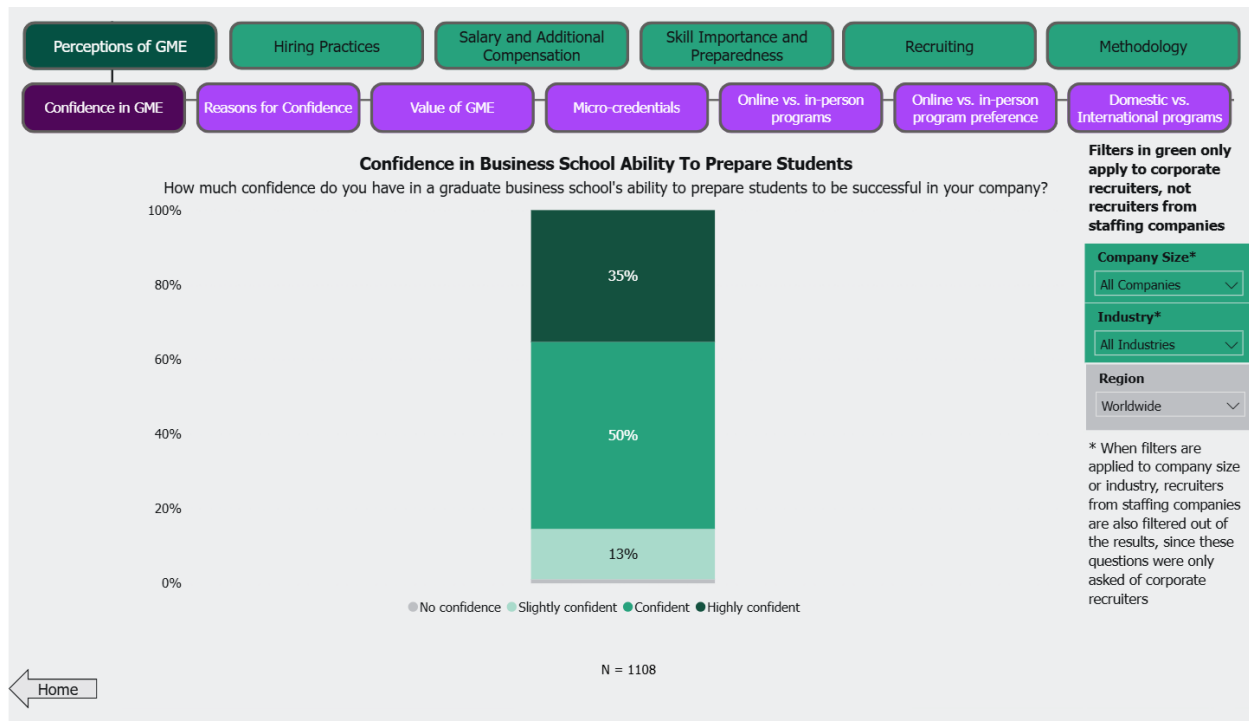


## GMAC Corporate Recruiters Survey 2025 – How to Use the Interactive Dashboard

When first accessing the dashboard, you will see a screen with six different topics to click on – Perceptions of GME, Hiring Practices, Salary and Additional Compensation, Skill Importance and Preparedness, Recruiting, and Methodology. Click on any one of those to view the page for that topic.

