

Predictive Validity Study

What is a Predictive Validity Study?

A predictive validity study evaluates how effectively GMAT™ exam scores, along with other admissions factors like undergraduate GPA and interview scores, predict students' academic performance (e.g., mid-program graduate GPA) in your program. This service is offered at no cost by GMAC.

"In the past, we never had numbers to prove our gut feelings about admissions. With the Validity Study Service, now we do."

Rob Chabot

Senior Director of Admissions and Recruiting
Fisher College of Business, The Ohio State University

Benefits of Participating in a Predictive Validity Study

Participating programs will receive a customized report that can safeguard against claims of unfairness, enhance decision-making, and provide measurable data for accreditation purposes. View a sample [here](#).

- ✓ **Gain valuable insights.** In-depth analyses identify which admissions factors (e.g., GMAT scores, undergraduate GPA, and interview scores) most effectively predict students' academic performance in your program. Admissions officers can use this information to refine selection criteria and enhance decision-making.
- ✓ **Enhance the value of scores.** With enough data, GMAC can deliver a customized report highlighting the broader utility of GMAT scores beyond predicting overall mid-program graduate GPA (GGPA). Uncover the full potential of GMAT scores in supporting your admissions and advising process. For example, you can:
 - Compare how effectively GMAT scores predict mid-program GGPA across different undergraduate majors (e.g., STEM vs. non-STEM), informing you of the suitability of candidates with different academic backgrounds during the admission process.
 - Assess how well interview scores, in combination with GMAT scores, predict end-program GGPA across various program tracks.
 - Analyze how GMAT scores correlate with grades in individual core courses.
 - Compare the predictive validity of your program's GMAT scores with GMAC's overall GME validity data¹.
- ✓ **Support you during accreditation processes.** Help you quantify what you do for accreditation purposes.
- ✓ **Enhance future offerings.** Anonymized data you provide will assist GMAC in refining current products and services to better support business management education.

To learn more or if you want to participate in a predictive validity study, [get in touch](#).

¹ The analysis is contingent upon the availability of validity data.

Did you know: In the US, the Family Education Rights and Privacy Act (FERPA) permits educational institutions to disclose personally identifiable information from education records without student consent to "organizations conducting studies for, or on behalf of, educational agencies or institutions for the purpose of developing, validating, or administering predictive tests." (20 U.S.C.A. § 1232g(b)(1)(F); see 34 C.F.R. § 99.31(a)(6)(i)(A)). GMAC has structured this study so as to permit receipt of this data consistent with data protection laws around the world, including incorporating provisions in the Research Agreement for the validity study service to address applicable data protection laws.

Process of Conducting the Study

| Analysis | What GMAC needs from you ¹ | | What GMAC will provide |
|---|---|--|--|
| | Option 1 Comprehensive data strongly preferred ² | Option 2 Minimum data | |
| Primary <i>Required</i> | Two separate datasets (for safeguarding data) File formats: XLSX or CSV Dataset 1 <ul style="list-style-type: none"> ● Unique identifier ● First name ● Last name ● Date of birth (DOB) Dataset 2 <ul style="list-style-type: none"> ● Matching unique identifier ● Mid-program GGPA ● Verified undergraduate GPA³ (UGPA) with the same scale (e.g., 4.0) ● Enrollment year | Single dataset File formats: XLSX or CSV <ul style="list-style-type: none"> ● Unique identifier ● Mid-program GGPA ● Verified UGPA with the same scale (e.g., 4.0) ● Official GMAT scores (i.e., Total, Quantitative, Verbal, and Data Insights) <ul style="list-style-type: none"> ○ Business Writing Assessment score, if available ● Enrollment year | ✓ Predictive accuracy of UGPA and GMAT scores for mid-program GGPA |
| Supplementary <i>Highly recommended</i> | <ul style="list-style-type: none"> ● Grades in core courses with corresponding credit hours ● Other outcome variables of interest (e.g., end-program GGPA, first-semester GGPA, and GGPA based on core curriculum only) ● Other school-specific admissions criteria (e.g., writing sample scores, interview scores, and years of work experience) ● Subgroups of interest (e.g., program tracks, specializations) ● Demographics, such as gender, undergraduate major, years of work experience, citizenship, ethnicity, and native language | | ✓ Predictive accuracy of UGPA, GMAT scores, and other school-specific outcomes of interest ✓ Predictive accuracy across demographic groups or other subgroups of interest |
| Supplementary⁴ | <ul style="list-style-type: none"> ● Official standardized test scores (EA, GRE, LSAT, schools' own admission exams, etc.) ● Standardized test score waiver indicator | | ✓ Comparing the predictive accuracy between GMAT and other standardized tests ✓ Comparing mid-program GGPA between students who waived the standardized score and those who did not |

¹ We highly recommend data from the three most recent years with a total sample size of at least 100 GMAT test-takers for reliable results. If you have concerns about your sample size or any other inquiries, please [contact us](#).

² Option 1 is strongly preferred because complete GMAT records for individual students, including score history and demographics, can be pulled directly from the GMAC database using provided names and DOBs. GMAC takes data privacy very seriously and will handle the submitted data in compliance with applicable laws. In particular, student data will be combined into a single de-identified file to be analyzed, anonymized, and reported in aggregate. The Dataset 1 will be deleted after matching. GMAC will also maintain a secure file storage location for data sharing with each school.

³ If verified UGPAs (based on official transcripts) are not provided, then self-reported UGPAs will be obtained from our database.

⁴ To reduce the self-selection bias among the different groups who took different standardized tests or waived the standardized test scores, we use the propensity score matching technique to create balanced groups regarding students' demographics (e.g., gender and ethnicity), undergraduate majors, and other available characteristics. We highly recommend including as much demographic and background (e.g., undergraduate majors) information as possible. However, if we are unable to create comparable groups or achieve a satisfactory sample size based on the data, we will exclude the supplementary results.