

# *Americas Region Update*

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## On Campus Program

- Goal: Develop the domestic pipeline by focusing on undergraduate testing
- WIIFM: Garner good will among customers by promoting discounts on participating campuses



## Underrepresented Minority (URM) Initiatives

- Goal: Increase diversity in B School classrooms by targeting specific U.S. ethnicities
- WIIFM: Increase GME awareness among URM customers to build the pipeline



## GMASS Pilot for Strategic Partners

- Goal: Expose candidates to resources throughout GME pipeline by targeting select partners
- WIIFM: Broaden your company's reach by tapping into GMAC's candidate database