

Application Trends 2016:

Measuring the Market

Thank you for joining us!
The webinar will begin promptly at 12 pm ET.

Important Notice:

Please leave your microphone muted.
If you have a question, please use the chat box.
This webinar will be recorded.

Moderator



Gregg Schoenfeld
*Director, Graduate
Management Research*

GMAC Research Services

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Happening now:

Sign up for the
Alumni Perspectives Survey

EXTENDED

gmac.com/surveysignup

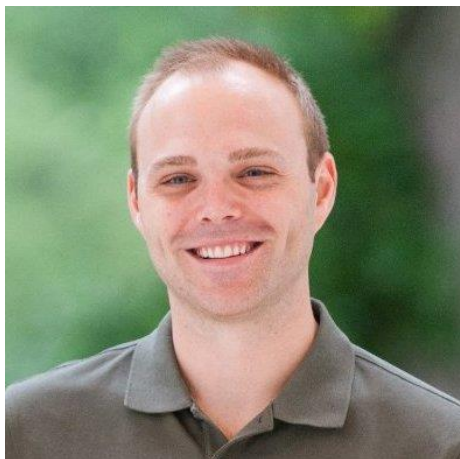
Coming soon:

New webinar!
Tuesday, November 1

**Global Graduate Management
Education Candidate
Segmentation Study**



Presenters



Matt Hazenbush
Research Communications Manager



Rebecca Estrada-
Worthington
Survey Research Manager

Application Trends 2016

Full report available for download!

New participation record!

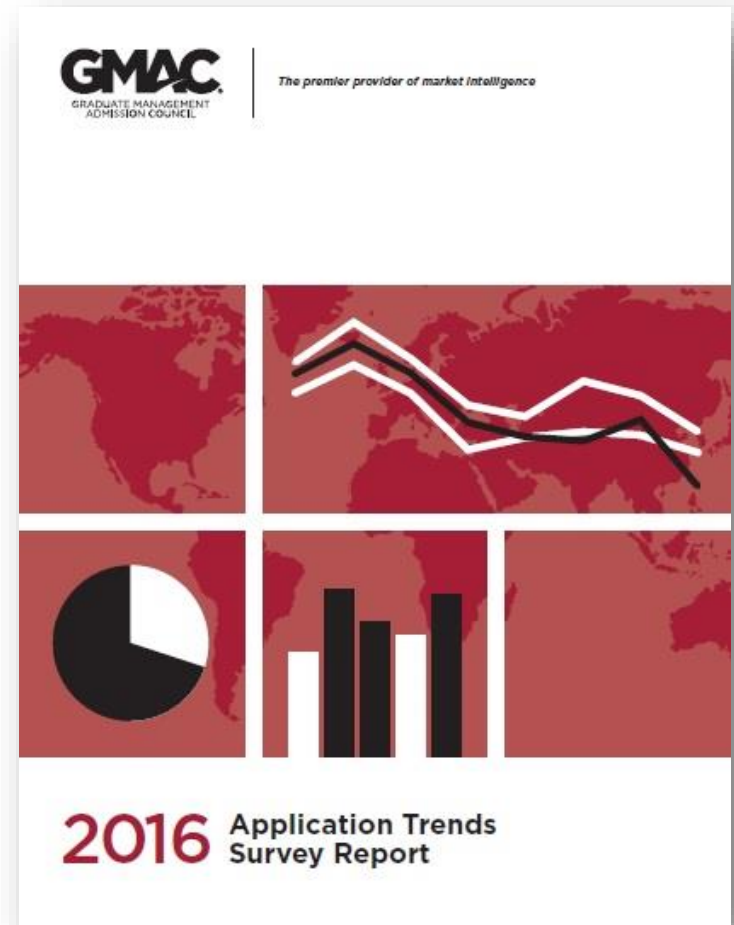
872 graduate business programs located at 336 universities worldwide, including:

- 508 MBA programs
- 344 non-MBA business master's programs

Participating schools are located in:

- 49 countries
- 42 US states and D.C.

gmac.com/applicationtrends

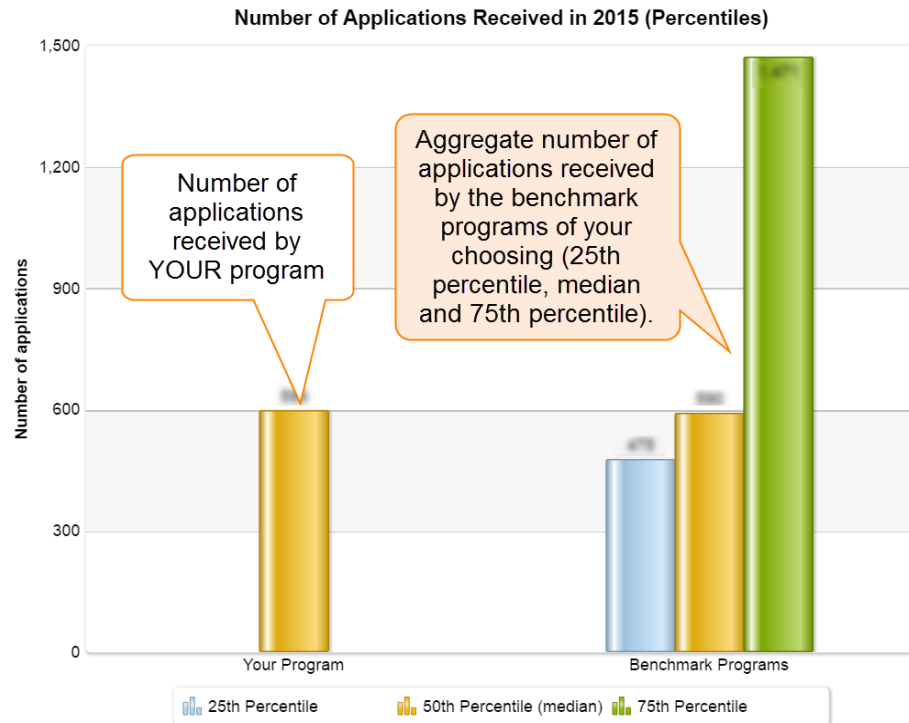


Application Trends 2016

Making the most of your participation

Benchmark report

Application Volume
Current Year: 2015
Overall
Domestic
International
Female
Male
Underrepresented Populations
Volume Change
Overall
Domestic
International
Female
Male
Underrepresented Populations
Ten-year comparison
Class Size
Class Size: 2014-2015 (Actual)
Class Size: 2015-2016 (Projected)
Percentage Changing Size
Source of Applicants
Greatest International Volume
Second Greatest International Volume
Greatest International Increase
Second Greatest International Increase
Greatest International Decrease
Second Greatest International Decrease
Candidate Demographics
Gender Ratio
Citizenship Ratio
Work Experience
Academic Profile
Tuition and Funding
Total Tuition
Tuition Assistance

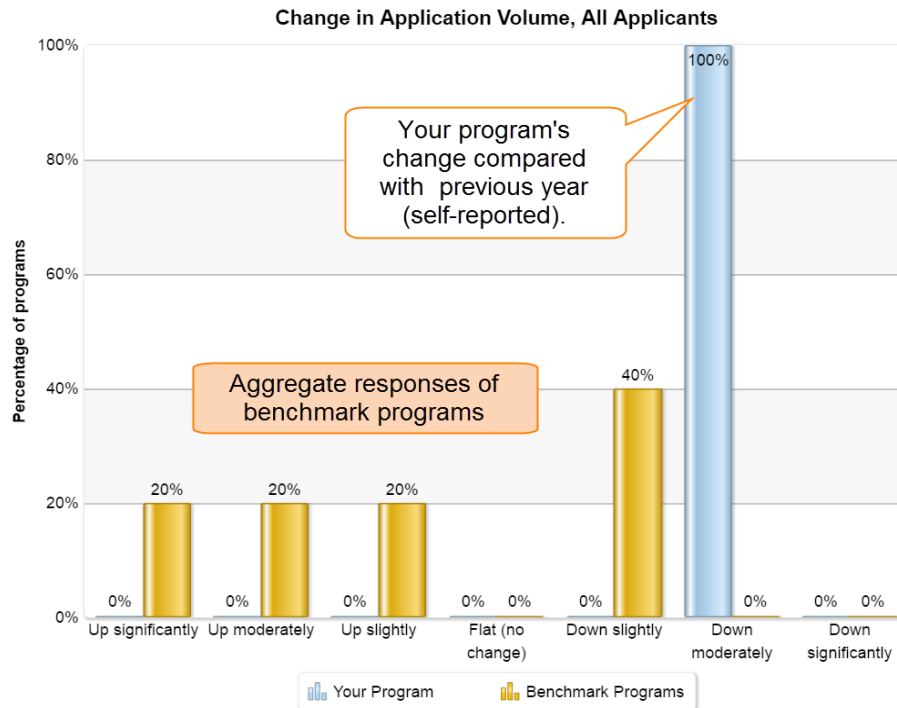


Application Trends 2016

Making the most of your participation

Benchmark report

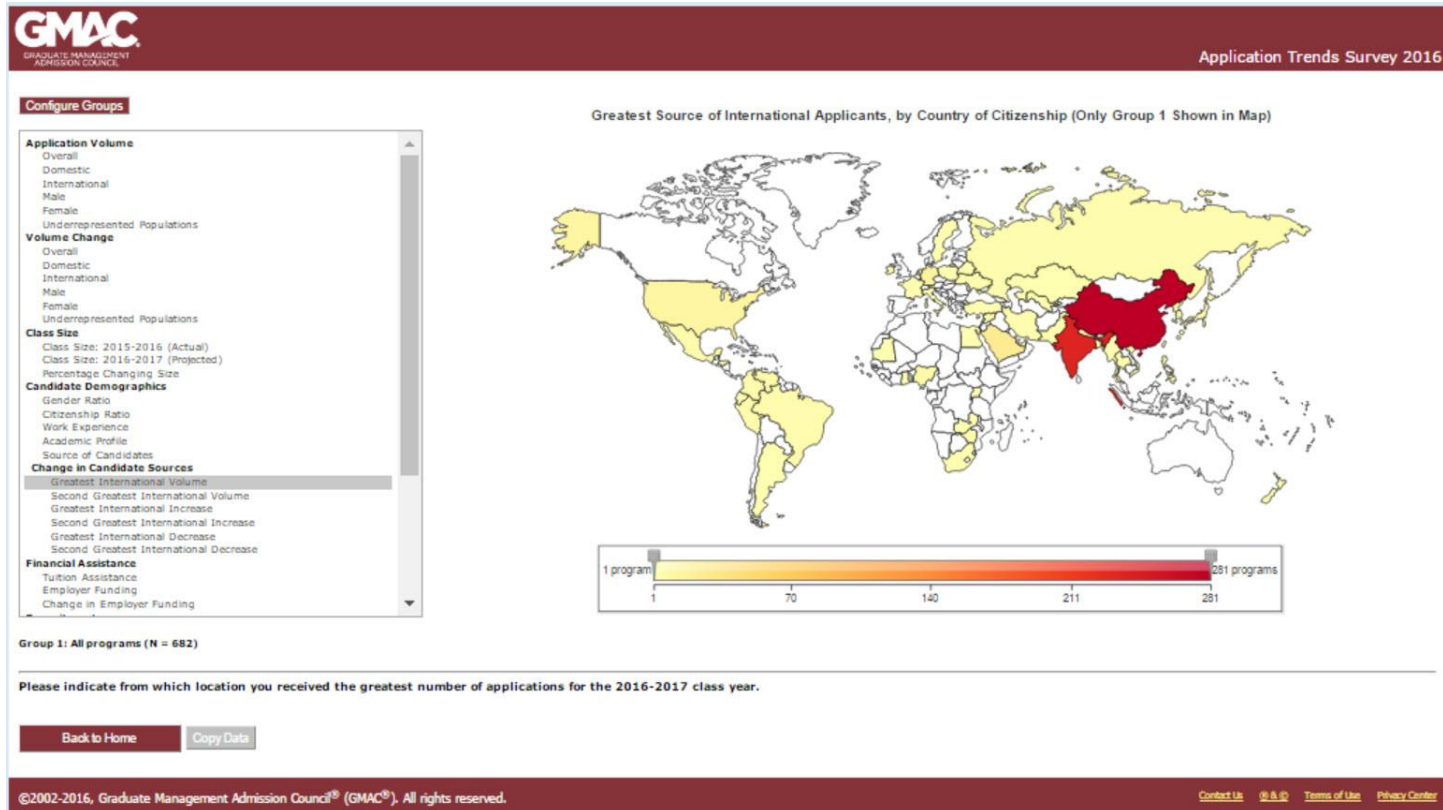
Application Volume
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Percentage Changing Size
Source of Applicants
Greatest International Volume
Second Greatest International Volume
Greatest International Increase
Second Greatest International Increase
Greatest International Decrease
Second Greatest International Decrease
Candidate Demographics
Gender Ratio
Citizenship Ratio
Work Experience
Academic Profile
Tuition and Funding
Total Tuition
Tuition Assistance



Application Trends 2016

Making the most of your participation

Interactive report



Agenda

App Volume Headlines

Int'l Candidate Trends

Recruitment & Outreach

Student Financing

Agenda

App Volume Headlines

Int'l Candidate Trends

Recruitment & Outreach

Student Financing

- Overall
- Full-time MBA
- Professional MBA
- Non-MBA business master's

Agenda

App Volume Headlines

Int'l Candidate Trends

Recruitment & Outreach

Student Financing

- Int'l candidate pool by program type, world region
- Int'lization trends in GME

Agenda

App Volume Headlines

Int'l Candidate Trends

Recruitment & Outreach

- Int'l candidates
- Targeted outreach by program type
- URP candidates

Student Financing

Agenda

App Volume Headlines

Int'l Candidate Trends

Recruitment & Outreach

Student Financing

- Tuition assistance
- Employer funding
- Financing mix trends

Learning outcomes

The insights in this presentation will enable you to:

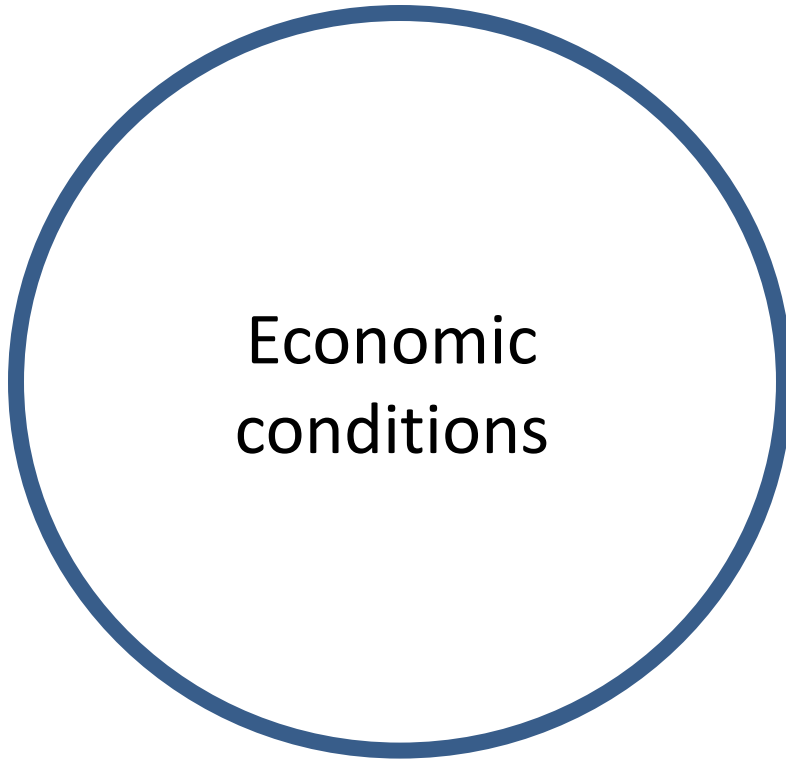
- ❑ Understand the current state of global demand for GME
 - *Place your program's performance into context*
- ❑ Learn more about international candidates
 - *Grasp shifts in demand and preferences*
- ❑ Benchmark recruitment and outreach strategies
 - *What are other programs doing that you are not?*
- ❑ Gain all-new info on financial assistance
 - *How are schools distributing their assistance money?*

App Volume Headlines

- ❑ Overall
- ❑ Full-time MBA
- ❑ Professional MBA
- ❑ Non-MBA business master's

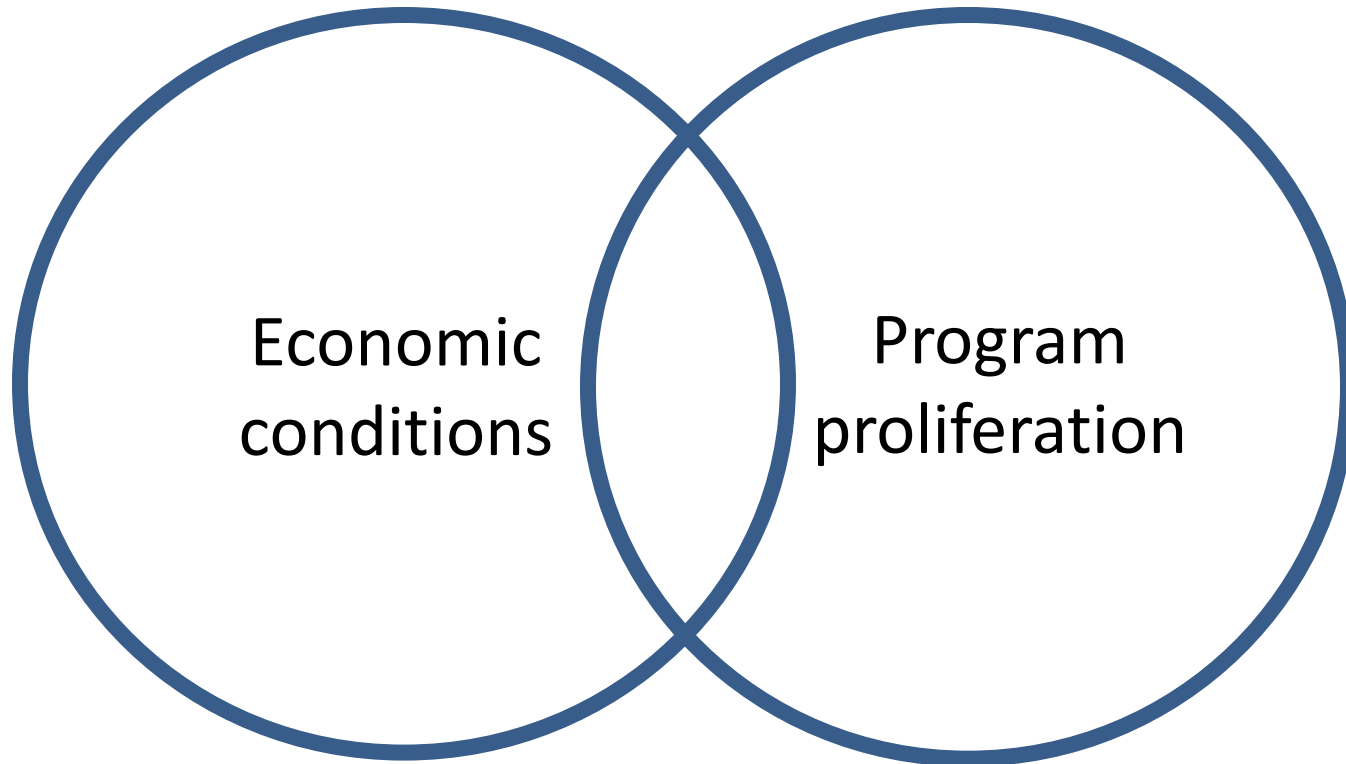
The view from 30,000 feet

Economic conditions and program proliferation



The view from 30,000 feet

Economic conditions and program proliferation



A bit of methodology...

Overall results

Compared with this time last year, is the application volume for this program...

