## The GMASS® Redesign

#### GMAC® webinar will begin soon!

Audio for this webcast is via telephone.

Our session is being hosted at GMAC offices in Reston, VA.

Please use these coordinates to join us:

From within the US: +1 (888) 632-5060

Participant code: 16281994#

From <u>outside</u> the US: **+1 (201) 499-0418** 

Participant code: 16281994#



# The GMASS® Redesign Housekeeping

- Please mute your phone
- Do not put us on "hold"
- Type questions using Q&A function
- You may maximize your window
- Program will be archived
- Any technical problems?

Call Peach New Media customer support at

+1 (877) 728-3904



### Interactive Poll Q

How many people are joining you on this call?

## The GMASS® Redesign



## A Sneak Peak



### **Moderator**



#### Sabrina White

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

## Joining us from GMAC



Betsy Kacizak

Client Services Senior Manager, Americas



Paula McKay

Associate Director, Customer Care



## Webinar Agenda

- Getting to Know You
- Benefits of GMASS
- The Redesigned GMASS
  - New User Interface
  - Multi-Country Selections
  - Recurring Search Function
  - Combined Download Files
  - Search Management Options
- Q&A



## Getting to know You!

## Interactive Polling Insert Polling Slides Here

#### **Question:**

Question: What region are you calling from?

## Getting to know You!

## Interactive Polling Insert Polling Slides Here

**Question:2** 

Question: When was the last time you used the GMASS application?



## What is GMASS?

- Graduate Management Admission Search Service
- Database of nearly 400,000 potential candidates for your program
- These 400,000 people have opted into GMASS because they want you to contact them about your program

## Why Use GMASS?

- Access the World
- Target precisely
- Aim for diversity
- Time it right



## You Asked: We Listened!



## How did we get here?

#### **GMASS** Redesign Advisory Group



Graeme Harper London Business School



Debby Herczeg University of Notre Dame



Oliver Matthews University of St Gallen



Scott Campbell University of Denver



Angel Burgos George Mason University



David Bergheim University of San Diego



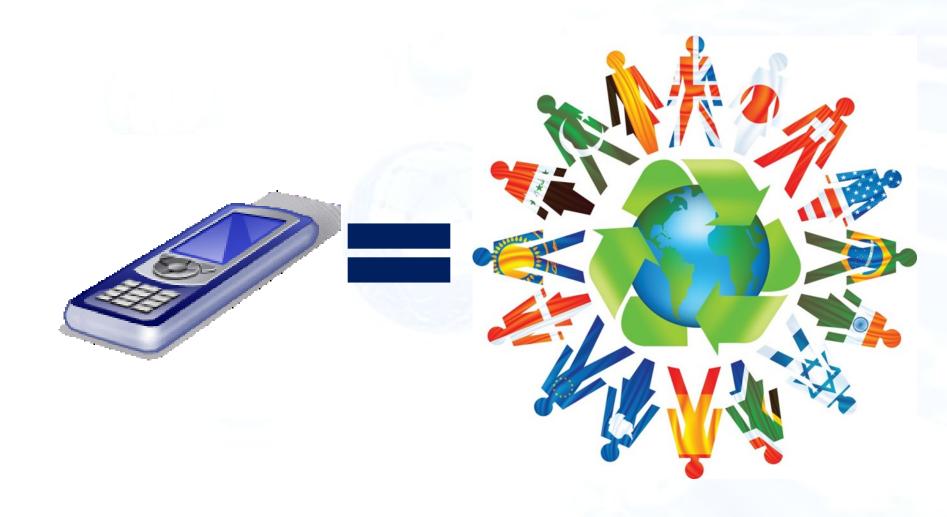
Jeff Cowgill University of California, Berkeley



Angelyn Ang National University of Singapore



## How Did We Get Here?



## What is NOT changing?

- ✓ GMASS Data
- ✓ Current Recurring Searches
- ✓ Current Search History
- ✓ Credit Card profile
- ✓ Output file

