

Ensuring talent **never** goes undiscovered

About GMAC 2019

Graduate
Management
Admission
Council™



Building a stronger pipeline for graduate management education

The Graduate Management Admission Council (GMAC) was founded in 1953 as a global, mission-driven association of leading graduate business schools. We are committed to the work of the graduate management education (GME) community, and to providing the solutions necessary for schools and candidates to better discover and evaluate each other. We play an active role in advocating for GME and helping schools to attract and engage with qualified and diverse candidates from around the world.

GMAC recognizes that schools face more competition than ever before for talent, and we are growing our capabilities to help you reach the largest qualified global candidate pool interested in pursuing an MBA or Business Master's degree.

We support the industry through:

Core offerings – a suite of research products, professional development opportunities and world-class assessments built on decades of experience that address your program's needs.

Recruiting and marketing support – building on our foundation, we have added a collection of student recruitment options to promote your program to more qualified candidates with targeted messages and personalized, engaging interactions.

We look forward to the next 65 years of advancing graduate management education.



Created by business schools for business schools

The GMAT™ exam is the most widely used graduate business school assessment

More than 7,000 programs around the world depend on the GMAT as a crucial building block in their admissions process. And with more than 200,000 GMAT exams taken each year, schools have access to a pipeline of committed candidates from which they can build a diverse and successful class.

The GMAT is the only test purpose-built for global business school admissions. In fact, 9 out of 10 new MBA enrollments globally are made using a GMAT score.*

Find a complete list of
GMAT accepting universities,
schools, and programs at
gmac.com/gmataccepting



The GMAT exam is developed in collaboration with the faculty of graduate management programs. It is designed specifically to assess the analytical and verbal problem-solving abilities and integrated reasoning skills that are vital to real-world business and management success.



The GMAT™ exam is reliable and relevant

With more than half a century of heritage behind it, the GMAT exam is the most trusted, proven, and well-understood predictor of academic success in graduate business education. It is backed by 60 years of testing expertise, decades of peer-reviewed research, and hundreds of validity studies.

The GMAT exam is developed in collaboration with graduate management faculty and designed to test skills that are highly important to business and management programs. And no matter where or when the GMAT exam is administered, it tests the same skills with the same level of accuracy. As part of our ongoing review process, we analyze question-response data from around the world, and these studies consistently show that GMAT validity is comparable across schools.

The GMAT™ exam is secure

GMAC is the industry leader in test security. We continuously develop new, state-of-the-art security measures, including palm vein ID verification, to ensure that the GMAT exam is fair, maintains test integrity, and minimizes unfair practices. Our test security policies, protocols, and technology at test centers worldwide provide schools the confidence in knowing that the candidate sitting in the classroom is the same one who earned the GMAT exam score used in the admission process.

GMAT exam by the numbers (as of January 2019)

2,300+

schools that use the GMAT exam

7,000+

programs that use the GMAT exam

200,000+

GMAT exams taken around the world



The GMAT™ exam provides valuable tools for the admissions process

When your school accepts the GMAT exam, you have access to a full range of tools, products, and services, which are designed to help you meet your admissions goals and make your day-to-day work more effective and efficient.

For example, our electronic **score-reporting system** includes benchmarking data to help you make more informed admissions decisions. Schools also receive score-sending patterns that can help refine marketing strategies.



Position your school for continued success

The GMAT exam is renowned for predicting candidates' academic success in MBA, non-MBA business master's, and doctoral programs.

By registering your programs to accept GMAT scores, you can provide candidates with a complete picture of your programs, better target your marketing, identify and benchmark your competition, and capture the profiles of candidates who are sending you scores.

Program types that accept the GMAT™ exam



MBA

- Full time – less than two years
- Full time – two years or more
- Part time (evenings and weekends)
- Distance or online



MA/MS/MSc

- Accounting, Accountancy, or Taxation
- Business or Management
- Communications
- Data Analytics
- Economics
- Educational Leadership
- Engineering Management
- Entrepreneurship
- Finance
- Health Administration or Public Health
- Hospitality
- Human Resources, Industrial Relations, or Organizational Behavior
- International Business
- Information Technology or Systems
- Marketing
- Public Administration or Public Policy Management
- Real Estate
- Supply Chain Management, Logistics, or Operations



Executive MBA



Doctoral/PhD

- Business Administration or Management
- Other, such as EdD



Postgraduate Diploma or Equivalent



Fellowship/Scholarship Organizations

Register your program codes at gmac.com/gmataccepting

NMAT by GMAC™ Exam

Diversify the candidate pipeline with the NMAT by GMAC™ exam





Build a qualified, motivated, and diverse classroom

The NMAT by GMAC™ exam is used for securing admissions to some of the leading graduate business schools in India, South Africa, and the Philippines, with plans to expand around the world.

