



# Membership Handbook

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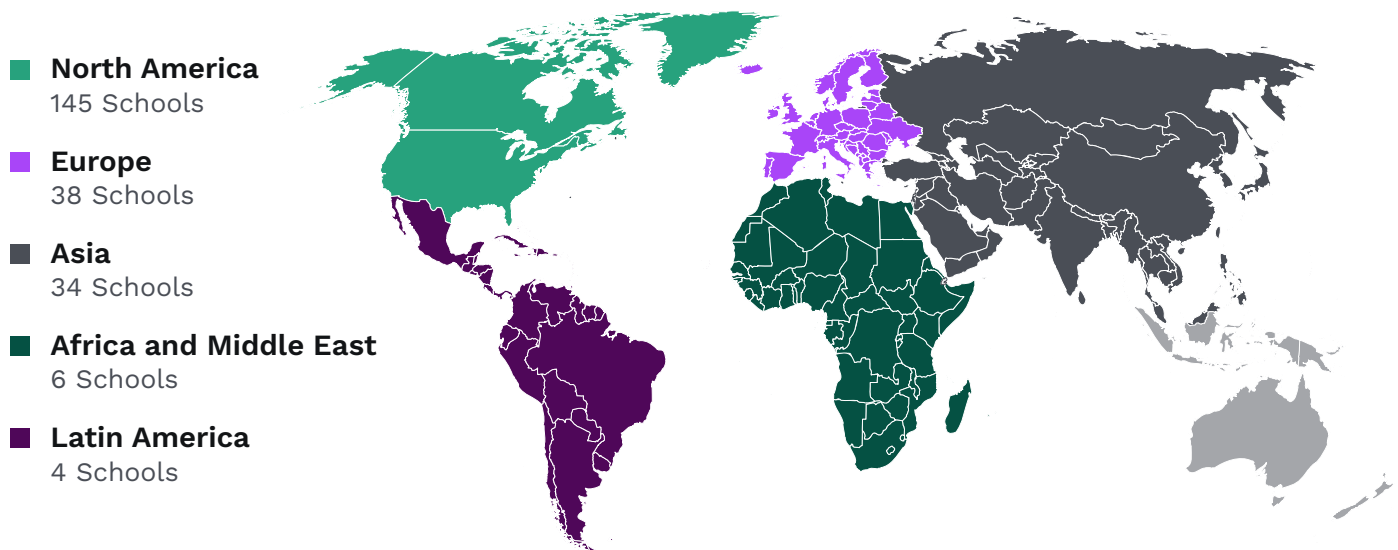
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# Welcome to GMAC Membership

At the heart of Graduate Management Admission Council (GMAC) is a global network of forward-thinking graduate business and management schools united by a shared vision: a world where every talented individual has access to the best business education for them.

While over 7,000 business and business-adjacent programs rely on GMAC's products and services, our [227 member schools](#) from 34 countries form a vibrant and collaborative membership community. As a member, you are part of a global movement dedicated to shaping the future of management education through shared ideas, innovative practices, and a commitment to advancing the collective mission of management education worldwide.



Members receive information from us regularly, and we encourage you to share the information with your colleagues and provide feedback on how we can best support you and your team in accomplishing their goals.

This handbook was designed to provide a better understanding of The Council, its mission, vision, and purpose and to ensure you have the information you need about member benefits and responsibilities.

Thank you again for being a valued partner as a GMAC member school!



Sincerely,

**Eric Chambers**

Director, Membership & Key Initiatives  
Graduate Management Admission Council

# About Us

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Founded in 1953, GMAC is a trusted partner to graduate management education institutions worldwide. We empower schools by providing world-class research, industry conferences, innovative recruiting tools, and the premier assessments needed to attract and select the right candidates. Our resources and services support schools in guiding students through every step of their graduate management education journey.

