

Graduate
Management
Admission
Council®

Membership Handbook



Graduate Management Admission Council

The Graduate Management Admission Council (GMAC) is a global, nonprofit association of leading graduate business schools from around the world. Founded in 1953, we are actively committed to advancing the art and science of admissions for the mutual benefit of business schools and candidates.

GMAC offers best-in-class products and services informed by a belief in the long-term socioeconomic benefits of a graduate management education (GME). We play an active role advocating for GME and helping schools attract qualified and diverse candidates. With more than 14 million visits annually, the candidate-centered website, mba.com, continues to be the go-to source of information for business school prospects around the world.

GMAC owns and administers the Graduate Management Admission Test® (GMAT®) exam, used by more than 6,500 graduate programs worldwide. Other GMAC assessments include the NMAT by GMAC™ exam, for entrance into graduate management programs in India and South Africa, and the Executive Assessment, specifically designed for Executive MBA programs around the world. Our Market Intelligence is well respected in the industry and with the media providing rich, actionable insights to keep graduate management education evolving and relevant. Finally, through our conference and professional training offerings, we provide colleagues with a place to forge new connections, foster collaboration, and discuss the issues facing the industry.

Vision:

A world where talent matched with aspiration can benefit from the best business school education possible.

Mission:

Our mission is to provide the solutions necessary for schools and candidates to discover and evaluate each other.

Purpose:

To ensure talent never goes undiscovered.





Membership Benefits

Services for Members

- Dedicated Account Manager providing consultation and training on GMAC products, tools, and resources
- Annual review of member benefits utilization and school engagement with GMAC
- GMAT competitive intelligence report for programs receiving GMAT scores from 50 or more examinees in the most recent testing year
- Up to 15 **GMAT Exam Fee Waivers** in a 12-month period
- Inclusion in **School Finder**, **Calendar of Events**, **Military Program Listing** on mba.com
- Access to **Graduate Management Admission Search Service® (GMASS®)** database
- Access to the **benchmarking tool** (when participating in GMAC surveys), interactive profile, and **validity study survey/benchmark**
- Availability of **GMAC member** (to signify membership), **GMAT** and other GMAC assessment logos for use on school websites and collateral materials

Professional Development and Networking

- Access to the online [Member Directory](#) to connect and interact with colleagues and peers around the world
- Two (2) round-trip airfare tickets and registration to [Annual Conference](#) OR one (1) round-trip airfare ticket and registration to Annual Conference and one (1) round-trip airfare ticket and registration to the GMAC regional conference in the member school's region for the Primary or Alternate Representative. Regional conference flexibility applies to the [Asia Pacific Conference](#) and the [European Conference](#).
- Guaranteed hotel room availability for the Primary and/or Alternate Representative at the Annual Conference host hotel when registered for the conference prior to the early bird deadline. (Reminder: booking and payment for the hotel room is the Primary and/or Alternate Representatives' responsibility.)
- Guaranteed "seat" at the [Leadership Conference](#) (if registered prior to the early bird deadline)
- Preferred pricing for Primary and Alternate Representatives on all [GMAC Professional Development programs](#)
- Access to the [Careers in Graduate Management Education](#) website
- Subscription to GMAC® Connections email newsletter with exclusive information for members, [Graduate Management News](#), and [GMAC Quick Clips](#)
- Opportunity to participate in GMAC [advisory committees](#), focus groups, and the [Board of Directors](#)



Expectations of Membership

To remain in good standing, a member school must continue to demonstrate its commitment to supporting the GMAC mission, offering quality graduate management education, providing fair and ethical treatment of candidates and students, and serving the graduate management education community. Member schools are expected to confirm continued interest in membership on an annual basis during the annual review of member benefits, compliance, and engagement with the member's Account Manager.

GMAC will engage in an annual review of member school compliance in accordance with the [Membership Policy](#). A member school may be placed on a one-year probation should it not meet the expectations of membership. GMAC may withdraw membership at any time at its discretion for failure to comply with the Membership Policy.