Up

Flat

Down



Mixed picture in competitive market

Overall results

49%

of graduate business programs received more applications in 2016 than in 2015

Mixed picture in competitive market

Overall results

49%

of graduate business programs received more applications in 2016 than in 2015

43%

received fewer

Mixed picture in competitive market

Overall results

49%

of graduate business programs received more applications in 2016 than in 2015

8%

reported no change

43%

received fewer

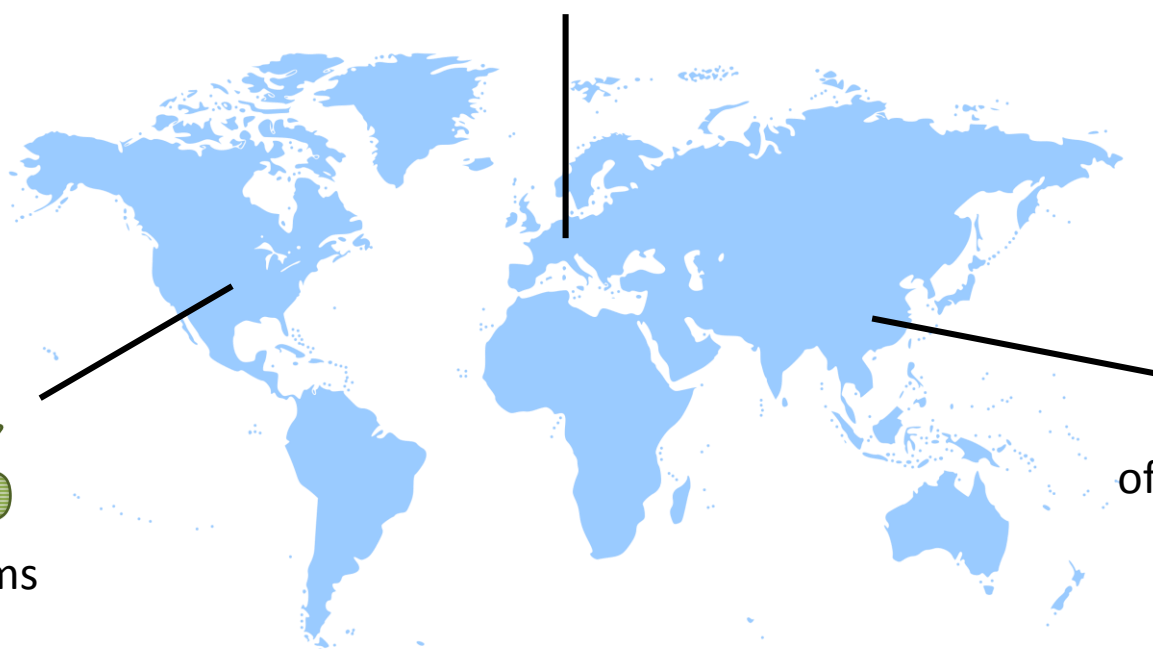
Europe a bright spot in 2016

European programs stand out this year

% of all programs reporting application volume growth, by school location

65% of European programs

46%
of US programs



43%
of East and Southeast
Asia programs

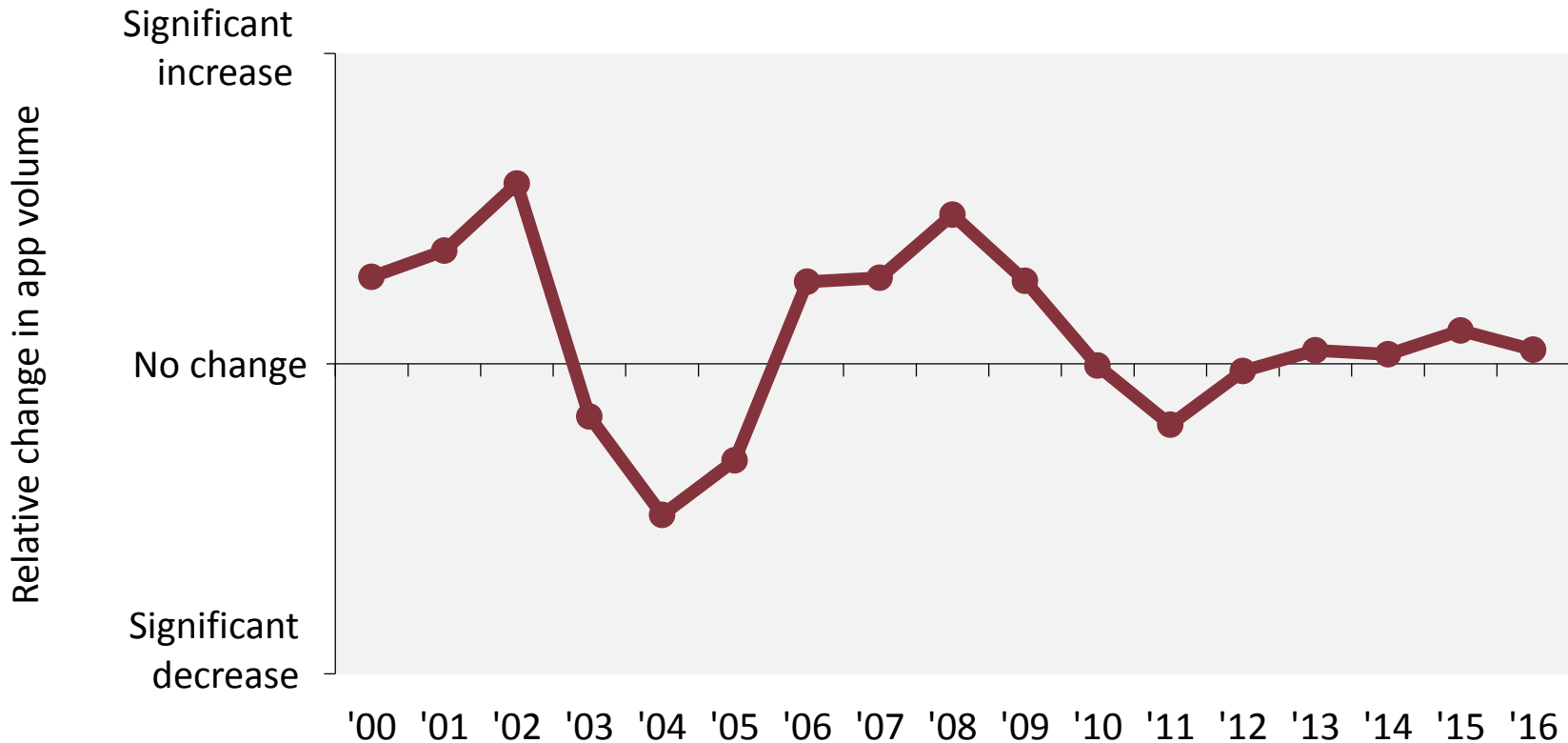
App Volume Headlines

- ❑ Overall
- ❑ Full-time MBA
- ❑ Professional MBA
- ❑ Non-MBA business master's

Full-time MBA: More of the same in 2016

Continuation of post-Recession trend

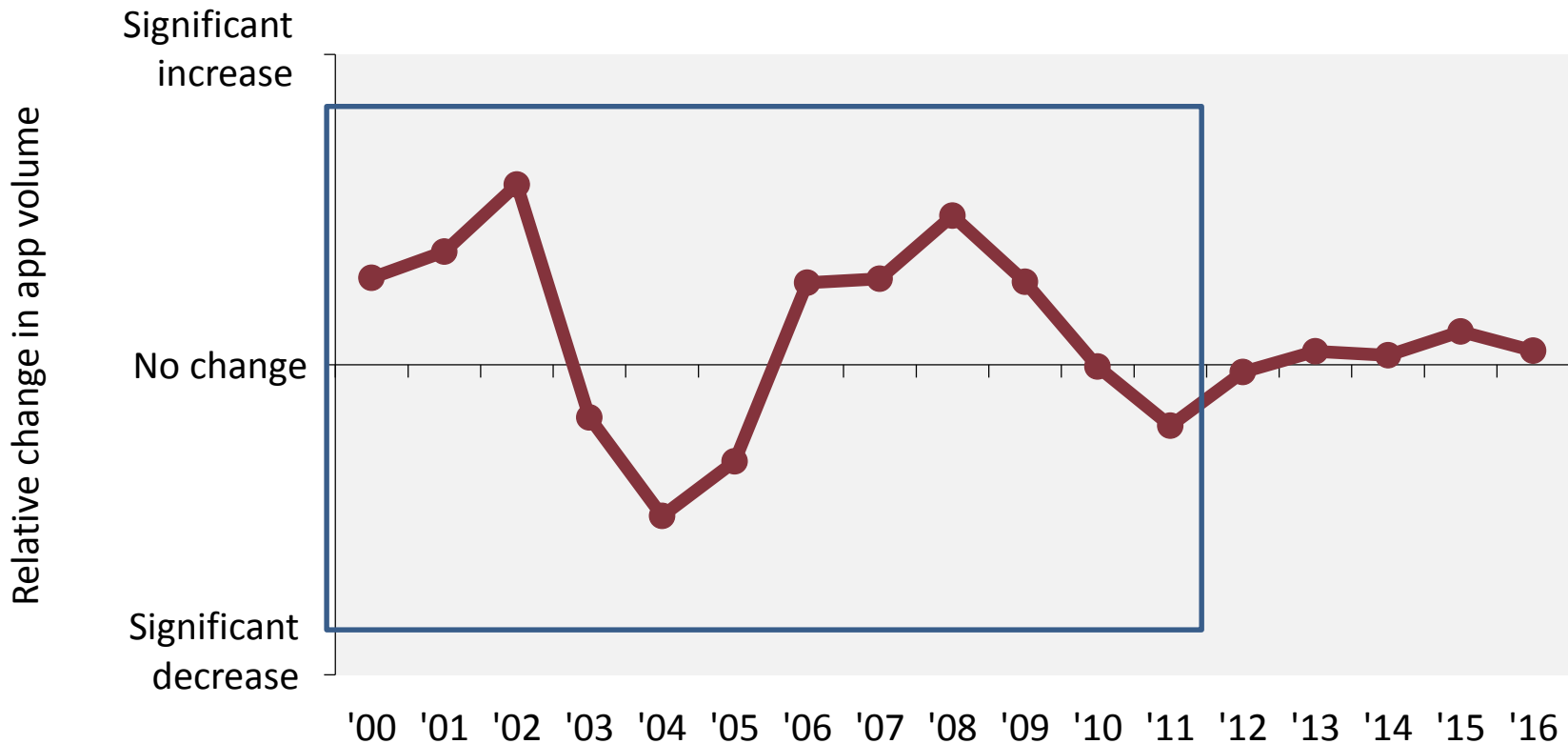
Full-time MBA relative year-on-year change in application volume, 2000-16



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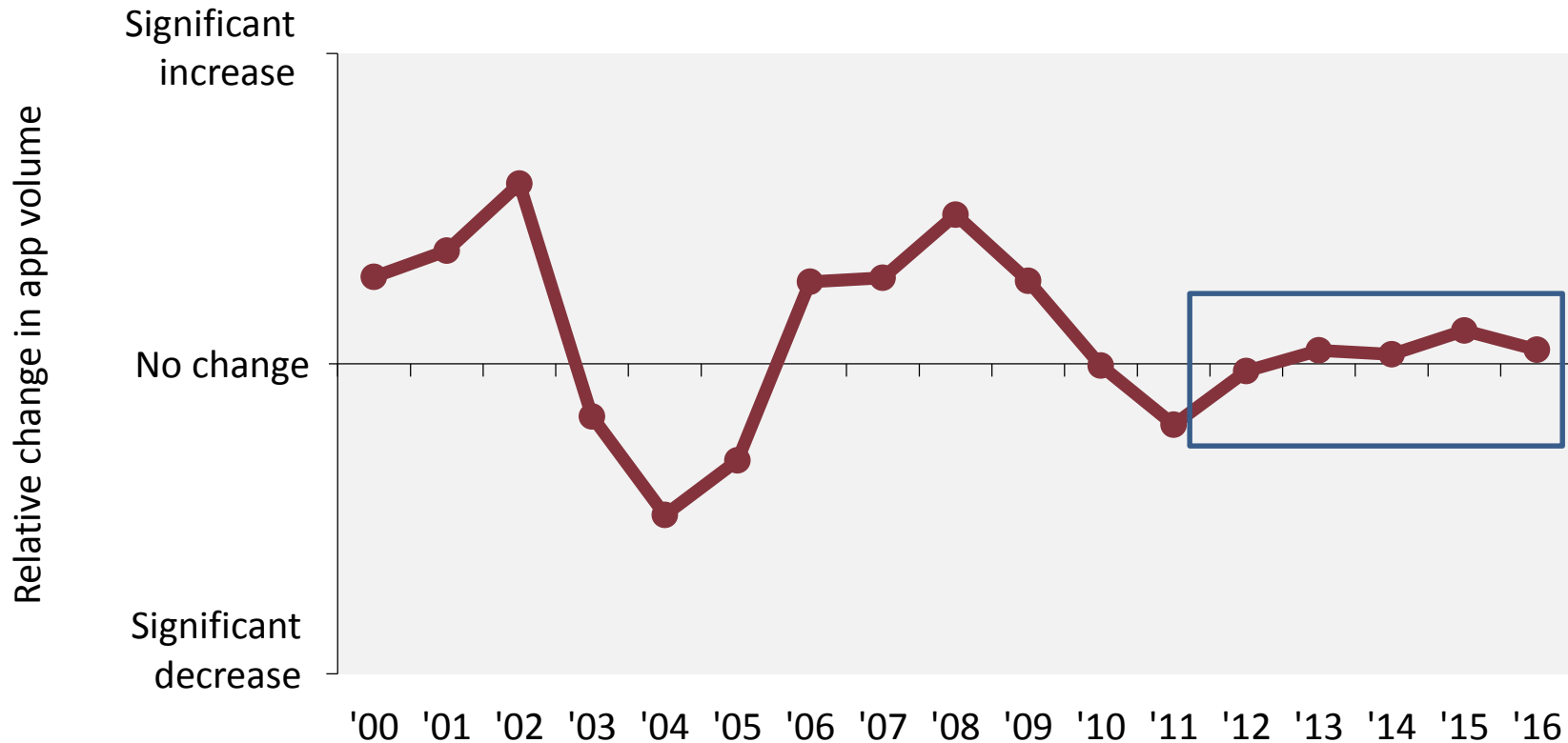
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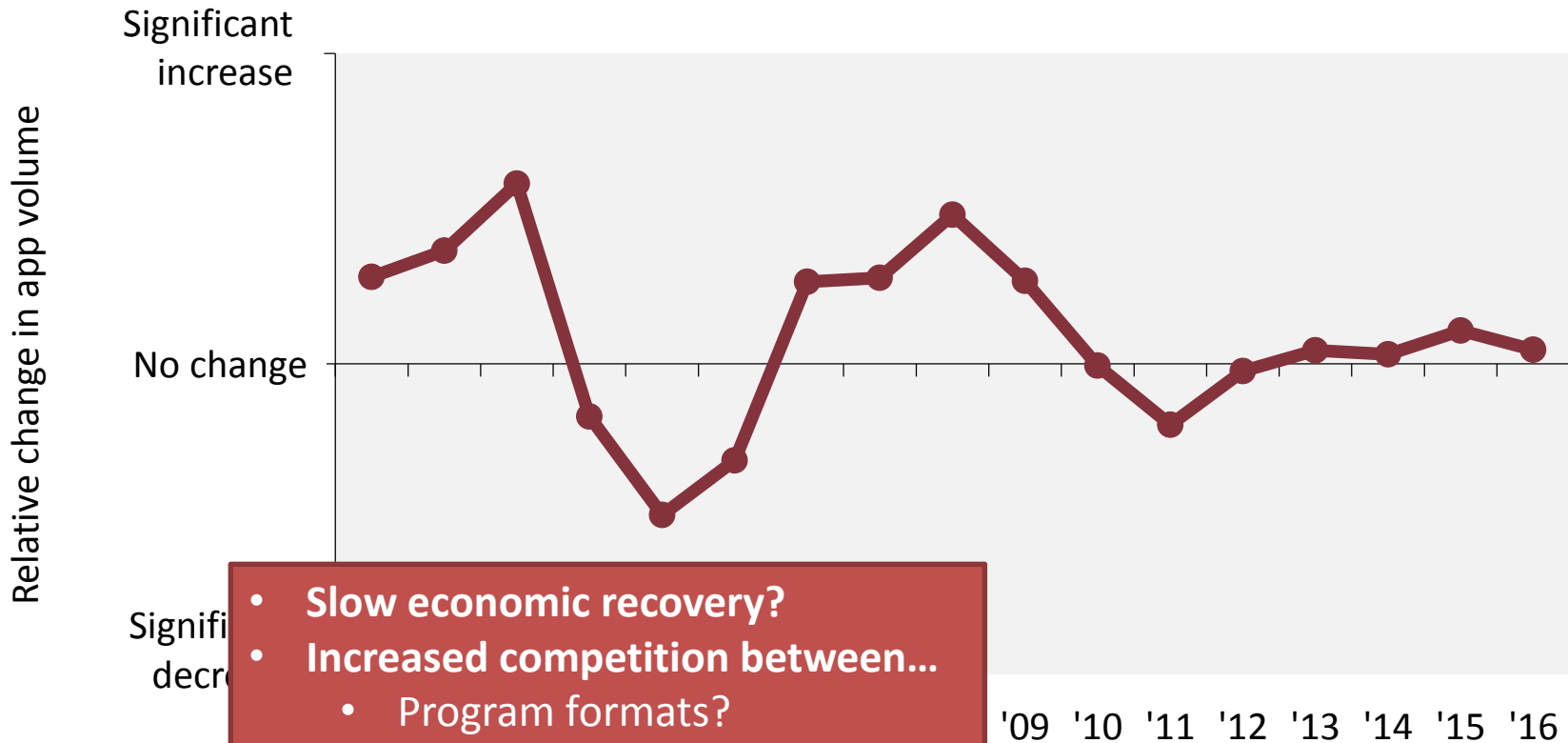
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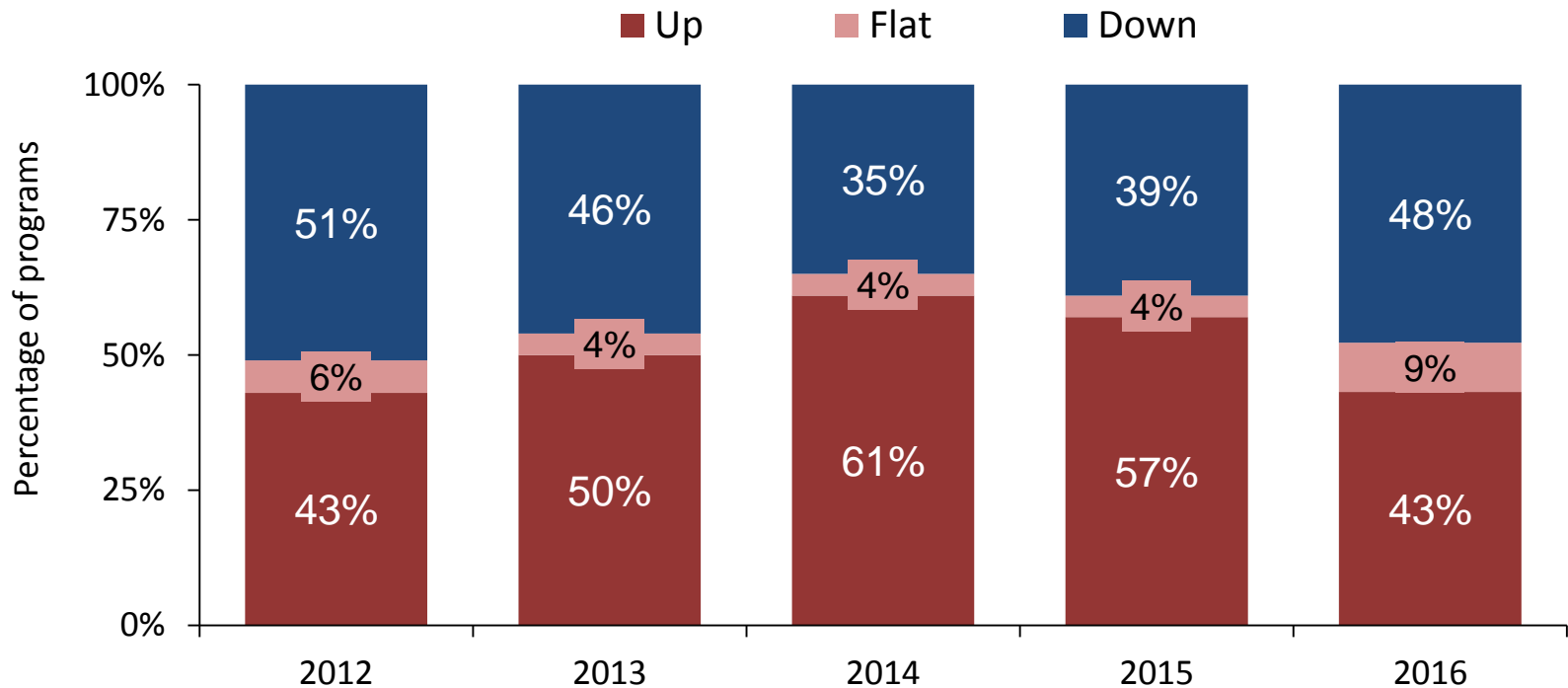
- Slow economic recovery?
- Increased competition between...
 - Program formats?
 - Program types?
 - Degree types?

GMAC (2016) Application Trends Survey. 28

Full-time two-year MBA: Down in 2016

Less than half of programs reported application growth

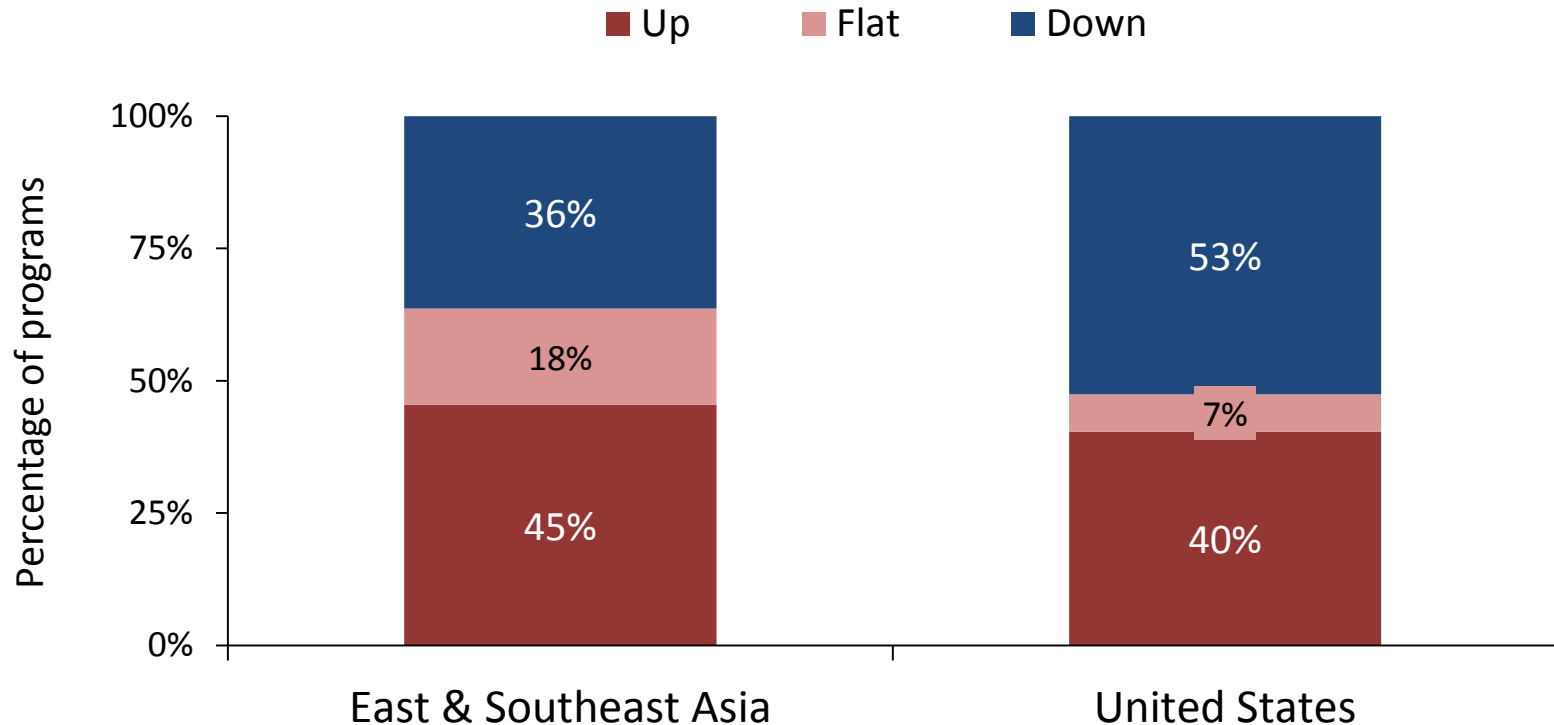
FT 2yr MBA year-on-year application volume change, 2012-2016



Full-time two-year MBA: Down in 2016

Less than half of programs reported application growth

FT 2yr MBA app volume change, 2015 vs. 2016, by school location



Full-time two-year MBA: Program size

Differing results by program size

Large

120+ students

Mid-size

54-119 students

Small

53 or fewer students

% of programs reporting application growth:

Overall

57%

45%

42%

Full-time two-year MBA: Program size

Differing results by program size

Large

120+ students



Mid-size

54-119 students

Small

53 or fewer students

% of programs reporting application growth:

Overall	57%	45%	42%
Men 	53%	41%	35%
Women 	75%	45%	42%

Full-time two-year MBA: Program size

Differing results by program size

Large

120+ students

Mid-size

54-119 students

Small

53 or fewer students

% of programs reporting application growth:

Overall	57%	45%	42%
Domestic	58%	45%	40%
Int'l	53%	32%	42%

Full-time two-year MBA: Program size

Differing results by program size

Large

120+ students

Mid-size

54-119 students

Small

53 or fewer students

% of programs reporting application growth:

Overall

57%

45%

42%

Under-
represented
minorities
(US only)

75%

55%

38%

Full-time two-year MBA: Program size

Differing results by program size

Large

120+ students

Mid-size

54-119 students

Small

53 or fewer students

% of programs reporting application growth:

Overall	57%	45%	42%
Apps per seat	7.8	4.3	3.5
Acceptance rate	27%	45%	55%
Enrollment rate	56%	50%	53%

Full-time two-year MBA: Program size

Differing results by program size

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120+ students

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Programs adjusting class size

