

Recruiting Minorities to MBA Programs

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global
MBA



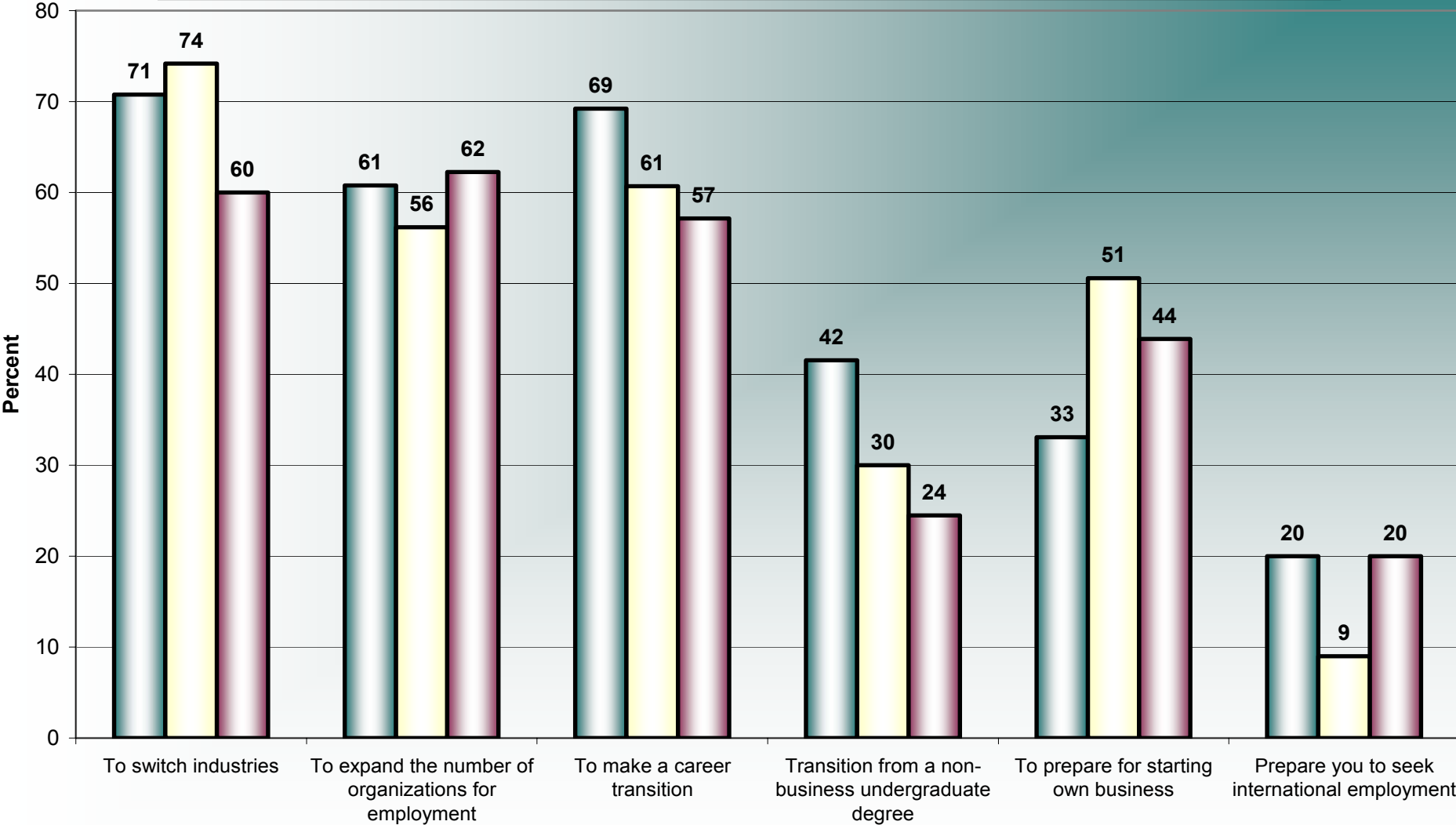
Introduction

This presentation provides information on recruiting students by race/ethnicity. It includes:

