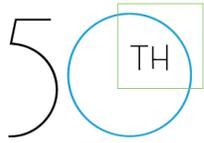


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Annual Conference 2020
June 18 - 19, 2020

Advocating for B-School in an Evolving Landscape



Tweet out key session learnings using hashtag
#GMAC2020





Maite Salazar
Chief Marketing Officer



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The need to give GME a voice is becoming more pressing

Pre Covid-19:

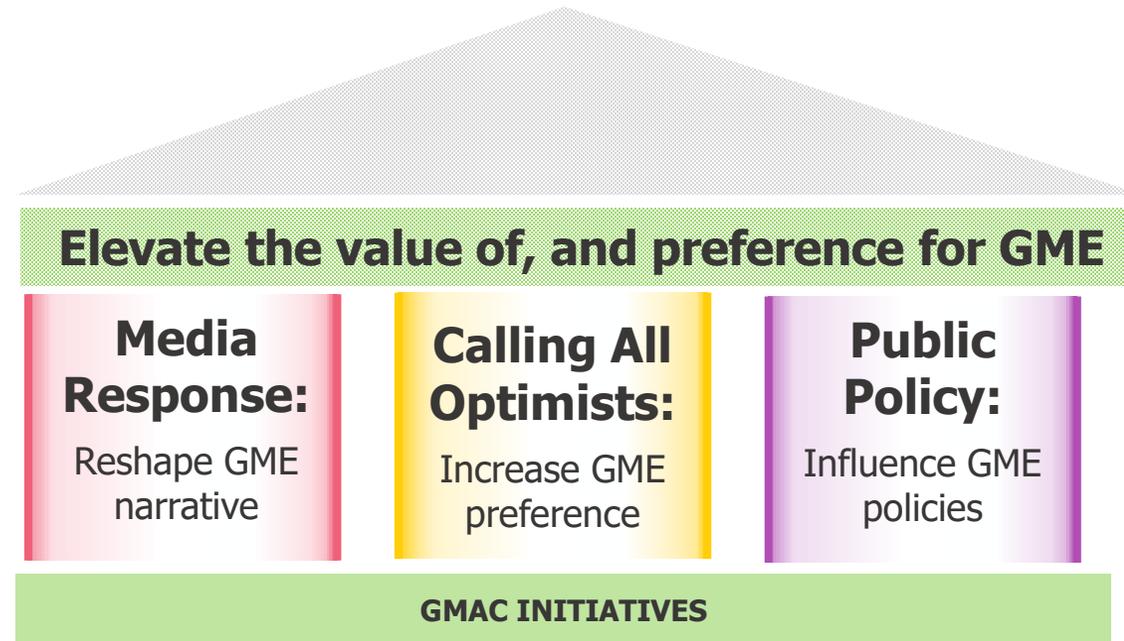
- Data shows **a slight decline of global GME applications**
- **Significant geographical shift** in application destinations and origins (e.g. USA ▼ Europe ▲ China ▲ India ▲).

During Covid-19:

- Covid-19 is **impacting significantly** candidates' decision to pursue GME (29%)
- 47% of candidates are considering **delaying** their GME decision, 43% target **7-12 months**

Advocating on Behalf of Business Schools

A multi-year initiative that leverages the connecting points and opportunities to more cohesively unify GMAC efforts driving GME