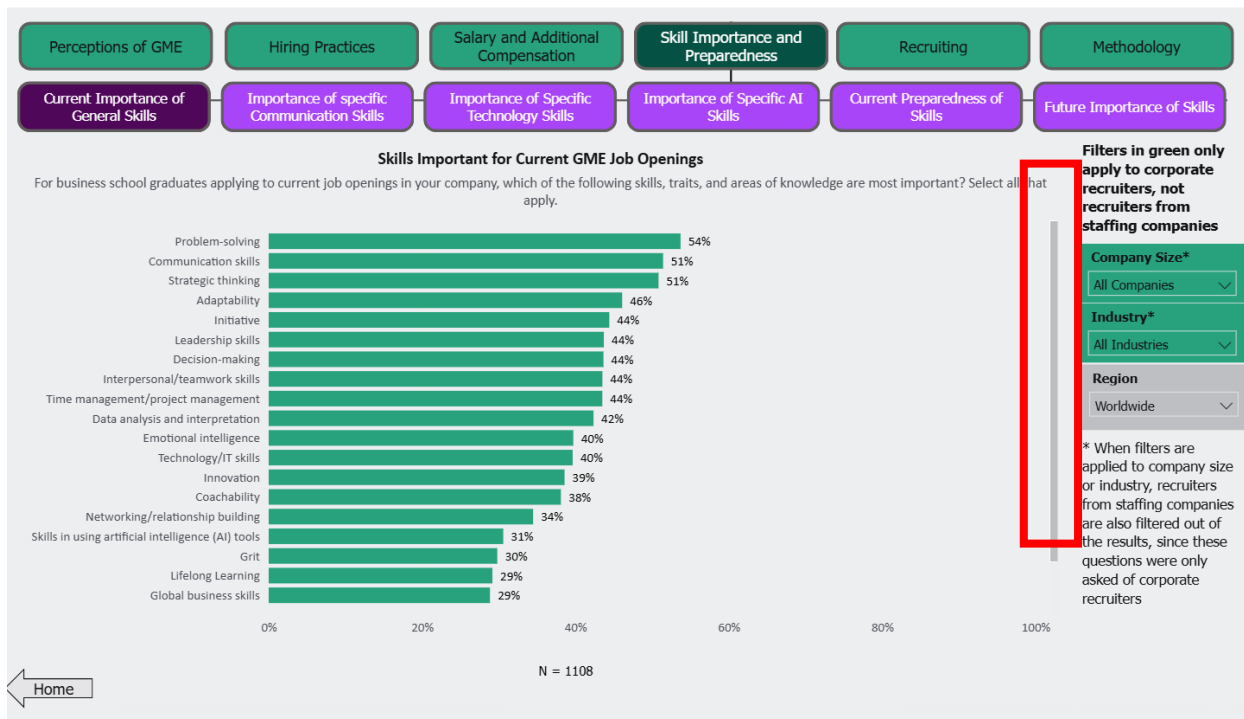
The Methodology page has details on survey methodology. For all topics except Methodology, there is a screen like this with the topics and sub-topics listed at the top of the screen:



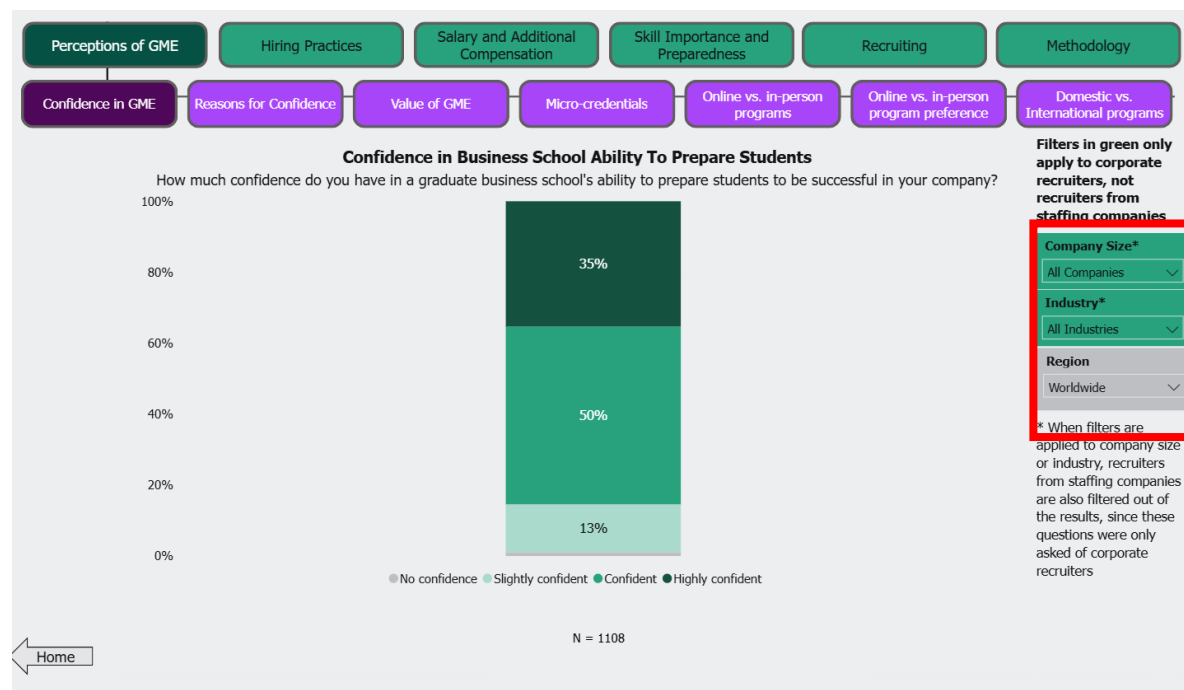
The green boxes at the very top are the aforementioned topics, and the purple boxes below are the sub-topics for the currently selected topic. You can see here that a small line connects the “Perceptions of GME” box to the “Confidence in GME” box, and more lines connect the green boxes to each other. Within the broad topic of Perceptions of GME, you can go between the more specific sub-topics of Confidence in GME, Reasons for Confidence, Value of GME, Micro-credentials and Online vs In-Person Programs, Online vs In-Person Program Preference, and Domestic vs International Programs. You can only see one set of sub-topics at a time; to see what the other sub-topics are, you will need to click on the corresponding green box to select a different topic.

