**Video transcript: How has the mba.com Prospective Students Survey kept my school up-to-date on trends in candidate demand?**

**Diana Sloan**, Director of Graduate Marketing and Alumni Relations, Debbie and Jerry Ivy College of Business, Iowa State

The Prospective Students Survey is particularly helpful in our marketing planning for the year. We like to see what the decision-making timelines are because that way, we can plan our email campaigns based on those timelines. We can plan how often, how many messages, for how long; and when we combine that with the names that we get from GMAS, then we have a very powerful and effective campaign in our hands.