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Tania Hernandez-Andersen

Sr. Director, Corporate Brand
Communications



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Engaging the Media

Challenge

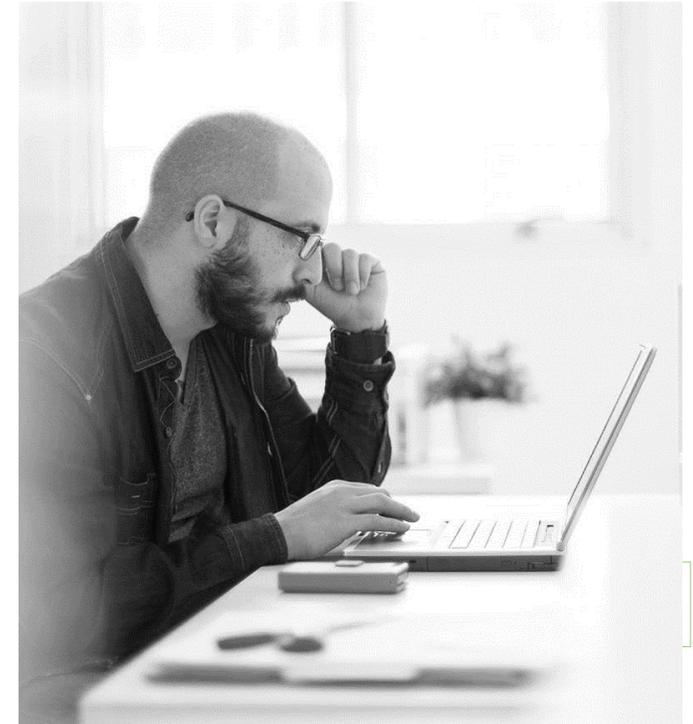
How to influence the media and manage the narrative around GME that tends to be sometimes inaccurate and partial

Our data and reach as cornerstone:

- **14m** candidates visit our GMAC sites annually
- Candidates get researched **5+** during their GME journey, from undergraduate to Alumni to keep the pulse
- **1200** companies from **45 countries** participate in Corporate Recruiters Survey
- COVID-19 research: **2200** candidates and **300** schools

Proactive and reactive initiatives:

- GMAC → Media: Feeding media and publications with initiatives, data and stories that are relevant and timely
- Media ← GMAC: Do not let any inaccurate major story around GME to go without a response





Business School Rankings Outreach

GMAC, in partnership with AACSB, EFMD and MBA CSEA, formally requested that the ranking organizations delay their rankings publications.

In recognition of the unprecedented impact of the global pandemic on the admissions process, a formal request was made to the major rankings institutions postpone their work and publication on business school rankings.

Please read the letter at www.gmac.com/news-center

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Responding to the Media around Covid-19

What we have been hearing:

- Journalists are focused on a looming global recession and the impact on b-schools. Storylines that have been put forth include the potential for uptick in domestic demand and more regional growth in Asia given the potential for students to stay closer to home.
- Interest in trends around one-year MBAs
- Interest in data and insights on deferments
- Questions on the likelihood for growth with online MBAs given uncertainty around classroom and blended learning models

The media continues to value GMAC's market intelligence. We've gained valuable perspective into trending storylines through the sharing of GMAC's COVID-19 sentiment data.

Our response:



THE WALL STREET JOURNAL

OPINION | LETTERS

Immigration Issues Dim Grad Student Plans

I hope America's leaders recognize the high costs to the U.S. economy should we continue to bring forth proclamations and rhetoric that encourage the world's skilled workers to go elsewhere