Changes made in response to application volumes

52%

of **all programs** are expanding their class size in 2016

Programs with **increased** application volume

Programs with **no change** in application volume

Programs with **decreased** application volume

% of programs expanding class size

70%

37%

35%

Median class size increase

4

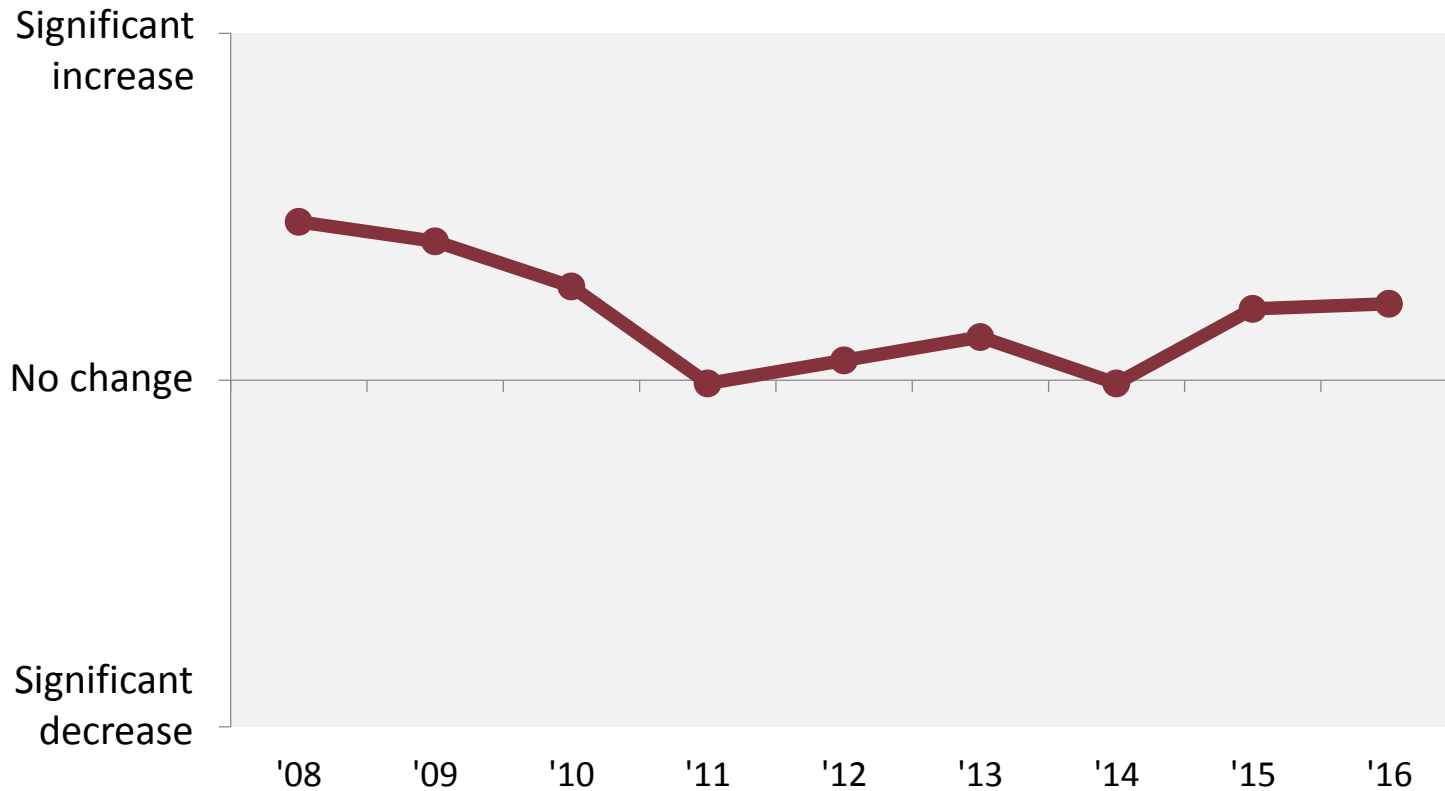
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Full-time one-year MBA: Growth in 2016

Second consecutive positive year

FT 1yr MBA relative year-on-year change in application volume, 2008-16



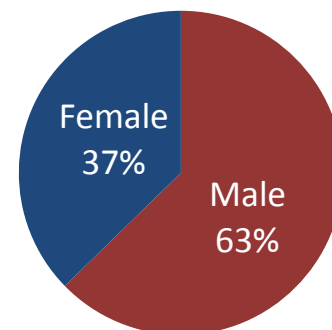
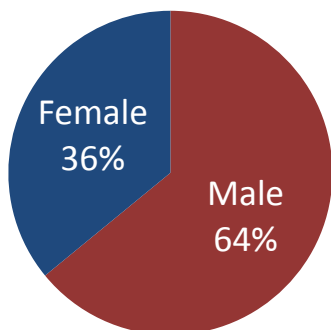
Gender difference between 2yr and 1yr

Majority of FT 1yr MBA programs see growth in men

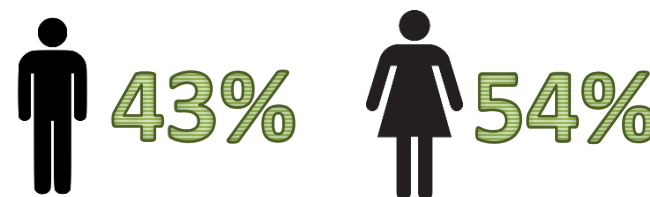
Full-time one-year MBA

Full-time two-year MBA

Applicant Pool



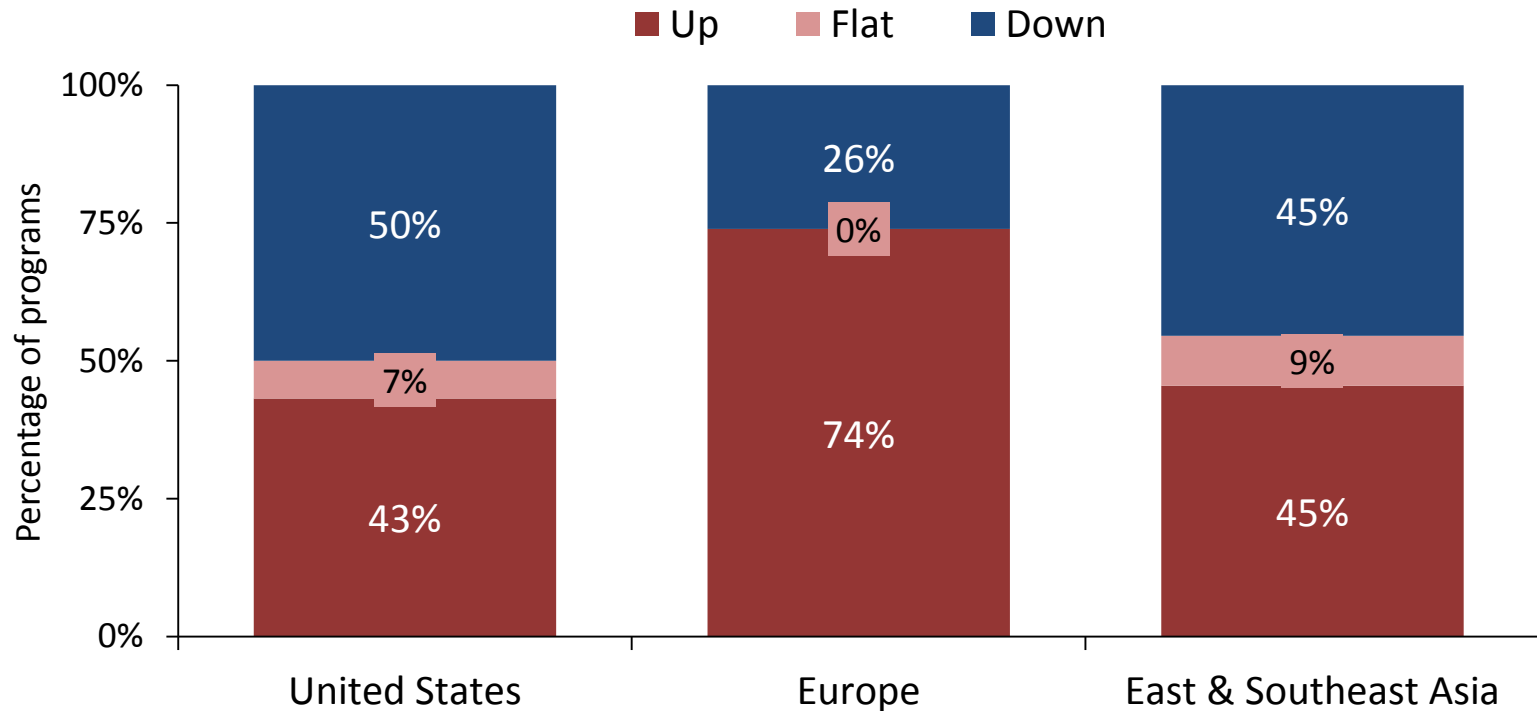
% of programs reporting application growth, by gender



Europe a bright spot in 2016

European programs stand out this year

FT 1-yr app volume change, 2015 vs. 2016, by school location



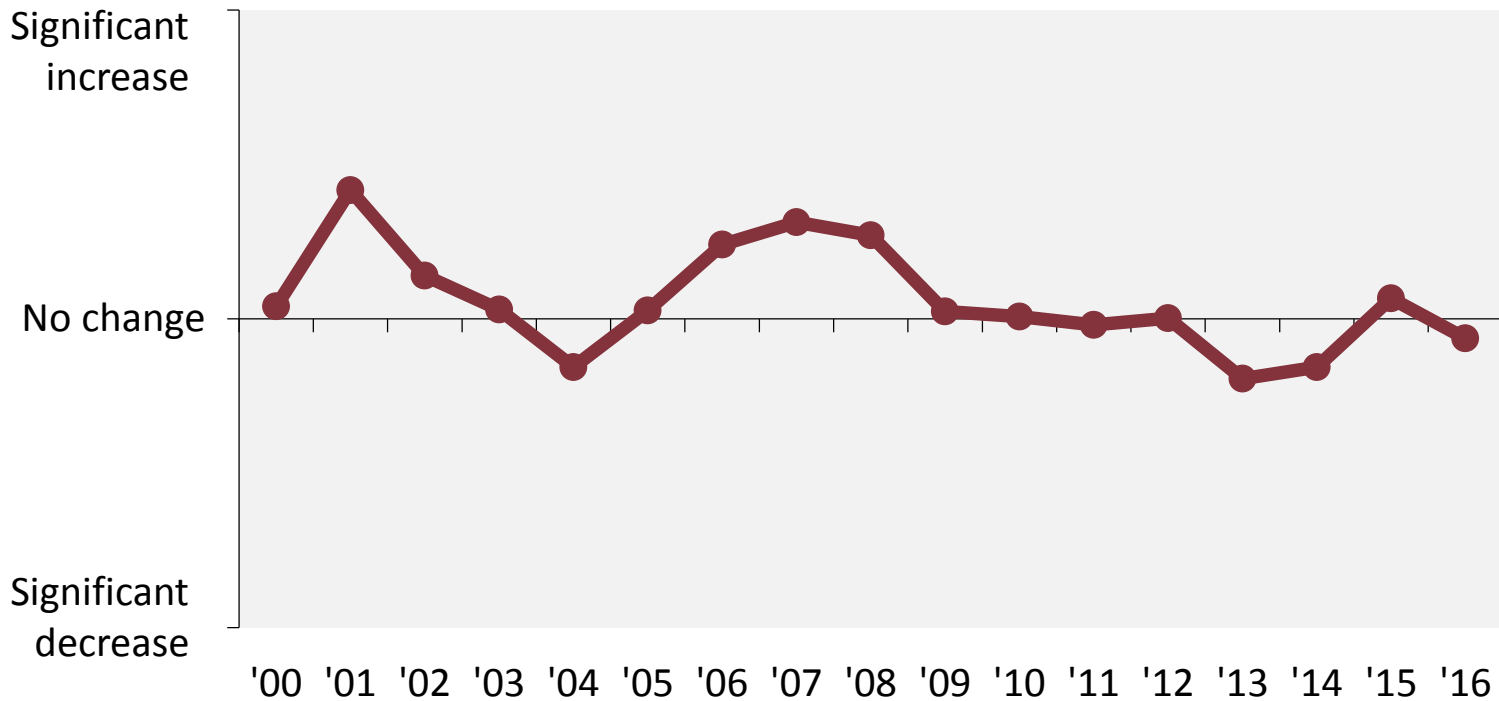
App Volume Headlines

- ❑ Overall
- ❑ Full-time MBA
- ❑ Professional MBA
- ❑ Non-MBA business master's

Part-time MBA: More of the same in 2016

Part-time MBA programs continue post-Recession trend

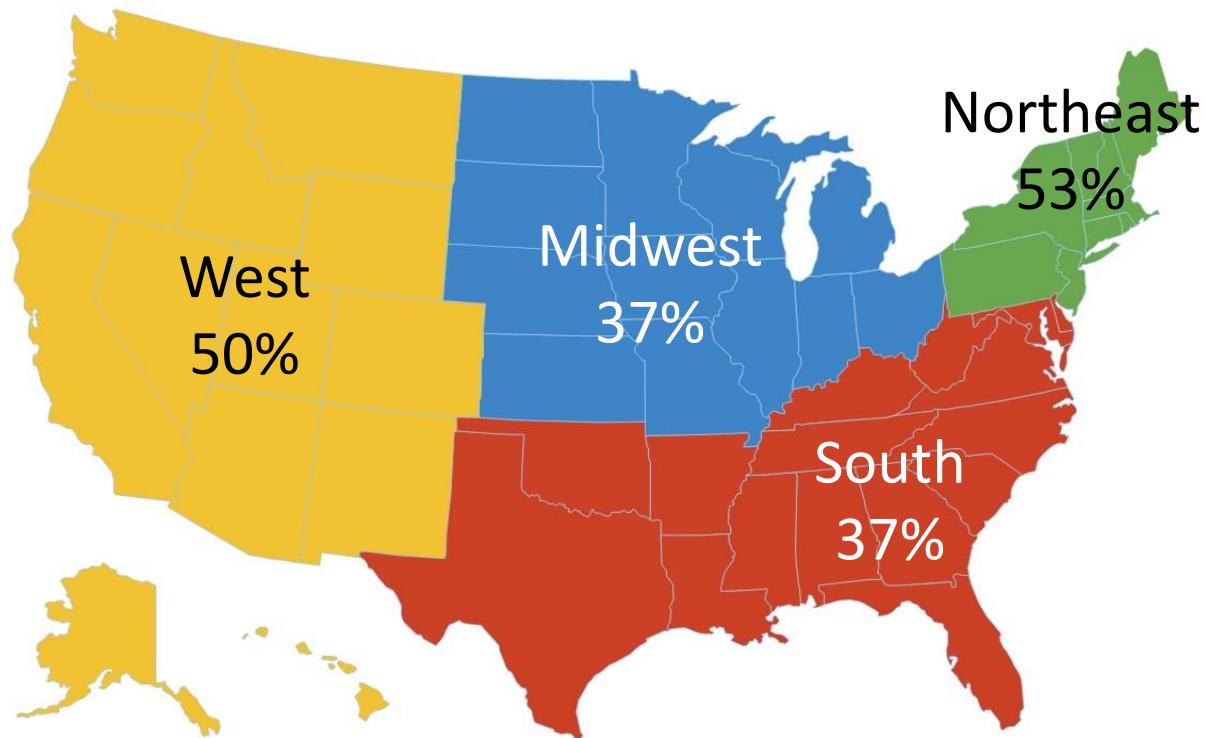
PT MBA relative year-on-year change in application volume, 2000-16



Part-time MBA: More of the same in 2016

Part-time market different by US region

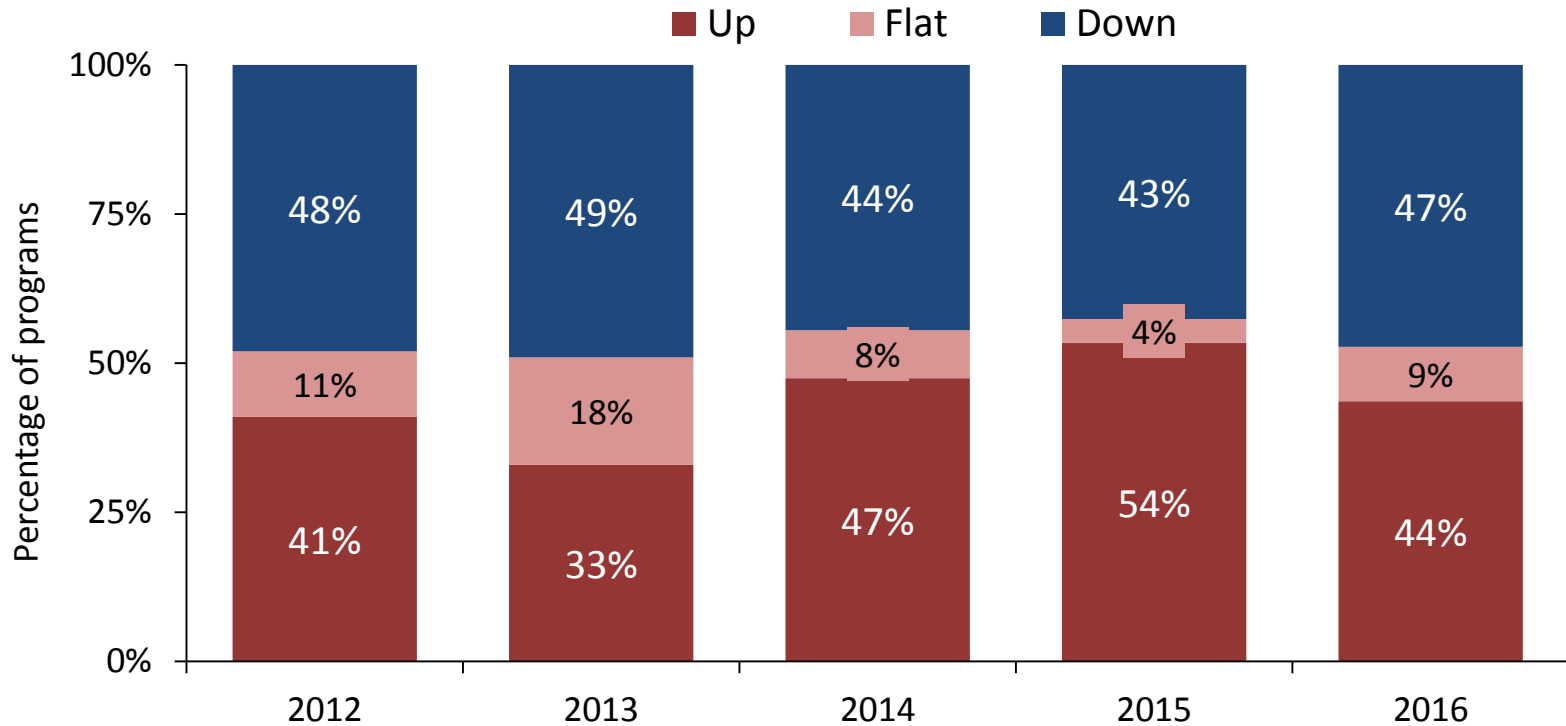
% of PT MBA programs reporting year-on-year growth, by US school location



Flexible MBA: Down in 2016

Flexible MBA apps back down after good year in 2015

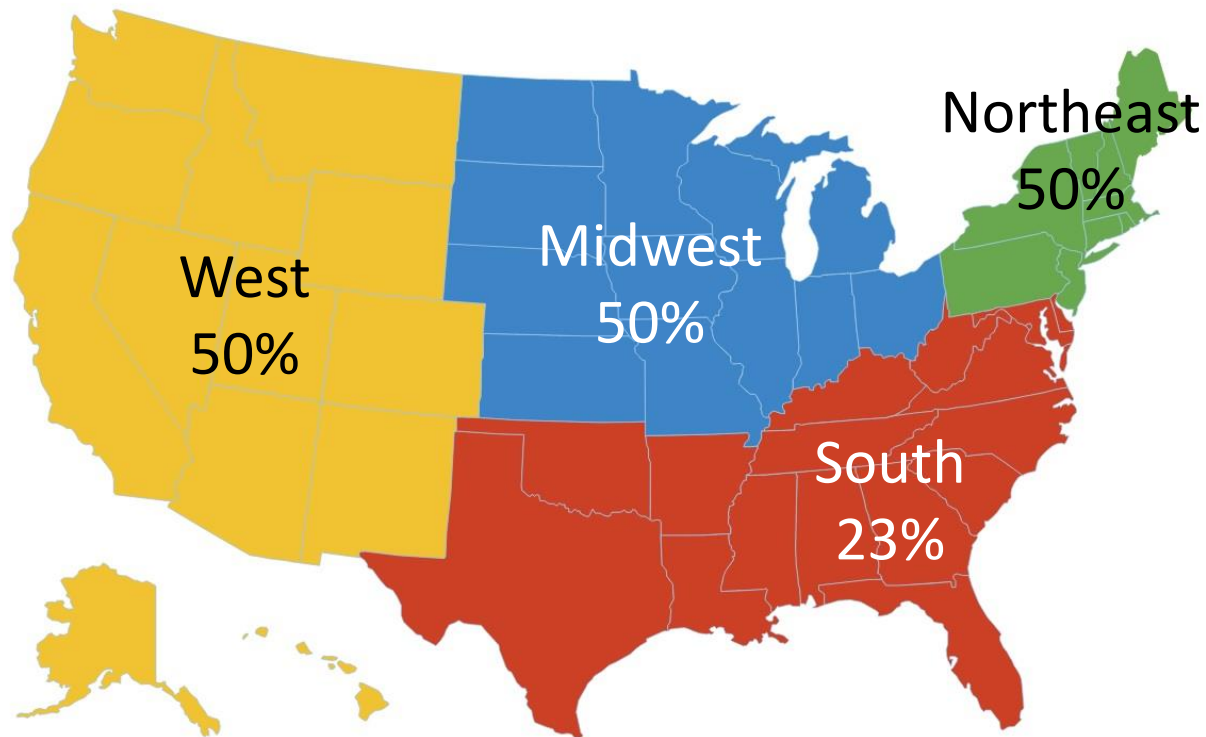
Flexible MBA year-on-year application volume change, 2012-2016



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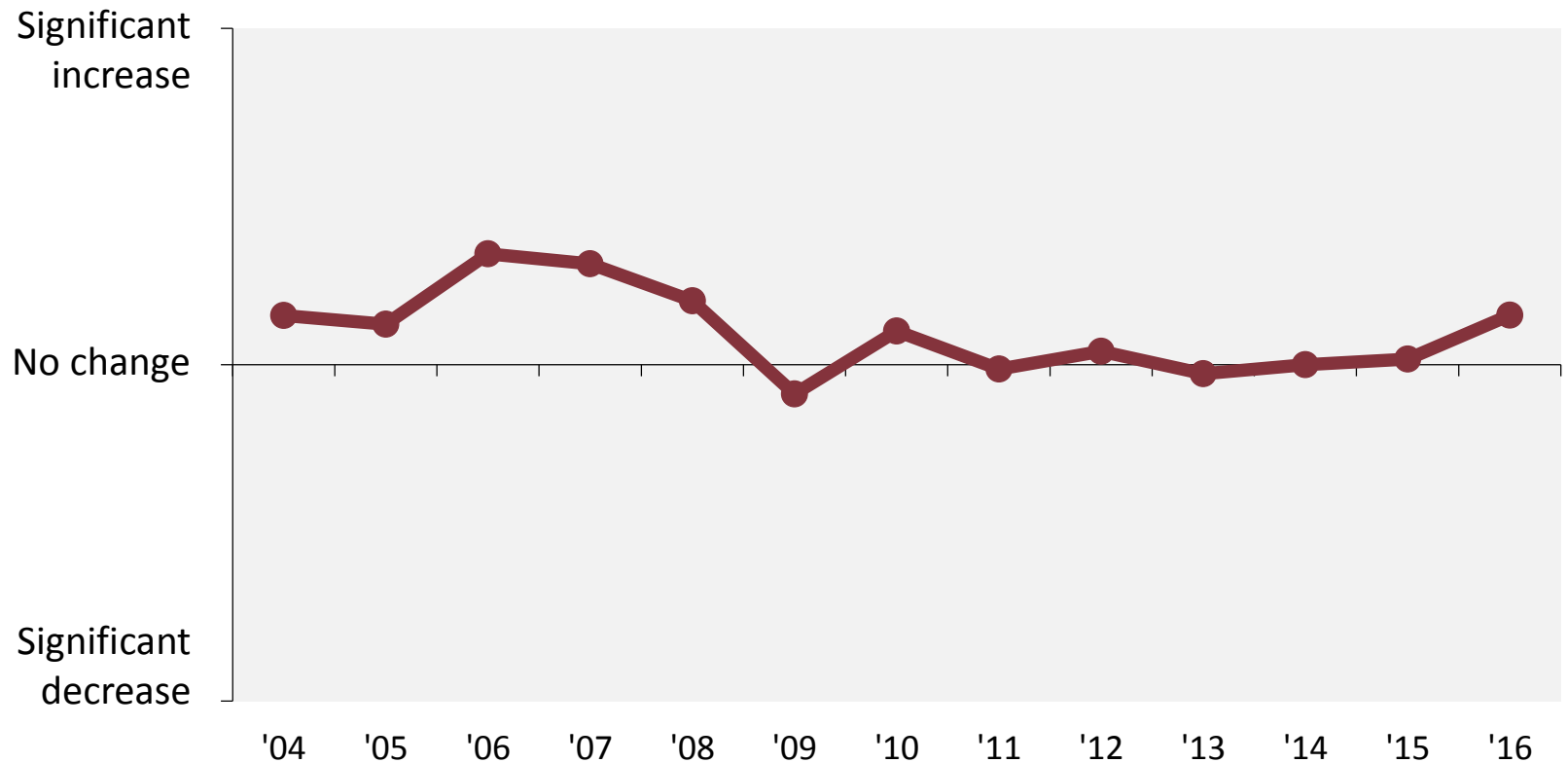
% Flexible MBA programs reporting year-on-year growth, by US school location



