

# GMASS® Live Q&A

FIND YOUR NEXT INCOMING CLASS WITH GMASS®  
THE GRADUATE MANAGEMENT ADMISSION SEARCH SERVICE®

February 23, 2011 | 9 AM PST | 12 PM EST | 5 PM GMT |

# Moderator



## Sabrina White

- GMAC® Client Services Specialist
- More than 10 years in GME-  
Admissions and Program Director

# GMAC Panel



**Gregg Schoenfeld**

Director, Management  
Education Research



**Betsy Kacizak**

Client Services  
Specialist



**Paula McKay**

Associate Director,  
Customer Care



**Nadia Chopitea**

Products & Services  
Specialist

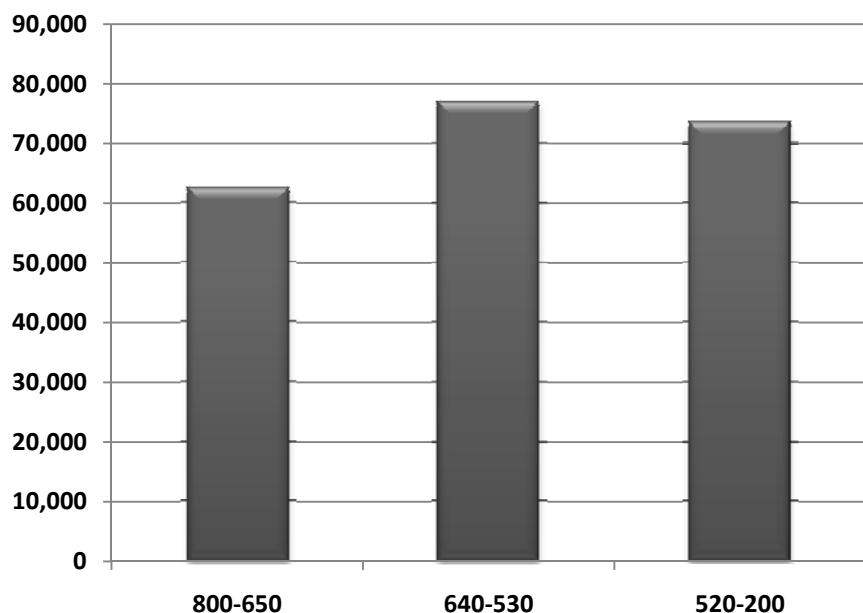
# A Snapshot of GMASS<sup>®</sup>

**Total Pool Size**     **394,992**

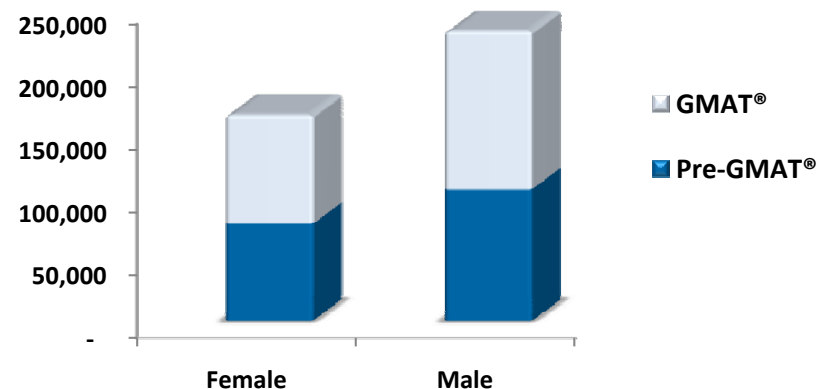
**GMAT<sup>®</sup>**     **212,916**

**Pre-Test**     **82,076**

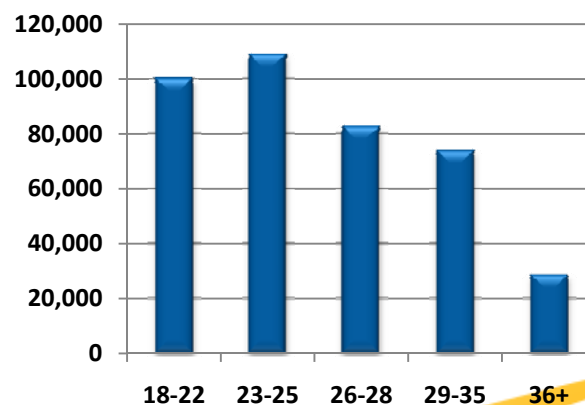
**By GMAT Score Range**



**By Gender**



**By Age Range**



# Search Categories

Choose from a variety of categories and subcategories to target your search

<b>DEMOGRAPHICS</b>	Gender	Ethnic Identification	First or Native Language	Citizenship	Age Range
<b>DESIRED SCHOOL /DEGREE CHARACTERISTICS</b>	Teaching Format	Part-Time vs. Full-Time	Degree Concentration	Degree Objectives	
<b>INTENDED SCHOOL PLANS</b>	Work Intentions	Planned Date of Enrollment			
<b>EDUCATIONAL/ PROFESSIONAL BACKGROUND</b>	Yrs. of Work Experience	Undergrad First Institution	Yr. of Undergrad Education	Educational Experience	Undergrad Major Undergrad GPA
<b>GMAT® EXAM SCORE RANGE</b>	GMAT AWA Score	GMAT Quantitative Score	GMAT Verbal Score	GMAT Exam Total Score	
<b>LOCATION</b>	Preferred Region of Study	Permanent US State	(U.S.) World Region, Country, Zip or State or Metropolitan Area	(Non U.S.) World Region, County, City	

# **GMASS 2010 Webinars**

**GMASS: An Introduction**

**GMASS: Making It Work For Your School**





# Q

## How can I send the most effective emails to cold prospects?

# A



Craft Unique Messages  
to Targets  
**(3)**

Develop Segmented  
Mailing Lists with GMASS®  
**(2)**

Identify Target Audiences  
**(1)**

Register | Log In | Home | Site Map | Contact Us