The NMAT by GMAC exam enables schools to recruit top talent with confidence, knowing that the test measures the skills needed to succeed in their programs. Schools have access to the most diverse test-taking populations in India, South Africa, and the Philippines, with some of the highest proportions of women and non-engineers taking the exam. Since becoming a computer-based test in 2009, the NMAT by GMAC has been at the forefront of measurement in high-stakes testing. Schools also receive a detailed analysis of candidates to enhance the admissions process and access to a secure online score-reporting dashboard. Launched in South Africa in 2017, and in the Philippines in 2018, the NMAT by GMAC exam enables domestic candidates to apply to multiple leading business schools with one test score and gives schools greater access to a talent pipeline.

Find more details about the NMAT by GMAC exam and accepting schools at nmat.org.in

NMAT™ exam by the numbers India, South Africa, and the Philippines
(as of January 2019)

26

schools that use the exam

76,973

exams delivered in 2018

42%

of test takers were women

52%

of test takers were non-engineers

67

test centers

Executive Assessment for experienced professionals





Evaluate the business school readiness of experienced professionals

GMAC has partnered with business schools around the world to create a tailored assessment to help you better evaluate experienced candidates.

The Executive Assessment is specifically designed to evaluate business school readiness in the context of career experience. It measures skills that are crucial for success at work and in an MBA classroom—higher-order reasoning, critical thinking, analysis, and problem-solving—all within a short, 90-minute assessment.

School adoption of the Executive Assessment has accelerated since its launch with over 55 schools around the world currently accepting the assessment. Representing nearly 100 programs, these schools are using the Executive Assessment to more confidently build their classes across a variety of program types including Executive MBA, Part-time MBA, Online and Hybrid MBA, and Executive Masters programs

For additional information about the Executive Assessment, visit gmac.com/executive-assessment/schools

Executive Assessment by the numbers (as of February 2019)

55

schools that use Executive Assessment

5,000+

assessments delivered since launch

91

countries where candidates have completed the Executive Assessment

57%

of assessment takers are over the age of 35

Valuable insights at every step of the student lifecycle



The modern graduate management education landscape is complex and more than ever before business schools depend on timely market data and analysis to stay ahead in a competitive environment. As the premier provider of market intelligence for our industry, GMAC research content and resources provide school professionals with valuable insights to understand trends and enhance data-driven decision making.

GMAT™ Geographic Trend Report

Our GMAT Geographic Trend Report presents mobility trends in the GME student pipeline based on the last five testing years of GMAT exam data, providing you with an intelligence edge for your international recruitment. School professionals at GMAC member schools and institutions that accept the GMAT exam have access to the summary report as well as an accompanying Excel file.

Profile of GMAT™ Testing Reports

Quantifying the size of global demand and staying ahead of market movements helps you maximize the effectiveness of outreach. Our profile reports—which provide a five-year summary of GMAT test-taking volumes with demographic details—serve as a platform for you to jump-start your search for qualified candidates around the globe.

mba.com Prospective Students Survey

The largest data resource of its kind, the mba.com Prospective Students Survey provides a detailed look into candidates' considerations, preferences, desired outcomes, and decision making. In addition to multiple topical reports produced annually, school professionals at GMAC member schools and institutions that accept the GMAT exam have access to an interactive data report.

Application Trends Survey

Our annual survey of business school admissions offices offers timely insights on the current market for graduate business school applicants. Reflecting the growing diversity of global GME, the annual summary report breaks down candidate demand across world regions and program types, including full-time MBA, professional MBA, business master's, and doctoral programs.

Research briefs

Our research briefs provide timely, short-form analysis on specific subjects of interest to the GME community. Topics span the breadth and depth of GME, recently including women's full-time MBA recruitment and our annual Key Diversity Statistics series, which provides data and analysis on us underrepresented populations.

Corporate Recruiters Survey

Our annual survey of employers offers vital insights to keep you up-to-date on the latest trends in the hiring market for recent MBA and business master's graduates. Multiple topical reports produced annually provide insights to maintain their programs' relevance and provide career services professionals with useful data to better position their graduates for success.

Alumni Perspectives Survey

Drawing on responses from alumni around the world, this annual survey provides valuable insights into the long-term value of a graduate business education, covering topics such as return on investment, career progression, and essential workforce skills.

GMAC™ Global Candidate Segmentation

What motivates candidates to pursue GME and apply to a specific school? GMAC has established seven global candidate segments centered on these two dimensions of motivation that schools can use to refine their candidate targeting and marketing strategies. Schools can partner with GMAC to administer our segmentation survey on current students and candidates to understand their distribution across the segments.