POETS & QUANTS

BUSINESS INSIDER

Businessweek Agrees To Suspend Its MBA Ranking This Year

B-School Candidates' Concern Over Job Prospects Skyrockets

BY MARC ETHER ON MAY 12, 2020 | 0 COMMENTS | 2,349 VIEWS



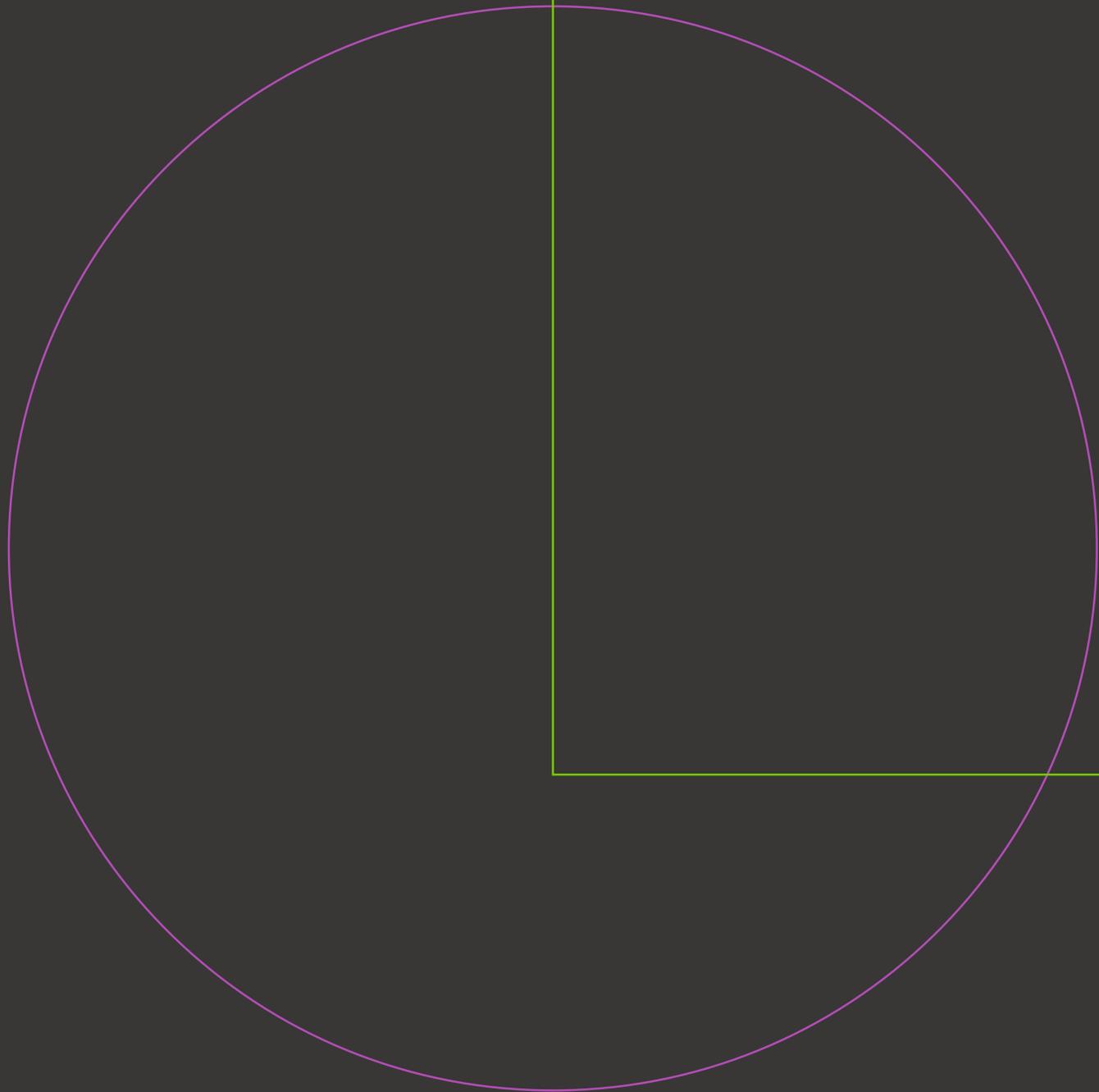
China

Coronavirus: Unemployed Chinese graduates in US face hard decision to stay or leave

• Recent graduates are facing the choice of returning to China or staying in the US amid massive lay-offs and a public health crisis

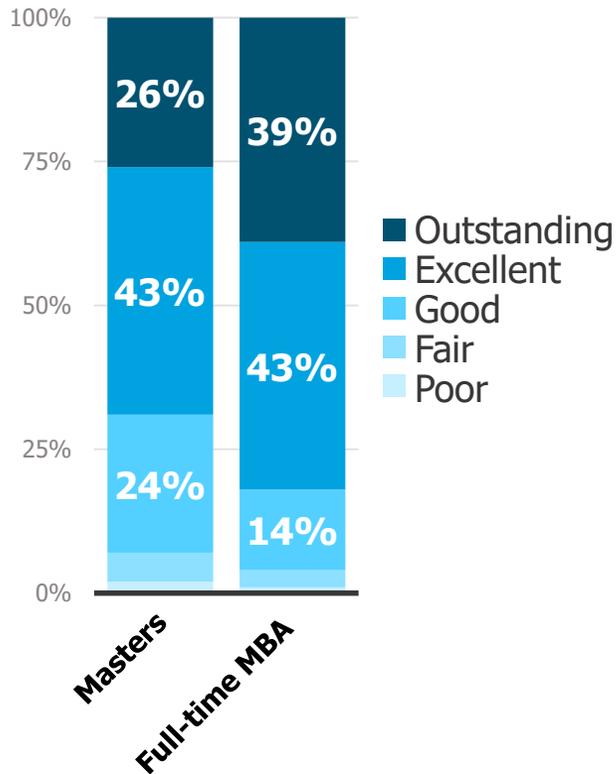
You can take the GMAT at home starting April 20, and top business schools including Harvard and MIT Sloan have already pledged to accept online test scores