EMBA: Uptick in applications

Overall numbers positive for EMBA programs

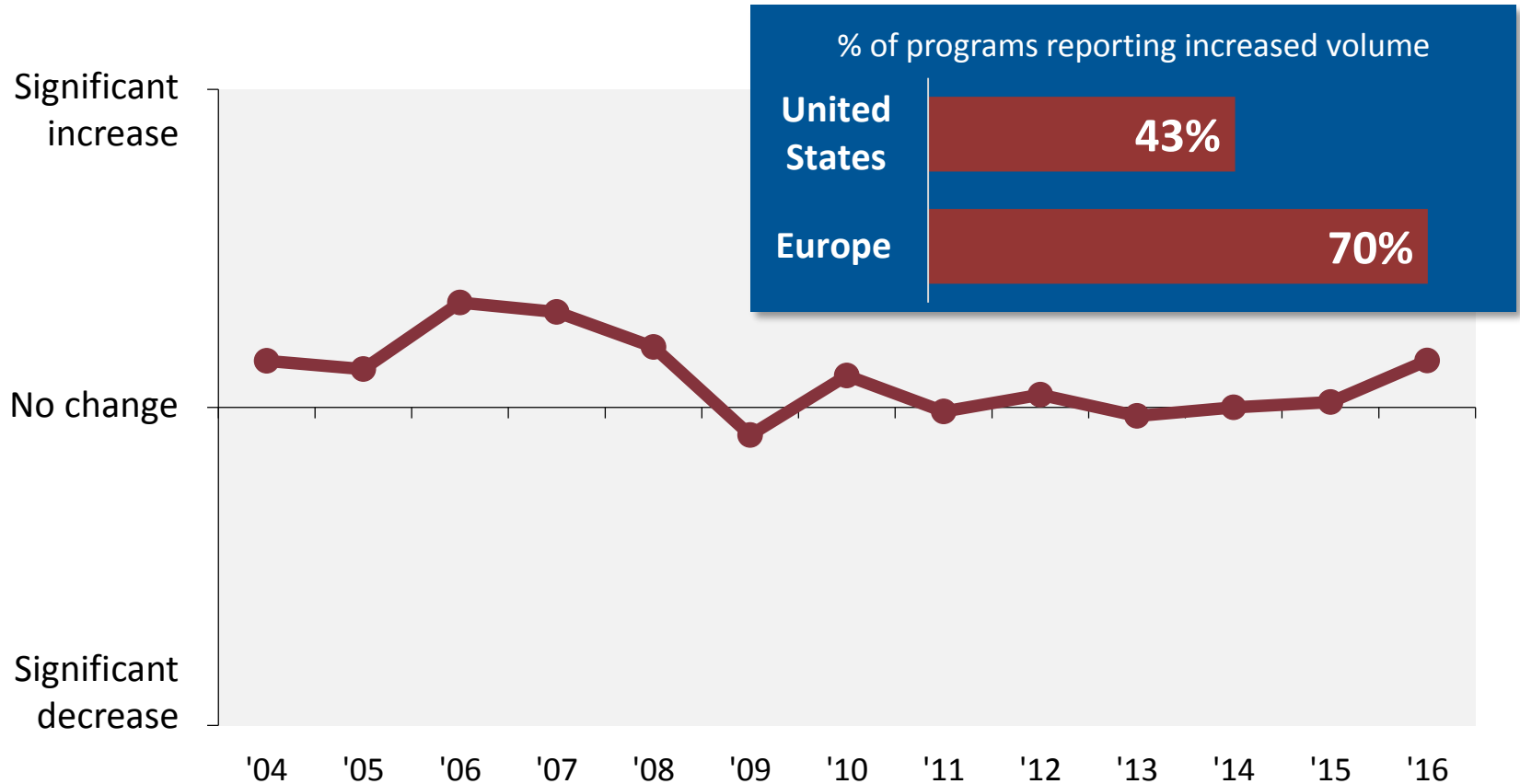
EMBA relative year-on-year change in application volume, 2000-16



EMBA: Uptick in applications

Overall numbers positive for EMBA programs

EMBA relative year-on-year change in application volume, 2000-16



Professional MBA: Growth for large programs

Large program trend holds for professional MBAs

Large

51 or more students

Small

50 or fewer students

% of programs reporting application growth:

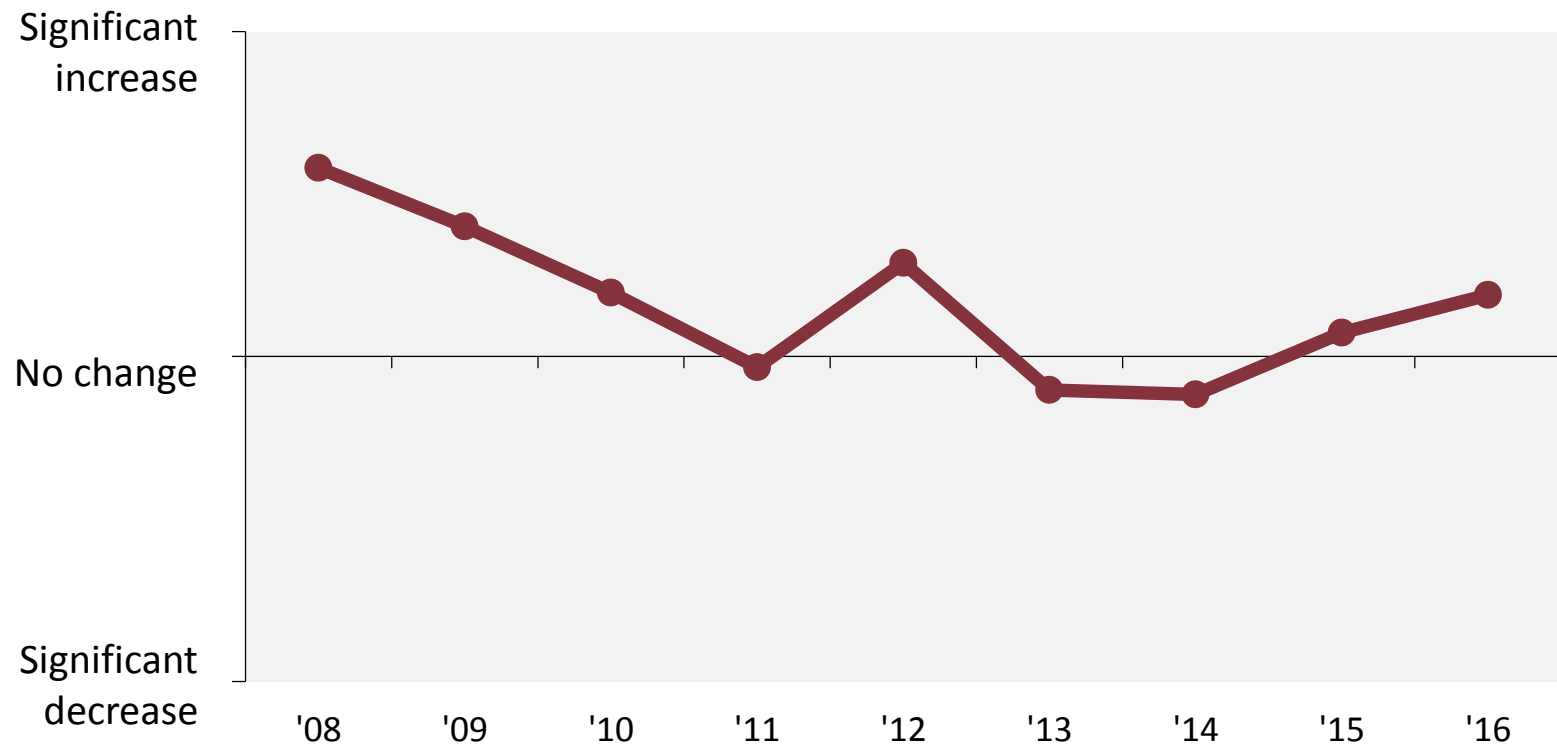
53%

41%

Online MBA: Second year of positive numbers

57% of online MBA programs report application growth

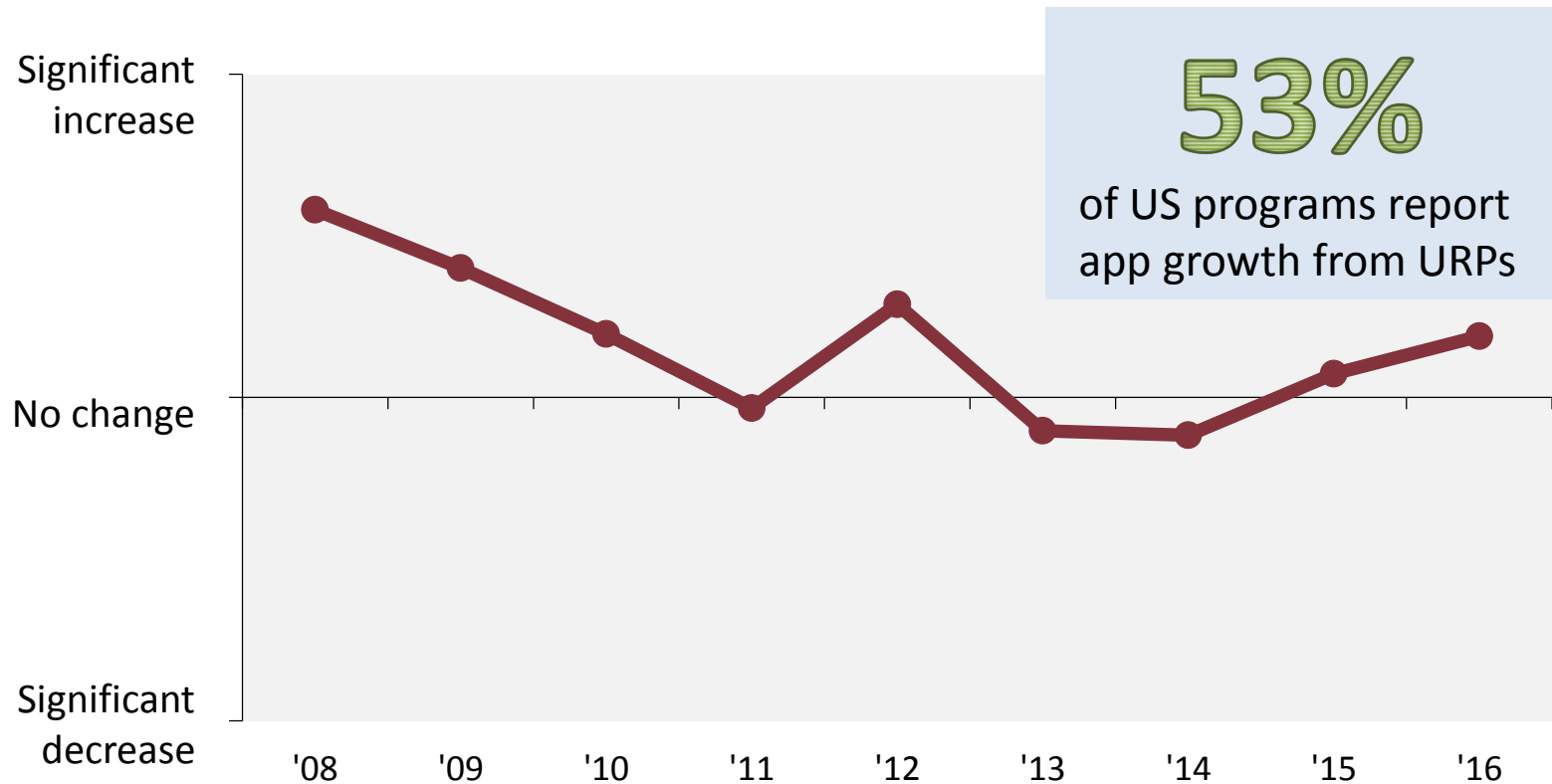
Online MBA relative year-on-year change in application volume, 2000-16



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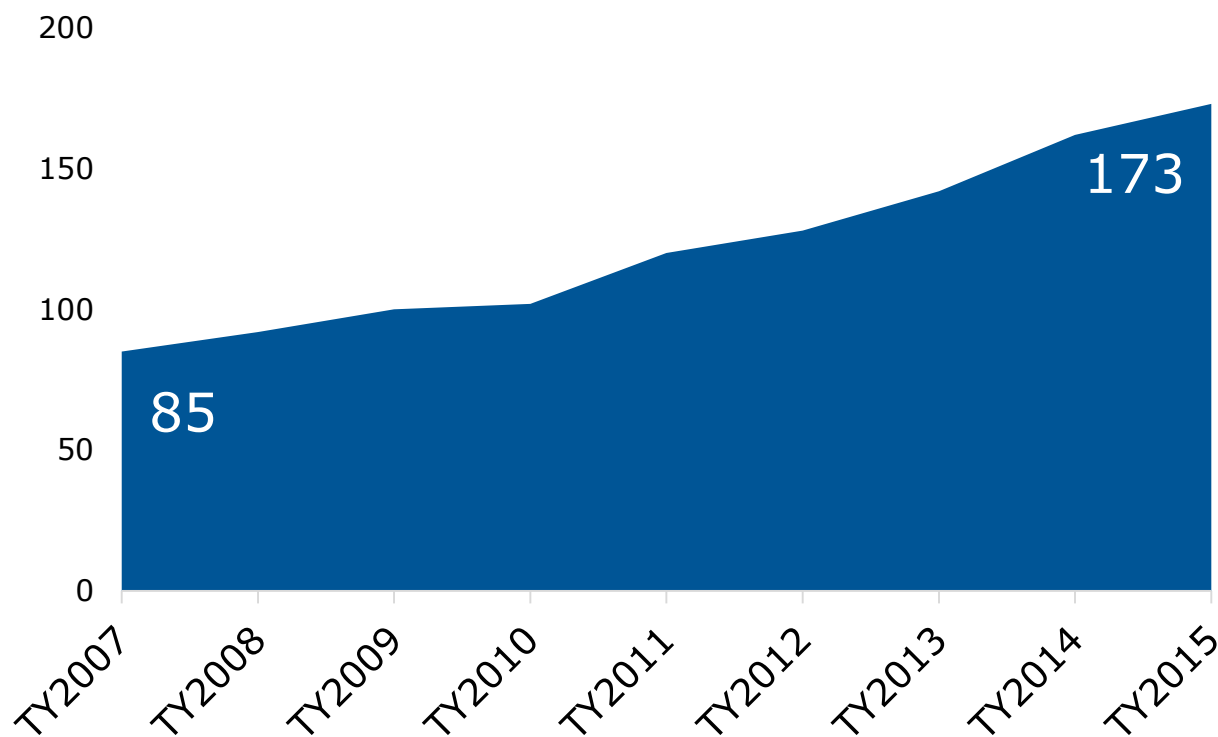
Online MBA relative year-on-year change in application volume, 2000-16



Online MBA: Second year of positive numbers

Notable growth in number of online MBA programs

Total Online MBA programs receiving GMAT scores, TY2007-TY2015



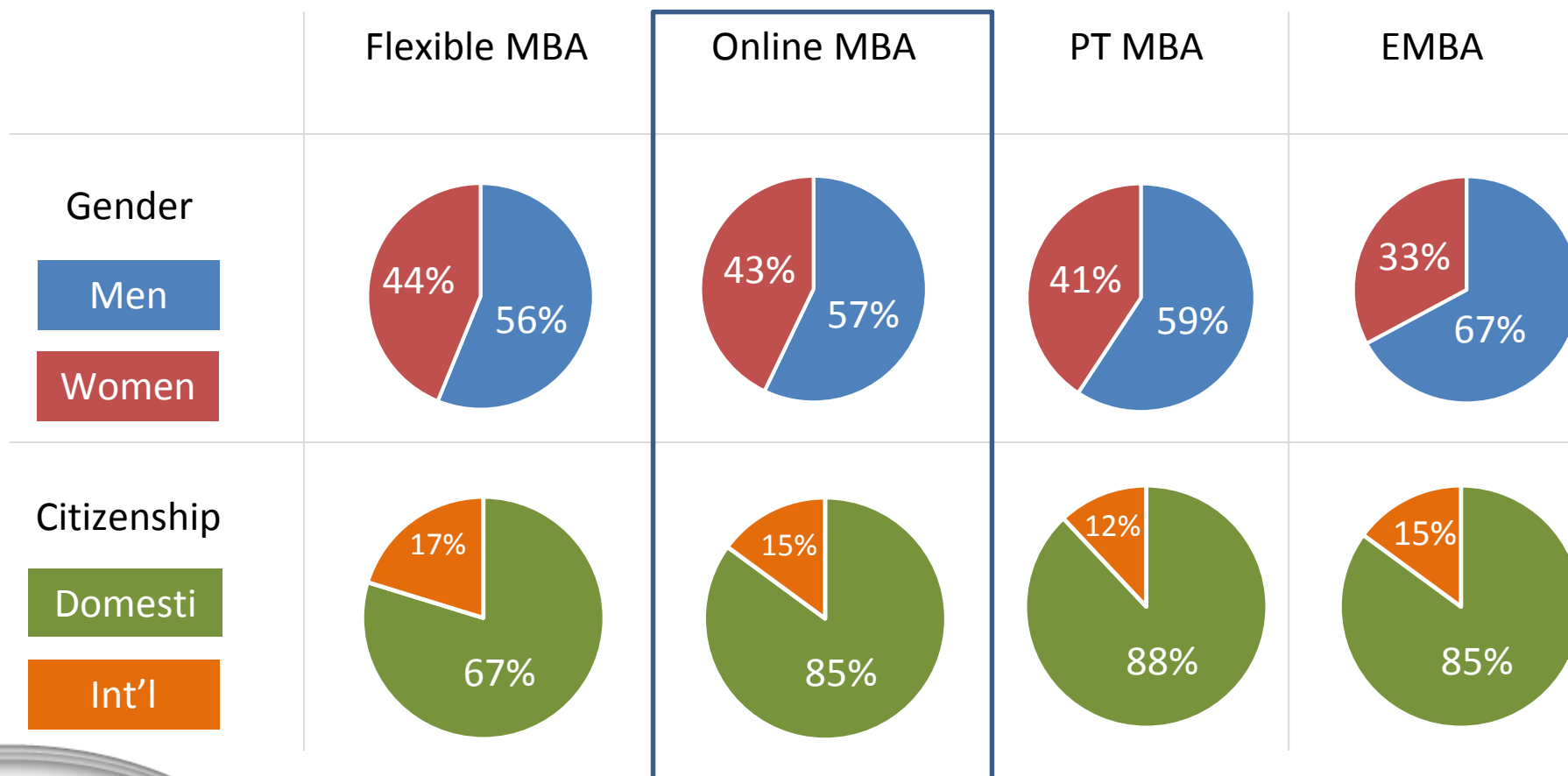
104%

increase in the number of Online MBA programs receiving GMAT scores since TY2007

Online MBA: Second year of positive numbers

Who are online MBA applicants?

Applicant profile, by professional MBA type

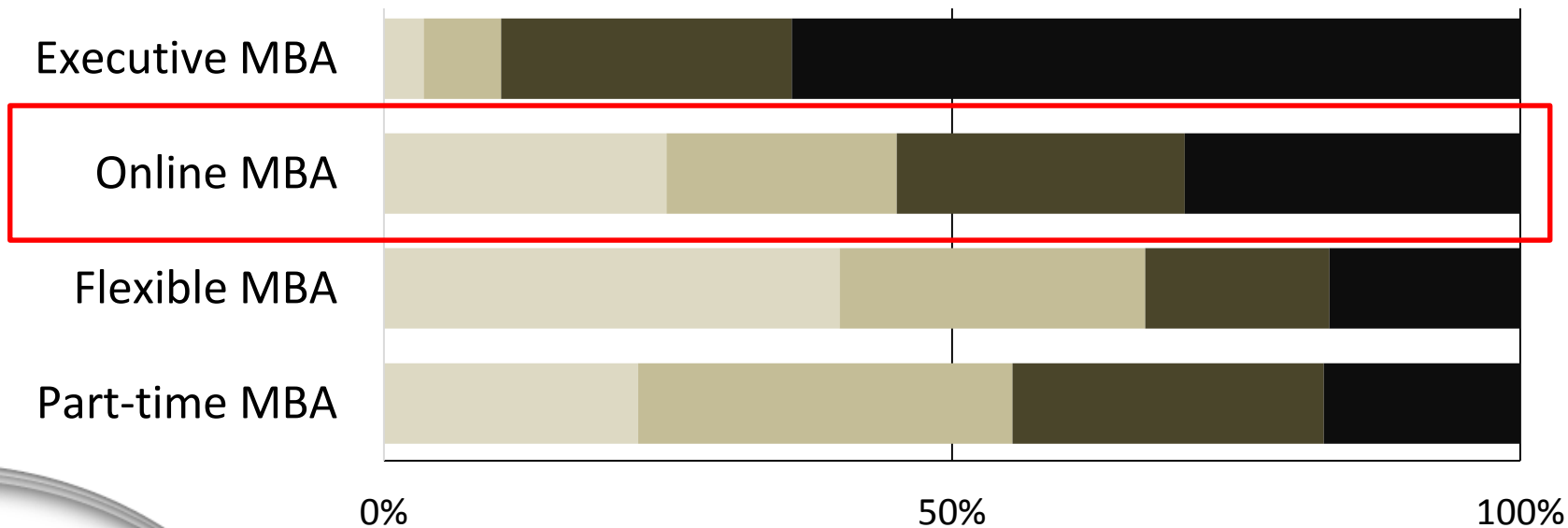


Online MBA: Second year of positive numbers

Who are online MBA applicants?