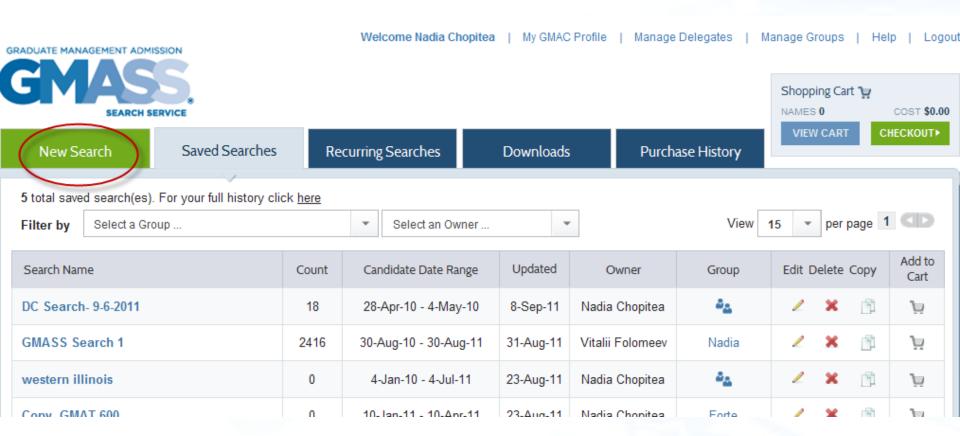


## Welcome to the Redesigned

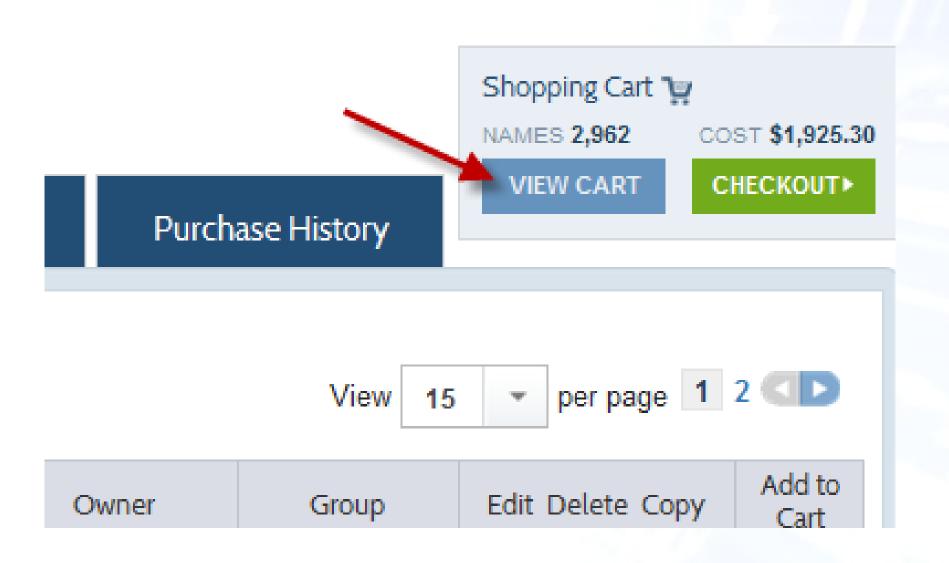


**SEARCH SERVICE** 













**New Search** Saved

5 total saved search(es). For your fu

Select a Group ...

Search Name

Filter by

DC Search- 9-6-2011

**GMASS Search 1** 

western illinois

Copy-GMAT 600

Hungary- 10-23-2010

Total Names: 2,434   Total Co	ost: \$1,582.10
-------------------------------	-----------------

Search Name	Count	Candidate Date Range	Cost	Remove
DC Search- 9-6-2011	18	28-Apr-10 - 4-May-10	\$11.70	×
GMASS Search 1	2416	30-Aug-10 - 30-Aug-11	\$1,570.40	×

Shopping Cart 📜 COST \$1,582.10

**CHECKOUT** ▶

**CHECKOUT**▶

Add to ру Cart 9

ge 1 (1)







