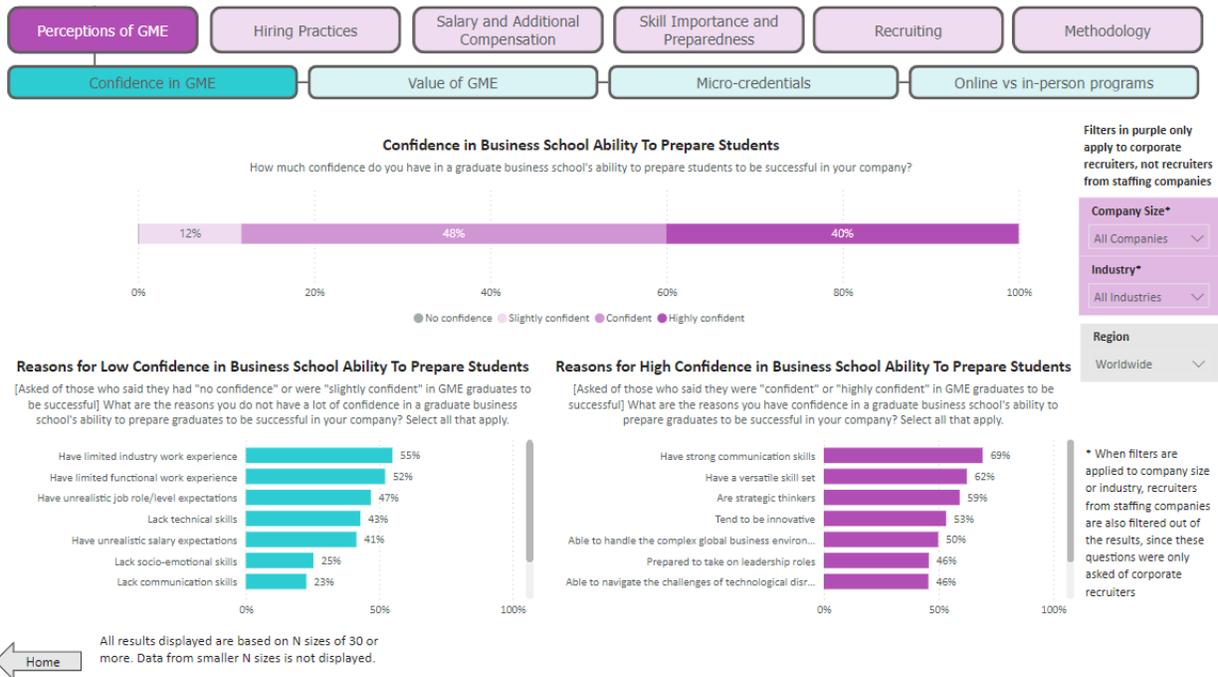


GMAC Corporate Recruiters Survey 2024 – How to Use the Interactive Dashboard

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:



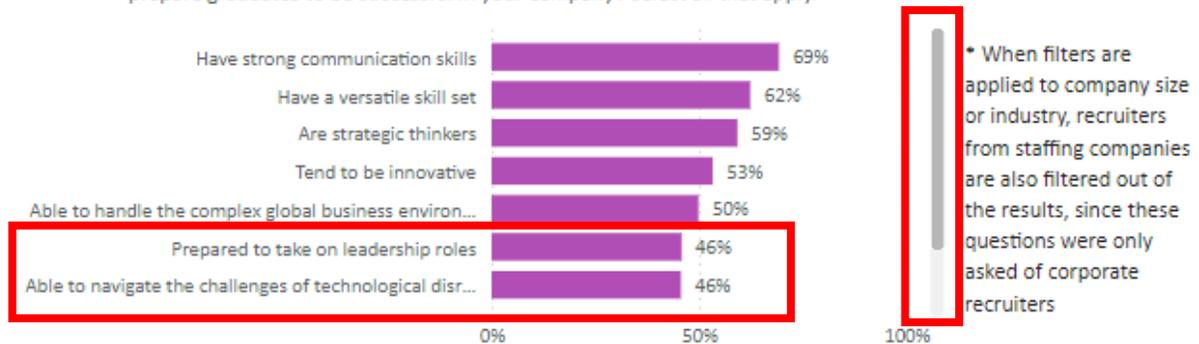
The purple boxes at the very top are the aforementioned topics, and the green boxes below are the sub-topics for the currently selected topic. You can see here that a small line connects the “Perceptions of GME” box to the “Confidence in GME” box, and more lines connect the green boxes to each other. Within the broad topic of Perceptions of GME, you can go between the more specific sub-topics of Confidence in GME, Value of GME, Micro-credentials and Online vs In-Person 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 purple box to select a different topic.

