

GMAC
PROFESSIONAL EDUCATION & TRAINING
WEBCASTS & WEBINARS

Are You Reinforcing Admissions and Brand with Alumni?

Just Released...

GMAC
Alumni Perspectives Survey
2014 SURVEY REPORT

- **21,000** Global B-School Alumni
- Classes from **1959 to 2013**
- **Value, Careers, Engagement**
- **NEW methodology** to partner w/ **132 schools** in **29 countries**

*Participant Schools can also access **Interactive** and **Benchmark** reports for custom views.

Read more at gmac.com/AlumniPerspectives

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Alumni Represent Your School's Brand

Importance of Alumni for Applicants

Alumni as Brand Ambassadors

Opportunities for Engagement

Become inspired to use alumni data to be more effective with building your brand & recruiting.

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Why Prospective Students Want to Pursue a Graduate Management Degree?

Top 3 Motivations:

1. Increase job opportunities
2. Increase salary potential
3. Develop Business KSAs

Among **candidates seeking alumni** input:

- o Opportunities for **networking**
- o More challenging/interesting work
- o Make bigger difference in my field of interest

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Top 3 of the total 26 response options shown above for global graduate management education prospects; (66%-63% of general responses; 62%-43% for alumni info source). Source: Forthcoming GMAC (2014) mba.com Prospective Student Survey, data collected Jan-Dec 2013.

1 in 3 Prospective Students consults with an alumni or student for their decision-making about going to business school....


Business School Alumni
Classes 1959-2013

96% proud of their program
94% would still pursue degree

Sources: Forthcoming GMAC (2014) mba.com Prospective Student Survey, data collected Jan-Dec 2013. GMAC (2014) Alumni Perspectives Survey Report, data collected in Oct-Nov 2013.

Prospects Who Consult Alumni and What's Most Important To Them in **Selecting a School...**

1. Quality of the faculty
2. Program accreditation
3. Job placement reputation
4. Reputation/Local respect
5. **Successful alumni**
6. Quality of students
7. Published ranking
8. Rigor of academic program
9. Selectivity of admissions
10. Percentage of class w/ job offers
11. Quality career services
12. Starting salary/compensation
13. **Access to alumni network**
14. **Alumni industry/job function**



Reputation (2012): Program standards, Talent level of peers, Mission of program, Networking w/ peers.

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Of prospects who consult alumni, top 14 of the total 45 response options shown. Source: Forthcoming GMAC (2014) mba.com Prospective Student Survey, data collected Jan-Dec 2013.

Prospect: What could my career path look like?



Alumni: The view from here is amazing!

2014 Alumni Survey Results

For a great career journey & ROI...

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Image: NASA [Public domain], via Wikimedia Commons

Perceiving the Value of the Experience...

Japan's first '4D' movie theater opens in Nagoya

The Asahi Shimbun



ieada
International Education Association of Australia

"But gone are the days of one-dimensional student testimonials in brochures and websites. **Prospective students want to hear first-hand – and unfiltered – accounts about life and study at your school, college or university.**"

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Image: Taku Hoshikawa. Source: http://ajw.asahi.com/article/cool_japan/movies/A1201305280040

Expand Communication on MBA Value

Rewards from graduate management education:

94%	90%	77%
PERSONAL	PROFESSIONAL	FINANCIAL

PLUS, Alumni Sharing Directly With Candidates...

- ✓ 95% would **Recommend** program
- ✓ 40% have **Mentored** students
- ✓ 32% have **Recruited** a grad for a job

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Source: GMAC 2014 Alumni Perspectives Survey, classes 1999 to 2013.

Value and Your School Brand

4 in 5 b-school alumni **strongly agree** with gains, such as:

80% AND MORE

“ I make an impact at my company.

- Am engaged with my work.
- Have challenging & interesting work.
- My work is meaningful.
- Work for a company that values my skills and abilities.


”

- ✓ Alumni say b-School is influential in their **Career Progression**
- ✓ Avg. of **3 Promotions** since graduation
- ✓ Degree is **Essential for Obtaining Employment**

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Source: GMAC 2014 Alumni Perspectives Survey, classes 1999 to 2013.

Alumni in Action



Feature your alumni and their professional story.

Added bonus, feature students who may end up to the left one day.