page 1





Shopping Cart 🍟

NAMES 2,434 VIEW CART COST \$1,582.10

New Search Sa

Saved Searches

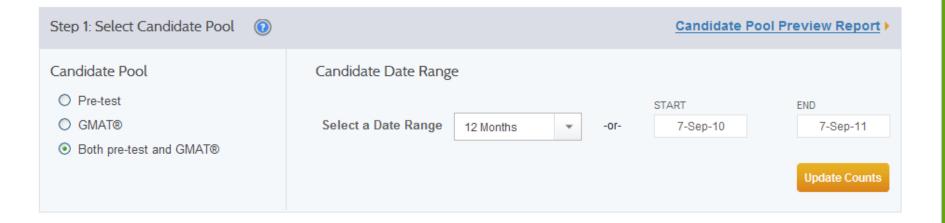
Recurring Searches

Downloads

Purchase History

Total Matching Names: 2

232,253



Step 2: Select Additional Criteria

GMAT® Scores

GMAT® Scores

Demographics

Please Select Additional Criteria



#### Candidate Pool Preview Report

Close

Print

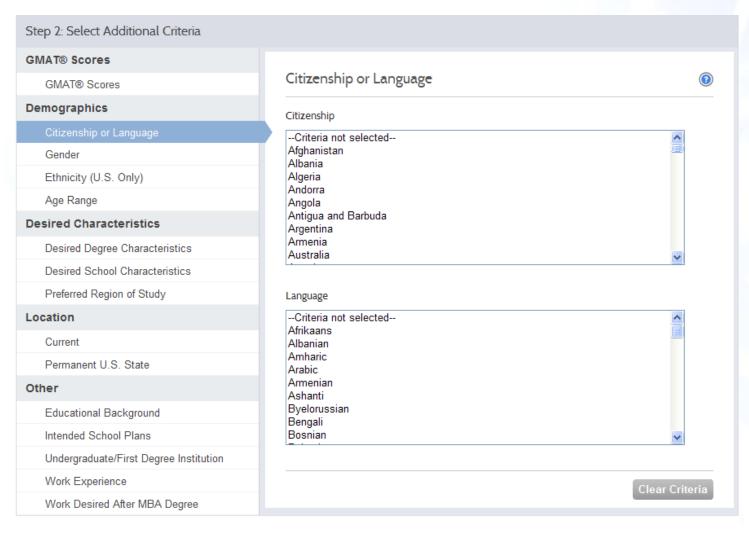
	Pre-GMAT	GMAT	Total
Total	167,164	189,265	356,429
Age Range			
18 - 22	47,459	48,267	95,726
23 - 25	43,134	53,985	97,119
26 - 28	30,624	41,433	72,057
29 - 35	30,545	35,239	65,784
36+	15,081	10,330	25,411
Degree Objectives			
Did Not Respond	45,308	31,379	76,687
Doctorate in Business (Ph.D. or DBA)	2,971	4,084	7,055
Executive MBA (EMBA)	8,001	5,638	13,639
Joint Degree - MBA/Engineering	2,103	1,523	3,626
Joint Degree - MBA/Law	2,859	1,975	4,834
Master's in Business (MS, MSc, MA)	10,193	14,766	24,959
Master's in Business Administration (MBA)	77,179	105,608	182,787
Master's in Health Care Administration (MHA)	1,310	1,045	2,355
Master's of Accountancy (MA)	4,959	11,939	16,898

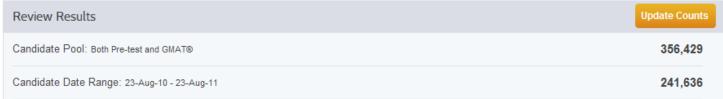


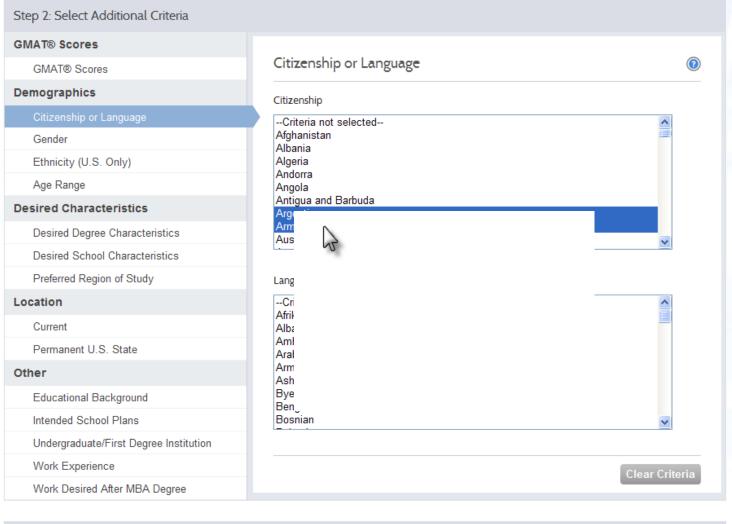
Desired School Characteristics			
Did Not Respond	167,164	189,265	356,429
Executive MBA student	21,203	25,856	47,059
Full-time student	45,301	28,433	73,734
Part-time student	70,678	114,980	185,658
Undecided	9,898	6,070	15,968
Educational Background			
Still in College (Have not yet completed my undergraduate or first university degree)	44,010	30,182	74,192
Gender			
Female	71,766	78,284	150,050
Male	95,398	110,981	206,379
Undergraduate GPA (Grade Point Average)			
2.9 and below	33,685	31,492	65,177
3.0 to 3.4	39,157	58,380	97,537
3.5 to 4.0	38,041	59,119	97,160
Work Experience			
10 years or more	22,104	17,134	39,238
3 to 9 years	54,994	76,747	131,741
Did not respond	30,612	11,572	42,184
Less than 3 years	59,454	83,812	143,266
Military Experience	5,033	7,307	12,340