Some of the graphs need scrolling to see all the available data. For example, the “Reasons for High Confidence” graph on the bottom right of the “Confidence in GME” page has a scroll bar to its right (see next page):

Reasons for High Confidence in Business School Ability To Prepare Students

Worldwide

[Asked of those who said they were "confident" or "highly confident" in GME graduates to be successful] What are the reasons you have confidence in a graduate business school's ability to prepare graduates to be successful in your company? Select all that apply.

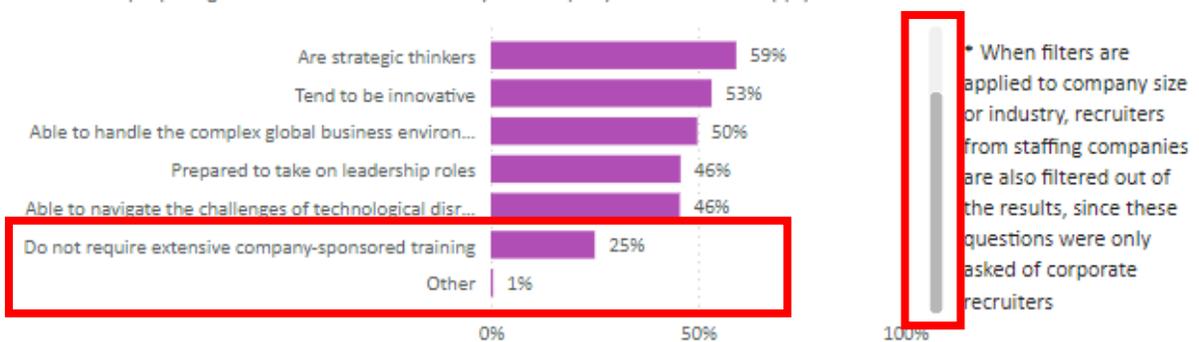


This can be used to scroll down to see the additional items not previously displayed:

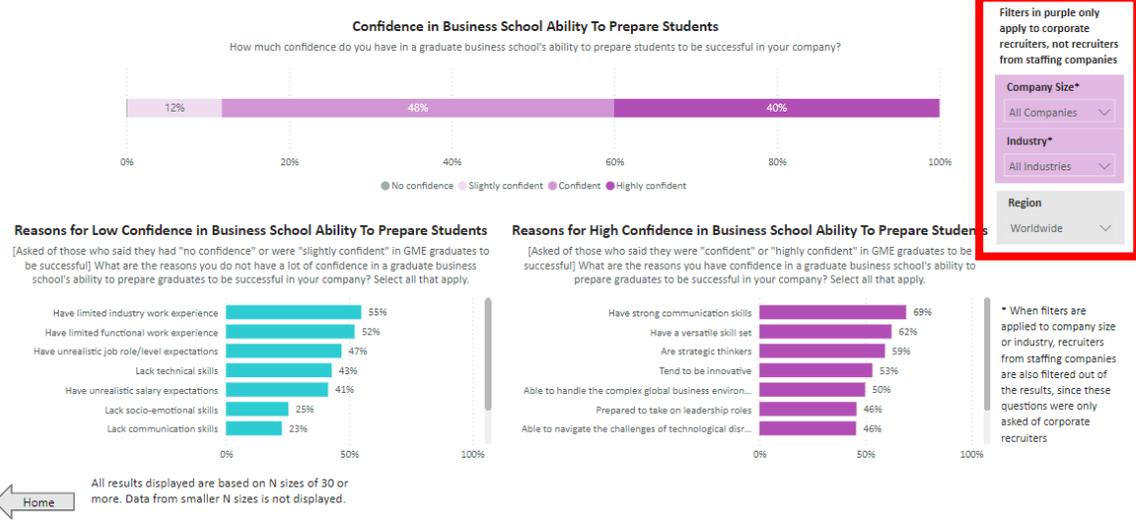
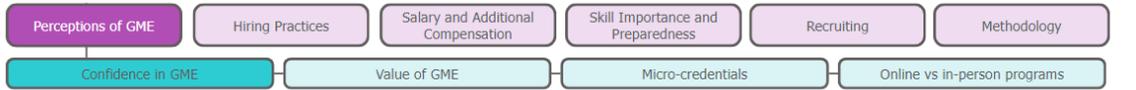
Reasons for High Confidence in Business School Ability To Prepare Students