**THE GRADUATE MANAGEMENT ADMISSION COUNCIL®** search

School Services | The GMAT® | Research & Trends | News & Events | About Us

GMAT® Stats  
GMAT® Geographic Trends  
Survey Research  
Research Report Series  
MFR Institute  
Tools & Services  
GMAC® Data To Go  
GMAC® Interactive Research  
e-Reports: Macro Realities & Micro Considerations

Home > Research & Trends > GMAC® Interactive Research

### GMAC® Interactive Research

All the detailed, reliable data you expect from GMAC now with graphical displays and user-selected views

Introduction | Public | **GMAT Using Schools** | GMAC Member Schools | Quick Start

If you are affiliated with a GMAT using school, we have reports just for you. Please log in to access the following:

- [New! Alumni Perspectives Survey, September 2010 Comprehensive Data Report](#)  
This expanded version of the interactive data report summarizes data provided by the 3,490 alumni who completed the survey and allows you to view and select data by graduation year, program type, gender, age, citizenship, school location, and US subgroup.
- [Profile of GMAT Candidates, 2005-06 to 2009-10 \(Interactive Edition\)](#)  
The *Interactive Edition* of the *Profile of GMAT Candidates* lets you view most of the data within the latest *Profile* by test-taker segment using either graphs or tables. The *Interactive Edition* also lets you download and save the tables for further use.
- [mba.com Registrants Survey 2010 Global Data Report](#)  
This report tracking prospective student preferences and intentions is based on data collected in 2009 from 22,111 mba.com registrants around the world.
- [mba.com Registrants Survey 2010 US Data Report](#)  
This report tracking prospective student preferences and intentions is based on data collected in 2009 from 10,858 mba.com registrants residing in the United States.
- [Global Management Education Survey 2010 General Data Report](#)  
This report provides an overview of the survey findings based on responses from the 5,274 recent soon-to-be graduates of the Class of 2010. The data is organized according to three key topic areas: Evaluation of Education, Careers and Job Search, and Respondent Profile.