Requirements of membership include:

I. Data Submission

- Participation in the [GMAC Application Trends Survey](#) by submitting, at a minimum, data for their full-time MBA, or the next largest MBA or flagship program, if a full-time MBA program does not exist. Data collected is anonymized and aggregated.

II. Selective Admissions Process and Use of the GMAT Exam or Other GMAC Assessment

- In support of the Council, member schools must use, and ideally prefer, the [GMAT exam](#) or [other GMAC assessment](#) as a part of their admissions process for their graduate management programs. Exceptions will be considered when prohibited from use by local laws or regulations.

III. Update School and Primary/Alternate Representative Information Annually

- Member schools must verify the accuracy of its program profiles on [School Finder](#) annually. Additionally, member schools must verify the accuracy of the [Member Directory](#), [changes in Deans](#) and/or [GMAC Representatives' designations](#), and [other key contact information](#).

IV. Commitment to GMAC

- Member schools are encouraged to display the GMAC member, GMAT and/or other GMAC assessment logo(s) on their website (or provide language indicating GMAC membership and GMAT and/or other GMAC assessment usage) and appropriate admissions marketing materials. GMAC may display member schools' logos in materials and/or websites to demonstrate the school is a member of GMAC. Go to gmac.com/about-us/gmac-members/logos-and-licenses.aspx to download the logos and review the trademark license agreement.



V. Primary and Alternate Representatives Designations

- The Chief Executive Officer of the school (i.e., the Dean, Principal or President or other appropriate title) must designate two official representatives—Primary and an Alternate. The Primary or Alternate Representative is required to hold a senior role in admissions, an appropriate functional head position, or the head of a GMAT or other GMAC assessment using program (Program Director or Program Manager) at the institution.

VI. Tax-Exempt Criteria

- To remain a member, an institution must meet the tax-exempt criteria. Member schools are expected to notify GMAC promptly if there is any change in the member school institution's tax-exempt status. GMAC has the right to withdraw membership at its discretion if at any time a member school is no longer considered tax-exempt.

Membership Governance Responsibilities

Member schools form an important part of the governance of the Council and are expected to vote in all Board elections and any other matters that may come before the Council. Member schools are also expected to participate in activities that support the GMAC mission including participating in GMAC surveys, advisory groups, and other forums to contribute to the development of new products and services that will advance business education.

Responsibilities of members include:

I. Dean Responsibilities

- **Nominate individuals** for open seats on the Board of Directors
- Vote in the election of Dean Directors of the Board
- **Designate Primary and Alternate Representatives**

II. Primary Representative Responsibilities

- Vote on behalf of your school on all matters brought before the membership
- **Nominate individuals** for open seats on the Board of Directors
- Vote in the election of Representative Directors of the Board
- Receive and review all official corporate notices of membership or governance meetings
- Periodically review and update your school's **Member Directory listings and school professionals** registered with your school on gmac.com
- Attend Annual or Special Meetings on behalf of your school
- Participate in **GMAC surveys**, advisory groups, and other forums
- **Identify an individual for each program** accepting the GMAT exam to review the program profile in the **School Search Service** on mba.com
- Receive all member mailings regardless of your email “opt-in” preferences
- Disseminate GMAC information to relevant parties within the business school

- Serve as the Primary Representative for the member school for a minimum of three years, which may not be changed except where the designated Primary Representative is no longer employed by the member school or where neither Primary nor Alternate Representative holds a senior role in admissions, an appropriate functional head position, or the head of a GMAT or other GMAC assessment using program

III. Alternate Representative Responsibilities

- Attend Annual or Special Meetings on behalf of your school
- Participate in **GMAC surveys**, advisory groups, and other forums
- Fulfill the Primary Representative responsibilities if and when the Primary Representative is unable
- Receive all member mailings regardless of your email “opt-in” preferences
- Serve as the Alternate Representative for the member school for a minimum of three years, which may not be changed except where the designated Alternate Representative is no longer employed by the member school or where neither Primary nor Alternate Representative holds a senior role in admissions, an appropriate functional head position, or the head of a GMAT or other GMAC assessment using program

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Email us at governance@gmac.com or contact your Account Manager and GMAC liaison for any questions or assistance.

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