

Instructions for Participating in the GMAC® Alumni Perspectives Survey

The Graduate Management Admission Council® is looking forward to partnering with your school in the upcoming GMAC Alumni Perspectives Survey.

This document contains instructions on how to facilitate the Alumni Perspectives Survey. The process is easy. Please use the following links to access the specific instructions applicable for your school's survey options.

Alumni Perspectives Survey Administration Options

[Option 1: Your school will provide GMAC with a contact list of alumni.](#)

[Option 2: Your school will send survey invitations to alumni directly.](#)

More details about the Alumni Perspectives Survey overall, including instructions, key dates, privacy statements and more can be found at gmac.com/AlumniDetails.

If you have any questions about participating in the Alumni Perspectives Survey, please contact the GMAC Research Services Department at gmac-research@gmac.com.

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Privacy and Confidentiality Statement

Results of the Alumni Perspectives Survey will not be associated with individual participant or identifiable by individual schools. We will not share alumni email addresses with any third party at any time, for any reason, or use email addresses in the future without first asking for permission.

See the following site for GMAC's Privacy and Confidentiality statement regarding surveys:

<http://www.gmac.com/market-intelligence-and-research/research-tools/randd-survey-participation-privacy-and-confidentiality.aspx>

2017 Alumni Perspectives Survey Option 1 Instructions

Option 1: Provide Alumni Contact List to GMAC

You will provide GMAC with a file containing the name and emails of your **graduate-level** business school alumni. GMAC will send your alumni the survey invitations and reminders. To increase participation rates, we recommend you send a heads-up email to your

By following the time line below, you will help ensure the survey stays on schedule:

- **October 16, 2017** (or as soon as possible) upload your alumni contact list in an Excel, or compatible, spreadsheet by going to <https://research.gmac.com/utile/alumnischool2017/sample/option1.html>. (See contact list sample below)
- **October 16, 2017**, your school sends the heads-up email¹ to your alumni to advertise the survey.
- **October 23, 2017** GMAC will send your alumni an invitation to participate in the survey.
- **November 6, 2017**, GMAC will send a first reminder email to alumni who have not completed the survey.
- **November 20, 2017**, GMAC will send a 'last call' email to alumni who have not completed the survey.
- **December 4, 2017**, GMAC will close the survey and begin analyzing the data.

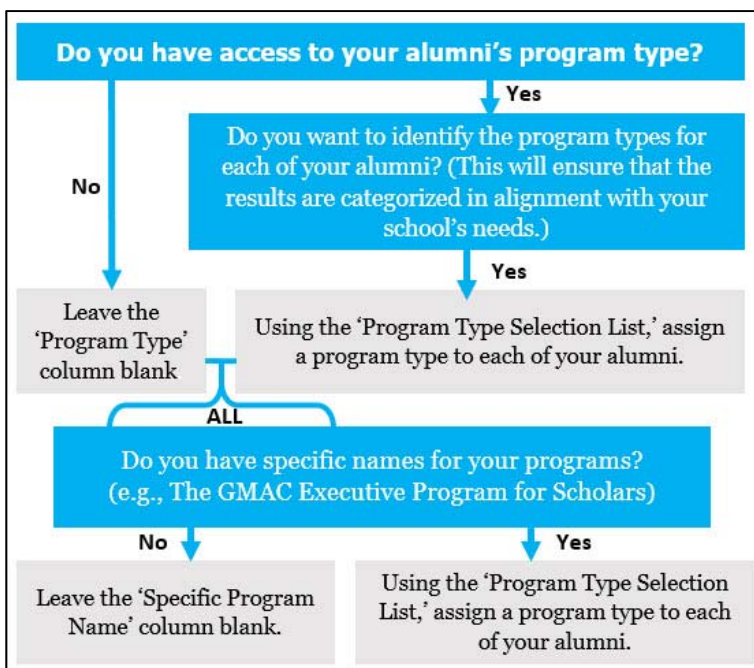
Alumni Contact List: Please submit your contact list, with the following information:

- First Name*
- Last Name*
- Email Address*
- Graduation year
- Program Type (Select from official list of [GMAC program types](#) on page 5.)
- School-specific program type
- University name – as you would like it to be displayed in the survey invitation and reminder emails.