GMAC owns and administers the Graduate Management Admission Test™ (GMAT™), the most widely used assessment for graduate business school admissions, trusted by schools to identify candidates with the skills needed for success. Additionally, over 14 million prospective students annually engage with GMAC's platforms—such as mba.com, GMAC Tours, and BusinessBecause—to discover MBA and business master's programs, connect with institutions worldwide, prepare for admissions exams, and access expert advice for achieving their academic and professional goals.

## Vision

A world where every talented person can benefit from the best business education for them.

## Mission

To provide the tools and information necessary for schools and talent to discover and evaluate each other.

## Purpose

To ensure talent never goes undiscovered.





## GMAC's Core Values



### Courage

We are courageous in challenging the status quo.



### Listening

To act with courage and creativity, we listen to the market and our stakeholders and act on what we hear.



### Integrity

Above all, we act with unfailing integrity to ensure honesty and fairness. By living these values day to day, we seek to build lasting connections within our organization and the education community, both today and for the future.



### Collaboration

Action requires collaboration. We cannot accomplish our mission as individuals or even as one organization.



### Creativity

While being courageous, we need to be creative. Without courage and creativity, we will not stay relevant.



## We are committed to the work you do every day

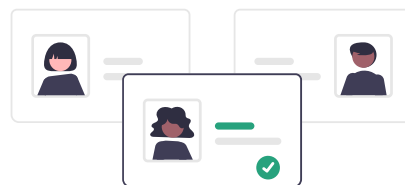
**GMAC provides a portfolio of resources to enable the success of your school.**



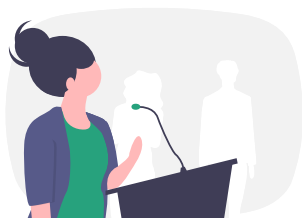
Marketing intelligence



Professional Development  
and Career Opportunities



Resources to Reach and  
Recruit Candidates



GME Advocacy



Assessments



# The GMAC Impact

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**As a member of the Council, you support an organization firmly committed to:**

## **Sustainability**

As a mission-driven nonprofit representing leading global business schools, GMAC is committed to all the people we serve - aspiring candidates, corporate recruiters, and school professionals dedicated to inclusive admissions and quality education. Aligned with the United Nations Sustainable Development Goals, we strive to advance growth, equality, and environmental care while ensuring no talent goes undiscovered. For more information see [GMAC's Sustainability Statement](#).

## **Giving Back to the Community**

GMAC demonstrates its commitment to giving back to the community in a variety of ways. In addition to our annual financial support of a number of organizations, we enjoy rolling up our sleeves to meet the tangible needs of our communities. In 2024, this included our observation of OneGMAC day, where our regional teams across the world participated in service projects aligned with our focus on equitable access to education. Another 2024 highlight was during the Annual Conference where attendees participated in a project to pack school supplies for a local school, continuing GMAC's goal of supporting education in the communities we serve.

## **Advocating for GME**

The [GME Admissions Reporting Standards](#) aim to standardize and ensure the accuracy, transparency, and comparability of admissions data across programs, helping prospective students make informed decisions. In response to industry needs, GMAC formed a task force in 2019 to update the MBA Reporting Criteria, leading to new standards endorsed in 2020. These standards are reviewed every two years to stay aligned with best practices, with the 2023 revisions currently guiding schools in reporting admissions data for marketing and rankings purposes.

# GMAC Membership Benefits

Benefits of GMAC Membership are chosen in consultation with and for business school professionals to support individual, team, and school goals. The [comprehensive list of membership benefits](#) can be found in the GMAC Membership Policy which is listed later in this booklet; however, below, you will find those that tend to be the most popular with members. These have been grouped into two categories: services and professional development and networking.

## Services

### Dedicated Relationship Manager

To ensure school professionals make the most of everything GMAC has to offer, member schools are assigned a dedicated relationship manager who provides consultation and training on the wide array of GMAC products, services and research to best support school leaders and their teams. Members should think of this person as their primary point of contact with GMAC. You can find your relationship manager's contact information on your Profile page of [gmac.com](https://gmac.com).