Print this page  
Email this page  
Bookmark to My GMAC

News Center | gmac.com Terms & Conditions | Trademarks | Privacy  
Copyright ©2002-2011, Graduate Management Admission Council® (GMAC®). All rights reserved.

# mba.com Registrants Survey Data Report for GMAT-Using Schools

**NEW** Report Available  
March 2011



Explore more at  
[gmac.com/InteractiveResearch](http://gmac.com/InteractiveResearch)





# Q

Does GMASS® keep data on students who are looking for a MS degree program?

# A

Yes, under ***Desired Degree Characteristics, Degree Objectives.***

GMASS® Search - Select Additional Criteria

There are 394,992 names in the database.  
Select a Search Category to narrow the search results.

Desired Degree Characteristics

To make multiple selections, hold down the Ctrl key while clicking your choices.

Degree Objectives

- Criteria not selected--
- Doctorate in Business (Ph.D. or DBA)
- Executive MBA (EMBA)
- Joint Degree - MBA/Engineering
- Joint Degree - MBA/Law
- Master's in Business (MS, MSc, MA)
- Master's in Business Administration (MBA)

Intended Concentration

- Criteria not selected--
- Accounting
- Arts Administration
- Banking
- Economics
- Finance
- General Management

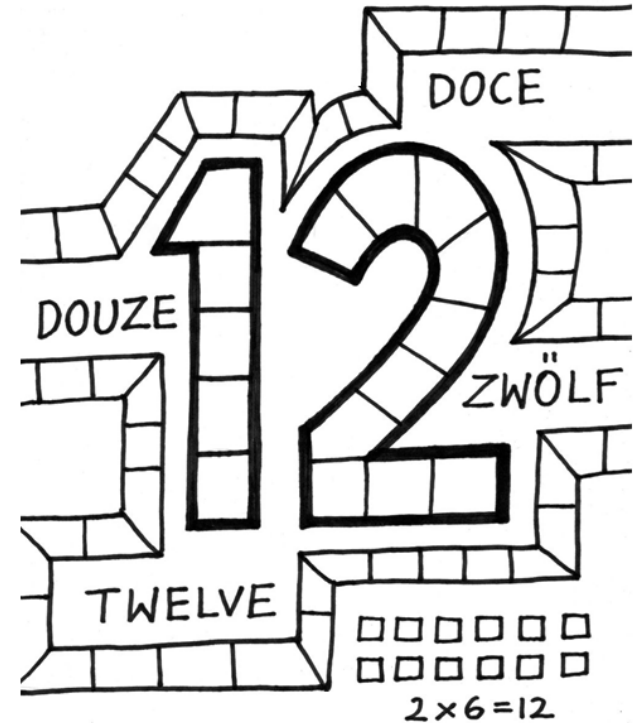
And you can search by...

# Intended Concentration can help you find candidates looking for specific area of study

Update Criteria	Data Being Searched	Number Of Matching Names
Candidate Pool(s)	Both Pre-test and GMAT®	394,992
Include sent score reports	<input checked="" type="radio"/> Yes <input type="radio"/> No	394,992
Candidate Date Range	Standard Date Range: <a href="#">18 Months</a>   <a href="#">12 Months</a>   <a href="#">6 Months</a>   <a href="#">3 Months</a>   <a href="#">1 Month</a>   <a href="#">2 Weeks</a>   <a href="#">1 Week</a> Custom Date Range: <input type="text" value="02/16/2010"/> thru <input type="text" value="02/16/2011"/>	275,429
<a href="#">Edit</a>	<a href="#">Delete</a>	Desired Degree Characteristics Degree Objectives : Master's in Business (MS, MSc, MA)
<a href="#">Edit</a>	<a href="#">Delete</a>	Desired Degree Characteristics Intended Concentration : Human Resources, Organizational Behavior
Total Matching Names:		494