Applicant work experience, by program type

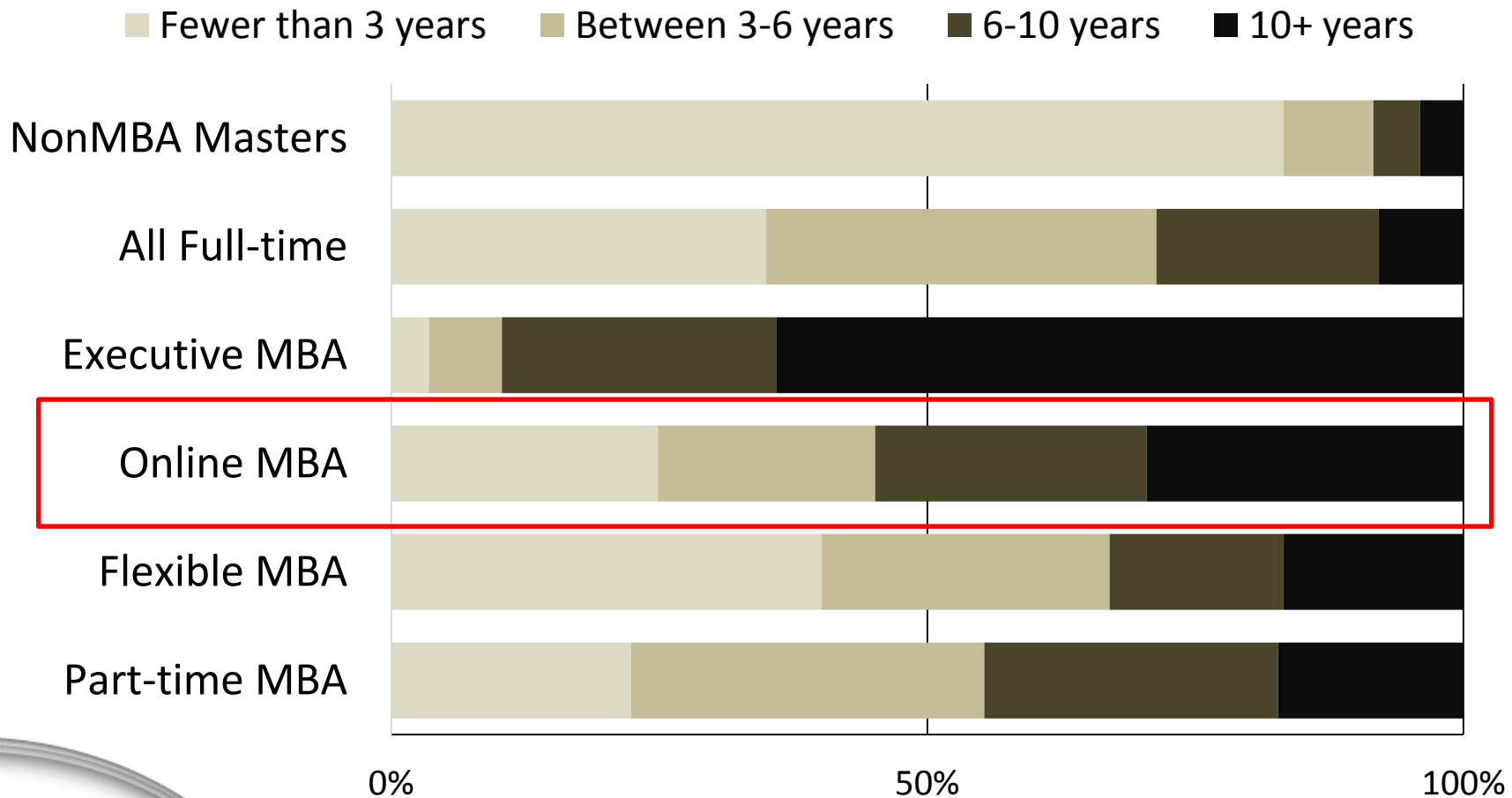
■ Fewer than 3 years ■ Between 3-6 years ■ 6-10 years ■ 10+ years



Online MBA: Second year of positive numbers

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Applicant work experience, by program type



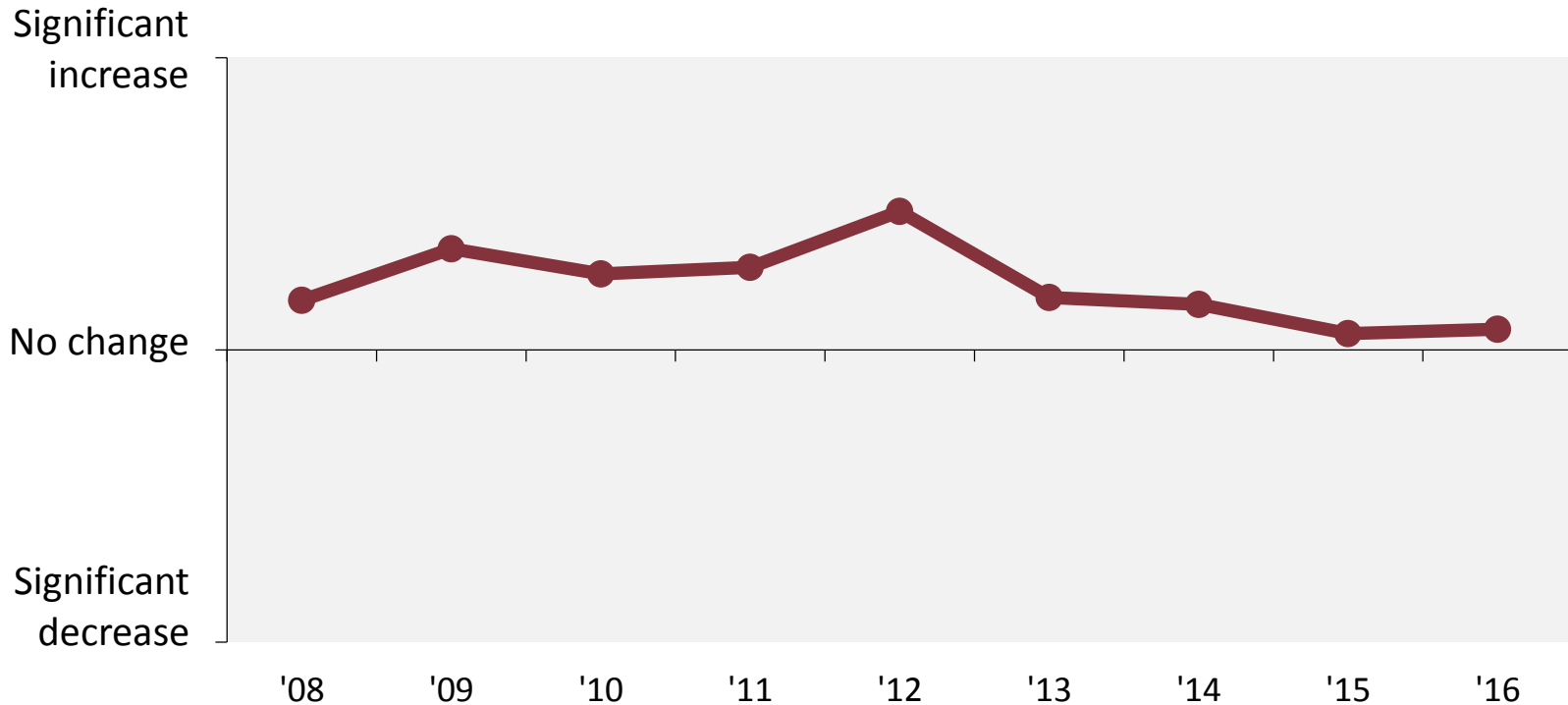
App Volume Headlines

- Overall
- Full-time MBA
- Professional MBA
- Non-MBA business master's

Master in Management holds steady in 2016

Majority of MiM programs report growth in 2016

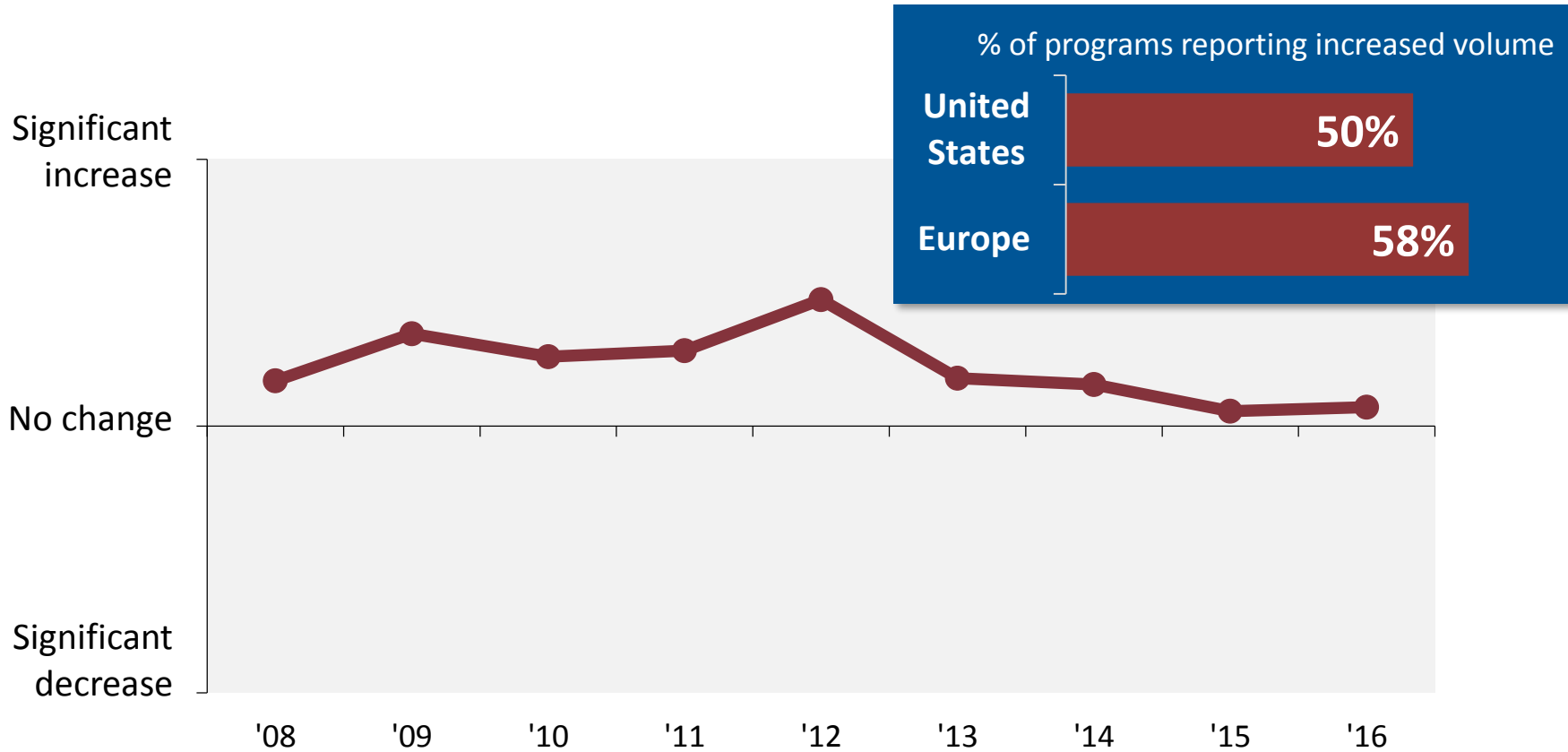
MiM relative year-on-year change in application volume, 2008-16



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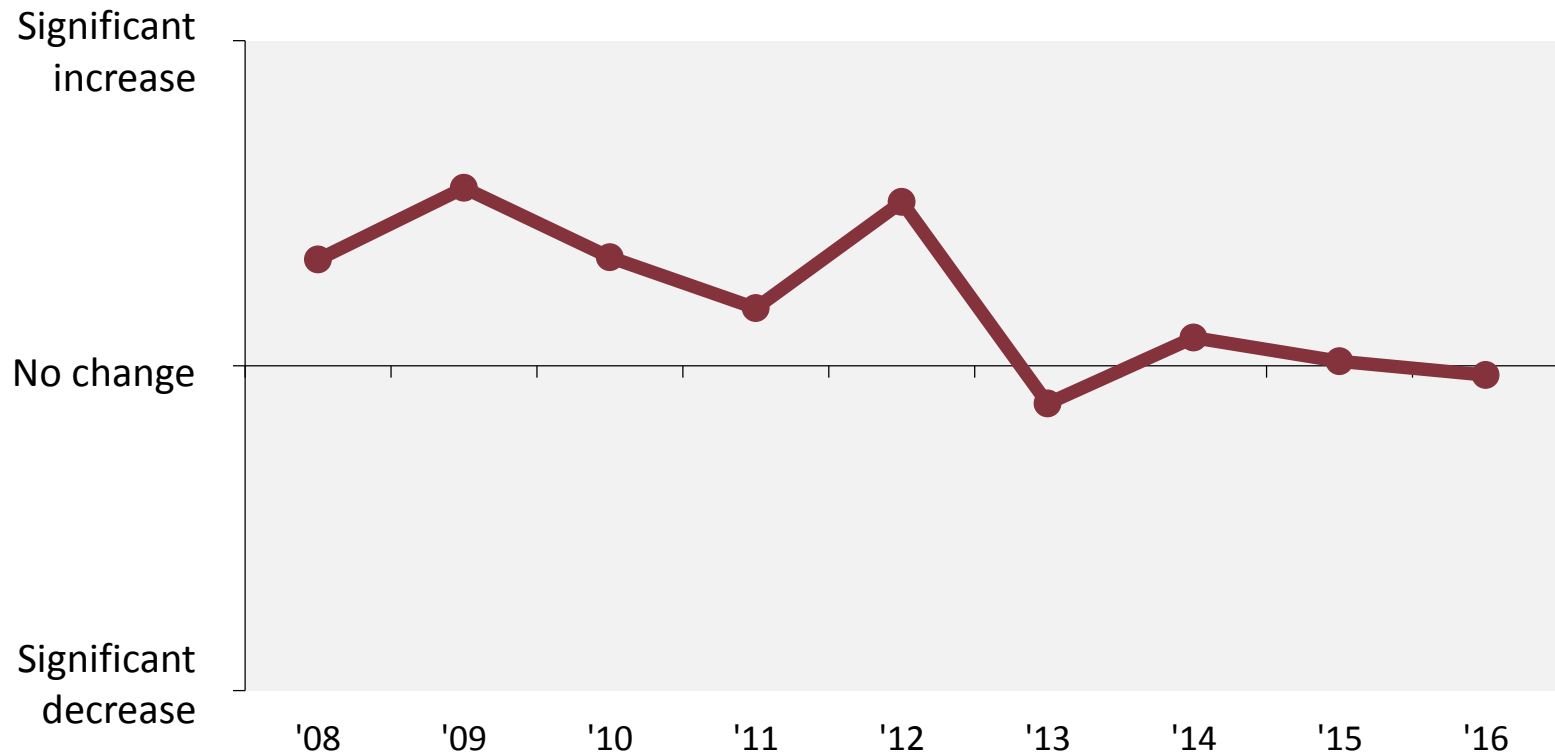
MiM relative year-on-year change in application volume, 2008-16



Master of Accounting: Down in 2016

Continuation of declines for Master of Accounting programs

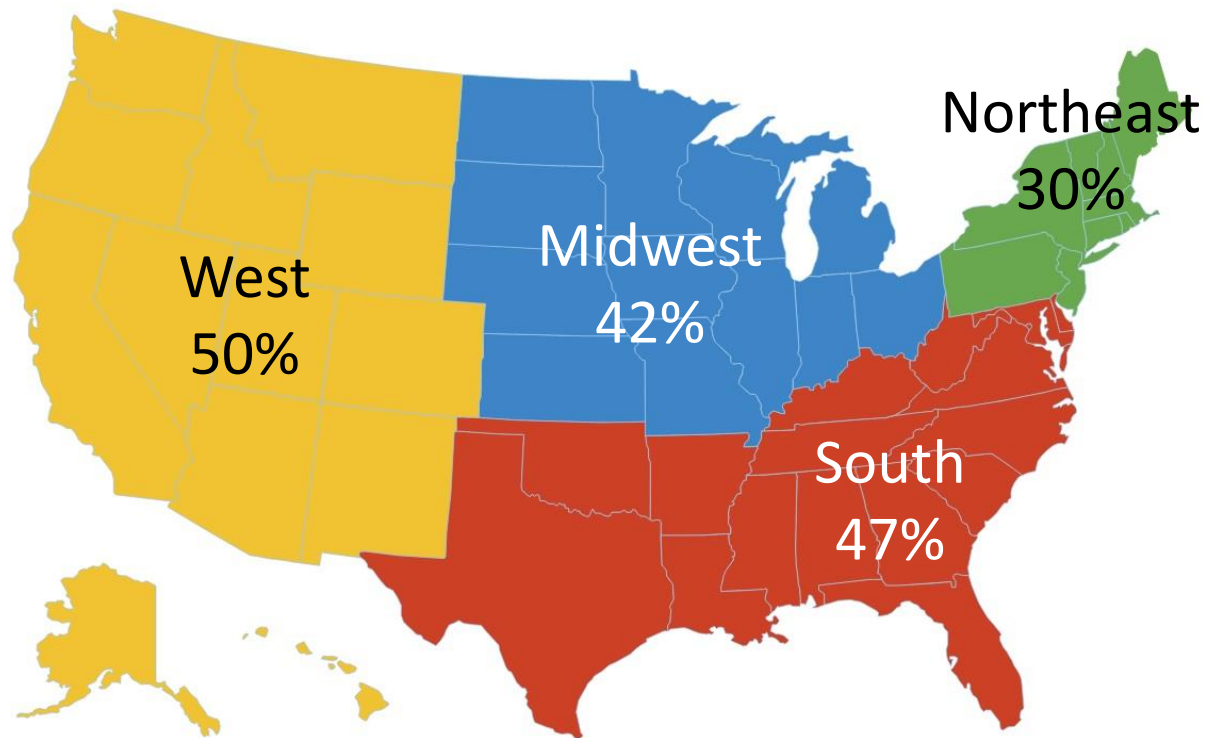
MAcc relative year-on-year change in application volume, 2000-16



Master of Accounting: Down in 2016

MAcc programs in Northeast US see reduced app volumes

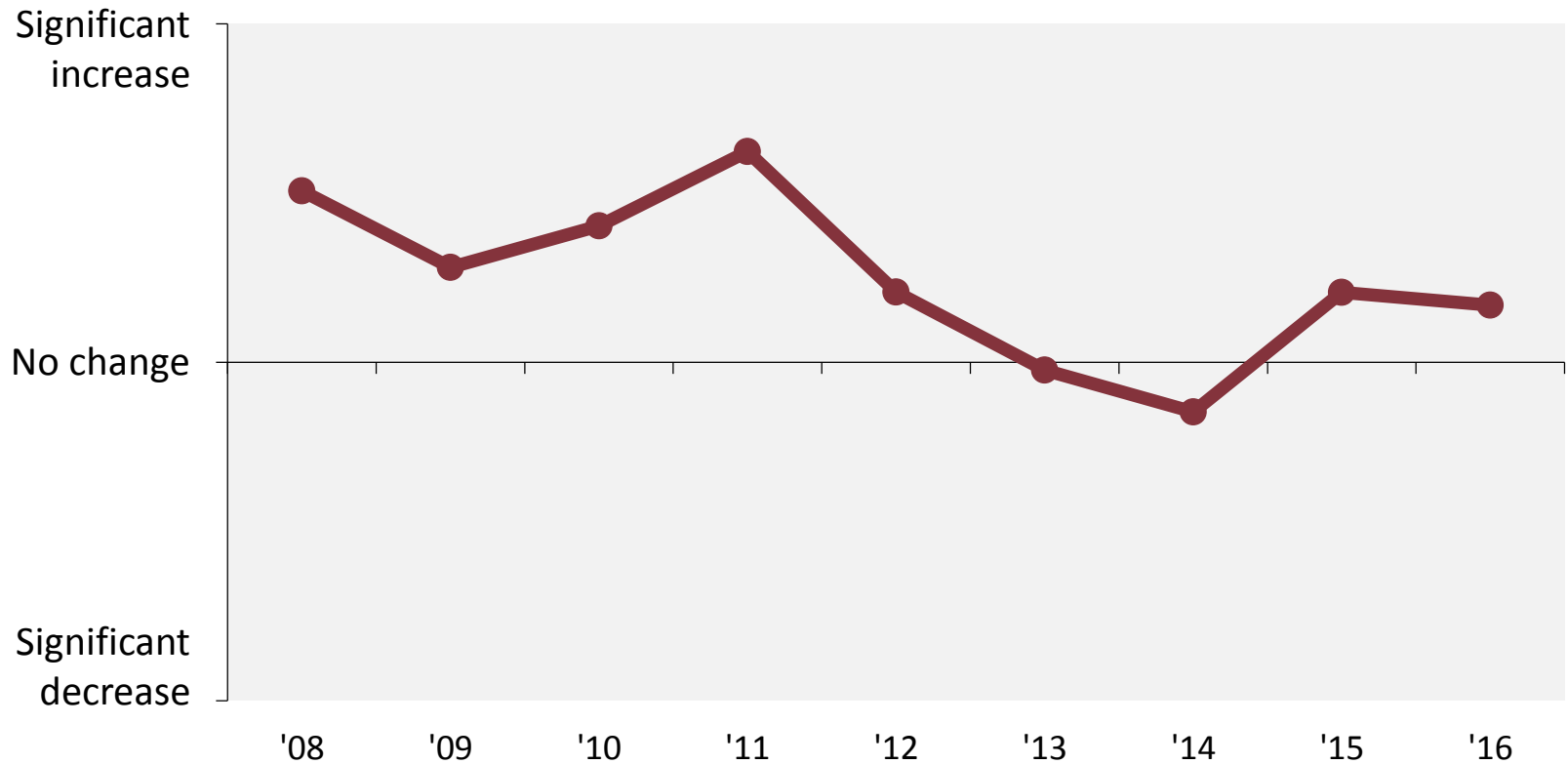
% MAcc of programs reporting year-on-year growth, by US school location



Master of Finance: Second straight good year

55% of MFin programs report application growth

MFin relative year-on-year change in application volume, 2008-16



Master of Finance: Second straight good year

More European programs see growth than US programs

MFin app volume change, 2015 vs. 2016, by school location

65%

of **European** programs saw application growth

55%

of **US** programs saw application growth

Data Analytics continues growth

The hottest program type in GME

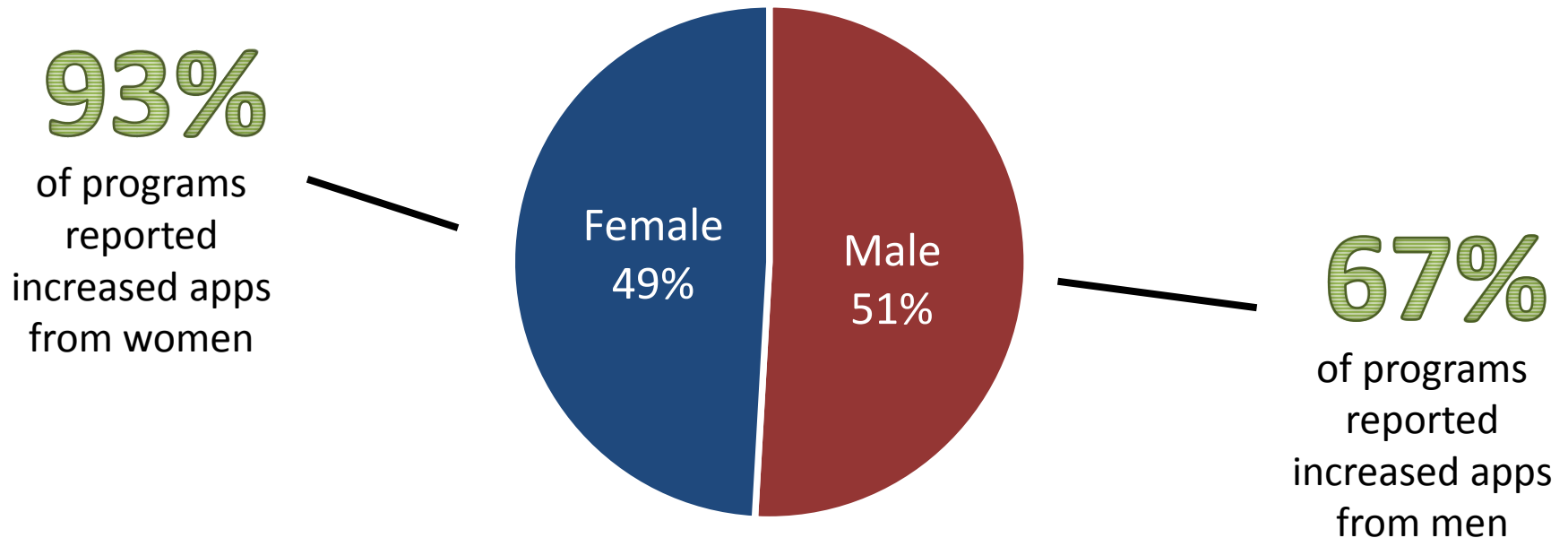
94%

of
**Master in Data
Analytics**
programs report
growing application
volumes in 2016