White papers

Drawing on GMAC market intelligence and as well as reputable external research, our white paper series conveys GMAC's perspective on important topics in GME, providing detailed analysis, commentary, and actionable recommendations that school professionals can't find anywhere else.

Follow GMAC research at
twitter.com/gmacresearchers

Follow the GMAC Advisor blog at
blog.gmac.com/gmac-advisor

Learn more by visiting
gmac.com/research

Connect with Candidates

Improve your recruiting and marketing



Help students find their best fit with mba.com

With more than 6 million unique visitors each year, mba.com is the go-to source of information for students about graduate management education. Your school can help contribute to the conversation by writing articles, providing valuable advice, and featuring current students and alumni within the content of the site. Potential students can use the School Search tool to find the perfect program to help them achieve their goals. And, by adding your recruiting events to our Calendar of Events, you can maximize your recruiting event attendance and increase your ability to build the ideal cohort.

For more information visit
gmac.com/market-your-program

Simplifying the application process for candidates with the Common Letter of Recommendation

The Common Letter of Recommendation (LOR) is a recommendation form developed with the goal of answering one of the biggest pain points in the application process. By providing a single, common set of questions, the LOR removes a perceived barrier for applicants and can automate part of your application process.

Developed using best practices from dozens of leading MBA programs, the LOR provides deep insights into applicants, expands the candidate pipeline by making it less stressful for applicants to provide recommendations, and allows recommenders to dedicate focus and energy to craft a more robust and insightful letter. The form is free, easy to use, and sits inside each school's existing application system.

Learn more by visiting
gmac.com/recruit

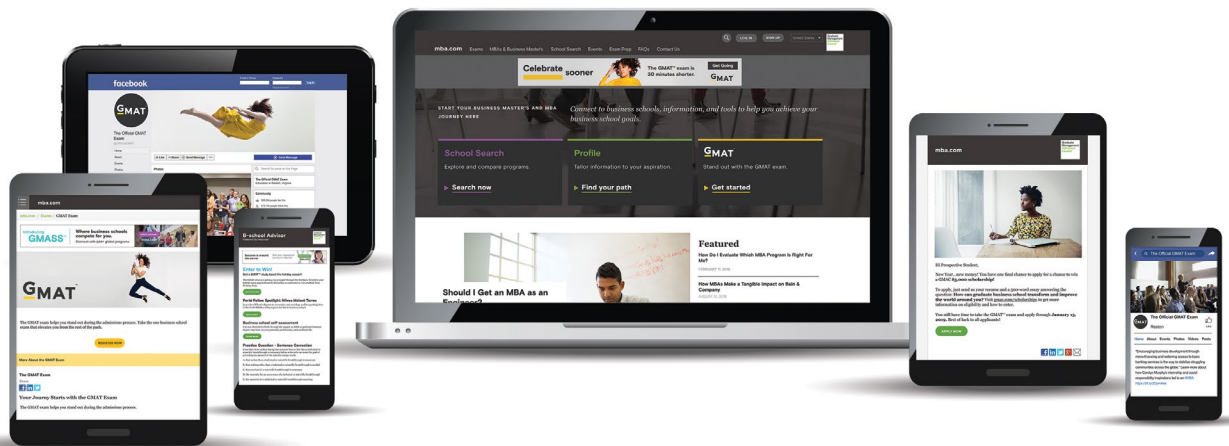


Because our mission is to connect candidates and schools, we offer tools that can strengthen your admission decisions and help you market your programs and recruit the right candidates.

Engage candidates early with GMAC™ Media Solutions



GMAC™ Media Solutions is a unique set of marketing and advertising products that allows schools to connect with prospective students early in the exploration and decision-making process. Multichannel digital marketing and advertising allows schools to boost awareness and demonstrate compatibility with target applicant groups, driving consideration.

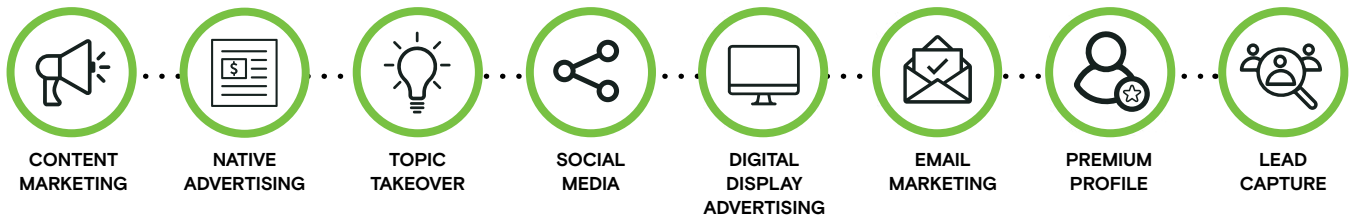


Engage, amplify, and stand out in a hypercompetitive environment and reach the largest qualified global candidate pool interested in pursuing an MBA or Business Master's degree



