

# New: Prospective Students Survey Premium Dashboard— Deeper Insights, Smarter Decisions

## Understand Shifts Before They Become Trends

The graduate management education market is **evolving** rapidly, shaped by shifting career expectations, economic uncertainty, and changing preferences around program format and location. As recruitment becomes more competitive and demand becomes more segmented, business schools increasingly need to answer more specific **questions** such as:

- Which candidate segments are growing or declining over time?
- Where are the emerging markets?
- How are program preferences evolving, and what does that mean for positioning and messaging?
- How do expectations differ across regions, age groups, and candidate profiles?

The *GMAC Prospective Students Survey Premium Dashboard* is designed to support these deeper strategic questions by offering an **interactive, data-rich** platform to examine candidate **motivations, preferences, and decision-making behaviors** across **multiple years, markets, and demographic segments**. Leveraging GMAC’s trusted global candidate-facing survey data, the dashboard goes beyond static reporting by **providing quarterly updates**, enabling schools to uncover meaningful patterns, compare key segments, and identify emerging strategic opportunities sooner.

## Why This Dashboard is Different

Gain first-mover advantage with regular updates and deeper analysis capabilities available only to premium dashboard subscribers. With **exclusive quarterly updates featuring newly collected survey data**, schools can spot emerging shifts sooner, refine outreach faster, and act before annual reports are published.

Premium Feature	Free Dashboard	Premium Dashboard	Our Premium Dashboard Offers...
Early access to new data	-	✓	<b>Exclusive early access to 2026 PSS data, and quarterly updates</b> with new data added
Trend analysis with expanded historical data	-	✓	<b>Trend analysis</b> through access to five years of historical data, with the ability to <b>compare trends across different segments</b> .
Side-by-side comparison	-	✓	<b>Choose</b> groups to make comparison and <b>view comparison results side by side</b>
Expanded segmentation	-	✓	Expanded set of variables for <b>segmentation analysis</b> (e.g., citizenship, ideal enrollment timing, desired job industry, and years of experience), with the ability to <b>combine categories into aggregated segmentation groups</b> (e.g., combining age groups, program types, world regions/countries, etc.) to better align with candidate profiles and to ensure adequate sample sizes for meaningful analysis.

<b>Expanded topic coverage</b>	-	✓	An <b>expanded list of marketing topics</b> (e.g., resources and social media used when researching GME), in addition to core topics and key indicators
<b>Enhanced user interface</b>	-	✓	Improved navigation and additional advanced features for a smoother and <b>more efficient user experience</b>

## Turn Insights into Action

Translate premium dashboard capabilities into actionable enrollment strategies.

### Respond faster to market shifts

Get **quarterly updates with new data**, use timely, ongoing data to monitor current behaviors rather than waiting for an annual retrospective.

### Make strategic decisions with greater confidence

Use **up to 5 years of historical data** to uncover meaningful trends, distinguish short-term noise from sustained shifts, and support longer-range enrollment planning.

### Prioritize marketing to the right markets and segments

Track **multi-year changes in candidate preferences and behavior by segments** to identify where demand is strengthening or softening, enabling targeted outreach for improved enrollment results.

### Tailor strategy to the audience that matter most

**Compare segments side by side** to see how motivations, preferences, and behaviors differ by segments, informing differentiated and targeted positioning, messaging, and market-specific recruitment strategies.

## Who Should Use This Dashboard and Why

- **Admissions and recruitment teams:** Identify high-potential candidate segments and optimize recruitment targeting across markets.
- **Marketing and enrollment strategy teams:** Tailor messaging and outreach strategies using insights into candidate motivations, decision drivers, and information sources.
- **Program directors:** Leverage candidate preference and career goals to refine curriculum and align programs with evolving market demand.
- **Institutional research and strategic planning teams:** Access aggregate-level data and trend analysis to support benchmarking and internal reporting.

For more information or to subscribe to the dashboard, please visit: [gmac.com/premium-dashboard](https://gmac.com/premium-dashboard)

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