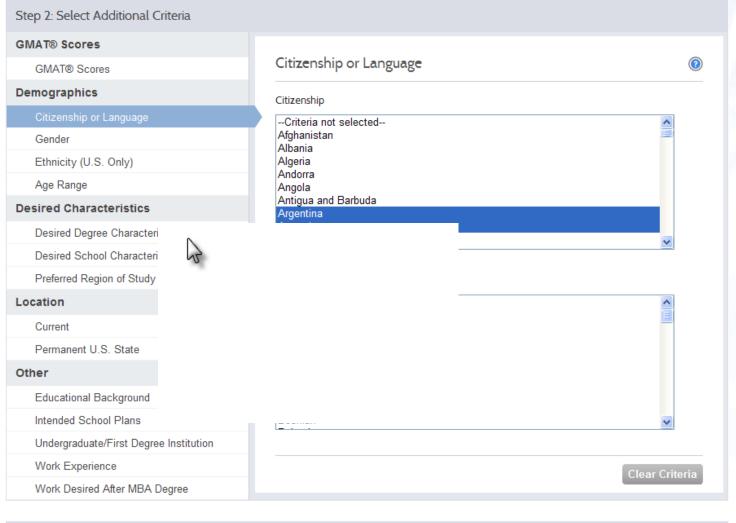
#### **Faster Search Creation**



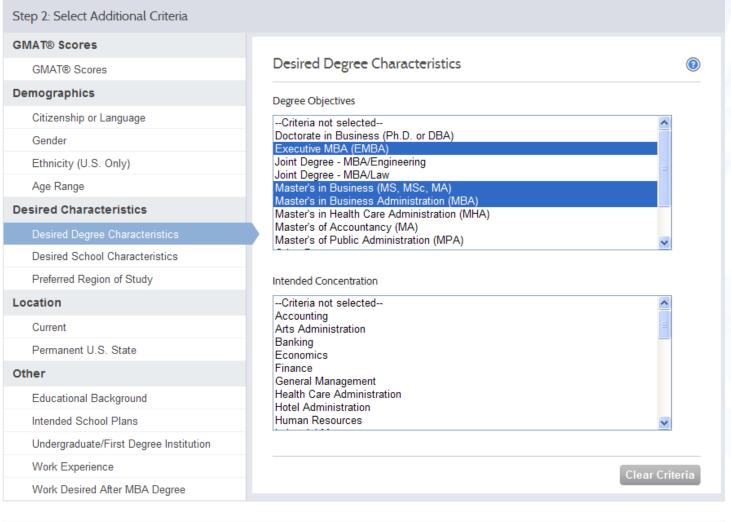




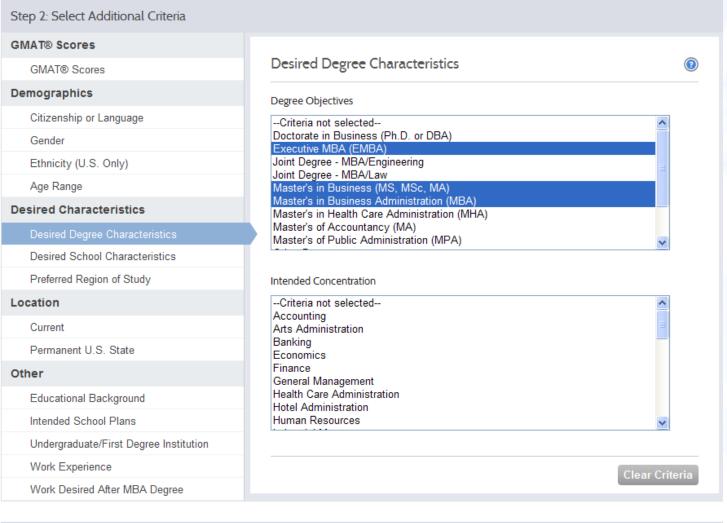




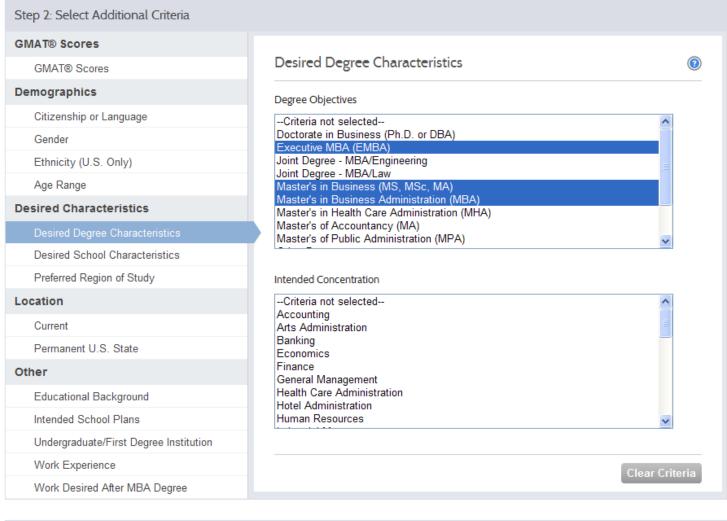






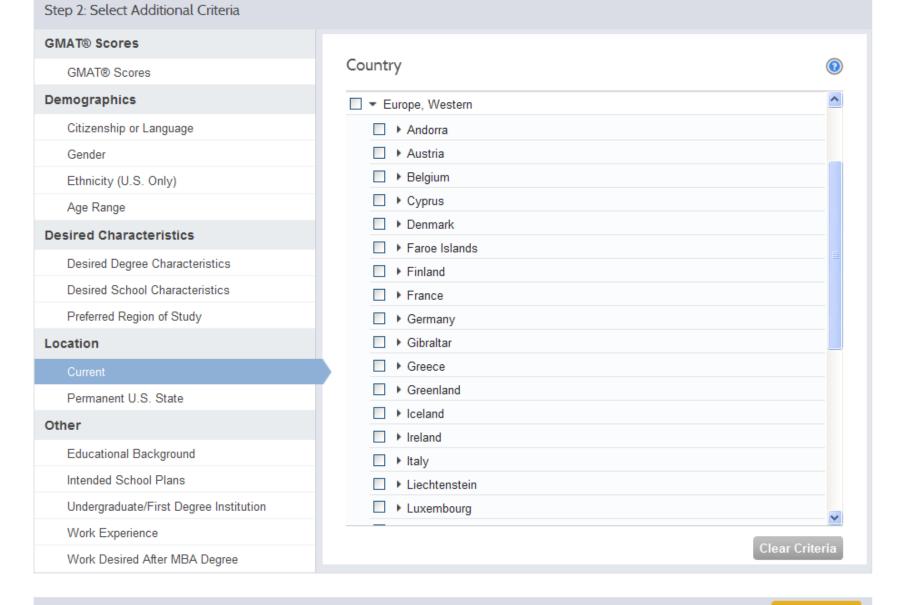








## **Multi-Country Search**



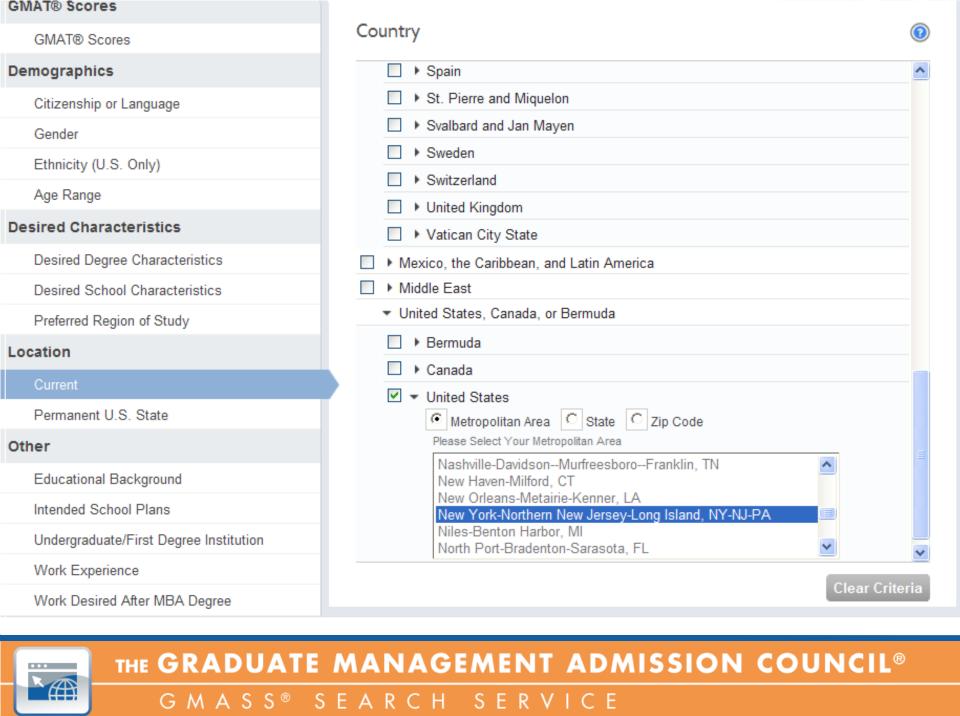
Review Results

Update Counts

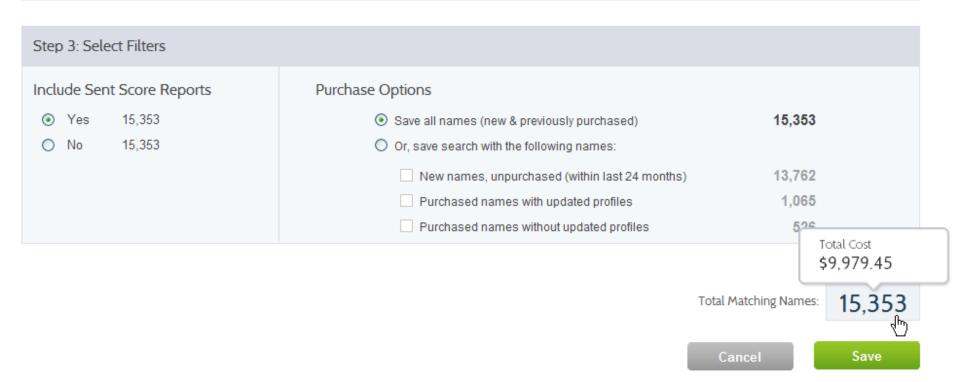


#### Step 2: Select Additional Criteria GMAT® Scores Country GMAT® Scores Demographics Africa Citizenship or Language Asia Gender Australia and the Pacific Islands Ethnicity (U.S. Only) Central Asia Europe, Eastern Age Range ▼ Europe, Western Desired Characteristics Andorra Desired Degree Characteristics Austria Desired School Characteristics Belgium Preferred Region of Study Cyprus Location Denmark Faroe Islands Current Finland Permanent U.S. State ▶ France Other Germany Educational Background Enter cities Separated by Commas City Munich Intended School Plans Undergraduate/First Degree Institution Gibraltar THE GRADUATE MANAGEMENT ADMISSION COUNCIL® ...





Review Results	Upda	ate Counts
Candidate Pool: Both Pre-test and GMAT®		339,621
Candidate Date Range: 7-Sep-10 - 7-Sep-11		232,253
Location, Current  Current: Europe, Western: Belgium, France, Germany, City: Munich; ; United States, Canada, or Bermuda: United States, Metropolitan Area: New York-Northern New Jersey-Long Island, NY-NJ-PA; ;	×	15,353





### **Polling Question**

#### **Interactive Polling**

**Insert Polling Slides Here** 

**Question:** 

Question: Are you currently using recurring searches?