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

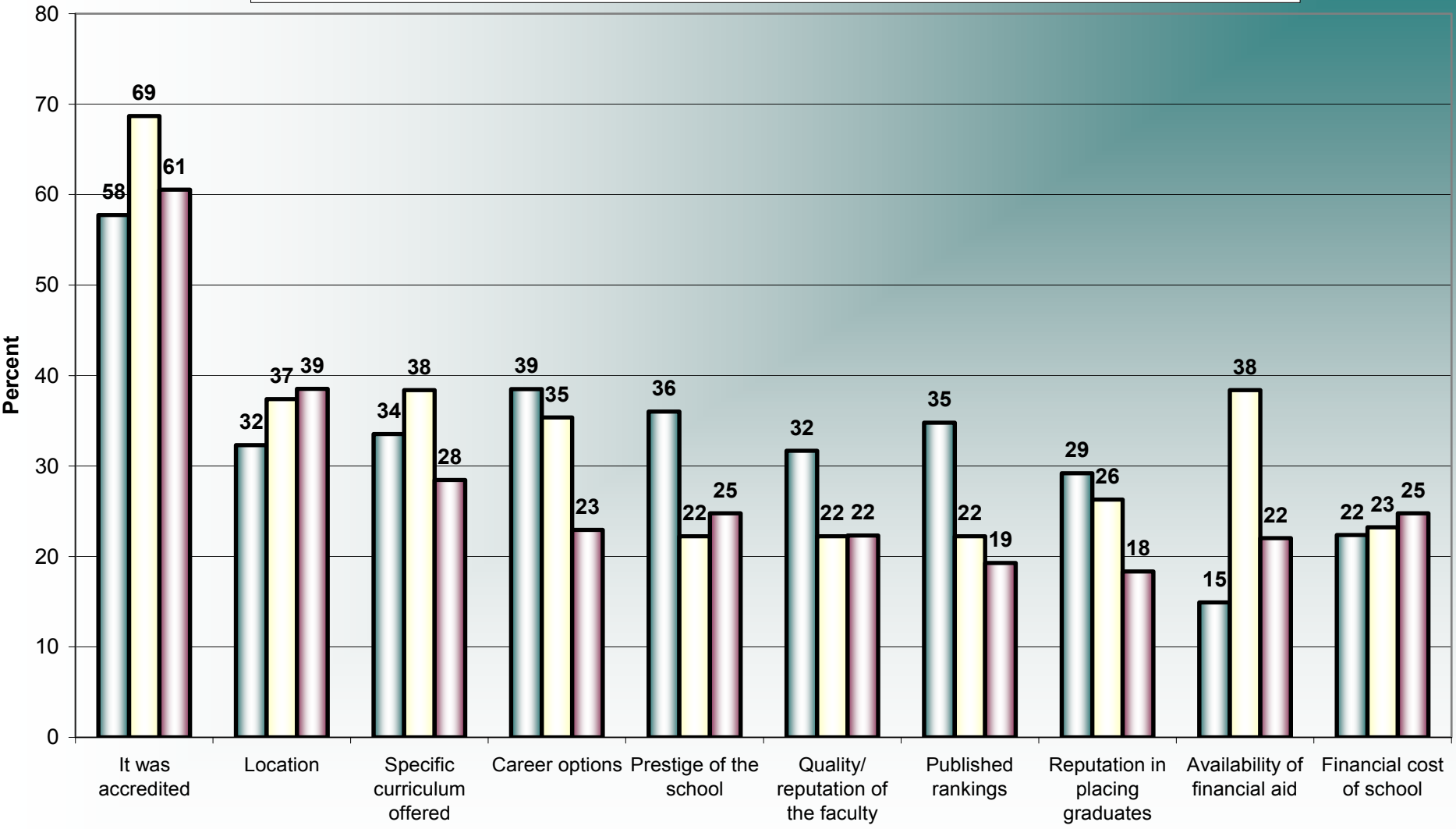
MOST IMPORTANT WAYS THE MBA WILL INCREASE CAREER OPTIONS BY MAJOR U.S. SUBGROUP

Asian American Black/African American Hispanic American



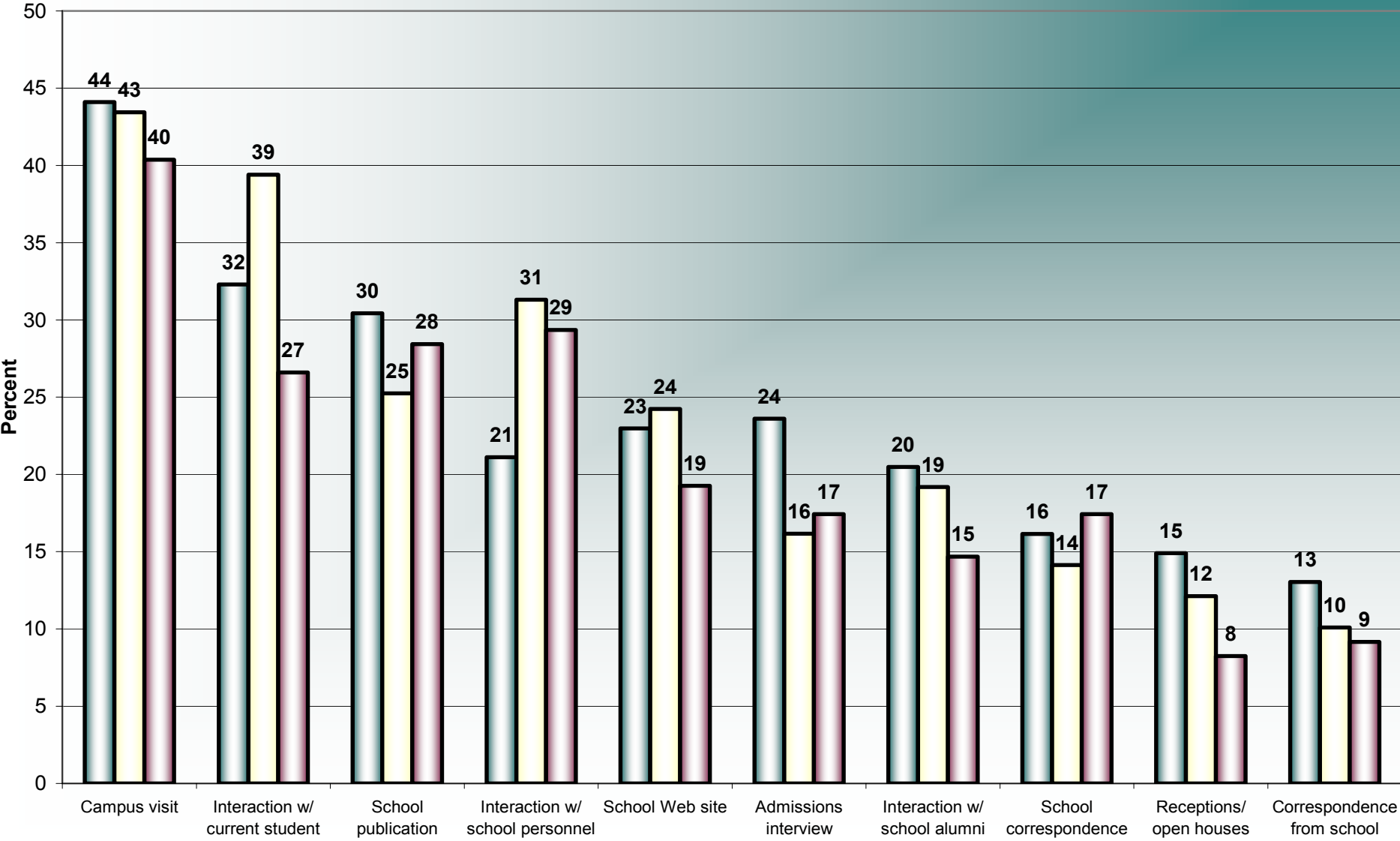
IMPORTANCE OF SCHOOL SELECTION CRITERIA BY MAJOR U.S. SUBGROUP

Asian American Black/African American Hispanic American



INFLUENTIAL SCHOOL RECRUITMENT/COMMUNICATION FACTORS BY MAJOR U.S. SUBGROUP