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Source: <http://www.stthomas.edu/business/healthcaremba/about/meet-our-alumni/>

Alumni in Action

FULL-TIME MBA
Can pay expenses for immediate impact



Crystal King
Strategic Human Resource Management, 2013

Biography

EXECUTIVE MBA (EMBA)
Become a cross-functional leader



Erika O'Donohue
Executive MBA, 2009 - Autismapella

Biography

EXECUTIVE MBA (EMBA)
Elevate your organization



Erika O'Donohue
Executive MBA, 2009 - Autismapella


Biography

Source: <http://bus.wisc.edu/wisconsinmba>

Job Satisfaction & Key Skills

Greater **Job Satisfaction** correlated with **Knowledge, Skills, and Abilities (KSAs)** used on the job by alumni:

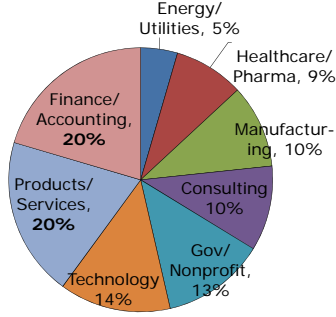
1. Learning, motivation & leadership
2. Managing strategy & innovation
3. Managing decision-making process
4. Strategic & systems skills
5. Generative thinking



Learn about Reflect™ as a resource at gmac.com/reflect

Source: GMAC 2014 Alumni Perspectives Survey, classes 1959 to 2013.

Industry Insights & Connections

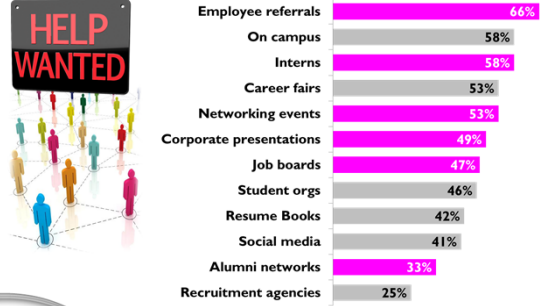


11% OF ALUMNI ARE ENTREPRENEURS

Source: GMAC 2014 Alumni Perspectives Survey, classes 1959 to 2013.

Alumni are Key to Employer Relations

Employer Strategies for Recruiting New Hires (% global companies)



Source: 2013 Corporate Recruiters Survey data for Global Firms; Co website excluded (67%).

Alumni in Action

Home - Student and Alumni Referrals Form

Student and Alumni Referrals Form

Students and alumni play an important role in spreading the word about CEU worldwide. If you know somebody who may be a good fit for CEU, please fill in the boxes below and we will contact him/her to provide information about Central European University. **CEU STUDENT, ALUMNUS OR ALUMNA MAKING THE REFERRAL.**

First Name *

Last Name *

Email *

Source: www.ceu.hu/referrals

Alumni in Action

Visit us on campus or join an event closer to home.

Meet Us

Nothing beats a visit to our campuses to soak in the INSEAD culture. You can attend one of our on-campus events, host an event close to you, or a more virtual MBA information session from your own home.

But if you cannot come to us, we will come to you! Throughout the year, we host and attend MBA events worldwide. Check the rest of global events to see when we will be in a city near you or looking to be one of our virtual information sessions. Just click a month in different time zones to see all locations.