**Resources for
you to help us
shape the
narrative**

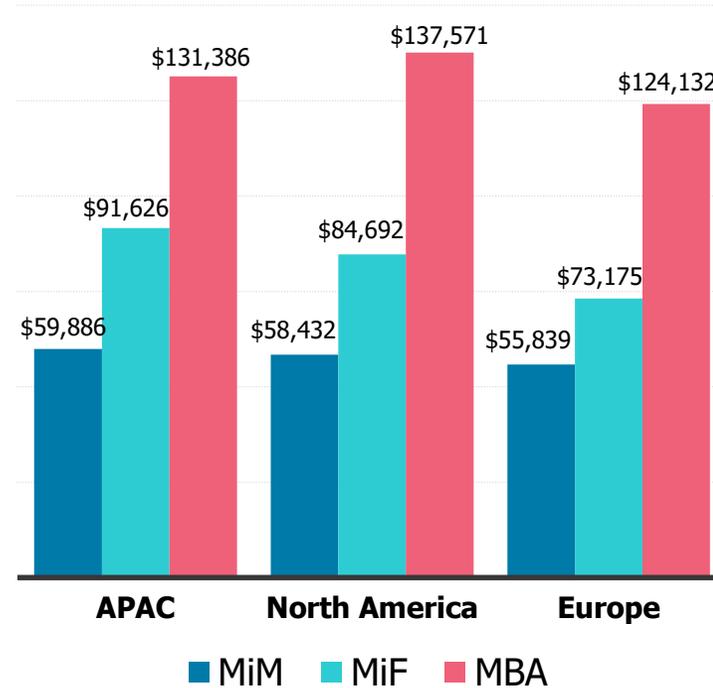


GME continues to be a valuable investment

Alumni rating of the overall value of their graduate management education

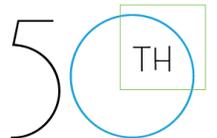


Projected median base starting salary, by program location



Median starting salaries of *Economist* and *Financial Times* ranked programs, 2018 - 2019

Adjusted for inflation, **MBA starting salaries from US companies have increased 9%** since 2002 and are at the highest recorded level.



GMAC (2018) Alumni Perspectives Survey. Available at [gmac.com/alumniperspectives](https://www.gmac.com/alumniperspectives)

Market Intelligence

What impact is COVID-19 having on the aspirations of prospective business school students?

Our data shows candidates are keen to stay on the path to business school and stay connected with your programs.

A recent GMAC survey snapshot shows aspirations aren't necessarily disrupted, but planning is.

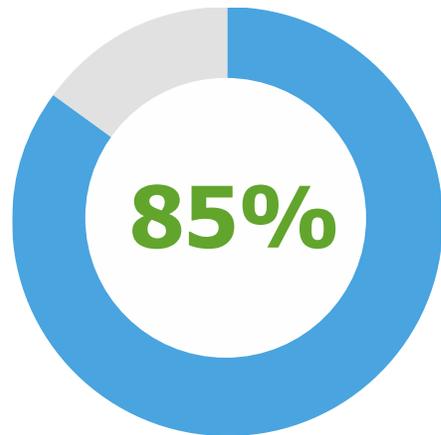
- **7%** of respondents say they will no longer pursue a graduate business education
- **47%** say they will delay the pursuit of graduate management education (most by 7-12 months)
- **70%** say COVID has no impact, a little or only moderate impact on their decision to pursue GME

