

## Video/Photo Quote Question Sets

Tell us your name, title, and the school and program you are affiliated with.

- Describe your role within the admissions process (if admissions personnel).

### GMAT® Exam Questions

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1. How does your program use the GMAT in the admissions process? “Accepting GMAT scores means that...”
2. What value does it bring as it relates to the continued success of your program?
3. How does the GMAT prepare students for today’s b-school curriculum and the real-world business climate? What advice would you give to students who are preparing for the GMAT?
4. What other programs at your school other than the MBA is the GMAT supporting? (i.e. specialized master’s).
5. How are you using the Integrated Reasoning score in admissions?

### GMASS® Search Service Questions

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1. How does GMASS fit into your overall recruitment strategy and reach your goals?
2. What kind of an impact has GMASS had on the admissions process? Has it helped streamline it? How? Does it make your job easier? Can you fill seats faster?
3. Are you better able to target the right candidates and assemble the right class? If so, how?
4. How has GMASS helped you reach your diversity goals in terms of experience and culture? Why is this important? Can you share a GMASS success story? (i.e. a student may not have found the program were it not for GMASS).
5. How have you used GMAC Research and GMASS to create more strategic searches?

### GMAC Professional Development

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1. Tell us about your annual conference experience thus far?
2. Have you participated in our webinars or on demand learning? Did they help you do your job more effectively?
3. Do you enjoy the networking opportunities at our conferences; is it valuable to you throughout the year?

### Research & Market Intelligence

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1. How have our research, survey results, and market intelligence helped as it relates to the success of your program?
2. How has our research helped you improve your recruiting?
3. Describe some of the insights you gain? About the talent pool? About your competition? Describe how helpful it is to learn what recruiters are looking for as it relates to the content of your program?
4. What’s your favorite research or data source and why? (GMAT data or the five surveys of trends in Prospective Students, Applications, Graduating Students, Corporate Recruiters or Alumni).
5. Are there any notable stories you can share on how GMAT data or GMAC survey market researched helped you make a decision at your school?

### Reflect/Soft Skills

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1. How might a student’s understanding of their strengths and weaknesses better prepare them for their business school experience?
2. Why do you think soft skills are important in a business school setting?
3. Why should students care about their self-awareness?
4. Share your experiences with the Reflect self-assessment tool and development tool?