### GMAT Exam Fee Waivers

As part of our commitment to ensuring equitable access to assessments and supporting our schools working with candidates with financial hardship each year, members are eligible to request up to 15 GMAT Exam Fee Waivers to provide directly to their candidates. Requests for complimentary fee waivers can be made through [this link](#) or by emailing [customercare@gmac.com](mailto:customercare@gmac.com).

### Marketing Tools

More than 14,000,000 candidates visit GMAC web properties each year. To promote and educate these candidates on the myriad of programs our member schools offer, we include these programs in marketing tools like Program Finder, Calendar of Events, and Military Friendly Listing on [mba.com](https://mba.com). Member schools can update their program information at any time by visiting [Recruit & Reach Candidates](#) on [gmac.com](https://gmac.com).

### GMAC Market Intelligence

Do you want to know which schools are the most popular with candidates submitting GMAT scores to your programs? GMAC members are eligible to receive a [GMAC Competitive Intelligence Report](#) for each program that received at least 50 GMAT score reports in each of the past three testing years. Each custom report, distributed annually in December, analyzes the demographic information and scoresending behavior of these candidates to summarize your market position in the competitive GME landscape.

Member schools can secure additional market intelligence by accessing benchmarking tools, interactive profiles and dashboards for GMAC surveys (participation in some surveys required). GMAC also extends complimentary validity study services to all members. To learn more about these benefits, visit [Market Intelligence](#) on [gmac.com](https://gmac.com) (or connect with your relationship manager).

## Professional Development and Networking

**One of the goals of GMAC is to help you expand your professional network globally. We try to do this in a variety of ways:**

### **GMAC Member Directory**

Exclusively accessible to member schools, the [GMAC Member Directory](#) is an invaluable resource that provides contact details for school leadership and colleagues, facilitating effective peer networking. Member schools can update their directory listings throughout the year and, when appropriate, change representatives by visiting [Update the Directory](#) and [Update Representative Designation](#).

### **Member pricing for Conferences**

To ensure that professionals at our member schools have opportunities to stay current on industry impacting issues, solve problems together, exchange ideas and share best practices, GMAC offers a series of conferences and events. Staff at member schools are offered discounted pricing for both the regional (Asia and Europe) and Annual conferences. In addition, one (1) complimentary registration is offered to the school's Primary or Alternate Representative for the GMAC Annual Conference or regional conference in the member school's region (Asia Conference or Europe Conference). Visit [gmac.com](#) for the most up-to-date information about [GMAC Conferences & Events](#).

### **Membership Matters**

GMAC wants to ensure that you know what is happening in the Council and the industry. We also love celebrating and recognizing the achievements of our member schools and colleagues. To that end, a complimentary subscription to Membership Matters, a newsletter with exclusive, curated content, is provided for professionals at member schools. If you want to announce a new program, celebrate a promotion, or inform industry colleagues of a move, feel free to submit this type of information (or any other school news) for inclusion in the newsletter by writing [membership@gmac.com](mailto:membership@gmac.com). Members can also [view past editions](#) by logging onto the membership pages of [gmac.com](#).

### **Complimentary Job Postings**

While many other organizations charge members hundreds of dollars to post job openings on their site, GMAC proudly offers member schools the option to post their job openings, free of charge, on the [gmac.com](#) job search website, [Careers in Graduate Management Education](#). To post your openings, visit [gmac.com](#).

- ◆ Other benefits available to members include the opportunity to be nominated and elected to serve on the GMAC Board of Directors and to participate in GMAC advisory committees and focus groups. Our hope is that members take advantage of all the benefits available to them!





# GMAC Membership Policy

## Objective of Membership

Membership enables GMAC to leverage the influence, insights, and resources of the industry to deliver on its mission of providing impactful products and services that allow schools and candidates to discover and evaluate each other.