## Recurring Search Screen



### **Shopping Cart**

1. Review Items in Cart

2. Select Payment Options

3. Order Confirmation

Recurring searches will allow updated search results matching your criteria will be available in accordance with your reorder schedule. You will be asked for more information before final checkout. Recurring order(s) cannot be be purchased using a wire transfer payment.

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

Please note that searches are run in the order in which they are placed in the Shopping Cart. This ordering will affect your search results if you have opted not to receive duplicates in some of the searches. For instance, the second search will be compared with the first, and the third will be compared with the first and second, etc.

Make All	
One-Time	Recurring

Refresh Counts »

Search Name	Purchase Type	Candidate Date Range	Frequency	End Date	Count	Cost	Remove	Reorder
Test Search - Location	One-Time 🔻	2-Aug-10 - 2-Aug-11			2,962	\$1,925.30	×	=
western illinois	One-Time 🔻	4-Jan-10 - 4-Jul-11			0	\$0.00	×	=

Cart Total: 2,962 \$1,925.30

Some counts have changed since they were added to the cart. The counts above marked with an \* have been updated since they were first added. Please verify that these counts reflected your intended purchase.

Refresh Counts »



Recurring searches will allow updated search results matching your criteria will be available in accordance with your reorder schedule. You will be asked for more information before final checkout. Recurring order(s) cannot be be purchased using a wire transfer payment.

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

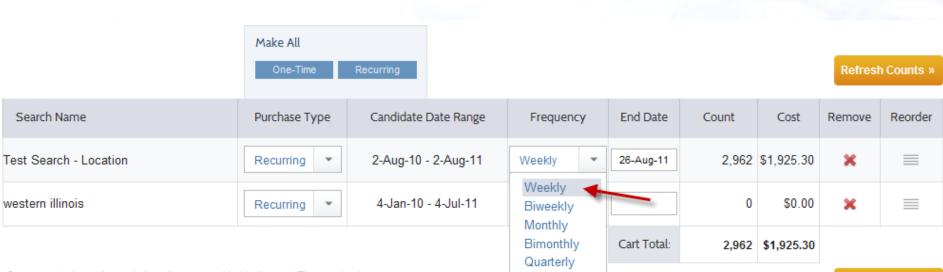
Please note that searches are run in the order in which they are placed in the Shopping Cart. This ordering will affect your search results if you have opted not to receive duplicates in some of the searches. For instance, the second search will be compared with the first, and the third will be compared with the first and second, etc.

	Make All							
	One-Time	Recurring					Refresh	n Counts »
Search Name	Purchase Type	Candidate Date Range	Frequency	End Date	Count	Cost	Remove	Reorder
Test Search - Location	Recurring	2-Aug-10 - 2-Aug-11	Monthly	26-Aug-11	2,962	\$1,925.30	×	=
western illinois	One-Time Recurring	4-Jan-10 - 4-Jul-11	Weekly		0	\$0.00	×	=
				Cart Total:	2,962	\$1,925.30		

Some counts have changed since they were added to the cart. The counts above marked with an \* have been updated since they were first added. Please verify that these counts reflected your intended purchase.

Refresh Counts »





Some counts have changed since they were added to the cart. The counts above marked with an \* have been updated since they were first added. Please verify that these counts reflected your intended purchase.

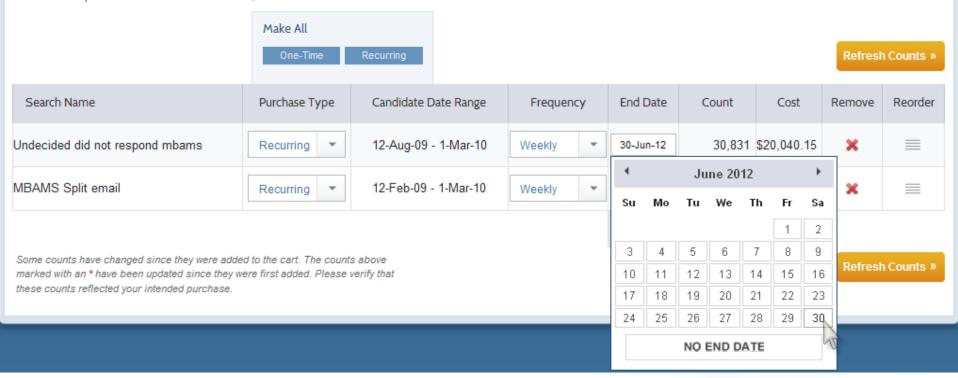
Refresh Counts »



Recurring searches will allow updated search results matching your criteria will be available in accordance with your reorder schedule. You will be asked for more information before final checkout. Recurring order(s) cannot be be purchased using a wire transfer payment.

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

Please note that searches are run in the order in which they are placed in the Shopping Cart. This ordering will affect your search results if you have opted not to receive duplicates in some of the searches. For instance, the second search will be compared with the first, and the third will be compared with the first and second, etc.