Asian American Black/African American Hispanic American

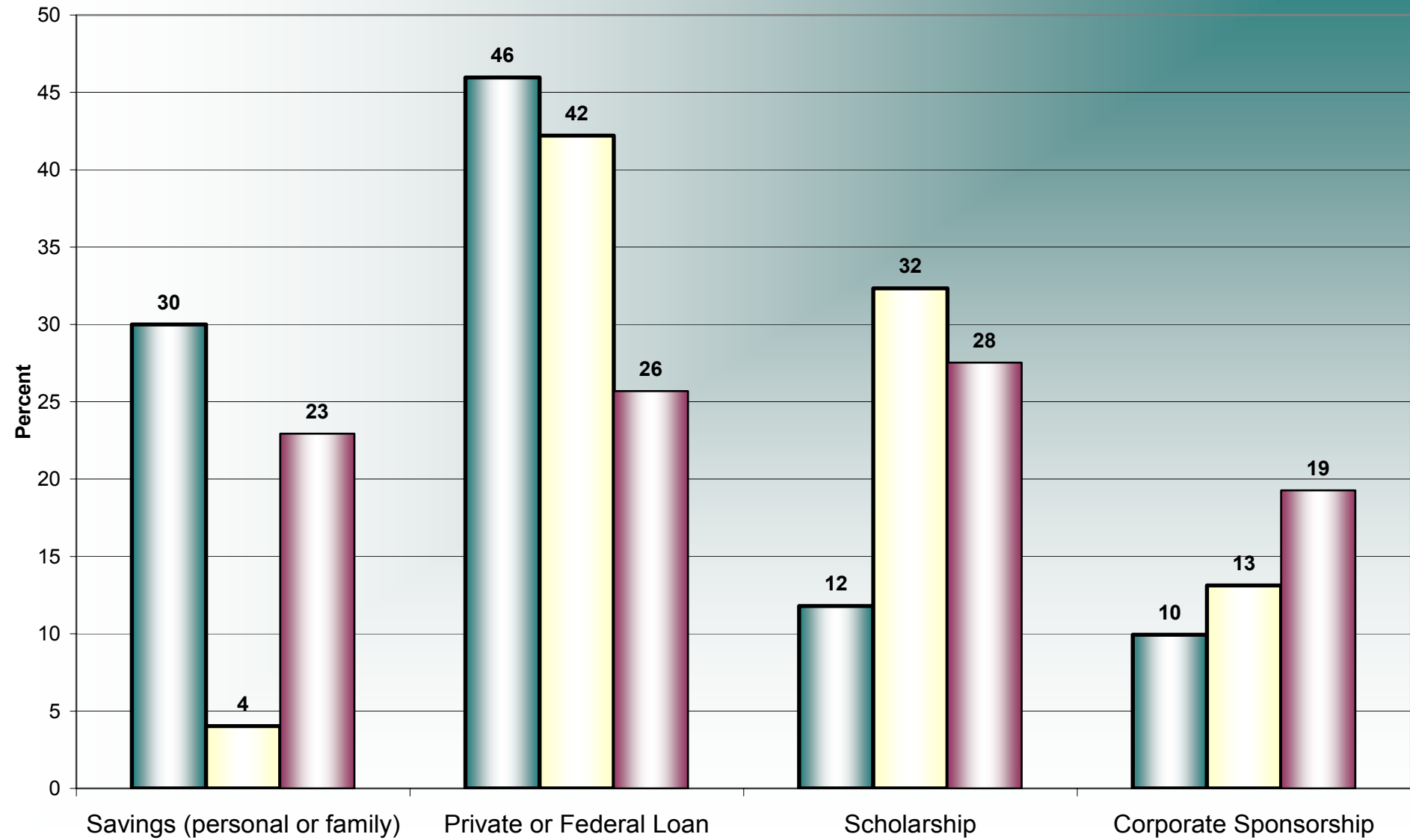


PRINCIPAL WAY OF FINANCING MBA EDUCATION BY MAJOR U.S. SUBGROUP

■ Asian American

■ Black/African American

■ Hispanic American



Implications

Because campus visits are important to all three groups of minorities and personal interaction is important to black/African Americans and Hispanic Americans it is vital that any special outreach includes one-on-one interaction.

In addition, the school criteria that is important to the different subgroups need to be highlighted in any personal correspondence as well as publicly (school publications, Web site, etc).

The availability of scholarships, grants, and other financial aid is the most important factor in the decision to enroll for blacks/African Americans and needs to be clearly communicated.