Events

Attend an Event

Host an Event

Employment Statistics

Apply Now

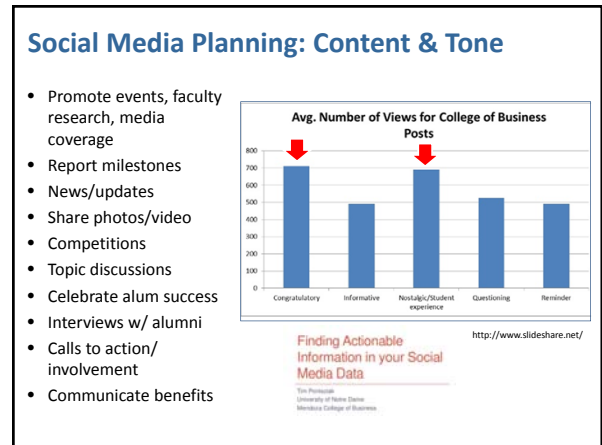
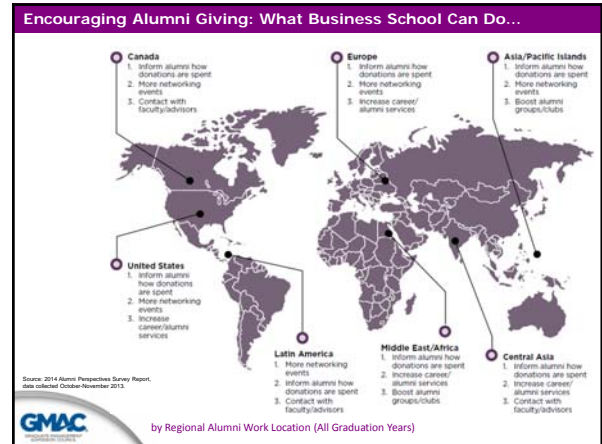
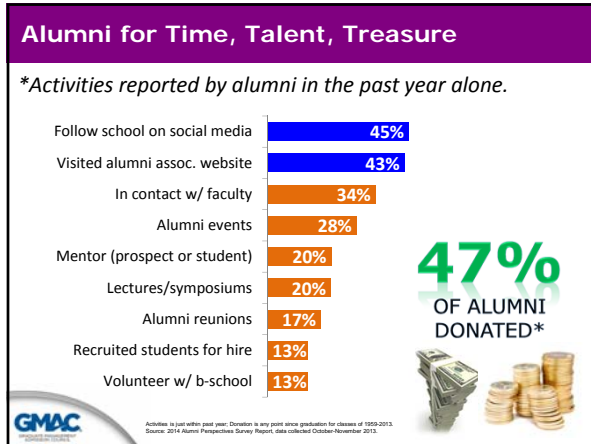
Join Mailing List

Visit Campus

Contact Us

INSEAD offers opportunities to interview with Alumni

Source: http://mba.insead.edu/meet_us/



LinkedIn: Featuring Notable Alumni

Change / view notable alumni

Add notable alumni: Type a name or paste a profile link

Notable alumni (3)

Featured group: Alumni Association of the University of Michigan

See also... University of Michigan (Company Page)

Add to or edit the pre-populated list of Notable Alumni.

Source: LinkedIn, http://university.linkedin.com/higher-ed-professionals.html University Pages Tutorial, Slide 21

LinkedIn: Status Updates (& Target Audiences)

Welcome, Katy! You're posting as the University of Michigan.

The first day of classes is approaching. Soon, new students will flood to Angell Hall, a campus landmark that hasn't changed much since its construction in 1920!

Who you know: 3 first-degree connections, 22 second-degree connections

Source: LinkedIn, http://university.linkedin.com/higher-ed-professionals.html University Pages Tutorial, Slide 24

Twitter Engagement With Alumni

Chicago Booth @BoothEveWrd Follow
 #DidYouKnow #ChicagoBooth has over 60 alumni clubs worldwide?
 01:02 PM - 22 Mar 14

Chicago Booth @ChicagoBooth Follow
 The photo challenge has begun. Post a picture of any Booth alumni magazine today and upload it using #BoothNight.
 ow.ly/i/4YAoU
 04:01 PM - 22 Mar 14

Rich Lyons @richlyons
 UC Berkeley alums: Let Haas be your hook for coming back to campus. Attend a how-to talk on start-ups, on serving on non-profit Boards, ...
 08:42 PM - 25 Mar 14

Alumni in Action

Source: <http://inspiring-connections.ca/#/about/>

Alumni are #1 Resource for...

- Recruiting
- Messaging
- Mentoring
- Financial Support
- Giving of talent, time, and treasure

Your Action Items?

Build list of alumni "small communities" to support the brand

- Industry/functional area
- Success stories of gender, world region, and by program type


Create buckets of opportunities for alumni

- Featured on website and willing to email candidates
- Attend a recruiting event or host an event in their geographical area
- Conduct admission interviews
- On-campus opportunities, new admit weeks, prospective weekends

Develop guidelines and training

- Review current program, highlight the new, create a easy reference
- Provide admission interview training, do's and don'ts for your program
- Stay in contact with alumni to help guide the brand

Peer Forum

GMAC School Professionals 

Join the discussion group!



*Q: How do admissions & alumni offices work effectively together?
Q: What tools need to be placed into the hands of Alumni to engage them best at making referrals?*

- Send a congrats notes to alumni when they have a new job or promotion in LinkedIn.
- Crowd source nostalgia and shared community knowledge, memories, and photos. Ask in advance for weekly Throwback Thursday #tbt contributions.
- "Post a link to a social media project you're proud of, or another school's that you admire. Would be great reference for all" [staff working with alumni]



Daniel Nugent

Source: Tweet #casemc, 21 Mar 2014