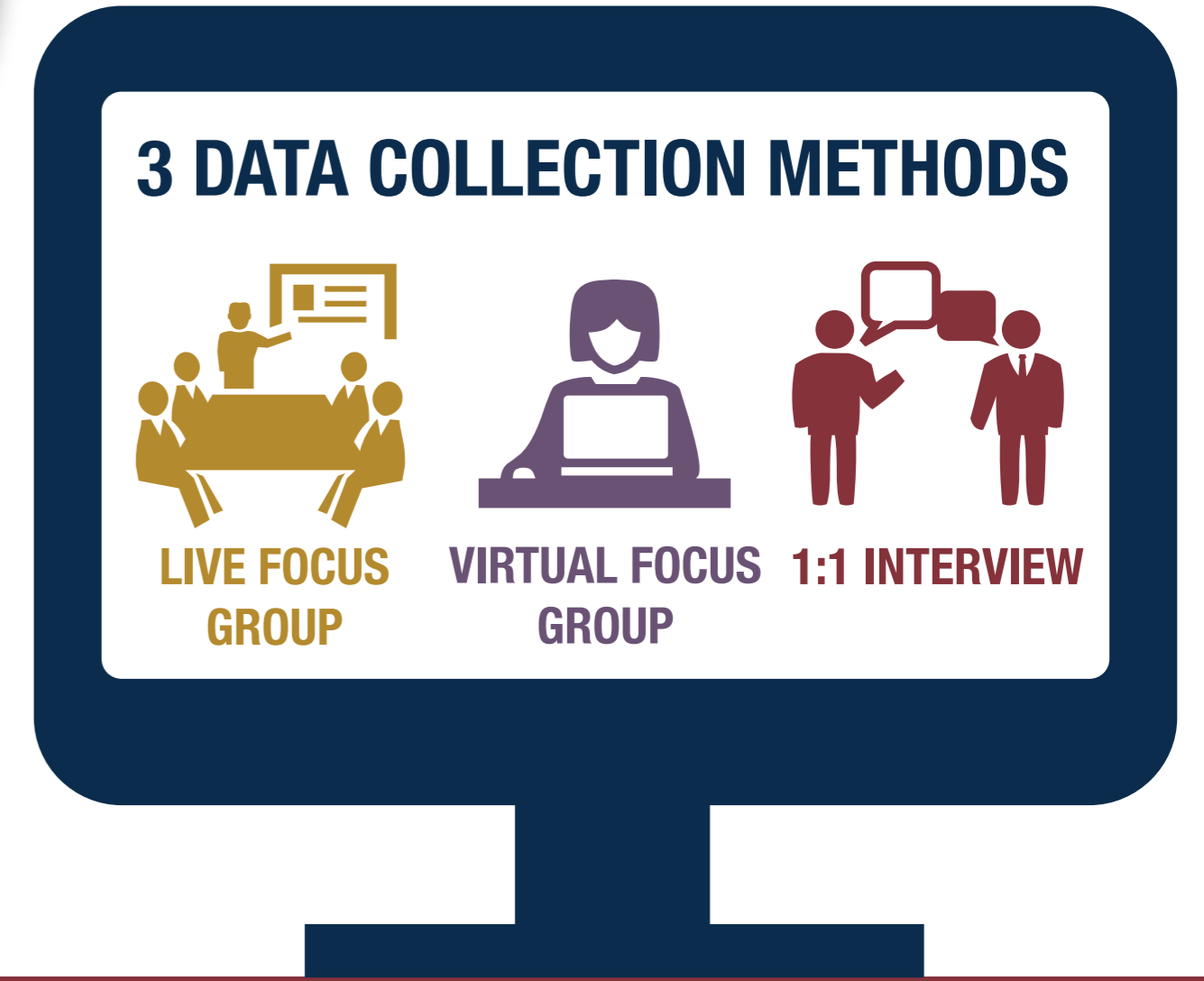
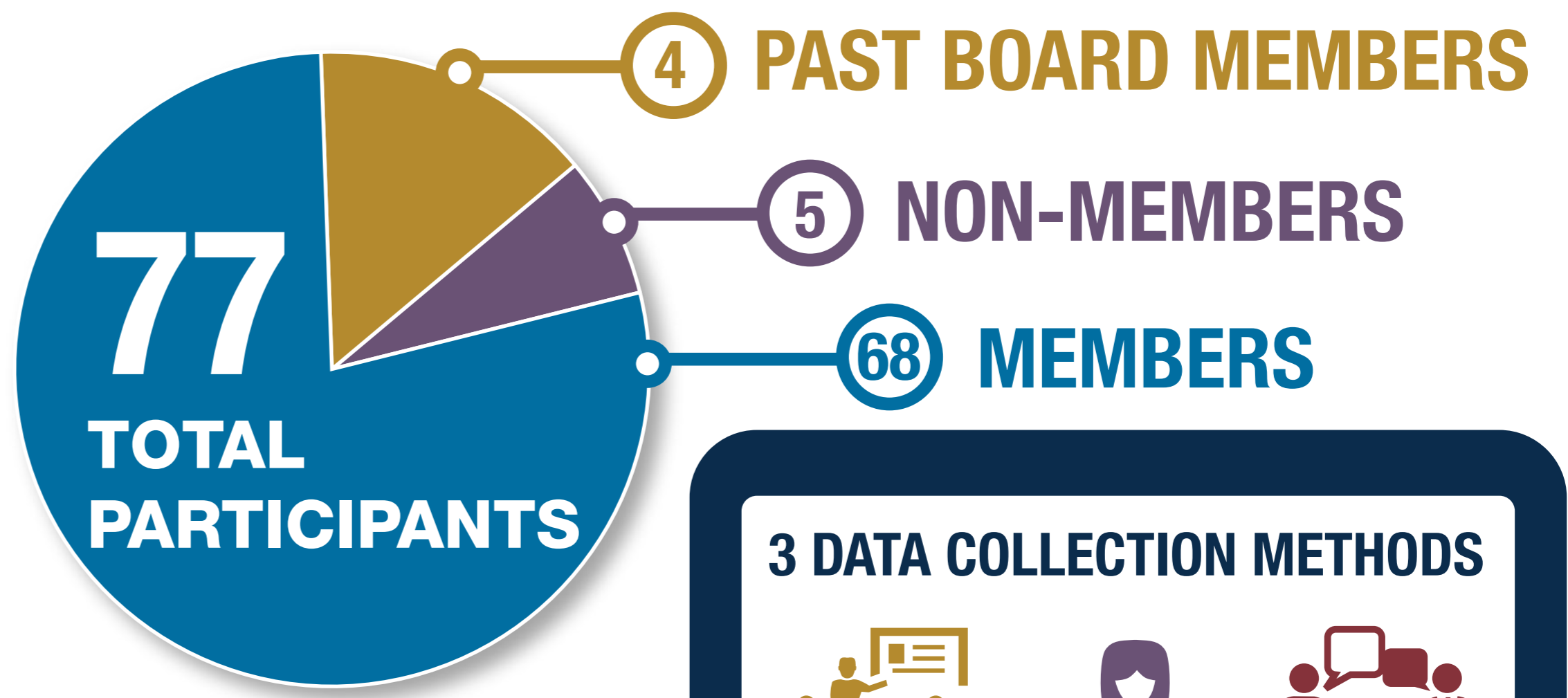