## Criteria and Eligibility

Members of The Council form a network of institutions that are committed to maintaining and enhancing the quality of management education and are open to the exchange of ideas and best practices to serve the collective interests of management education worldwide. Membership in GMAC is school-based and is open to institutions that maintain a selective admissions process and offer a master's program in business administration or management subjects or equivalent. In order to support the mission of The Council, member schools are expected to use, and ideally prefer, the GMAT exam or other GMAC assessment as a part of their admissions and enrollment processes for their graduate management programs.

Membership in The Council is at the sole discretion of the GMAC Board of Directors. In its evaluation of potential members, the Board is guided by an interest in maintaining a membership that is representative of quality business schools throughout the world that support The Council's mission. Numerous

factors are considered when assessing applications, including the strategic objectives of The Council; the prospective school's alignment with the membership's principles; the size and global coverage of membership; The Council's ability to absorb new member schools; and other considerations established by the Board from time to time. In order to be eligible for GMAC membership, an institution should typically be considered an educational organization, governmental entity, or equivalent. A prospective member school must be able to award degrees and be accredited by a relevant accreditation agency or alternatively provide evidence that its programs meet generally accepted standards of high quality in the field of management education. The criteria also include the prospective member school's demonstrated support of GMAC's mission through the use of its products and services. GMAC reserves the right to deny membership to any prospective member school if it does not meet the criteria described in this Membership Policy.

The Board's decision is final.



## Membership Requirements

Member schools form an important part of The Council's governance and are expected to participate in activities that support the GMAC mission while contributing to the development of new products and services that will advance management education.

**The following lists activities that member schools are required to undertake annually to remain in good standing:**

### **Data Submission**

Participate in the GMAC Application Trends Survey by submitting, at a minimum, data of their full-time MBA or the next largest MBA or flagship program (if a full-time MBA program does not exist). All data collected will be anonymized and aggregated in the Application Trends Survey Report. Member school data will be handled in accordance with GMAC privacy and data security policies and practices as described in the GMAC Privacy Statement on [gmac.com](https://www.gmac.com).

### **Member Voting**

Vote in annual Board election meetings and all other matters brought before the members of The Council.

### **Signature Conference Participation**

Participate in at least one (1) signature GMAC conference annually. Signature conference opportunities include the Leadership Conference, Annual Conference, Asia Conference, Europe Conference, and Master's Leadership Symposium.



## **School and Primary/Alternate Representative Information Maintenance and Verification**

- Verify the accuracy of the Member Directory, including changes in Deans and/or GMAC Representatives' designations and other key contact information.
- Each member Dean is responsible for designating an official delegate to act as the school's Primary Representative (the Dean may also choose to designate an Alternate Representative).
  - The Primary Representative must be the head of admissions, marketing, or program direction.
  - The Primary Representative will serve in the representative role for a minimum of three (3) years. This designation may be changed only in extenuating circumstances, including but not limited to: medical leave (including parental leave); extended leave or academic sabbatical; or the current Representative is no longer: associated with the school, employed by the school, holds an appropriate functional area head position, or serves in an interim Primary Representative capacity.
  - The member Dean may designate one additional Alternate Representative (for a total of 2 Alternate Representatives) for schools who currently hold a Board Representative Director seat to last for the duration of the Board appointment.
- Member schools are also encouraged to review and update their program offerings on Program Finder, a complimentary marketing resource on mba.com.

## **Demonstrated Engagement with GMAC**

Member schools must demonstrate engagement by participating in GMAC activities (in addition to those listed above), such as:

- Leveraging GMAC Assessments (GMAT, EA, NMAT, etc.) as demonstrated by score sending volume.
- Leveraging GMAC Connect and Other Services as demonstrated by participation in The GMAC Tour events, and use of GMAC Media Solutions, GradSelect services, Business Fundamentals, etc.
- Attending GMAC-hosted webinars, workshops/trainings, and events (AINP, virtual discussion forums, regional meetings, etc.).
- Participating in GMAC Research Surveys, such as Enrolled Students, Corporate Recruiters, etc.
- Volunteering to assist with GMAC Events and Services in roles such as: advisory groups and taskforces, conference & webinar speakers, event hosts, etc.