#### **Properties**

Webinar
Nadia Obasitas
Nadia Chopitea
8-Sep-11
8-Sep-11
Ordered
Weekly

		^
Candidate Pool	GMAT®	
Candidate Date Range From	21-Aug-10	
Candidate Date Range To	21-Aug-11	
Include Sent Score	Yes	
Save All Names	Yes	
New Names	Yes	
With Updated Profiles	Yes	
Without Updated Profiles	Yes	
GMAT® Total Score	610 - 800	
Gender	Female	
		4

**Group Assignment** 

Print



## **Combined Download**



**New Search** 

Saved Searches

Recurring Searches

Downloads

**Purchase History** 

Shopping Cart 📜 NAMES 0 COST \$0.00 VIEW CART **CHECKOUT**▶

4 total download(s). For your full history click here

Combine and Download



Search Name	Candidate Date Range	Count	Purchased	Last Download	Downloaded By	Expires	Invoice #	Download
NadiaTest123	29-Aug-10 - 29-Aug-11	123	30-Aug-11	8-Sep-11	Vitalii Folomeev	29-Sep-11	1046842	#.
Recurring Search Test	29-Aug-10 - 29-Aug-11	396	30-Aug-11			29-Sep-11	1046847	#
Woman CA Full Time	21-Aug-10 - 21-Aug-11	747	31-Aug-11			30-Sep-11	1046854	#.
Woman CA Part Time	21-Aug-10 - 21-Aug-11	117	31-Aug-11			30-Sep-11	1046854	





New Search

Saved Searches

Recurring Searches

**Downloads** 

Purchase History

Shopping Cart 
NAMES 0 COST \$0.00

VIEW CART CHECKOUT ▶

4 total download(s). For your full history click here

Use the checkboxes in the Download column to select the files to combine. Then click the Download Selected button.

Cancel

Download Selected

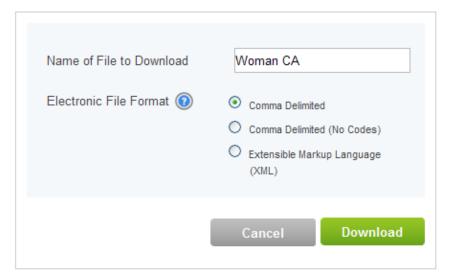


Search Name	Candidate Date Range	Count	Purchased	Last Download	Downloaded By	Expires	Invoice #	Download
NadiaTest123	29-Aug-10 - 29-Aug-11	123	30-Aug-11	8-Sep-11	Vitalii Folomeev	29-Sep-11	1046842	
Recurring Search Test	29-Aug-10 - 29-Aug-11	396	30-Aug-11			29-Sep-11	1046847	
Woman CA Full Time	21-Aug-10 - 21-Aug-11	747	31-Aug-11			30-Sep-11	1046854	<b>V</b>
Woman CA Part Time	21-Aug-10 - 21-Aug-11	117	31-Aug-11			30-Sep-11	1046854	<b>~</b>