# Q How long can a GMASS® list be Used?

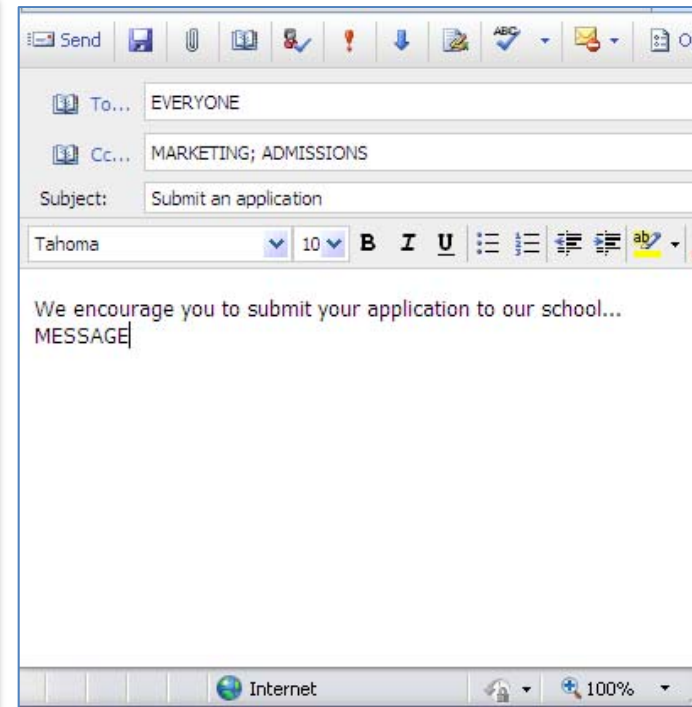
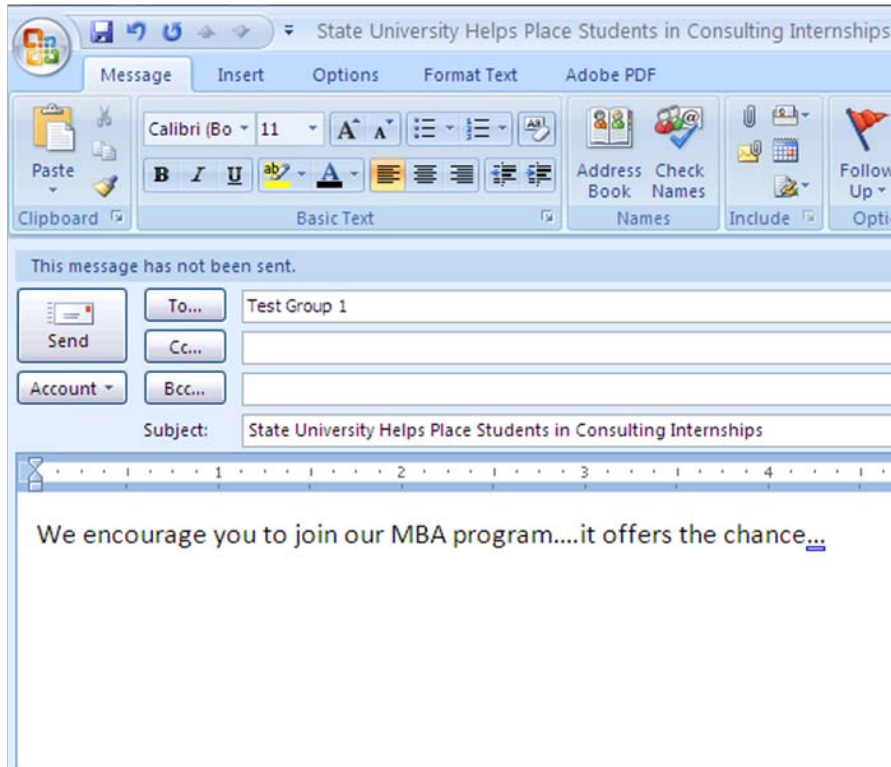
A **12** Months from the Date of Purchase & Unlimited number of times as long as the user does not opt-out



# Q

## What types of messages have been most impactful in increasing enrollment?

# A



Q

Can you show an example of how Underutilized fields might work?

A

You can search by ***Undergraduate Major*** to find candidates who have a background or interest of study that would be similar to your degree program.