MEMBERSHIP 2015 STUDY



PERCEPTIONS

MEMBERS GMAC IS...



NON-MEMBERS GMAC IS...

- The organization that manages the GMAT
- A good source of data/market intelligence for MBAs
- An association that brings business schools together

- The number 1 source for anything GMAT related
- An advisory agency for research and trends
- A resource for understanding the GME Market

RESPONSIBILITIES

WHAT SCHOOLS BELIEVE GMAC IS RESPONSIBLE FOR
(MEMBERS AND NON-MEMBERS; OF EQUAL IMPORTANCE)

VALIDITY/SECURITY OF THE GMAT EXAM

INCREASING STUDENT PIPELINE

RECIPROCAL COMMUNICATION BETWEEN GMAC AND BUSINESS SCHOOLS

RELATIONSHIPS

- ### MEMBERS
- PARTICIPATION IN SURVEYS/RESEARCH
 - EXCELLENT RAPPORT WITH GMAC REPRESENTATIVE
 - COMMITMENT TO STANDARDS SET BY GMAC FOR ADMISSIONS

- ### BOTH
- SOME FEEL MORE CONNECTED THAN OTHERS
 - ATTEND CONFERENCES REGULARLY
 - PURCHASE NAMES THROUGH GMASS

- ### NON-MEMBERS
- ALWAYS INTERESTED IN GMAT TEST-TAKER DATA
 - DESIRE MORE INTERACTION