GMAC will engage in a review of member school compliance annually in accordance with this Membership Policy (Engagement - as a part of compliance - is measured against the average of all members). A member school will be placed on a one-year probation, as needed, should it not meet the requirements of membership, lose its accreditation, or fail to consistently support the GMAC mission, provide quality graduate management education, or provide fair and ethical treatment of candidates and students.

GMAC may withdraw membership at any time in its sole discretion for failure to comply with these or any other aspects of this Membership Policy. The Membership Committee of the GMAC Board of Directors may consider applications from exited members after two (2) consecutive calendar years of demonstrated engagement with the Council.

Member schools are expected to notify GMAC promptly if there is any change in the member school institution's tax-exempt status.

## Membership Benefits

As only a select group of schools are invited to be part of the Council, these schools are encouraged to indicate GMAC membership and use of GMAC assessments by displaying and using the GMAC member, GMAT and/or other GMAC assessment logo(s), or by including language to the same effect on their website, view books, and/or other marketing materials. GMAC may also display member schools' logos in materials and/or websites to demonstrate the school is a member of GMAC.

### Services for Members

- Dedicated Account Manager providing consultation and training on GMAC products, tools, and resources
- Up to 15 GMAT Exam Fee Waivers in a 12-month period
- GMAC competitive intelligence report for programs receiving a minimum number of scores from GMAC assessments
- Inclusion in marketing tools like Program Finder, Calendar of Events, and Military Program Listing on mba.com
- Access to the benchmarking tool (when participating in GMAC surveys), interactive profile, and validity study survey/benchmark.

### Professional Development and Networking

- Access to the online Member Directory to connect and interact with colleagues and peers around the world
- Member pricing for GMAC Annual and regional conferences
- One (1) complimentary registration to be used by the school's Primary or Alternate Representative towards the Annual Conference or a regional conference in the member school's region (Asia Conference or Europe Conference)
- Access to member-only content, webinars, and events
- Opportunity to be nominated and elected to serve on the GMAC Board of Directors
- Subscription to Membership Matters, a newsletter with exclusive, curated content for GMAC member schools
- Complimentary posting privileges to the job search website, Careers in Graduate Management Education
- Subscription to GMAC Connections and GMAC Advisor blog
- Opportunity to participate in GMAC advisory committees and focus groups

## Membership Governance Responsibilities

### Responsibilities of members include:

#### Primary Representative Responsibilities

- Vote on behalf of the member school on all matters brought before the membership
- Nominate individuals for open seats on the Board of Directors
- Vote in the election of Representative Directors of the Board
- Receive and review all official corporate notices of membership or governance meetings
- Receive all member mailings regardless of individual email “opt-in” preferences
- Annually review and update the school’s Member Directory listings and school professionals registered with the school on gmac.com
- Participate in GMAC surveys, advisory groups, and other forums
- Identify an individual for each program accepting the GMAT exam to review the program profile in the Program Finder on mba.com
- Disseminate GMAC information to relevant parties within the business school
- Serve as the Primary Representative for the member school for a minimum of three years, which may not be changed except for extenuating circumstances

#### Dean Responsibilities

- Nominate individuals for open seats on the Board of Directors
- Vote in the election of Dean Directors of the Board
- Designate Primary and Alternate Representatives

#### Alternate Representative Responsibilities

- Receive all member mailings regardless of individual email “opt-in” preferences
- Participate in GMAC surveys, advisory groups, and other forums
- Fulfill the Primary Representative responsibilities if and when the Primary Representative is unable

## Membership Fees

**There is no membership fee.**



# Contact Us

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Visit the [membership pages](#) on [gmac.com](#) to find policy information, forms, and tools to engage with GMAC and your peer member schools.

Please email us at [governance@gmac.com](mailto:governance@gmac.com) or contact your dedicated GMAC Relationship Manager if we can help with any questions or if you need any assistance.