Some of the graphs need scrolling to see all the available data. For example, the “Skills Important for Current GME Job Openings” graph on the “Current Importance of General Skills” page (in the “Skill Importance and Preparedness” topic) has a scroll bar

to its right (see below). This can be used to scroll down to see the additional items not previously displayed.



You will also notice there are three filters on the right hand side of the screen that allow you to show the results for specific groups of recruiters:



Use these drop-down menus to select which subgroup of recruiters you want results displayed for. The text about the green filters only applying to corporate recruiters is due to the fact that only corporate recruiters got the questions about company size and industry – staffing company recruiters did not get these questions. When no filters are applied, or when the only filter applied is a region filter, the results shown will be based on data from both corporate and staffing company recruiters. However, if either of the purple filters are applied, the results shown will only be from corporate recruiters.

Results are not displayed if N size is less than 30. For example:

The screenshot shows a survey results interface with a top navigation bar containing six green buttons: "Perceptions of GME", "Hiring Practices", "Salary and Additional Compensation", "Skill Importance and Preparedness", "Recruiting", and "Methodology". Below this is a row of seven purple buttons: "Confidence in GME", "Reasons for Confidence", "Value of GME", "Micro-credentials", "Online vs. in-person programs", "Online vs. in-person program preference", and "Domestic vs. International programs". The "Confidence in GME" button is selected, leading to the survey question: "Confidence in Business School Ability To Prepare Students" and "How much confidence do you have in a graduate business school's ability to prepare students to be successful in your company?". A large red rectangle highlights a message: "Not displayed because there are fewer than 30 responses." On the right side, there are three green filter buttons: "Company Size\*", "Industry\*", and "Region". The "Company Size\*" button is set to "Fewer than 50" and the "Industry\*" button is set to "Consulting". The "Region" button is set to "Worldwide". A note below the filters states: "\* When filters are applied to company size or industry, recruiters from staffing companies are also filtered out of the results, since these questions were only asked of corporate recruiters". At the bottom left, there is a "Home" button with a left-pointing arrow. At the bottom center, it says "N < 30". At the bottom right, under "Filters Applied:", it lists "Company Type: Fewer than 50; Industry Type: Consulting;".

One of the graphs has disappeared due to the Company Size filter being set to “Fewer than 50” and the Industry filter showing results only for recruiters in the consulting industry. There were less than 30 responses to the “Confidence in GME” question. Because the low N size means we can’t be confident the results generalize at all to the wider population of recruiters, the results aren’t displayed. While applying more filters makes it possible to look at more specific subgroups – e.g. North American technology companies with 10,000 or more employees – the more filters that are applied, the more likely it is that the N size will be too low and results will not be displayed at all.

Finally, at the very bottom left of the screen there is an arrow pointing to the left labeled “Home”. Click this arrow to return to the initial landing page with descriptions of the six main topics.