Predictive Validity Study

What is a Predictive Validity Study?

A predictive validity study analyses how well GMAT™ exam scores and other admissions factors (e.g. undergraduate GPA, interview scores, etc.) predict the academic performance of students in your program. This is a free service offered by GMAC.

Benefits of Participating in a Predictive Validity Study

Participating programs receive a personalized report that can protect you against charges of unfairness, improve your decision-making process, and help you quantify what you do for accreditation purposes.
https://www.gmac.com/-/media/files/gmac/gmat/samplevss.pdf

- **Gain valuable knowledge.** In-depth analyses provide valuable insight on which admissions criteria (e.g., GMAT scores, undergraduate GPA, interview score, etc.) best predict students' academic performance in your program. Admissions officers can use this information to prioritize selection criteria and improve admissions decisions.

- **Enhance utility of scores.** Given sufficient data, GMAC can provide a customized report that details the usefulness of GMAT scores beyond predicting overall mid-program GPA. Discover the full value that GMAT® can offer you in your admissions and advising process. For instance, you can:
  - Compare how well GMAT scores predict mid-program GPA for different undergraduate majors.
  - Evaluate how well interview scores together with GMAT scores predict end-program GPA according to program tracks.
  - Determine how well GMAT scores predict grades in individual core courses based on years of work experience.

- **Improve future offerings.** The data you share, anonymized and deidentified, will help GMAC improve current products and services that may further business management education.

Process of Conducting the Study

Analysis	What GMAC Needs from You		What GMAC will Provide[2]
	Option 1: Comprehensive Data (Strongly Preferred)[1]	*Option 2*: Minimum Data	
Primary (Required)	Two separate datasets (for safeguarding data) *File formats:* XLSX *or* CSV Dataset 1 • Unique identifier • First Name • Last Name • Date of Birth (DOB) Dataset 2 • Matching unique identifier • Mid-program GPA • Verified undergraduate GPA (UGPA) Note: If *verified* UGPAs (based on official transcripts) are not provided, then *self-reported* UGPAs will be obtained from our database.	Single dataset *File formats:* XLSX *or* CSV • Unique identifier • Mid-program GPA • Verified UGPA • Official GMAT scores (Total, Quant, Verbal, IR, and AWA) Note: We cannot accept GRE scores, nor scores converted to a GMAT equivalent.	✓ Predictive accuracy of UGPA and GMAT scores for mid-program GPA

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Supplementary (Highly Recommended)	- Grades in core courses with corresponding credit hours - Other outcome variables of interest (e.g., end-program GPA, first-year GPA, GPA based on core curriculum only, etc.) - Other school-specific admissions criteria (e.g., writing sample scores, interview scores, years of work experience, etc.) - Subgroups of interest (e.g., program tracks, specializations, etc.) - Demographics (obtained from our database with *Option 1*), such as: - Gender - Citizenship - Native language - Years of work experience - Ethnicity - Undergraduate major	✓ Predictive accuracy of UGPA, GMAT scores, and other school-specific criteria for outcome of interest ✓ Predictive accuracy for individual demographic groups or other subgroups of interest

1. *Option 1* is strongly preferred because complete GMAT records for individual students, including score history and demographics, can be pulled directly from the GMAC database using provided names and DOBs. GMAC takes data privacy very seriously and handles all submitted data under the strictest regulations. In particular, student data will be combined into a single de-identified file to be analyzed and reported in aggregate. The dataset 1 will be deleted after matching. GMAC will also maintain a secure file storage location for data sharing with each school.

2. We highly recommend data from the three most recent years with a total sample size of at least 100 GMAT test-takers for reliable results. If you have concerns about your sample size or any other inquiries, please contact psychometrics department on validity studies via Email (vss@gmac.com).

If you want to learn more or participate in a predictive validity study, please request a call from a GMAC representative in your region:

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> **Europe:**
> **Tel:** +44 (0) 20 3319 1633
> **India:**
> **Tel:** +91 124 4945270
> **China:**
> **Tel:** +852 2851 0070

Did you know:
In the US, the Family Education Rights and Privacy Act (FERPA) permits educational institutions to disclose personally identifiable information from education records without student consent to "organizations conducting studies for, or on behalf of, educational agencies or institutions for the purpose of developing, validating, or administering predictive tests." (20 U.S.C.A. § 1232g(b)(1)(F); see 34 C.F.R. § 99.31(a)(6)(i)(A)). GMAC has structured this study so as to permit receipt of this data consistent with data protection laws around the world, including the use of the standard contractual clauses in our Validity Study Service agreement, as permitted by GDPR and approved by the European Commission.