

Recruiting Women to MBA Programs

2002
global
MBA



Introduction

This presentation provides information on recruiting female students. It includes:

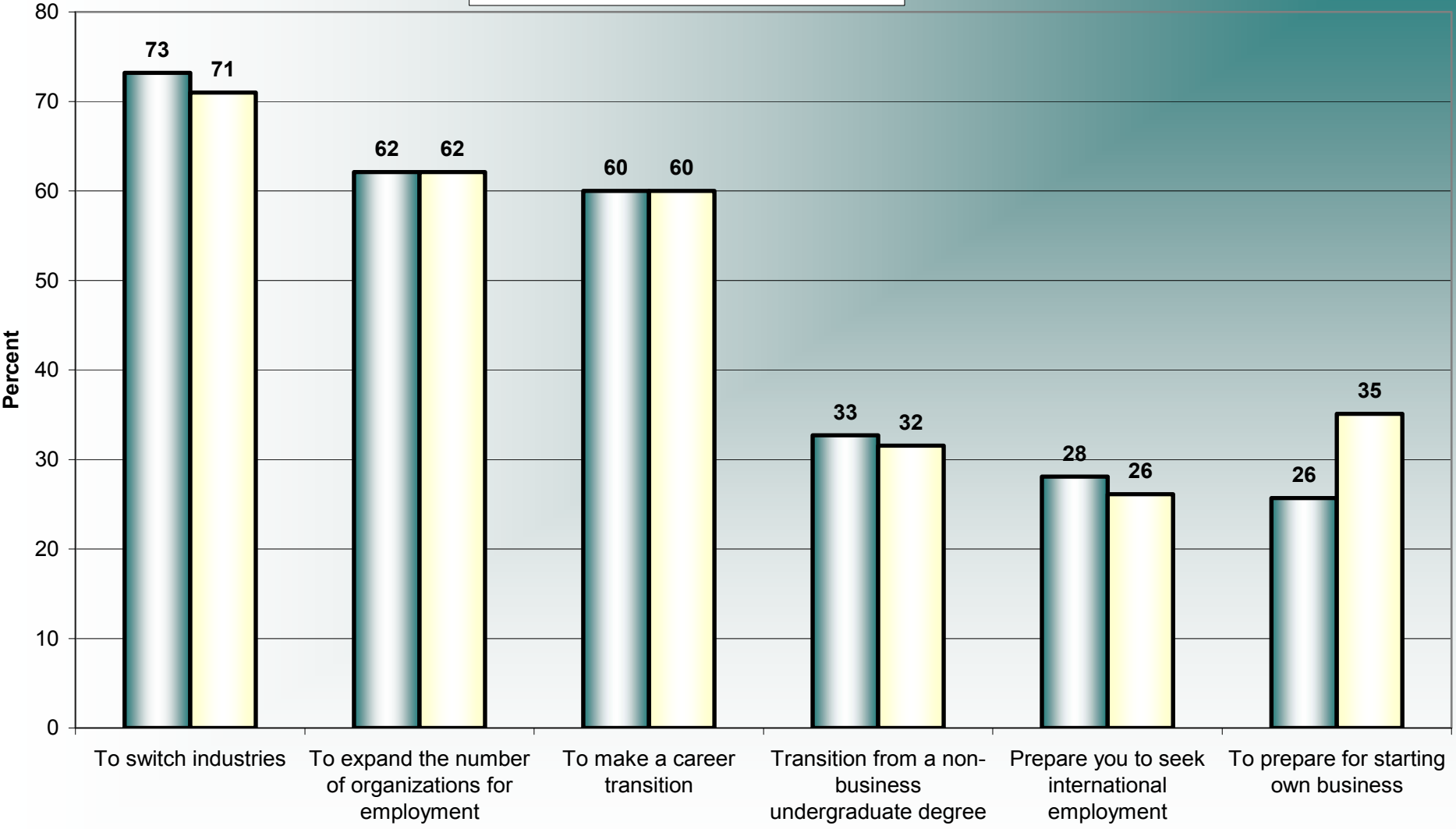
- **ways an MBA will increase career options,**
- **school selection criteria, and**
- **influence of school communications on decision to enroll.**

Because interaction with current students was influential for females, the presentation also includes:

- **likelihood of recommending school, and**
- **confidence in the benefits of an MBA degree.**

MOST IMPORTANT WAYS THE MBA WILL INCREASE CAREER OPTIONS BY GENDER

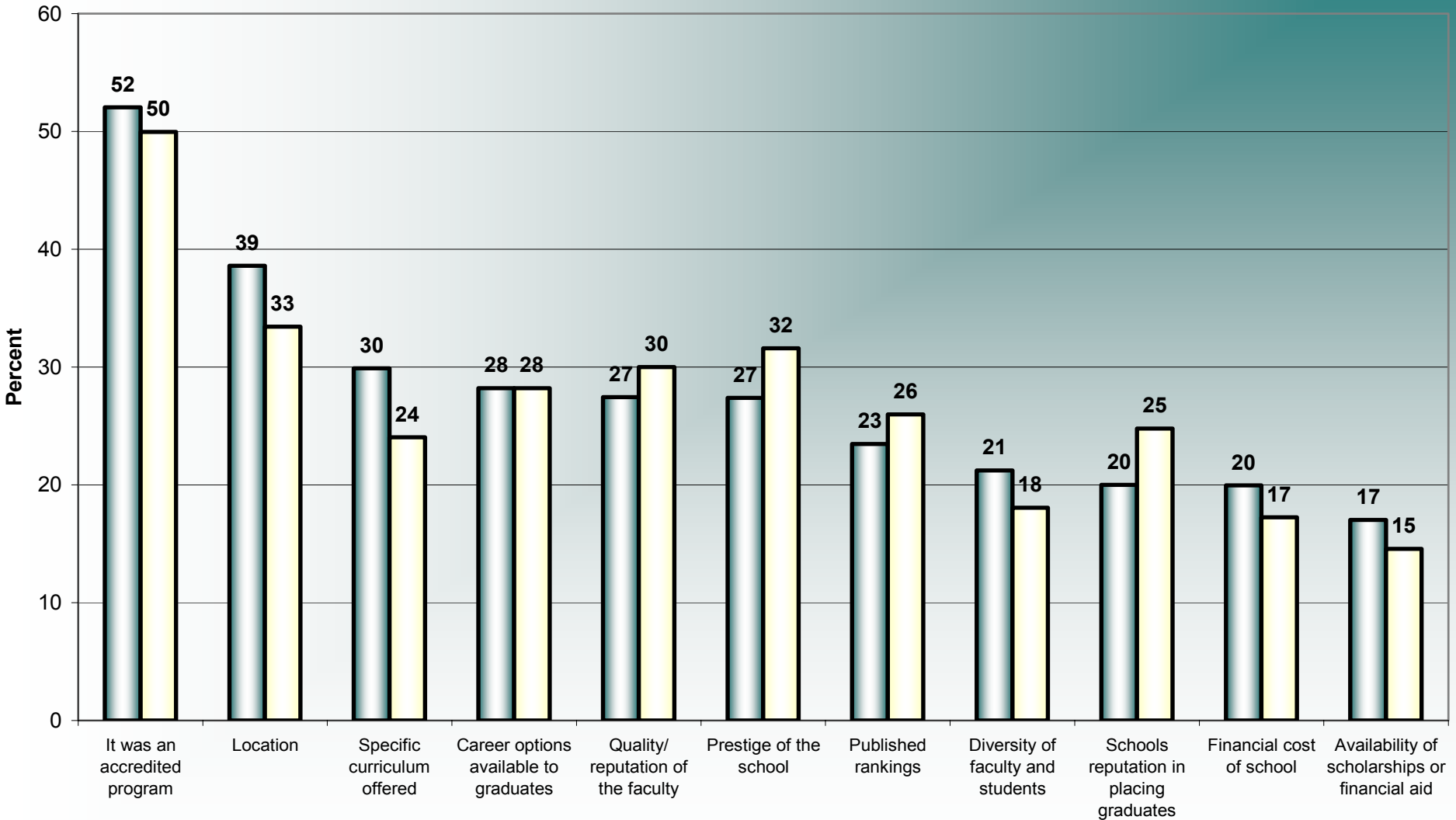
Female Male



IMPORTANCE OF SCHOOL SELECTION CRITERIA BY GENDER

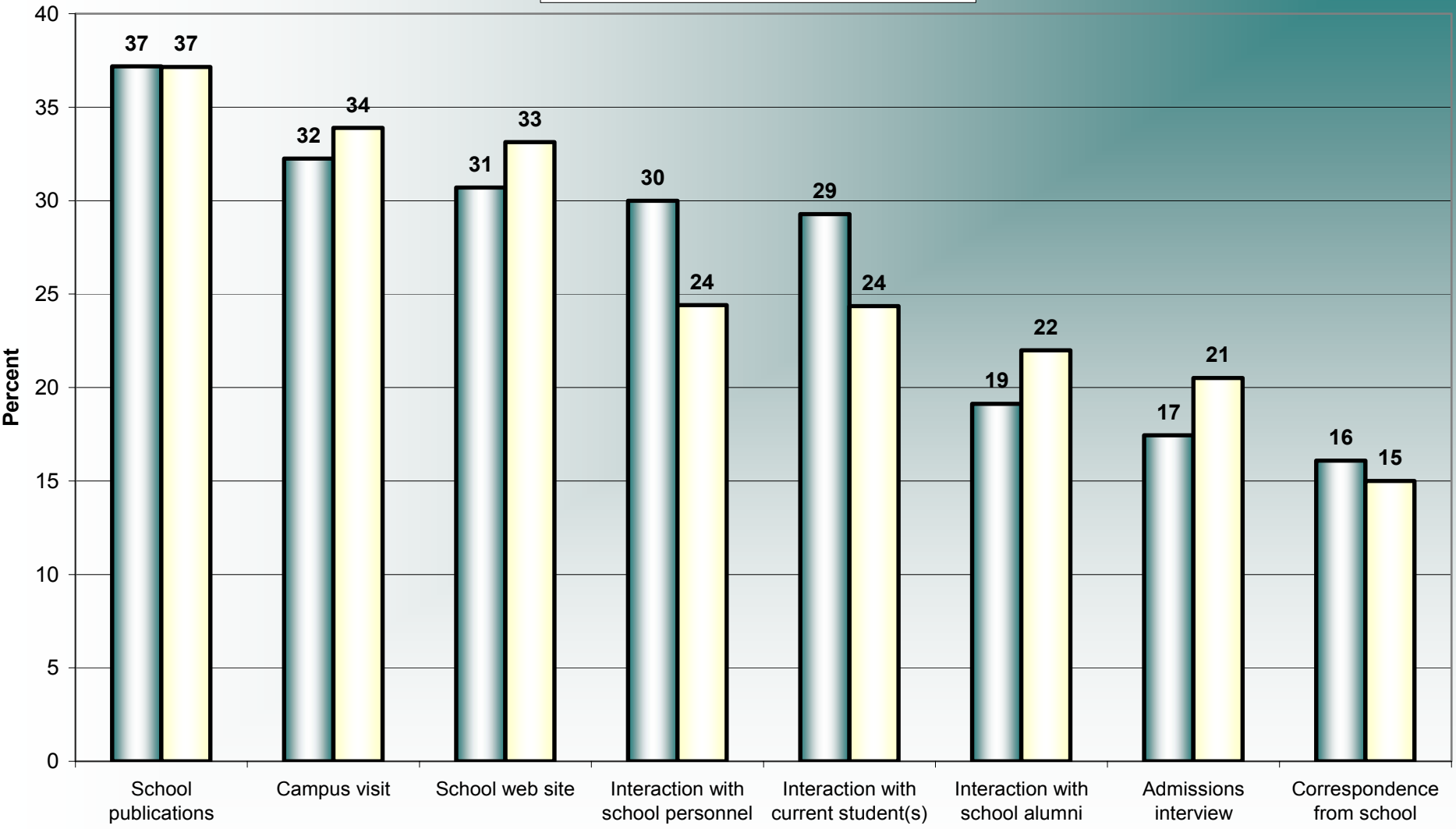
Female

Male



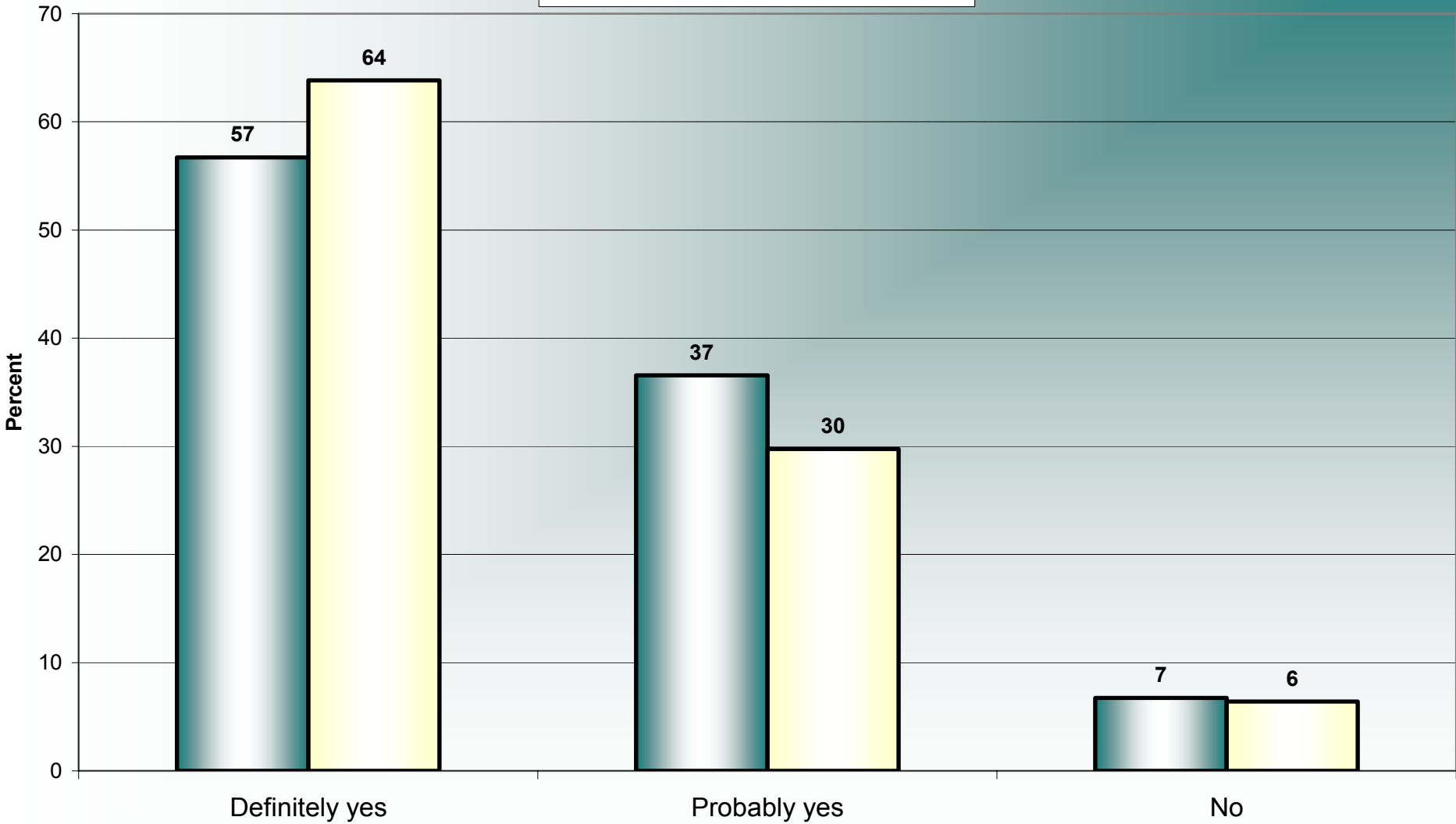