Read the latest updates at www.gmac.com/gmac-advisor

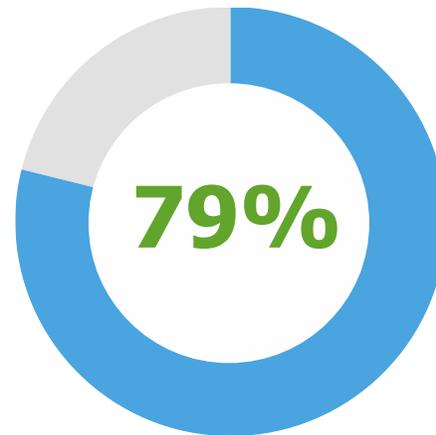


Longitudinal Study of B-School Alumni

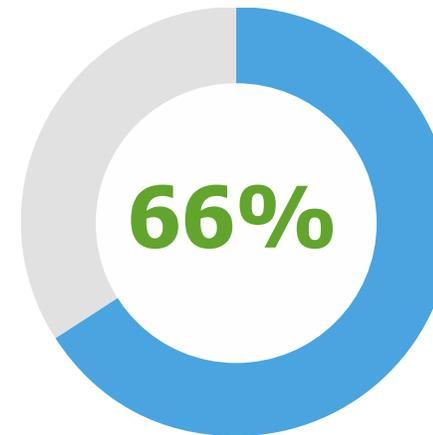
520 b-school alumni, surveyed between May 22 and June 9, 2020



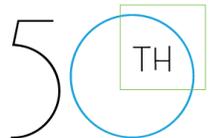
said their graduate business education increases their employability



became aware of job opportunities through their business school network



are confident in their employability even in times of economic uncertainty



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Individuals who registered on mba.com 2009 and later. Graduation years generally 2010-2020.

Key Takeaways

Data shows that:

- GME continues to have a high value proposition for candidates from a Salary and Employability perspective
- Because of Covid-19 business school aspirations aren't necessarily disrupted, but planning is.
- Candidates are more keen than ever to stay on the path to b-school and stay connected with your programs.

Media Strategy:

- In order to influence the narrative, you need data to feed information, engaging in the push/pull
- GMAC is monitoring the media landscape and testing the dual approach of pitching relevant data and taking a 'no bad story stands alone' approach

Business Schools can:

- Leverage GMAC data and research for your media communications
- Join Rankings initiative
- Sharing information and program initiatives through mba.com
- Participate in research - www.gmac.com/surveysignup





