

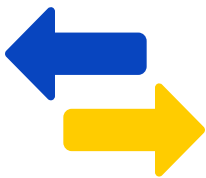
Calling All Optimists Market Research Learnings

Calling All
Optimists

What do early-stage candidates want when it comes to relevant and compelling content?

Candidates early in their GME decision-making journey are still evaluating the value of graduate business education. Their need for information does not include our industry's usual portfolio of topic areas like program types, application requirements or scholarships. Instead, they want to see themselves in a future state professionally and be presented with options of how to get there, including the pursuit of a graduate business degree. Here are some learnings from the program's quantitative research conducted in 2019:

Top professional needs



Information about career paths and professional options

73%



Access to experienced professionals that can answer career questions

73%



Tailored information that matches my career interests

73%



Advice for making a career change

72%



Help navigating the ever-changing business environment

68%

Participants were provided with additional options, such as:

- ▶ Access to peers and mentors
- ▶ Advice for becoming an entrepreneur/launching a start-up company
- ▶ Access to information about graduate business education alternatives

Top career resources



Money talks **65%**



Interactive tools **65%**



Reinvent yourself career fairs **64%**

Participants were provided with additional options, such as:

- ▶ Real-life career information
- ▶ Trend of the week
- ▶ Career sessions with business school decision-makers
- ▶ Mentoring initiative
- ▶ Power lunches
- ▶ Entrepreneurial talk series
- ▶ Business trivia

Generational preferences

Gen Z (18-24)



Money talks **62%**

Young Millennials (25-29)



Mentorship **65%**

Old Millennials (30-39)



Help with career change **68%**

Top communication channels



Email



Videos



Online chats



Facebook group



Webinars

Participants were provided with additional options, such as:

Live events, blogs, Instagram, podcasts, LinkedIn group, text messages, Snapchat

Communication frequency preferences

48%

Weekly

23%

Monthly

17%

Daily