Update Criteria		Data Being Searched	Number Of Matching Names
Candidate Pool(s)		Both Pre-test and GMAT®	394,992
Include sent score reports	<input checked="" type="radio"/> Yes <input type="radio"/> No		394,992
Candidate Date Range	Standard Date Range:	18 Months   12 Months   6 Months   3 Months   1 Month   2 Weeks   1 Week	275,429
	Custom Date Range:	02/16/2010 thru 02/16/2011	
<a href="#">Edit</a>	<a href="#">Delete</a>	Desired Degree Characteristics Degree Objectives : Master's in Business (MS, MSc, MA)	18,144
<a href="#">Edit</a>	<a href="#">Delete</a>	Educational Background Undergraduate Major : Anthropology, Psychology, Sociology	253
Total Matching Names:			253

# Benefits of Underutilized Fields

**GMASS® Search - Select Additional Criteria**

There are 389,770 names in the database.  
Select a Search Category to narrow the search results.

Work Experience

To make multiple selections, hold down the Ctrl key while clicking your choices.

Years of Work Experience

--Criteria not selected--  
Less than 1 year  
1-2 years

Functional Experience Prior to MBA Degree

--Criteria not selected--  
Consulting  
Finance/Accounting

Industry Experience Prior to MBA Degree

--Criteria not selected--  
Consulting Services  
Consumer Products

Military Service, Current or Within Past 3 Years

--Criteria not selected--  
Yes  
No

Desired Functional Area After MBA Degree

--Criteria not selected--  
Consulting  
Finance/Accounting

Desired Industry After MBA Degree

--Criteria not selected--  
Consulting Services  
Consumer Products

- Define your search to find candidates that better match your program
- Candidates might not be over-communicated with by others
- Conduct multiple searches using different fields for various programs



Q

# How do I set up a recurring search? How do other schools utilize this feature?

A

By selecting ***Recurring Order*** as your Purchase Type



**Review Items in Cart** > **Select Payment Options** > **Order Confirmation**

1 item(s) ready for purchase | [Select All](#) | [Clear All](#) | [Make All Recurring Orders](#) | [Make All One-Time](#)

Select	Order	Search Name	Properties	Candidate Date Range	Purchase Type	Name Count	\$
<input type="checkbox"/>	1.	EMBA Program		2/17/2010 - 2/17/2011	<div> One-Time One-Time Recurring Order </div>	1367	\$888.55
<div>Remove from Cart</div>						Cart Total:	1367 \$888.55

Name counts may change. You must first click **Refresh Counts** before clicking **Next Step** to continue the purchase process. Please refer to the GMAC® User Guide for an explanation of why a name count may change.

[Cancel](#) [Refresh Counts](#)

# Recurring Search Set-Up



**Review Items in Cart > Recurring Orders > Select Payment Options > Order Confirmation**

Set up the recurrence frequency and end date of the orders below:

Recurring Order# 1		Properties
EMBA Program		
Frequency	End Date	
<input type="radio"/> Weekly	<p>Because today is the 18th of the month, your recurring purchases will be made on the 18th of subsequent months.</p> <p>No End Date </p> <p>End Date:</p> <input type="text"/>	
<input type="radio"/> Biweekly		
<input checked="" type="radio"/> Monthly		
<input type="radio"/> Bimonthly		
<input type="radio"/> Quarterly		

<< Previous Step

Cancel

Payment Options >>

**Q How can I ensure email messages are compliant with the Terms of Use?**

- A**
- Include valid contact information
  - Notify that names came from GMASS
  - Allow for opt-outs





**Nadia Chopitea**  
*Products & Services  
Specialist*



**Shira Stein**  
*Customer Service  
Coordinator*



**Paula McKay**  
*Associate Director,  
Customer Care*

# GMASS® Customer Care

If you have any questions about GMASS®, please contact **Customer Care** using the contact information below. We are available **Monday through Friday, 7:00 am to 5:00 pm, Eastern Standard Time.**



**PHONE:** +1(703) 668-9606



**FAX:** +1(703) 668-9686



**EMAIL:** [gmass@gmac.com](mailto:gmass@gmac.com)