Data Analytics continues growth

The hottest program type in GME

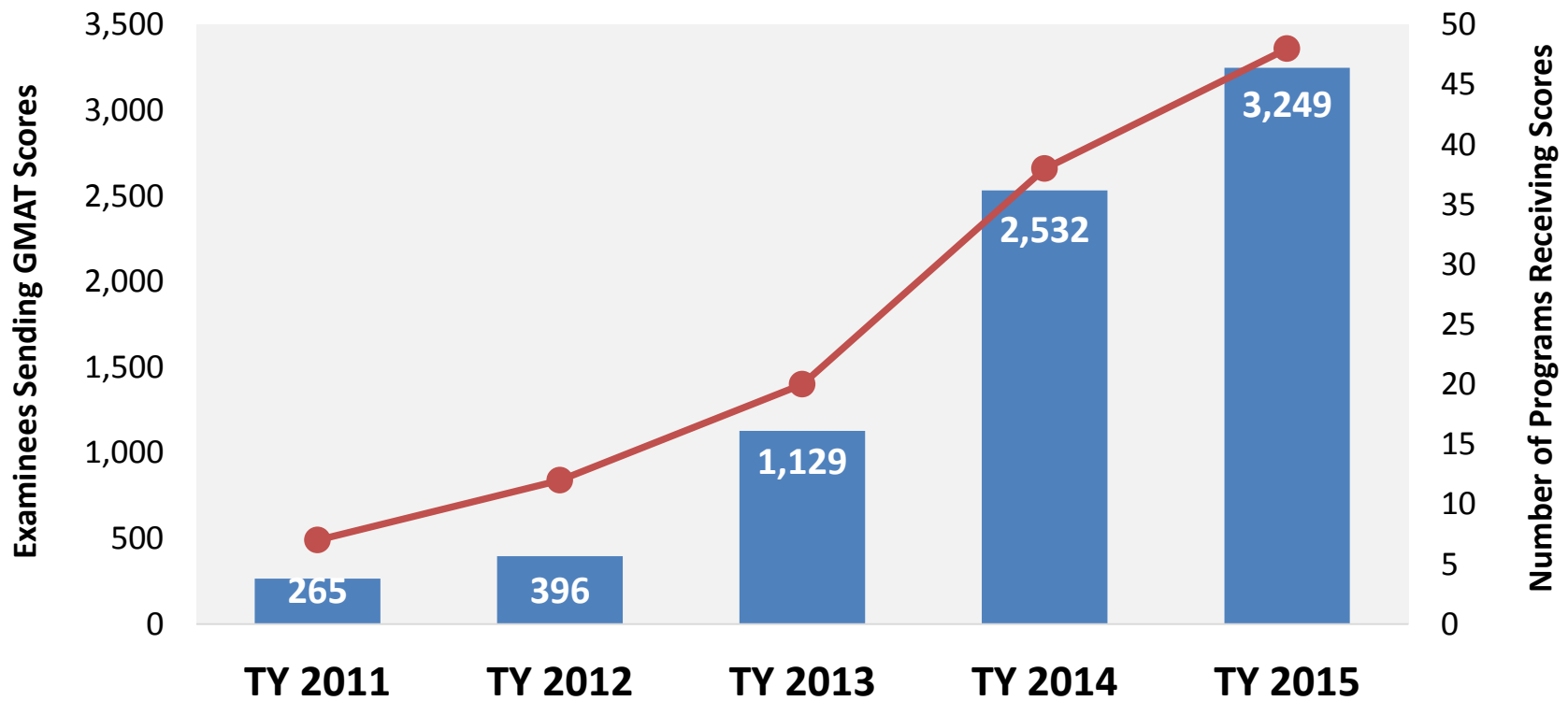
2016 Master in Data Analytics Applicant Pool



Data Analytics continues growth

Very fast growth over the past five years

GMAT score sending to Master in Data Analytics programs

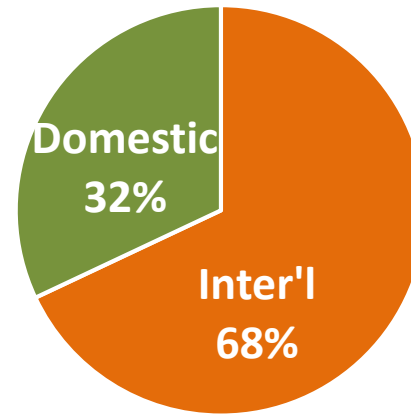
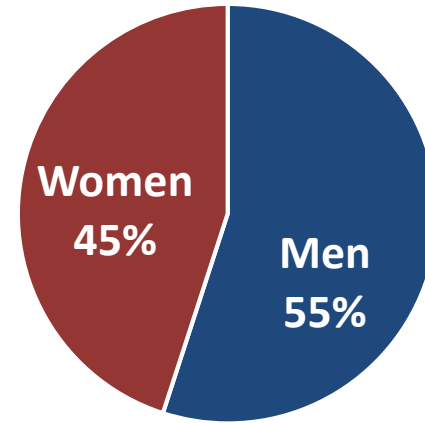
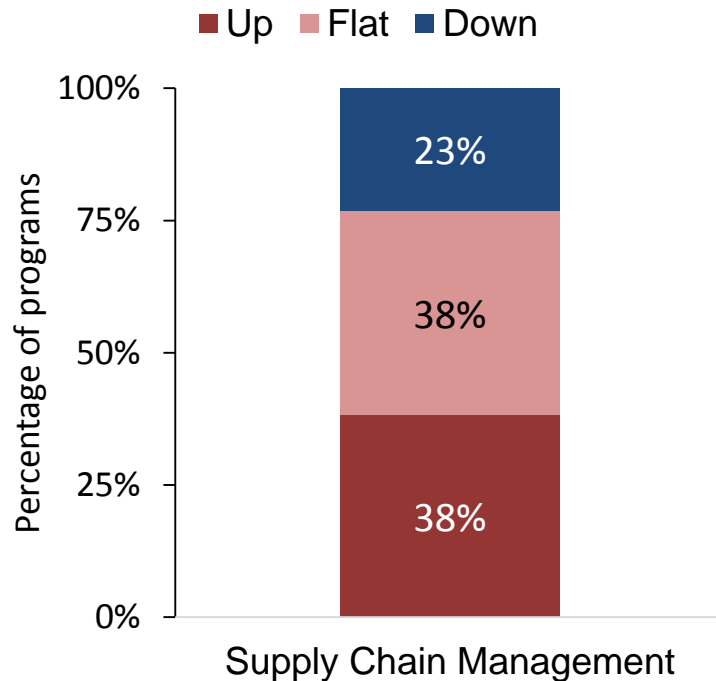


Supply Chain Management

Stable demand from applicants, employers interested also

MFin app volume change, 2015 vs. 2016, by school location

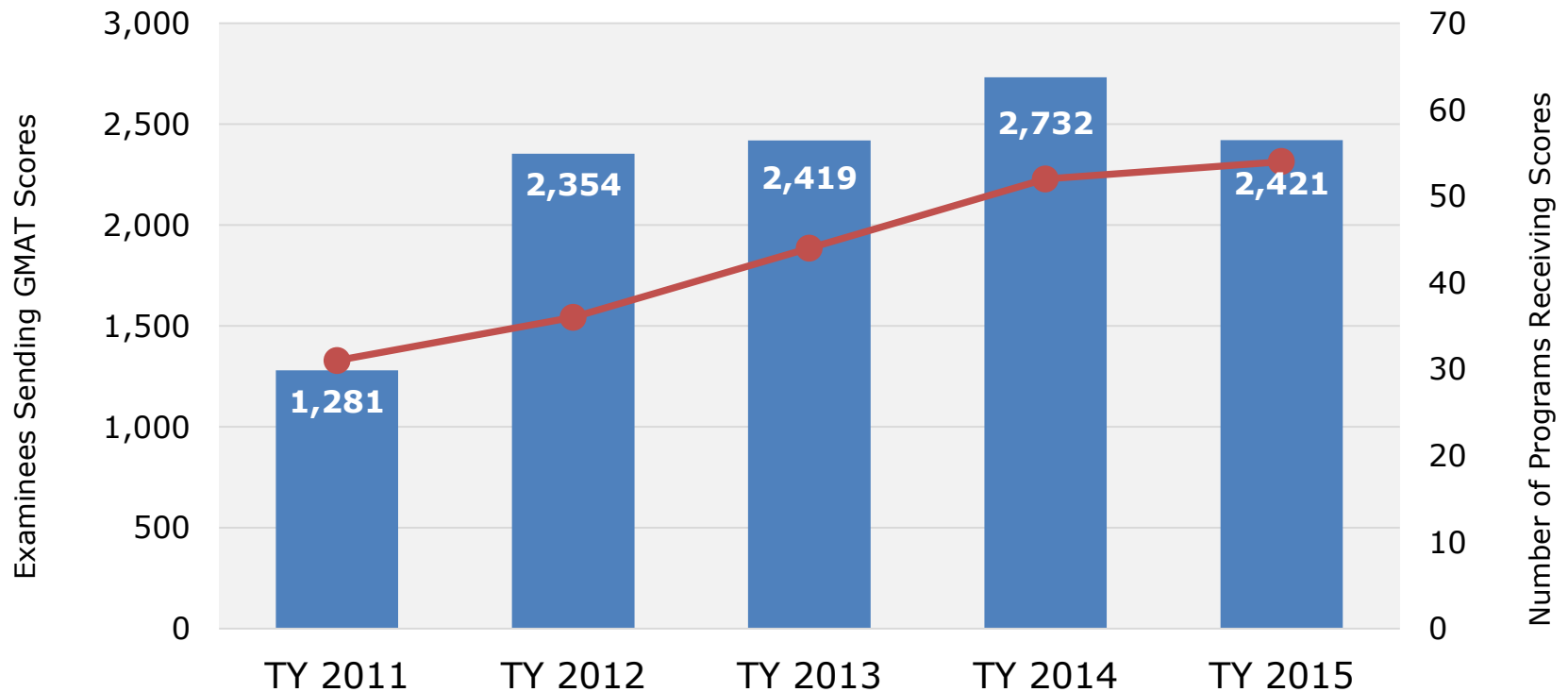
Citizenship



Supply Chain Management

Growth in programs and candidate score sending

GMAT score sending to Master in Supply Chain Management programs



GMAT score sending data, TY2011-TY2015. 66

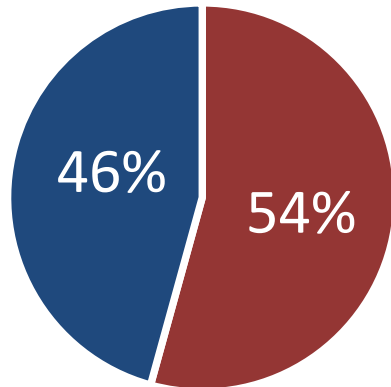
International Candidate Trends

Int'l candidates big part of GME apps

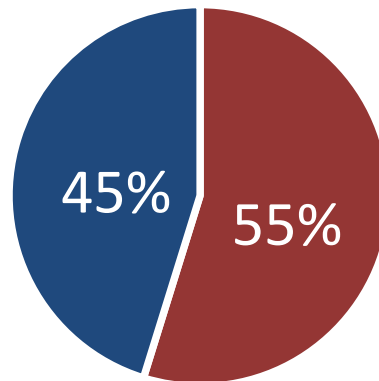
MFin, Master in Data Analytics have major int'l app pools

Citizenship distribution, by non-MBA master's programs

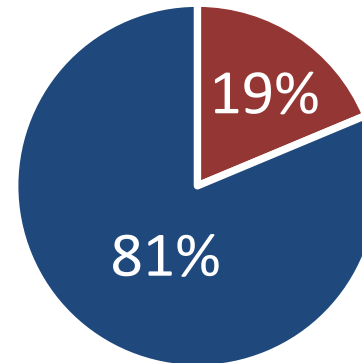
Master in Management



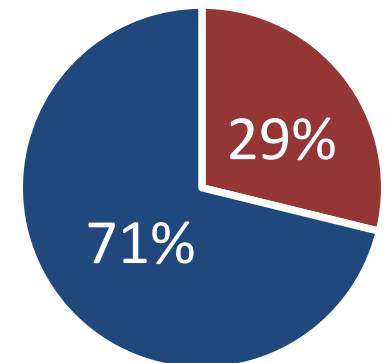
Master of Accounting



Master of Finance



Master in Data Analytics



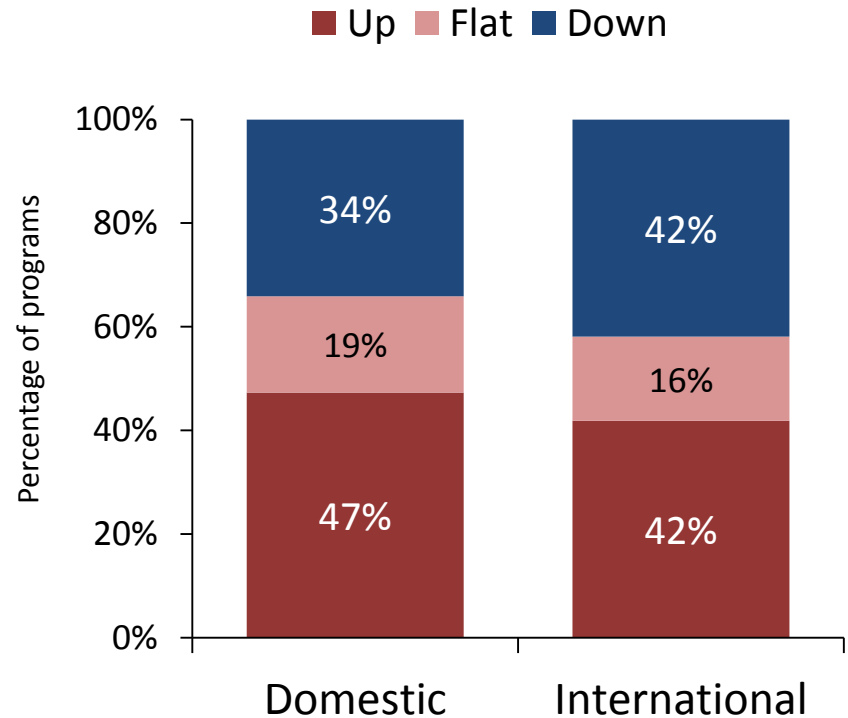
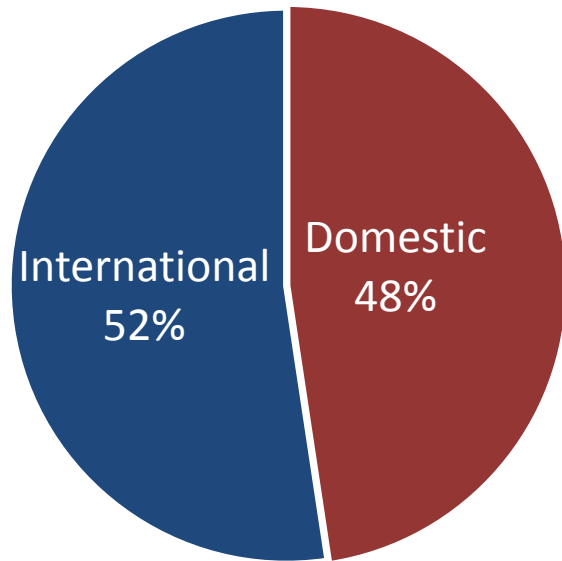
Domestic

International

Int'l candidates big part of GME apps

Majority of apps to FT 2yr MBA programs from abroad

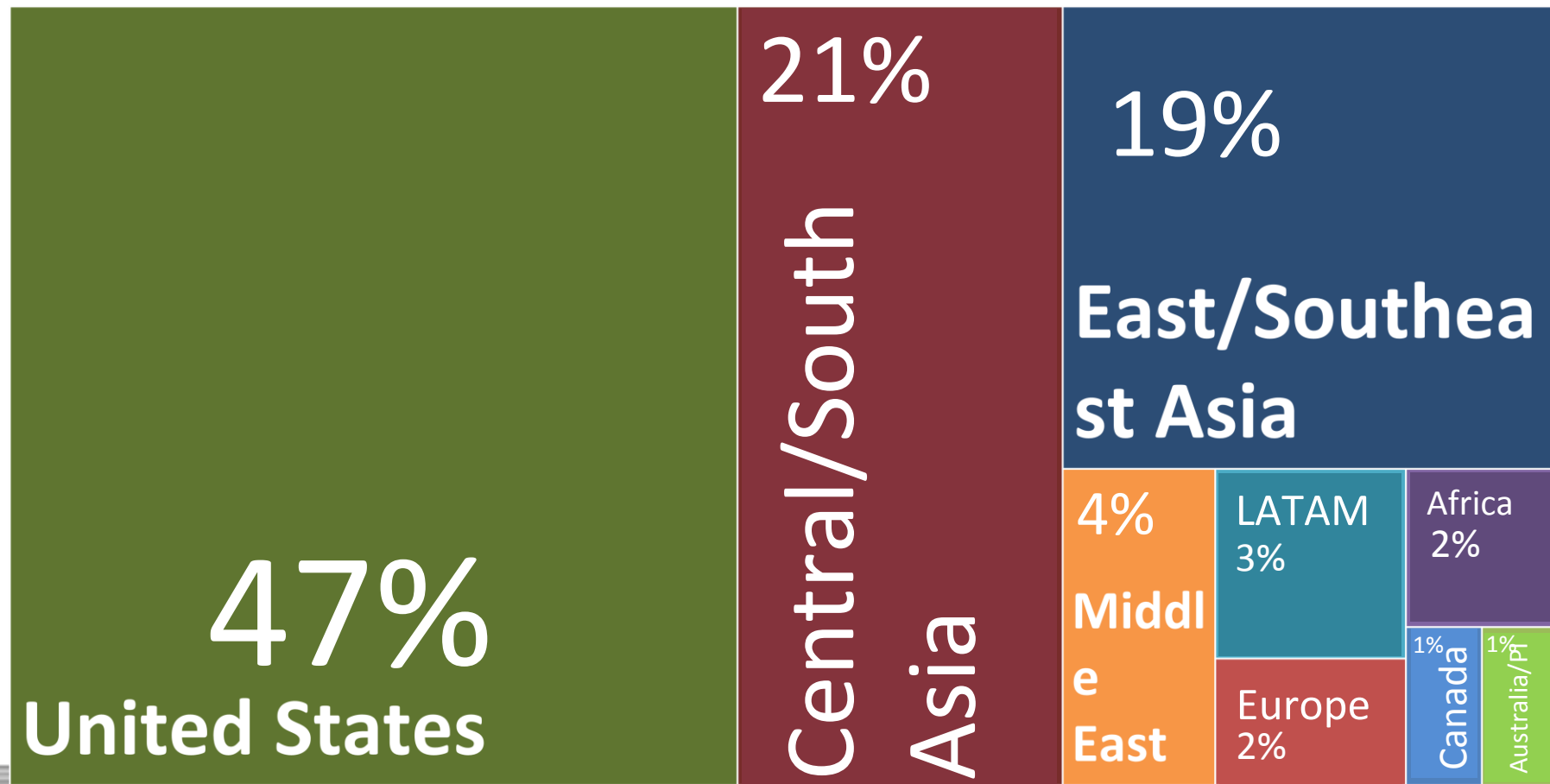
FT 2yr MBA applicant pool by citizenship



Int'l candidates big part of GME apps

Majority of apps to FT 2yr MBA programs from abroad

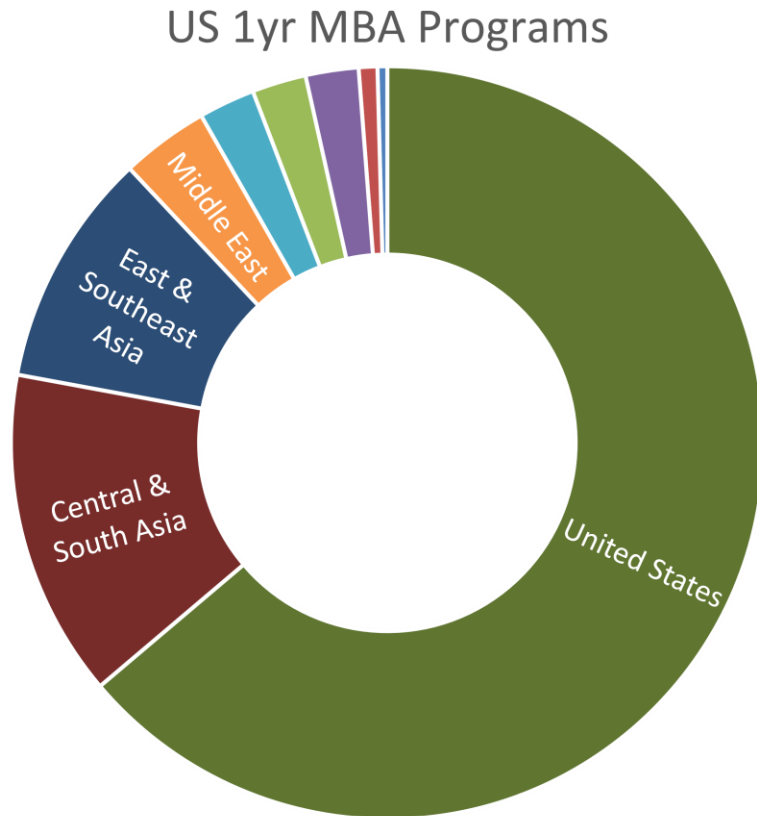
Citizenship distribution of applicants to US FT 2yr MBA programs



Int'l candidates big part of GME apps

US FT 1yr programs less int'l than European programs

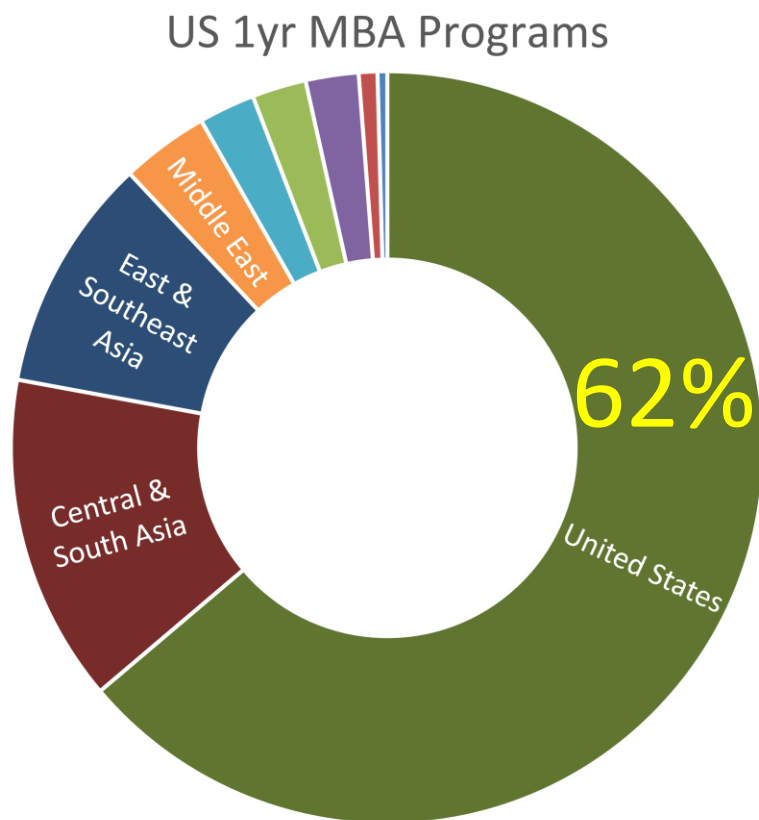
Citizenship distribution of full-time one-year MBA programs, by school location