First Name*	Last Name*	Email*	Year	Program Type	School-specific program type	University Name
		Current email	Graduation Year	Select a program type from GMAC's list of program types. For programs that do not provide a program type, alumni will self-identify their program in the survey.	If you have a special name for your program, please list it here.	University name <i>exactly</i> as you would like it to appear in the invitation and reminder emails to your alumni.
Bryan	Johnson	bjohnson@	2017		The GMAC Executive Program	The better business school
Rebecca	Estrada	restrada@	2005	Full-time two-year MBA	MBA in accounting	University of GMAC, Research School of Business
John	Smith	jsmith@ab	2015	Master in economics	Master in financial economics	University of GMAC, Research School of Business

<p>Sample invitation email sent from GMAC - the university name is merged into the email - exactly as you given to us. (Check spelling and capitalization!)</p> <p>Dear Bryan Johnson,</p> <p>the better business school has partnered with the Graduate Management Admission Council (GMAC) to conduct an important study about business school alumni...</p> <p><i>Because no 'Program Type' was left blank, one of the first questions Bryan will be asked reads...</i></p> <p>From which program type did you complete your graduate business education? Degree Type [Drop down menu] Specific Program Type [Drop down menu]</p>	<p>Sample invitation email sent from GMAC</p> <p>Dear John Smith,</p> <p>University of GMAC, Research School of Business has partnered with the Graduate Management Admission Council (GMAC) to conduct an important study about business school alumni...</p> <p><i>The 'Program Type' was identified for both Rebecca and John. Therefore, they will be skipped past the question asking about program types in the survey.</i></p>
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Decision Tree for 'Program Type' and 'Special Program Type': Use the following decision tree to determine how to fill in the Program Type and Special Program Type columns. GMAC's list of program types can be found on page 5.



What Happens Next?

Updates: GMAC will update you on the number of completes your program has received mid-way through the survey, and about a week before the survey closes. If you are concerned about your response rate, please contact us and we will work with you to determine how we can increase the number of completed surveys.

Survey Ends: The Alumni Perspectives Survey closes on **December 4, 2017**. Exclusive to participating schools, you will receive an *interactive data report* and a *benchmark report* comparing your alumni's responses with those of your peer schools. In addition, you will receive an *early release of the survey summary report*.

Option 2: School Administration of Survey

*GMAC will provide you with a survey URL specific for your business program, along with suggested invitation and reminder emails. You will be responsible for sending the invitations and reminders to your alumni.**

Administering the survey directly to your alumni is easy. Simply follow the timeline below:

- **October 16, 2017** (Or as soon as possible) Let GMAC Research know how many alumni you will be inviting to participate in this year's survey. Simply email the number of alumni to gmac-research@gmac.com. GMAC needs this information to calculate response rates, and it also lets us know you are still on board to participate to confirm the number of alumni you intend to invite for each graduation year.
- **October 23, 2017:** Your school sends the invitation to participate in the survey to your alumni. *(GMAC will send advance text, including the survey URL specific to your school)*
- **November 6, 2017,** your school sends the first reminder email to your alumni. *(GMAC will post advance text)*
- **November 20, 2017,** your school sends a 'last call' email to your alumni. *(GMAC will post advance text)*
- **December 4, 2017,** GMAC closes the survey and begins analyzing the data.

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*When GMAC sends out survey invitations, we assign a unique URL link to *each alumni*, which enables GMAC to exclude those who have completed the survey from receiving further follow-up reminders and opt-outs. When you administer the survey, GMAC provides you with a URL unique to *your school*, which will be used in all emails to all alumni you might invite. Unfortunately, the convenience of using one link per school prevents you from excluding alumni who have already completed the survey from receiving future survey reminders. Therefore, all reminders sent from your school will be sent to all alumni, including some who may have already completed the survey.

**Informing your alumni that they will receive the survey invitation ahead of time has shown to be very effective in increasing response rates. GMAC will send optional wording you can share in an email, or post in an alumni newsletter, etc. Upon request, we will also send the GMAC logo you can use to brand the survey.

GMAC Program Types

Program Type Selection List		
MBA	Master's Program	Doctoral Program
<ul style="list-style-type: none"> • Full-time two-year program (<i>typical length is 19 months or longer</i>) • Full-time one-year MBA (<i>typical length is 18 months or less</i>) • Part-time/professional MBA, lock-step or cohort • Part-time/professional MBA, self-paced • Flexible MBA (<i>combines full-time and part-time, delivered on campus</i>) • Executive MBA (EMBA) • Online/distance learning/hybrid MBA • Post Graduate Programme (PGP)[Indicate length] • Other MBA [<i>please specify</i>] 	<ul style="list-style-type: none"> • Master of accounting • Master in communications • Master of data analytics/business intelligence • Master in economics • Master in educational leadership • Master of engineering management • Master of entrepreneurship • Master of finance • Master of global or international management • Master of health administration • Master of human resource, industry relations, or organizational behavior • Master in hospitality • Master in information technology or systems • Master in management or business administration (non-MBA) • Master of marketing or marketing communication • Master in project management • Master in public administration or public policy • Master of real estate management • Master of supply chain management, logistics or operations • Master of taxation • Other business master's degree [<i>please specify</i>] 	<ul style="list-style-type: none"> • DBA • PhD in Business/Management [<i>please specify</i>] <p>Other</p> <ul style="list-style-type: none"> • Joint-degree program that includes an MBA [<i>please specify</i>] • Joint-degree program that does not include an MBA [<i>please specify</i>]