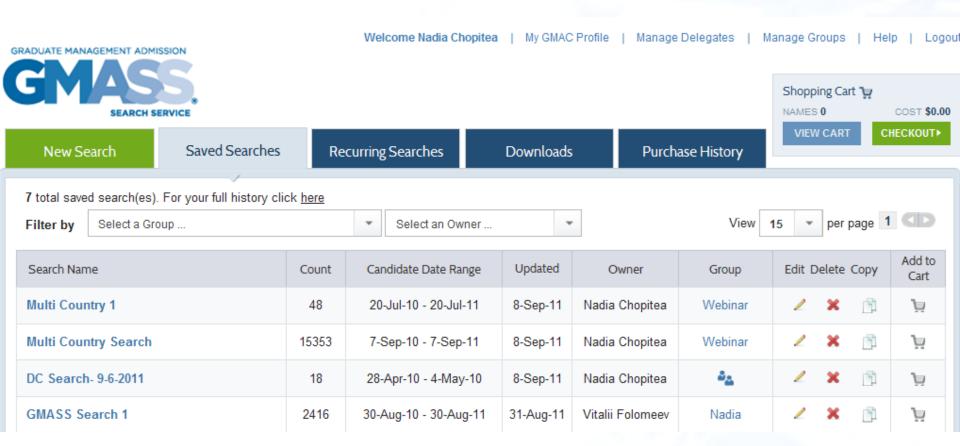


#### **Download Purchased Names**

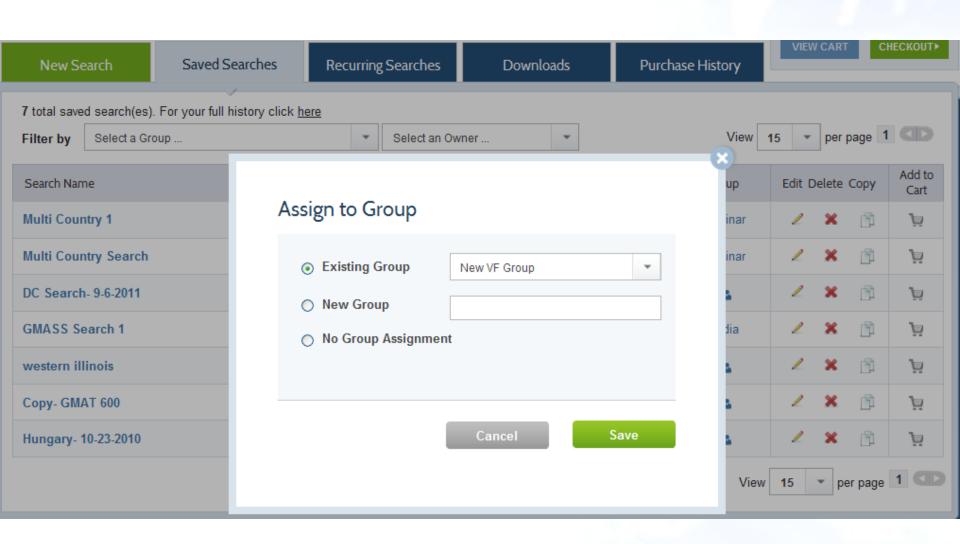
Search Name
Woman CA Full Time
Woman CA Part Time
Total Name Count: 864 Names



# **Group Management**





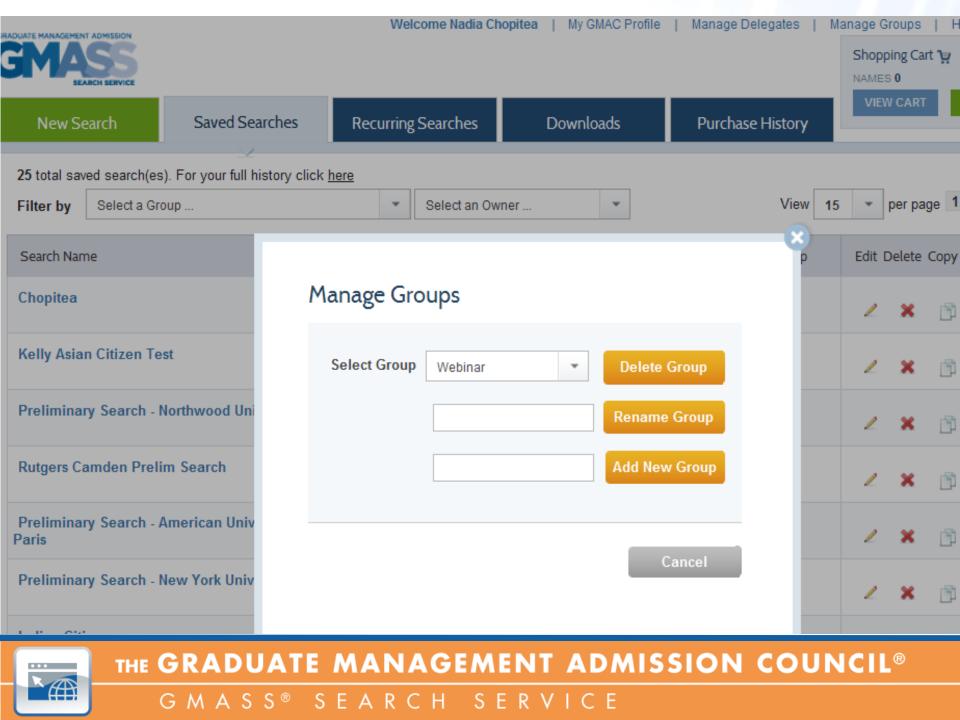






7 total save	d search(es). For your full history clie	ck <u>here</u>										
Filter by	Select a Group		Select an Owner View 15 per pag						age 1	ge 1 <b>D</b>		
Search Nan	New VF Group		ebinar : Candidate Date Range Updated Ov		Owner	Group	Edit D	)elete (	Сору	Add to Cart		
Multi Cour			20-Jul-10 - 20-Jul-11	8-Sep-11	Nadia Chopitea	Webinar	2	×		Ā		
Multi Coun	ntry Search	15353	7-Sep-10 - 7-Sep-11	8-Sep-11	Nadia Chopitea	Webinar	2	×		Ä		
DC Search	9-6-2011	18	28-Apr-10 - 4-May-10	8-Sep-11	Nadia Chopitea	New VF Group	2	×		Ā		
GMASS Se	earch 1	2416	30-Aug-10 - 30-Aug-11	31-Aug-11	Vitalii Folomeev	Nadia	1	×		Ä		





# Getting to know You!

# Interactive Polling Insert Polling Slides Here

**Question:3** 

Question: Would you be interested in participating in a live GMASS Q&A on

Twitter?



Vielen Dank Tack Obrigado Merci GRADUATE MANAGEMENT ADMISSION ます B射然 SEARCH SERVICE Grazie

谢谢

ขอบคุณ

Спасибо Questions and Answers

Teşekkür Ederiz 각사합니다

Gracias Dziękujemy

Σας ευχαριστούμε



## Thank You For Participating!

# Please FILL OUT Post-Webinar Survey!

# To Find Out More...

#### **VISIT**

www.gmac.com/gmac/SchoolServices/GMASS