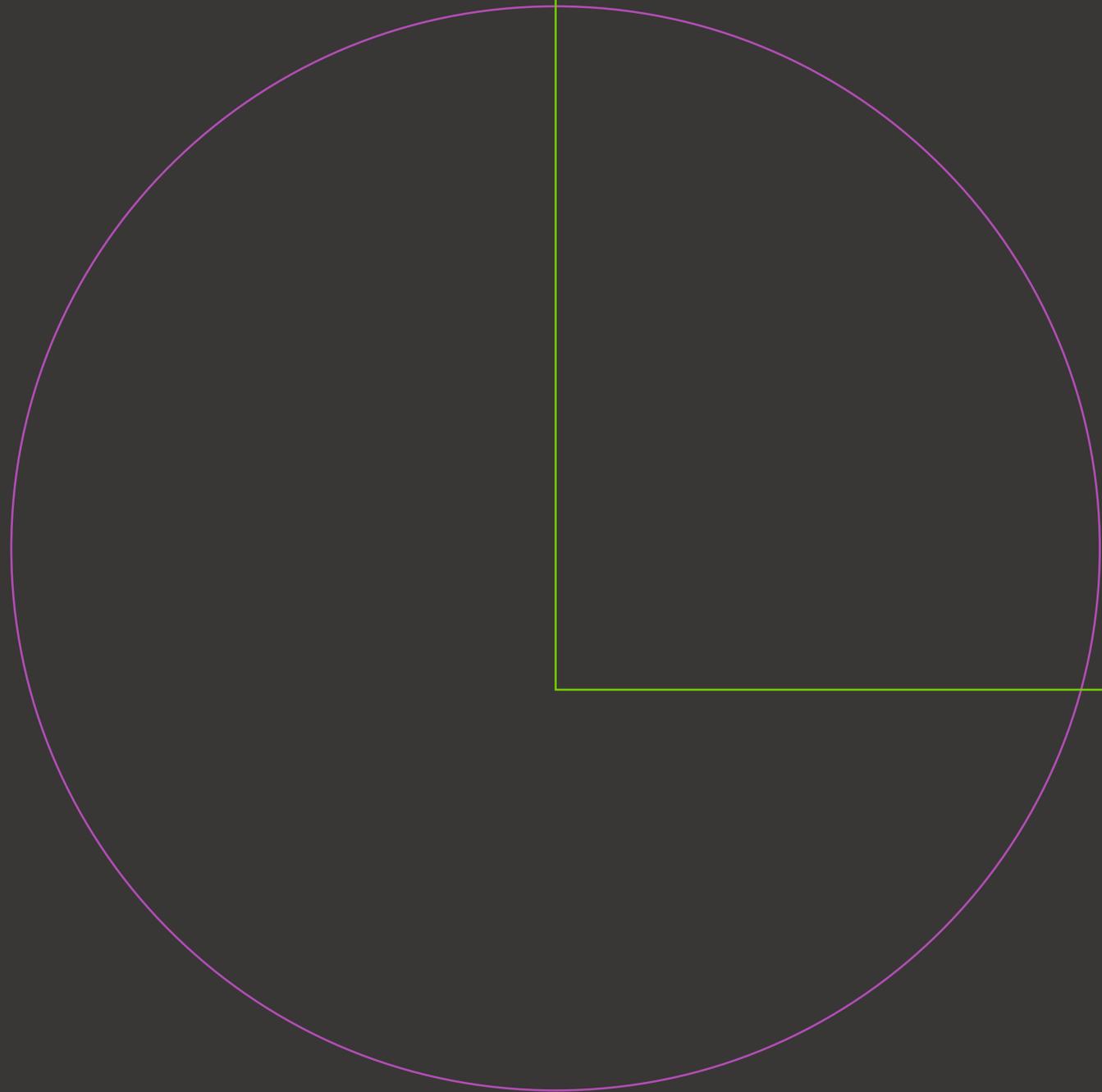
Julie Slovin

Sr. Director, Strategic Marketing



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Calling All Optimists



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Engaging a new audience

Challenge

How might GMAC inspire and engage future business leaders to consider GME as a viable option for them?

Marketing Pilots (2017 & 2018)

- Two 3-month marketing campaigns



Targeting

- Students and working professionals, 18-34, in the Awareness or early Consideration stages of their GME journey
- US, UK, India, Indonesia, South Africa



Insights at the core

Candidate insights formed our value prop, related messaging and content

The power of optimism

There is a strong correlation between optimism and success in b-school and beyond

GME motivators

Motivators from the GMAC Global Segmentation Study drove the core messaging and content strategy

- *Career acceleration, change and exploration*
- Skill development



Concept testing

Primary research revealed generational and regional preferences for messaging, content and channels

03 / 05

Now that I'm in the workforce, I am focused on...

Earning a promotion

Reinventing myself/changing careers

Exploring international opportunities

◀ Back

Lessons learned

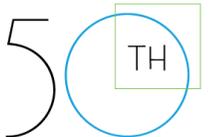
- Don't 'sell' GME. Instead, offer it as a path to career success
- Social media can be a powerful channel for both reach and conversions
- For global campaigns, regional needs and behaviors should inform tactics and metrics
- A varied content mix will maximize reach and engagement
- Ongoing messaging and content testing will help increase downstream conversions

24%

**lift in positive
perception of MBA**

55%

**increase in desire to
learn more about GME**



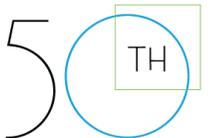
Research insights

Type of Information	Comms Channels	Professional Resources
Career paths and professional options	Email	Money talk
Access to experienced professionals	Videos	Interactive tools
Tailored information	Online chats	'Reinvent Yourself' fairs
Career change advice	Facebook groups	Real life decision-making
Access to peers and mentors	Webinars	Mentoring program
	Live events	

Gen Z (18-24)

Younger Millennials (25-29)

Older Millennials (30-39)



Key takeaways

- True upper-funnel audiences need time and guidance to see GME as a viable option for them
- Generational and cultural differences should factor into your marketing decisions, balancing breadth and depth depending on your specific objectives
- A test and learn approach, leveraging audience insights, will ensure optimization against priorities and goals over time

Calling All
Optimists

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Geoff Basye

Director, Media Relations



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Q&A

Please use the chat feature to ask your questions



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Take our one question poll

Visit us in the GMAC Lounge

Set a meeting with us

Online @ [Gmac.com/advocacy](https://www.gmac.com/advocacy)

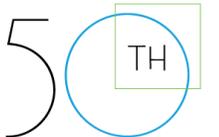


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Key takeaways

Key takeaways from the session and the presentation deck are available in the handouts section

Please visit gmac.com/advocacy to let us know you'd like to stay connected with us as we move our GME advocacy efforts forward



Thank you!



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