Int'l candidates big part of GME apps

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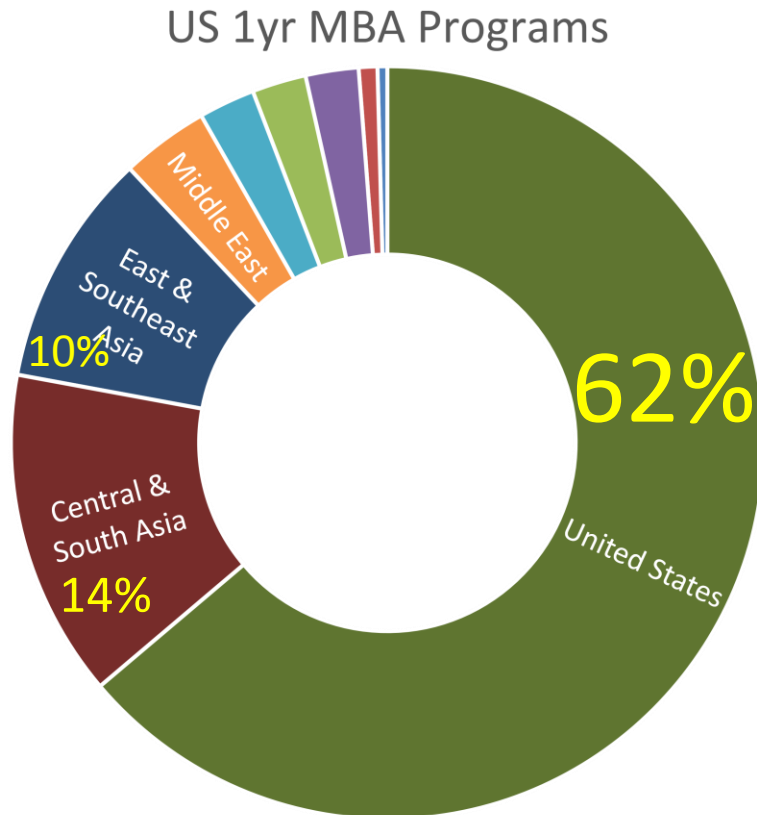
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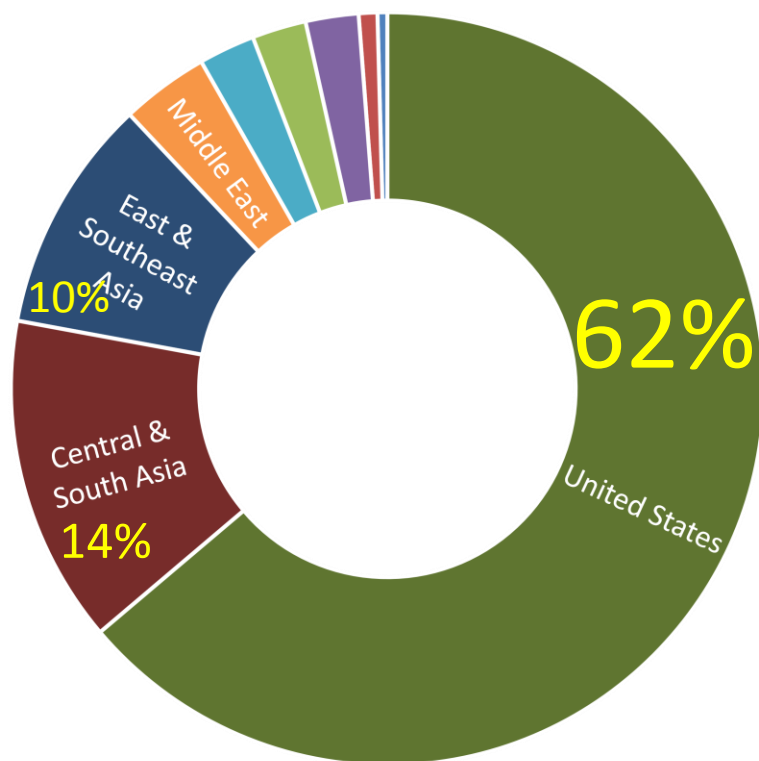


Int'l candidates big part of GME apps

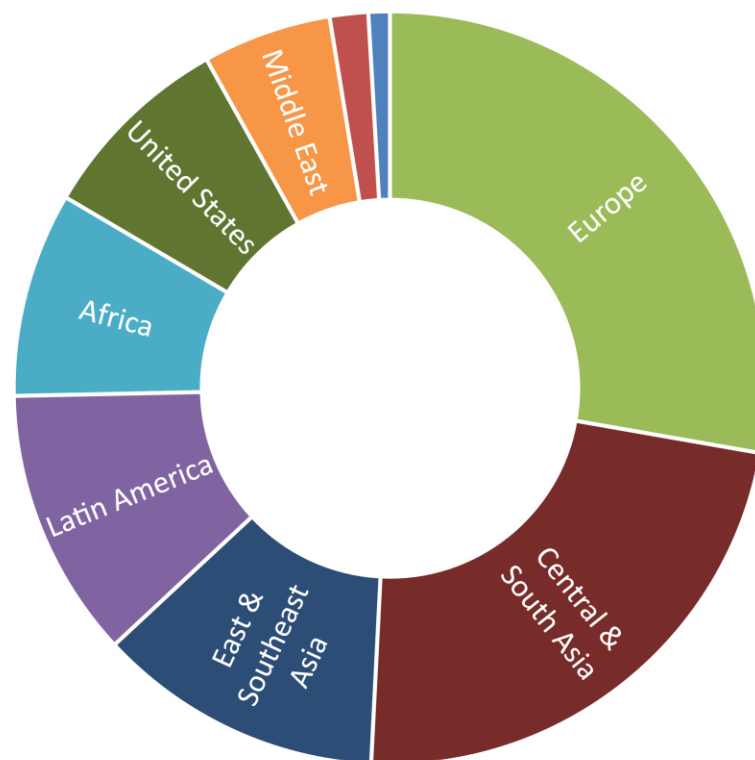
US FT 1yr programs less int'l than European programs

Citizenship distribution of full-time one-year MBA programs, by school location

US 1yr MBA Programs



Europe 1yr MBA Programs

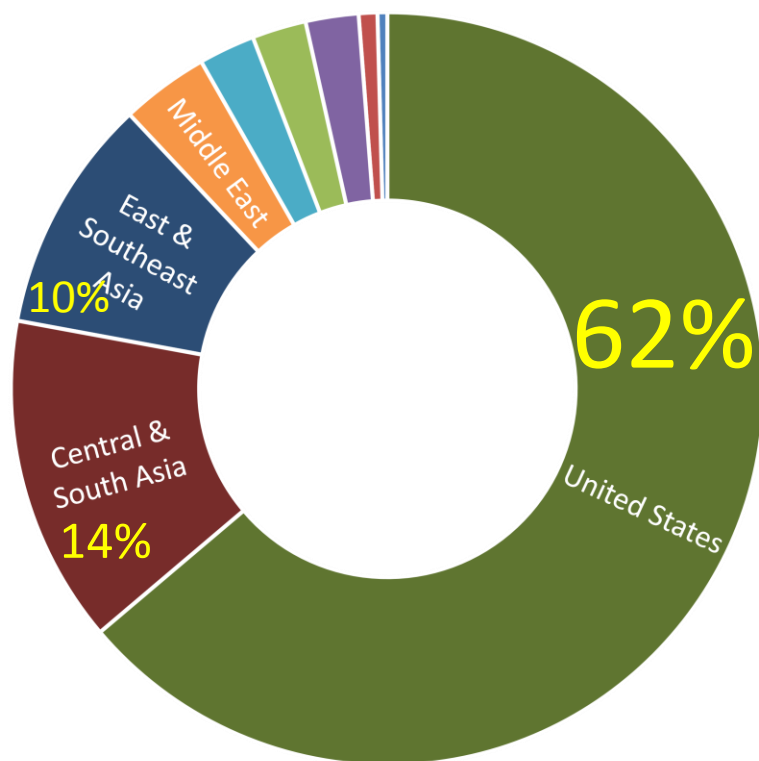


Int'l candidates big part of GME apps

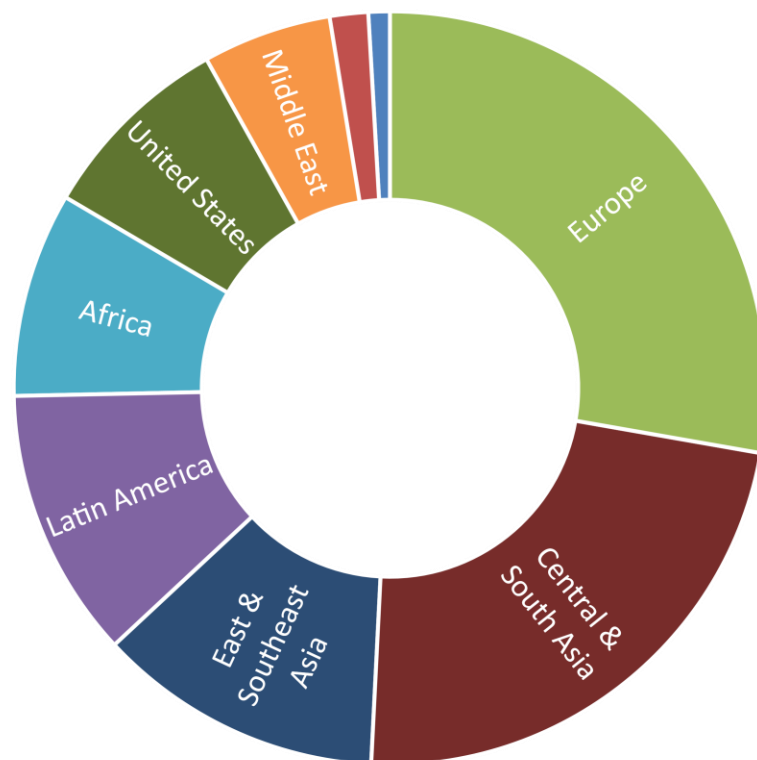
US FT 1yr programs less int'l than European programs

Citizenship distribution of full-time one-year MBA programs, by school location

US 1yr MBA Programs



Europe 1yr MBA Programs

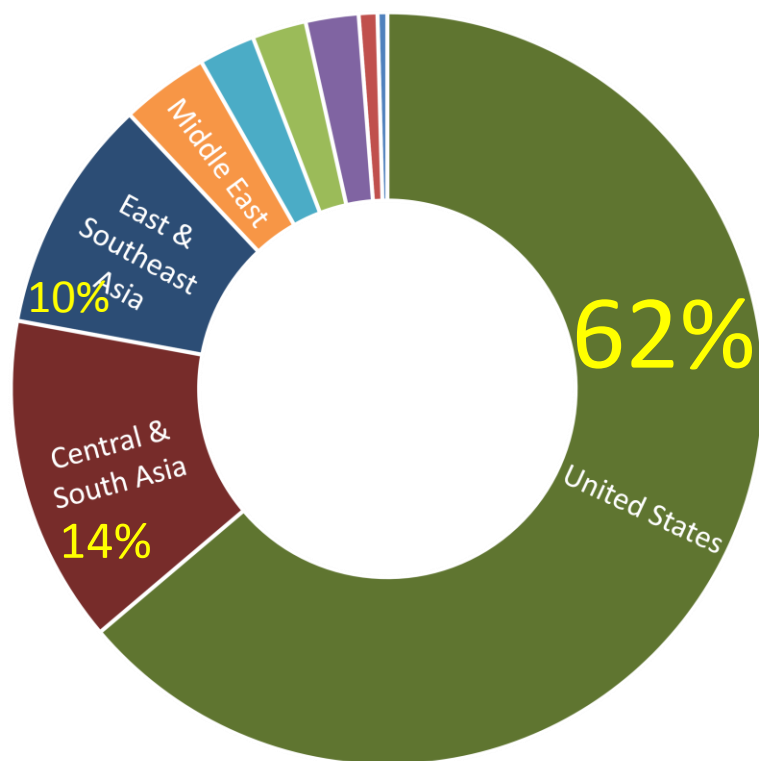


Int'l candidates big part of GME apps

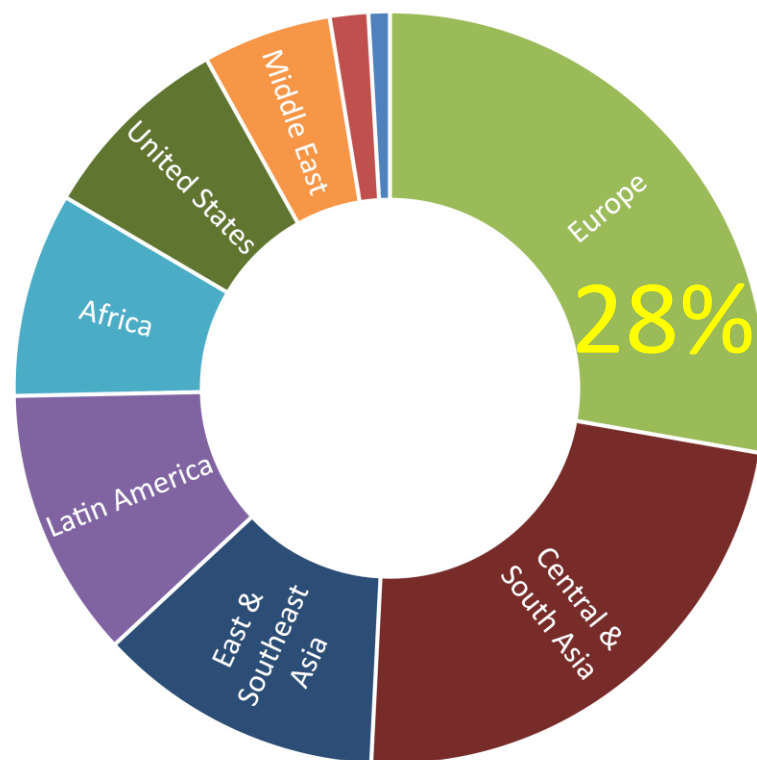
US FT 1yr programs less int'l than European programs

Citizenship distribution of full-time one-year MBA programs, by school location

US 1yr MBA Programs



Europe 1yr MBA Programs

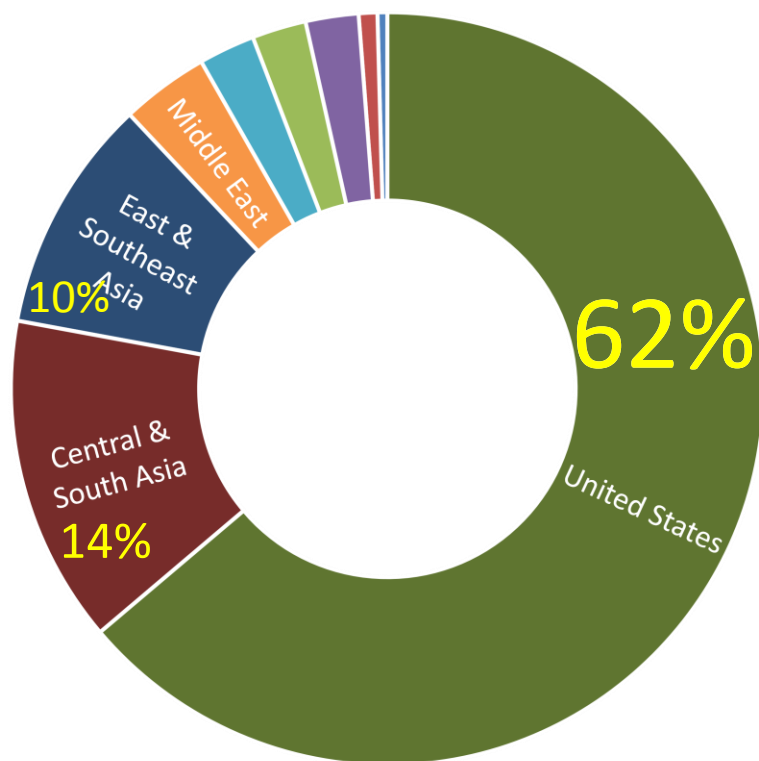


Int'l candidates big part of GME apps

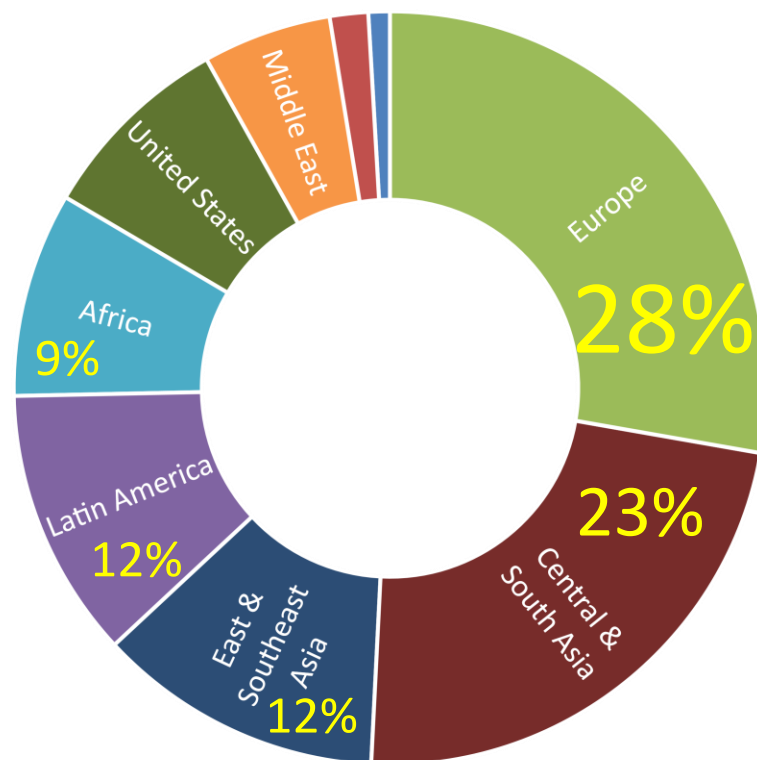
US FT 1yr programs less int'l than European programs

Citizenship distribution of full-time one-year MBA programs, by school location

US 1yr MBA Programs



Europe 1yr MBA Programs

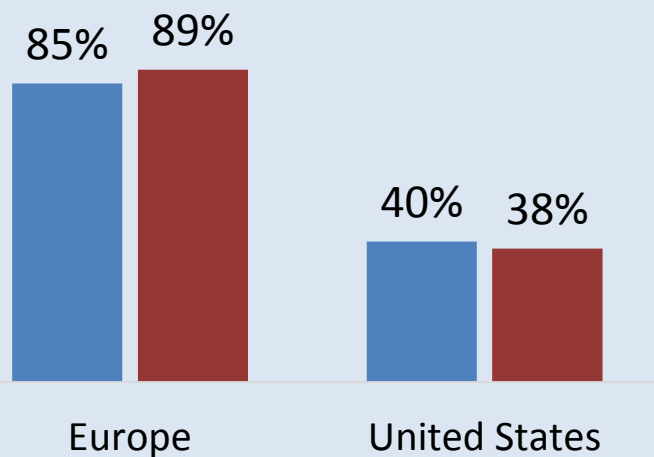


Int'l candidates big part of GME apps

European FT 1yr MBA programs trending more int'l than US

% of int'l candidates in applicant pool

■ 2011 ■ 2016



64%

of European programs report increase in int'l apps

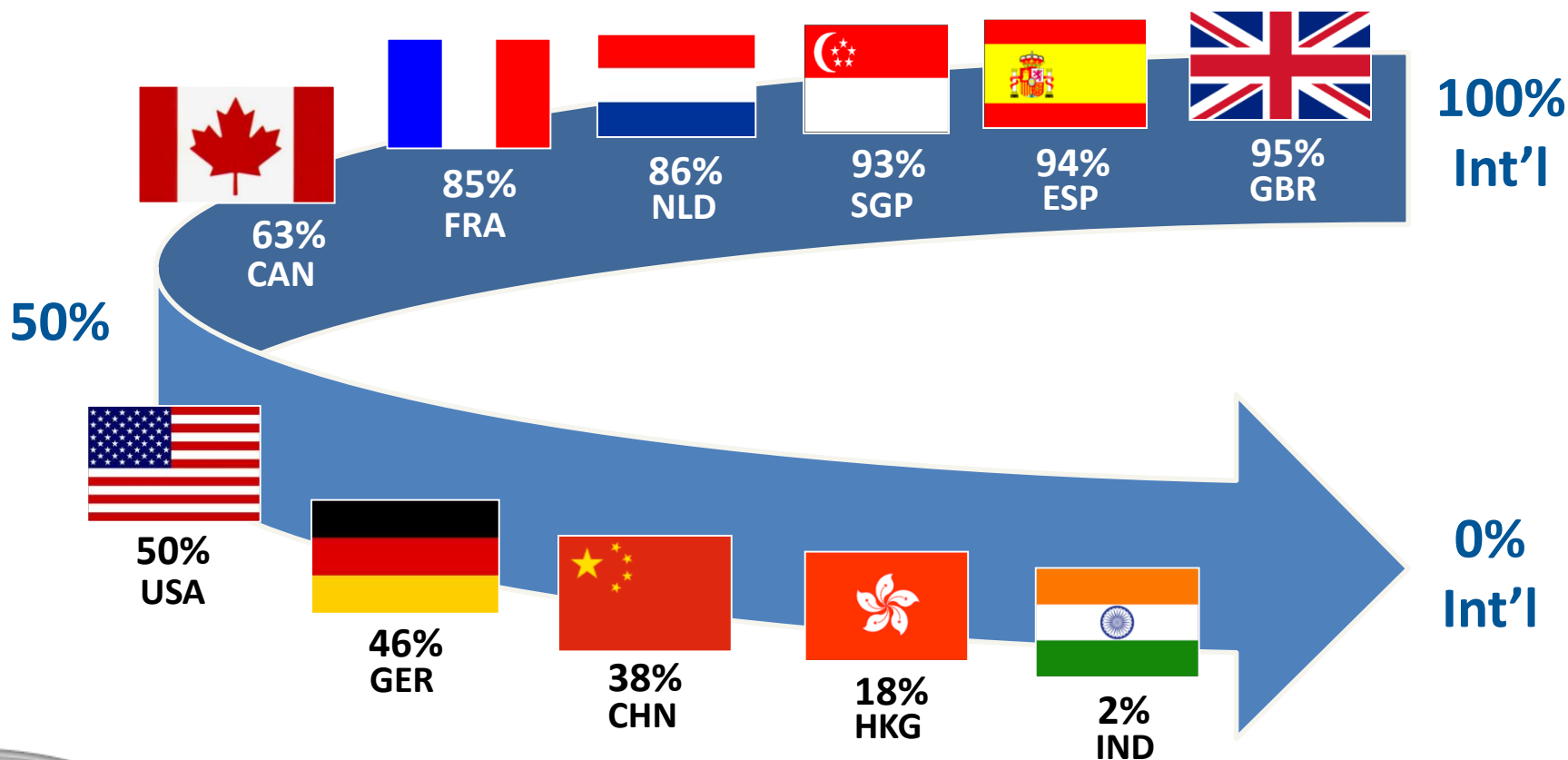
35%

of US programs report increase in int'l apps

Int'l candidates big part of GME apps

Hubs for int'l candidates

% GMAT score reports received from non-citizens



US and W. Europe remain top destinations

Preferred study destination among students seeking int'l study

Region	2009	2015	Change
US	59%	54%	-5%
W. Europe	27%	30%	+3%

Preferred study destination among students seeking int'l study, 2015

Country/Region of Citizenship						
Middle East/Africa	Europe	Central Asia	Asia-Pacific Islands	Canada	US	Latin America
US (51%)	W. Europe (35%)	US (65%)	US (56%)	US (63%)	W. Europe (66%)	US (65%)

Source: GMAC (2015) mba.com Prospective Students Survey.