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[Asked of those who said they were "confident" or "highly confident" in GME graduates to be successful] What are the reasons you have confidence in a graduate business school's ability to prepare graduates to be successful in your company? Select all that apply.

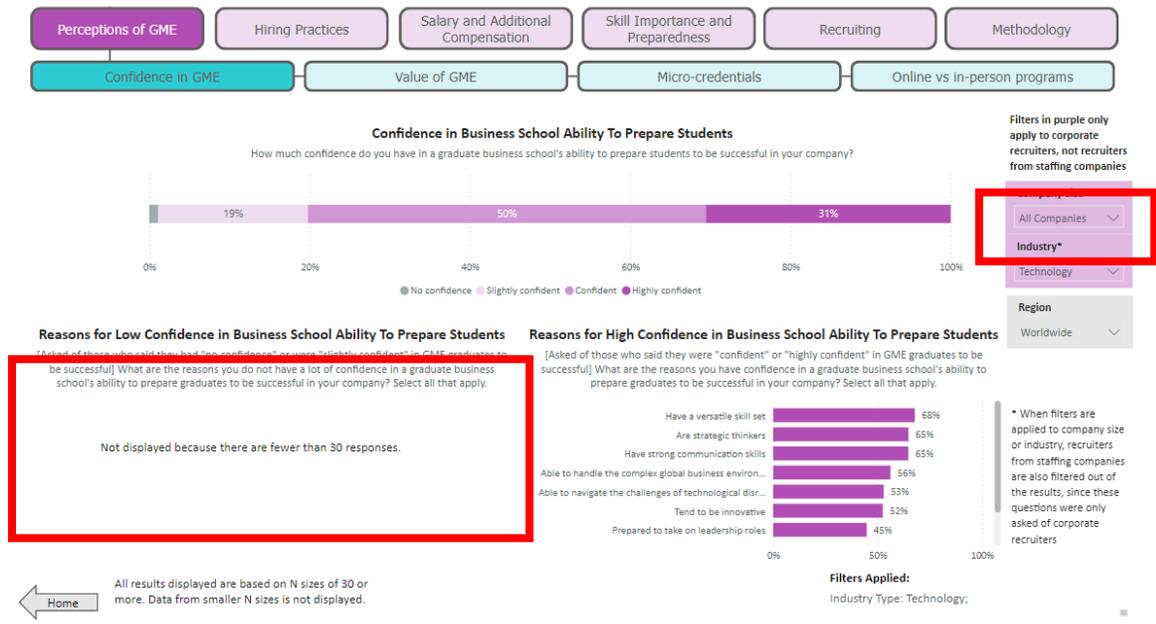


You will also notice there are three filters on the right hand side of the screen that allow you to show the results for specific groups of recruiters (see next page):



Use these drop-down menus to select which subgroup of recruiters you want results displayed for. The text about the purple 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.

As noted in the bottom left corner, results are not displayed if N size is less than 30. For example:



One of the graphs has disappeared due to the Industry filter showing results only for recruiters in the technology industry. The top graph and bottom right graph are still displayed because there were still 30 or more responses to these questions from technology industry recruiters. However there were less than 30 responses to the “Reasons for Low Confidence” question in the bottom left. 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 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.