INFLUENTIAL SCHOOL RECRUITMENT/COMMUNICATION FACTORS BY GENDER

Female Male



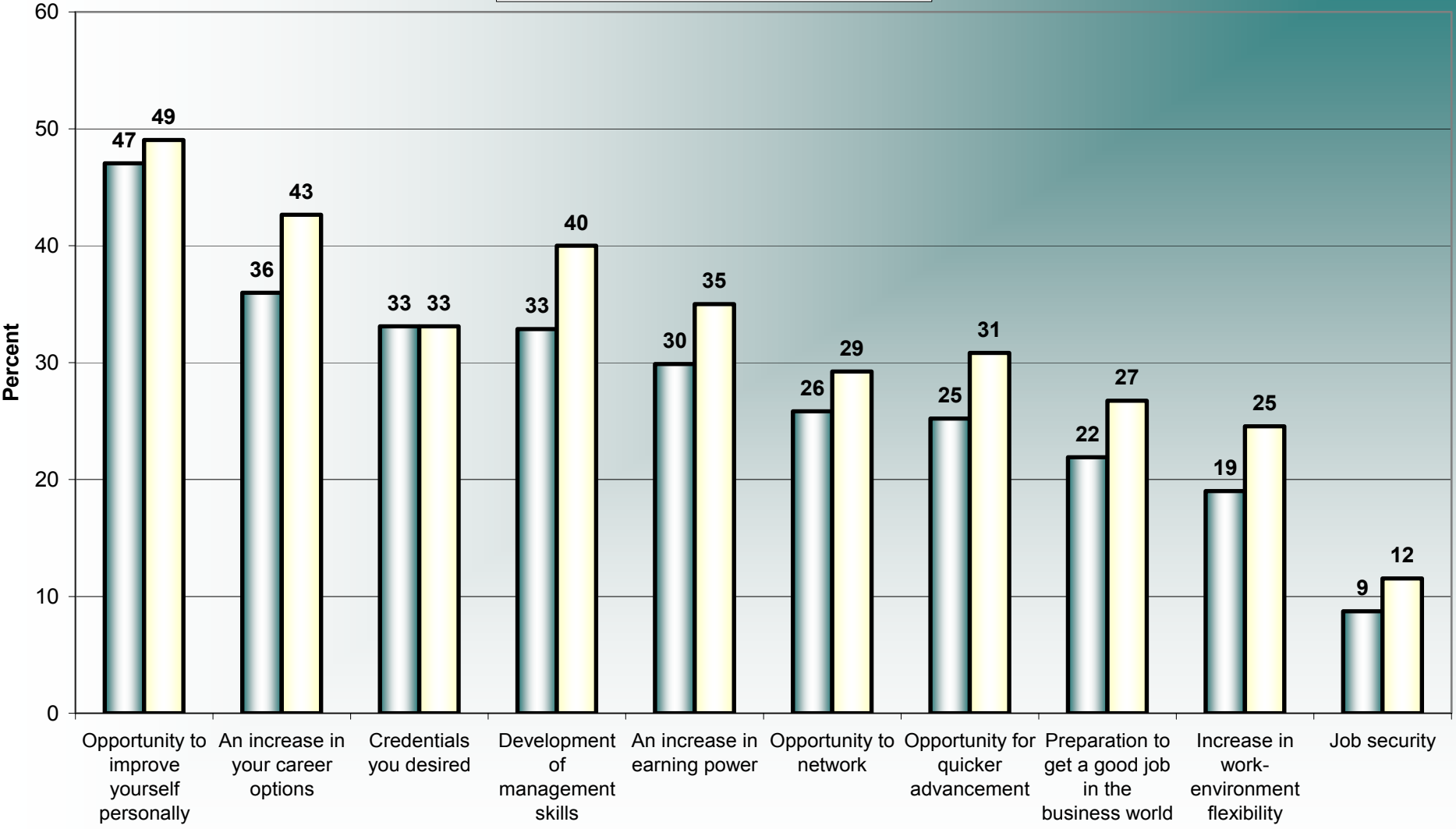
RECOMMENDATION OF SCHOOL TO POTENTIAL MATRICULANT BY GENDER

Female Male



CONFIDENCE IN POTENTIAL BENEFITS OF AN MBA BY GENDER

Female Male



Extremely confident

Implications

Students regardless of gender exhibit high levels of agreement that an MBA will give them the ticket they need for increasing their career options.

Admissions personnel have little control over certain school selection criteria that are important to females such as location and specific curriculum offered. However, schools emphasize other criteria such as diversity of their faculty and students through personal interaction.

However, current female students are less likely to definitely recommend their school. Through a regression analysis, confidence in the benefits of an MBA education were predictors of recommendation. Because females are generally less confident it becomes vital to increase or communicate opportunities and advantages of the school.