Brand building and engagement

Lead generation



To schedule a consultation, email us at gmacmedia@gmac.com

Personalize your candidate interactions with The MBA Tour™ events



Face-to-face interactions with schools are a valuable part of a candidate's journey to business school and can factor strongly into their school selection, or their decision to go to business school at all. The MBA Tour delivers 66 events across six continents with over 150 participating schools. It is one of the best opportunities to make personal connections, so candidates can hear first-hand why your school or program is the right fit for them.

During The MBA Tour, you can showcase your school to a global audience by exhibiting at the fair, delivering a presentation, participating in a panel discussion and deepen the engagement further with candidate meet-ups.





To learn more, visit
thembatour.com

Market with precision using the GMASS™ database





Find the best talent and fit for your programs

The GMASS™ database allows you to find and connect with aspiring candidates who have the specific qualifications and backgrounds you are looking for. With over 500,000 candidates, GMASS is the largest global recruiting database specifically for graduate management education and provides you with a direct connection to these qualified candidates that are interested in hearing from you.

With more than 2,000 unique combinations of search parameters in over 30 categories, you can target your audience with precision to meet your recruiting needs.

Use GMASS™ services to:

- Connect with prospects at specific time periods.
- Increase the diversity of your classroom.
- Create targeted, multichannel marketing campaigns that are cost effective.
- Recruit early—target pre-test candidates earlier in their decision-making process.
- Get the most up-to-date contacts and set up recurring searches.

GMASS™ database by the numbers (as of February 2019)

500,000+

unique candidate profiles

259,000+

GMAT pre-test candidates

232,000+

female candidates

130,000+

candidates who scored 600 and higher on their GMAT exam

160,000+

interested in a variety of master's programs

Sign up by visiting
gmac.com/GMASS

Sharpen your skills and expand your network

GMAC™ Annual Conference

The GMAC Annual Conference is the premier meeting in graduate management education, with more than 750 admissions, marketing, and program management professionals from around the world. The conference offers a unique opportunity to discuss global industry issues, learn from experts and peers, and expand your network.

Leadership Conference

At the Leadership Conference, academic and administrative program directors and program-level deans gather to explore new ideas, share best practices, and discuss issues affecting the industry.

Admissions Institute

The GMAC Admissions Institute is an intensive, skills-based program focused on the core knowledge needed to excel in graduate management admissions. Designed specifically for those with six months to two years of experience, the Admissions Institute helps newly hired admissions, marketing, and recruitment professionals develop the skills necessary to succeed in their careers. It is offered twice annually in the United States and once in Europe and the Asia Pacific region, with plans for continued expansion into additional markets in 2019.

GMAC™ regional conferences

GMAC regional conferences offer an opportunity to learn about issues of critical importance to the European and Asia Pacific graduate management landscape. Two regional

offerings are the GMAC European Conference and the GMAC Asia Pacific Conference.

Master's Leadership Symposium (New in 2019)

The Master's Leadership Symposium is a professional development event that is focused on program leadership and strategy for a business master's portfolio. This event is intended for an audience of senior level professionals from business schools around the world, and is an opportunity for them to gather and share new ideas and discuss challenges specific to business master's programs. The inaugural MLS will be offered in December 2019.

Webinars

Our webinars provide a way for all graduate management education professionals to stay on the cutting edge of current issues and trends from anywhere in the world.

Advocacy

Our mission to connect schools and candidates also takes the form of policy outreach, acting as a voice on behalf of graduate management education and in partnership with complementary industry organizations. In 2017 and 2018, GMAC conducted an advocacy campaign, Calling All Optimists, designed to generate broad candidate awareness of GME. Throughout the year, GMAC representatives participate in events and fairs worldwide, including the On Campus outreach initiative targeting students aged 18 to 22.



Our events bring together graduate management education experts from around the world. They provide valuable opportunities to grow as a professional, expand your network, and stay at the forefront of industry knowledge.

Learn more by visiting
gmac.com/events

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(M-F 8:30 am ET to 5:00 pm ET)

+1 866 505-6559
(Toll-free in the United States & Canada only)

Email us: customercare@gmac.com

Register and create an account on gmac.com:

- Subscribe to news and updates.
- Participate in GMAC market research.
- Gain access to marketing and recruiting tools.
- Prepare candidates for the steps they need to take to apply and get accepted to your school.

24-Hour Access

Learn more at gmac.com

