

MICHAEL:

the Baby Boomer Prospective Student

“Should I be looking for an MBA program or an EMBA program?”

MICHAEL'S STORY

Michael's career has spanned the last 30 years. He's held a number of upper-level management positions in finance and accounting. Since he's approaching retirement within the next 15 years, he wants to make the last years of his career matter, and earn more. In order to meet these goals, he knows he needs to return to school to get his MBA. He has a family, but his children are grown, so this is the right time to make his move. He will continue to work full time, so he needs a program that is flexible with his work schedule. He thinks he may be qualified for an EMBA program, but needs to do some research to find out.

HIS IDEAL EXPERIENCE

- Interested in most of the curriculum to be delivered online
- Prefers smaller class sizes, individual emphasis, equal opportunities for all students, casual environment, a loosely connected community
- Wants to attend a program with accreditation, quality faculty, and a local respect/reputation
- Wants to participate in group projects related to work

GOALS

- Switch careers
- Increase job opportunities
- Obtain professional credentials
- To remain marketable and competitive
- Obtain a job in education, educational services, consulting, technology, or general management

RESERVATIONS

- Demands on time and energy
- Requires more money than available
- Concerned about financial debt



“I'm at the point in my career where I want to get to the next level and I want to stay marketable, so I'm looking for an MBA or EMBA to get me there.”

PROFILE

- **Undergraduate Degree:** Business
- **Current Industry:** Govt/Nonprofit, Finance/Accounting
- **Job Function:** Various functions and Finance/Accounting
- **Age/Family:** 51, married with grown children
- **Region:** Australia
- **Potential Program Interests:** Part-time MBA, Online, Flexible MBA and EMBA
- **Financing Options:** Employer support, loans, personal earnings

TECHNICAL ABILITIES/INFORMATION SOURCES

- Comfortable with technology
- Good home and mobile connectivity
- A school's website, printed materials, and admissions professionals

ATTRIBUTES

- Most comfortable using Facebook and LinkedIn for staying in contact with friends and family, entertainment and career-related network of contacts. Social media may be a way to influence the influencers (friends and family) to get your message to this group
- Heavily relies on school websites to find out information
- This generation has the least amount of barriers for returning to school

DECISION MAKING TIMELINE