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Globalization of top MBA programs

Europe, Asia-Pacific claim more top programs than before

Financial Times Full-Time MBA Ranking Trends

% of Ranked Schools by Region



<i>Top 20</i>	<i>2004</i>	<i>2016</i>	<i>Change</i>
<i>Asia-Pacific</i>	0%	10%	↑ 10%
<i>Europe</i>	25%	35%	↑ 10%
<i>North America</i>	75%	55%	↓ 20%
<i>Other</i>	0%	0%	-

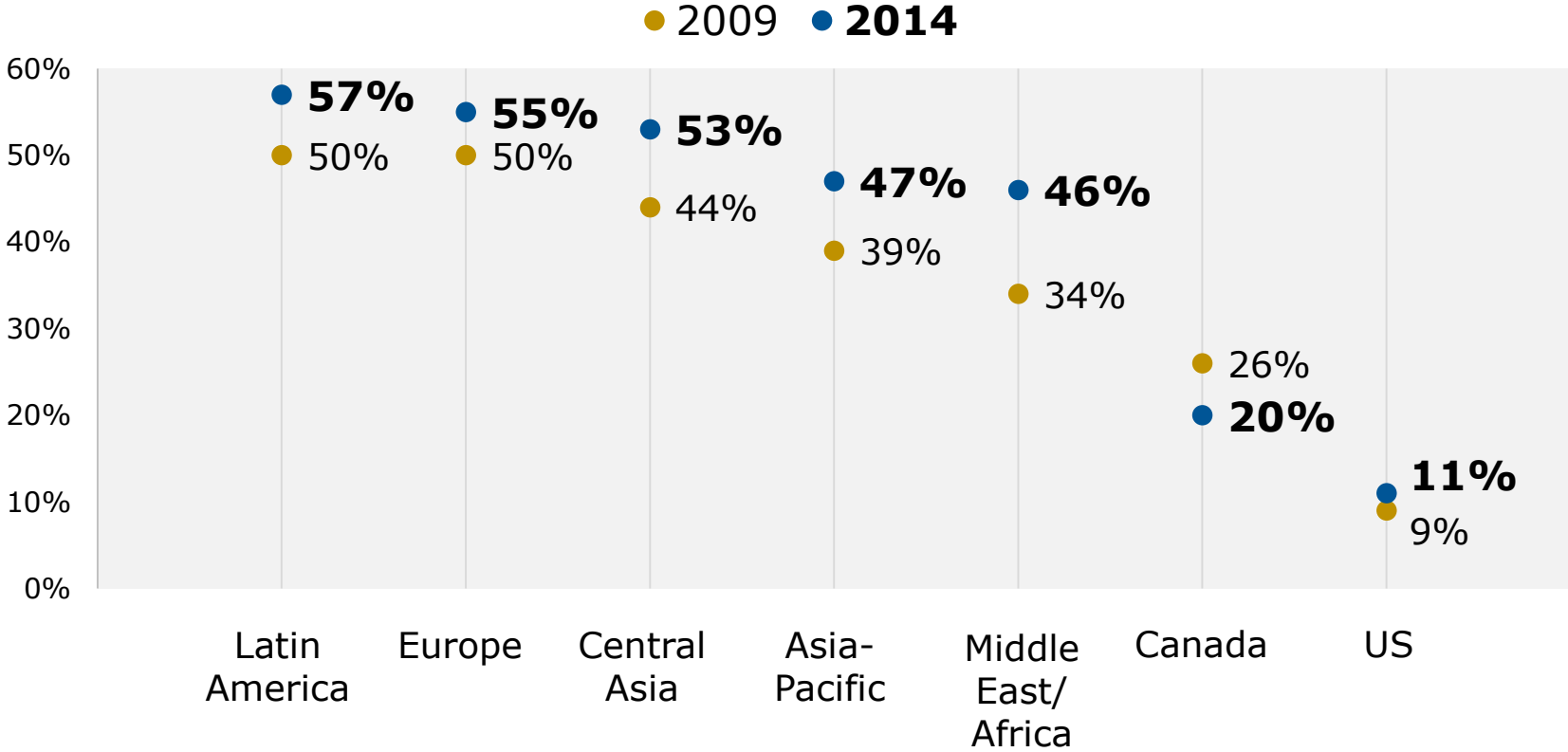
<i>Top 50</i>	<i>2004</i>	<i>2016</i>	<i>Change</i>
<i>Asia-Pacific</i>	0%	22%	↑ 22%
<i>Europe</i>	24%	36%	↑ 12%
<i>North America</i>	76%	42%	↓ 34%
<i>Other</i>	0%	0%	-

<i>Top 100</i>	<i>2004</i>	<i>2016</i>	<i>Change</i>
<i>Asia-Pacific</i>	5%	16%	↑ 11%
<i>Europe</i>	28%	30%	↑ 2%
<i>North America</i>	64%	51%	↓ 13%
<i>Other</i>	3%	3%	-

Working abroad after b-school

More candidates seek int'l work after graduation

% wanting to work outside country of citizenship, by citizenship



Int'l student job search

Employer intentions to hire international candidates

World Region	Percentage of employers		
	Plan to hire	Will hire, no specific plans to	Will not hire
Global	24%	28%	48%
US	25%	24%	51%
Asia-Pacific	19%	40%	40%
Europe	22%	47%	32%

Source: GMAC (2016) Corporate Recruiters Survey. 83

Int'l student job search

Top reasons employers not willing to hire int'l candidates

- High cost
- Legal documentation process
- Limited number of visas available

Recruitment and Outreach

Int'l recruitment: FT MBA

Brazil, Vietnam, Germany emerging recruitment markets

Top countries for int'l recruitment, FT MBA programs

Top countries, 2012	Top countries, 2016
1. China	1. China
2. India	2. India
3. United States	↑ 3. Brazil
4. South Korea	4. United States
5. Brazil	↑ 5. Japan
6. Japan	↑ 6. Mexico
7. Mexico	↑ 7. Vietnam
8. Taiwan	8. South Korea
9. Canada	9. Canada
10. Thailand	↑ 10. Germany

Int'l recruitment: Prof. MBA

Mexico, Brazil, Colombia, Nigeria emerging recruitment markets

Top countries for int'l recruitment, Prof. MBA programs

Top countries, 2012	Top countries, 2016
1. China	1. China
2. India	2. India
3. United States	3. United States
4. Saudi Arabia	↑ 4. Canada
5. Canada	↑ 5. France
6. France	↑ 6. Mexico
7. Germany	↑ 7. Brazil
8. Russia	8. Saudi Arabia
	↑ 9. Colombia
	↑ 10. Nigeria

Int'l recruitment: Non-MBA

Indonesia, France, Brazil emerging recruitment markets

Top countries for int'l recruitment, Non-MBA programs

Top countries, 2012	Top countries, 2016
1. China	1. China
2. India	2. India
3. United States	3. United States
4. Taiwan	 4. Germany
5. Turkey	 5. Italy
6. Canada	6. Taiwan
7. Italy	7. Canada
8. UK	 8. Indonesia
9. Germany	 9. France
10. Greece	 10. Brazil

Targeted recruitment strategies: FT MBA

Most full-time MBA programs do targeted int'l recruitment

% of programs conducting special outreach, by candidate type

Candidate Group	FT 2yr	FT 1yr
Int'l	70%	58%
Women	68%	46%
Military	56%	25%
URP (US)	50%	25%
Working professionals	46%	46%
Undergraduate (general)	46%	30%
LGBT community	36%	3%
Undergraduate (business)	34%	30%
Occupational specialties	30%	27%
Undergraduate (nonbusiness)	25%	16%
Pre-experience	21%	12%
Underrepresented nationalities	20%	20%
Entrepreneurs	18%	16%

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Targeted recruitment strategies: non-MBA

2 in 3 MFin programs target business majors for recruitment

% of programs conducting special outreach, by candidate type

Candidate Group	MiM	MAcc	MFin	MData
Int'l	57%	37%	74%	57%
Undergraduate (general)	50%	41%	60%	57%
Pre-experience	40%	13%	29%	35%
Women	33%	27%	38%	52%
Undergraduate (business)	29%	67%	49%	43%
Undergraduate (nonbusiness)	29%	13%	26%	22%
URP (US)	17%	31%	22%	35%
Occupational specialities	14%	14%	17%	39%
Underrepresented nationalities	12%	4%	5%	9%
Military	12%	22%	14%	35%
Working professionals	10%	31%	28%	52%
Entrepreneurs	5%	5%	2%	9%
LGBT community	0%	5%	8%	4%

Targeted recruitment strategies: non-MBA

2 in 3 MFin programs target business majors for recruitment

% of programs conducting special outreach, by candidate type

Candidate Group	MiM	MAcc	MFin	MData
Int'l	57%	37%	74%	57%
Undergraduate (general)	50%	41%	60%	57%
Pre-experience	40%	13%	29%	35%
Women	33%	27%	38%	52%
Undergraduate (business)	29%	67%	49%	43%
Undergraduate (nonbusiness)	29%	13%	26%	22%
URP (US)	17%	31%	22%	35%
Occupational specialities	14%	14%	17%	39%
Underrepresented nationalities	12%	4%	5%	9%
Military	12%	22%	14%	35%
Working professionals	10%	31%	28%	52%
Entrepreneurs	5%	5%	2%	9%
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Occupational specialities	14%	14%	17%	39%
Underrepresented nationalities	12%	4%	5%	9%
Military	12%	22%	14%	35%
Working professionals	10%	31%	28%	52%
Entrepreneurs	5%	5%	2%	9%
LGBT community	0%	5%	8%	4%

Targeted recruitment strategies: Prof. MBA

Working professionals primary target for Prof. MBA

% of programs conducting special outreach, by candidate type

Candidate Group	PT MBA	Flexible MBA	Online MBA	EMBA
Working professionals	83%	67%	82%	77%
Women	50%	18%	45%	63%
Military	46%	25%	58%	55%
URP (US)	38%	16%	33%	33%
Occupational specialities	37%	20%	27%	42%
Undergraduate (general)	27%	49%	24%	12%
Undergraduate (business)	25%	47%	36%	12%
Int'l	20%	43%	24%	32%
Entrepreneurs	20%	14%	24%	35%
Pre-experience	19%	16%	9%	12%
LGBT community	13%	4%	3%	8%
Undergraduate (nonbusiness)	12%	29%	6%	10%
Underrepresented nationalities	4%	6%	9%	10%

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Pre-experience	19%	16%	9%	12%
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Undergraduate (nonbusiness)	12%	29%	6%	10%
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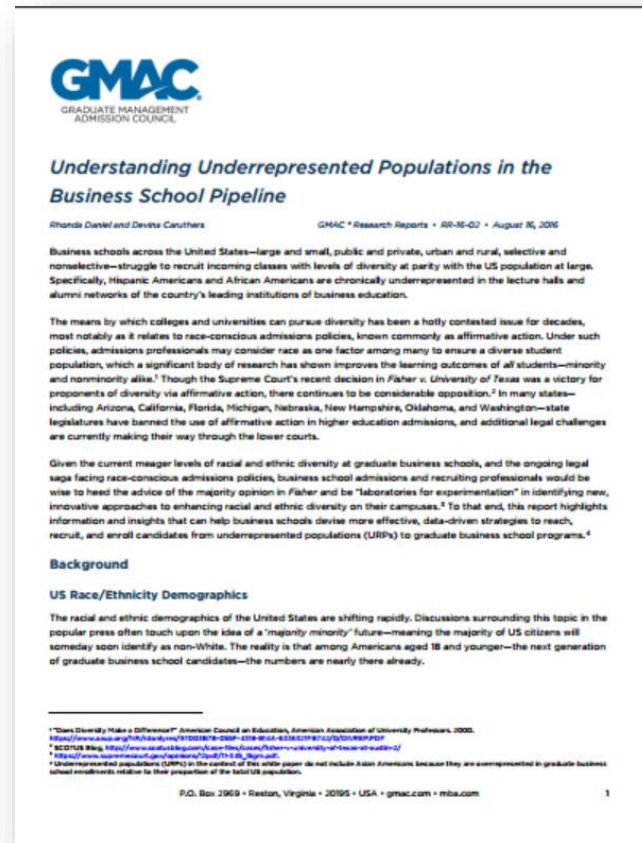
Resources for URP recruitment strategies

GMAC Research white paper provides useful data analysis

Information and insights for business schools to devise more effective, data-driven strategies to reach, recruit, and enroll Hispanic American and African American candidates.

Includes detailed information on the unique factors that influence URP candidate decision making when it comes to selecting a graduate business program.

gmac.com/researchreports



Funding Trends

Candidate Funding Mix

Shifts in how candidates plan to pay for school

Average candidate financing mix, 2011 vs. 2015, by citizenship

Funding Source	China		India		US	
	2011	2015	2011	2015	2011	2015
Grants, fellowships, scholarships or gov't benefits	15%	18%	20%	30%	16%	20%
Loans	7%	7%	38%	34%	29%	27%
Personal earnings	11%	11%	8%	7%	11%	12%
Spouse's (partner's) earnings	4%	4%	2%	1%	2%	1%
Personal savings	11%	11%	12%	8%	10%	10%
Employer reimbursement/sponsorship	4%	4%	4%	2%	19%	17%
Support from parents	46%	43%	14%	17%	11%	11%
Other sources	2%	3%	1%	2%	1%	2%

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Merit scholarships dominate fin. assistance

Across program types, merit aid is most popular

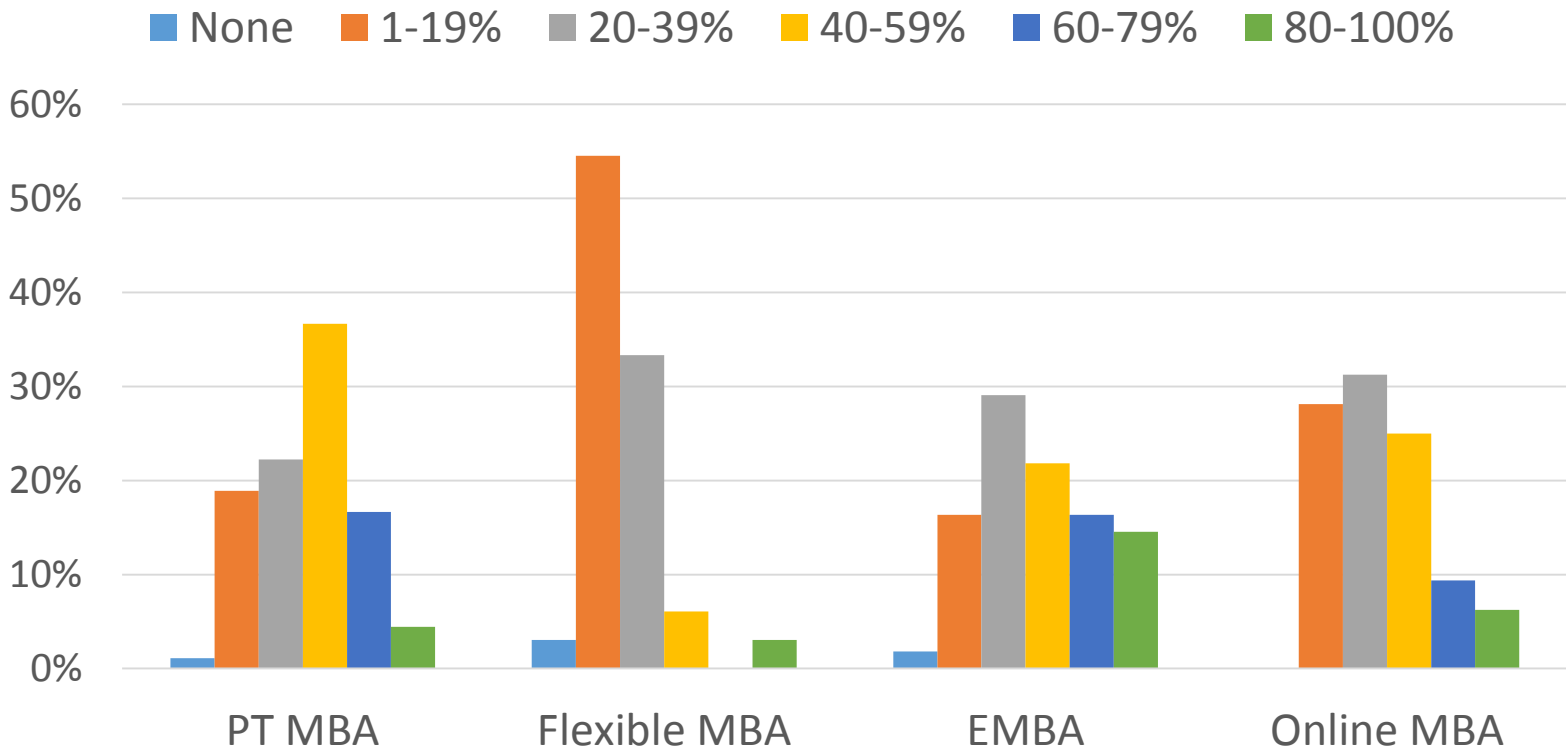
% of students who will receive tuition assistance

	FT 2yr	FT 1yr	PT MBA	Flexible MBA	Online MBA	EMBA	MiM	MAcc	MFin	MData
Merit	27%	27%	13%	8%	14%	9%	16%	31%	19%	23%
Fellowships	6%	4%	1%	0%	0%	1%	4%	1%	1%	2%
Assistantships	5%	3%	0%	6%	0%	0%	0%	4%	5%	3%
Need-based	4%	6%	1%	15%	1%	3%	11%	3%	1%	0%
Stipend	2%	2%	0%	0%	0%	0%	4%	4%	1%	0%
Reduced tuition	2%	3%	4%	0%	2%	9%	4%	2%	1%	0%
On-campus work-study	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Employer funding key for professional MBAs

Financial assistance from employers changes calculus

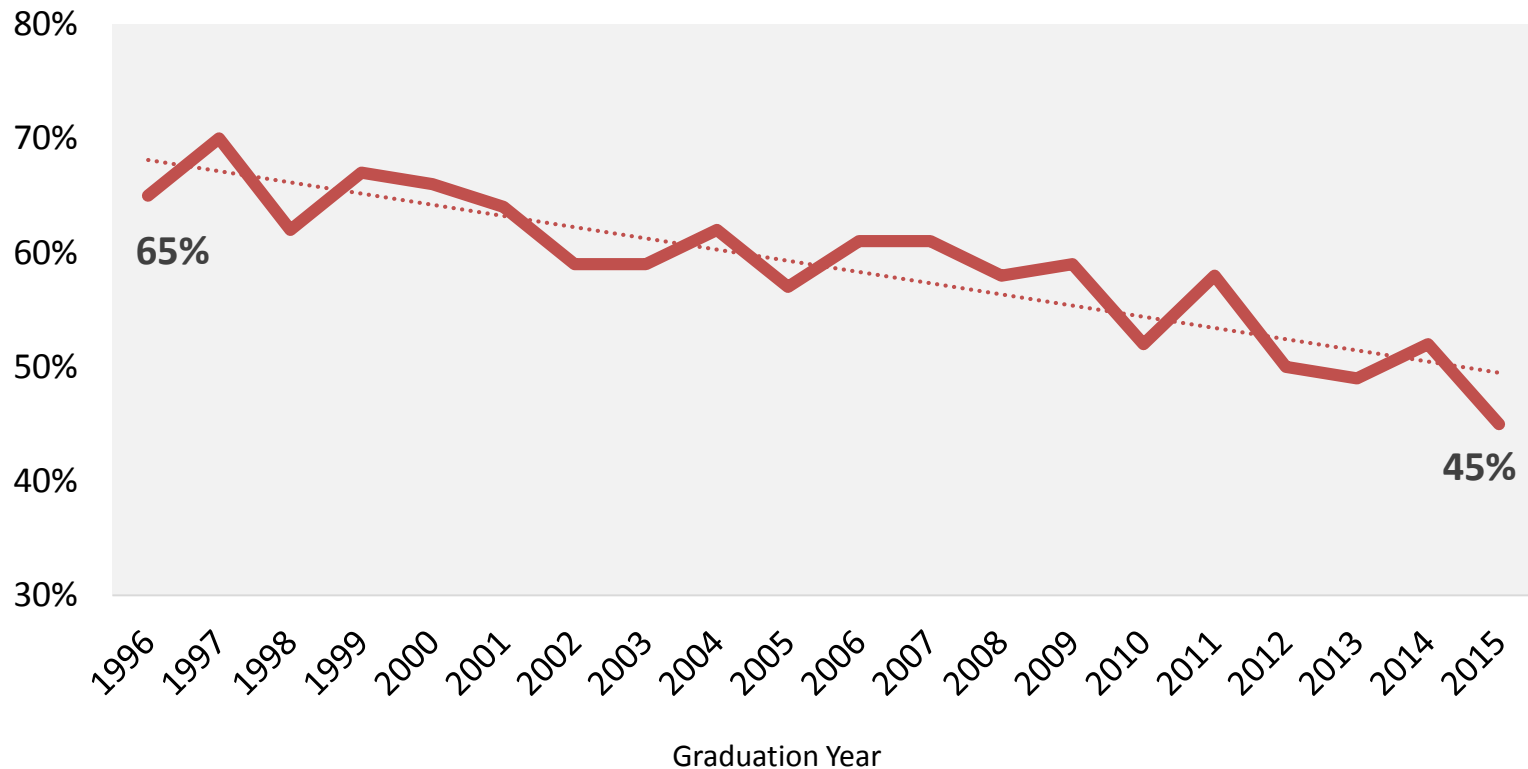
% of enrolled students in Prof. MBA programs expected to receive employer funding



Employer funding downward trend

Fewer professional MBA alumni report receiving emp. funding

% of professional MBA alumni that receive employer support, 1996-2015



ROI remains strong for b-school grads

Despite high cost, GME pays for itself

Median investment, initial boost in salary, and years to recoup investment, by program type

Program Type	Total Investment	Initial Boost in Base Salary	Years to Recoup Investment
FT 2-yr MBA	\$105k	\$30k	3.5
PT MBA	\$25k	\$10k	2.5
MAcc	\$35k	\$45k	0.8
MFin	\$35k	\$22.5k	1.6
MiM	\$30k	\$30k	1.0

Source: GMAC (2016) Alumni Perspectives Survey. 107

Learning outcomes

The insights in this presentation will enable you to:

- ❑ Understand the current state of global demand for GME
 - *Place your program's performance into context*
- ❑ Learn more about international candidates
 - *Grasp shifts in demand and preferences*
- ❑ Benchmark recruitment and outreach strategies
 - *What are other programs doing that you are not?*
- ❑ Gain all-new info on financial assistance
 - *How are schools distributing their assistance money?*

Q&A/ Discussion

Thank you