

Graduate
Management
Admission
Council™

Americas Test Prep Summit

June 15, 2021



GMAC Welcome & Introduction

Thank you all for joining us today

- **Welcome if this is your very first time**
- **First summit since 2019 & first virtual summit**

For the best summit experience:

- **Please utilize the Q&A feature NOT the chat box**
- **Questions will be taken live and from the Q&A section**
- **If you must step away, please turn off your camera**
- **Please be courteous and keep your questions concise**

Agenda

Time (EDT)	Time (PDT)	Topic	Speaker
12:00 – 12:05 PM	9:00 – 9:05 AM	Welcome and Introduction	Donna Jones
12:05 – 12:35 PM	9:05 – 9:35 AM	Higher Ed Industry and Americas Trends	Rahul Choudaha , Industry Insights and Research Communication Director
12:40 – 1:10 PM	9:40 – 10:10 AM	Americas School Insights	Kailin Burns, Glenda Lucas, Eric Chambers, Ramnik Aulakh Market Development Managers
1:05 – 2:05 PM	10:15 - 11:15 AM	GMAT and EA Trends and Updates	Anjali McKenzie , Product Management Senior Manager Sarabeth Dobbs , Product Development Manager
2:05 – 2:35 PM	11:15 – 11:35 AM	Prep Products	Ana Kyper , Senior Director, GME Prep and Readiness
2:35 – 2:45 PM	11:35 – 11:45 AM	Summit Close out	Donna Jones

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The “Great Reset” in Higher Education

Rahul Choudaha, PhD

Director of Industry Insights &
Research Communications

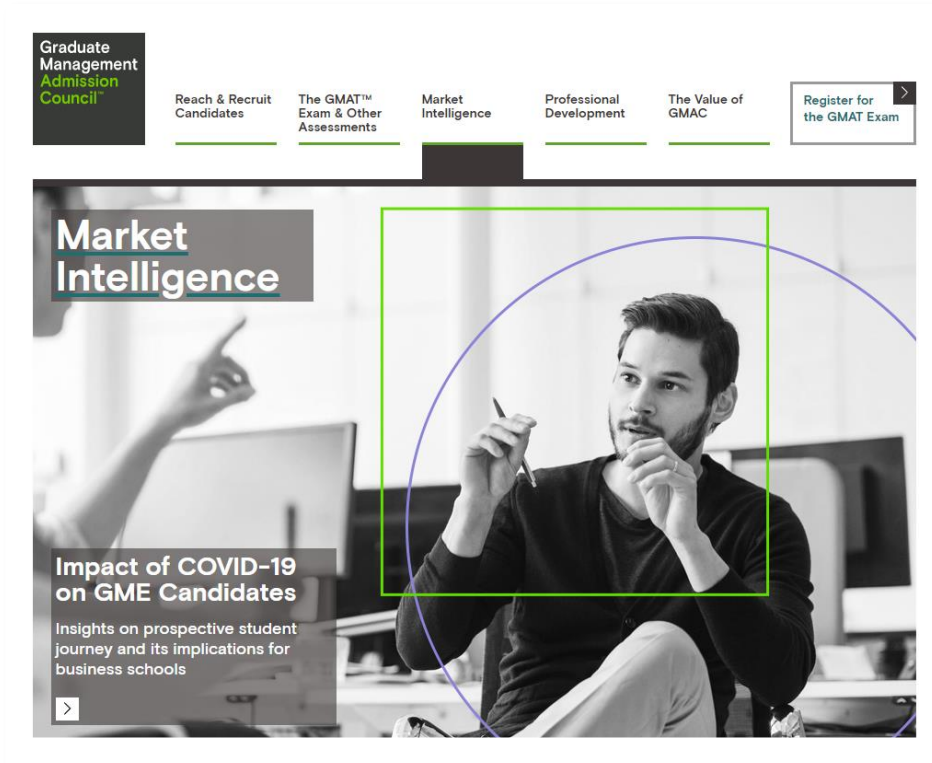


GMAC Research

GMAC Mission

Provide the tools and information necessary for schools and talent to discover and evaluate each other

gmac.com/research



• Resources

- [Blogs](#)
- [Infographics](#)
- [Reports](#)
- [Webinars](#)

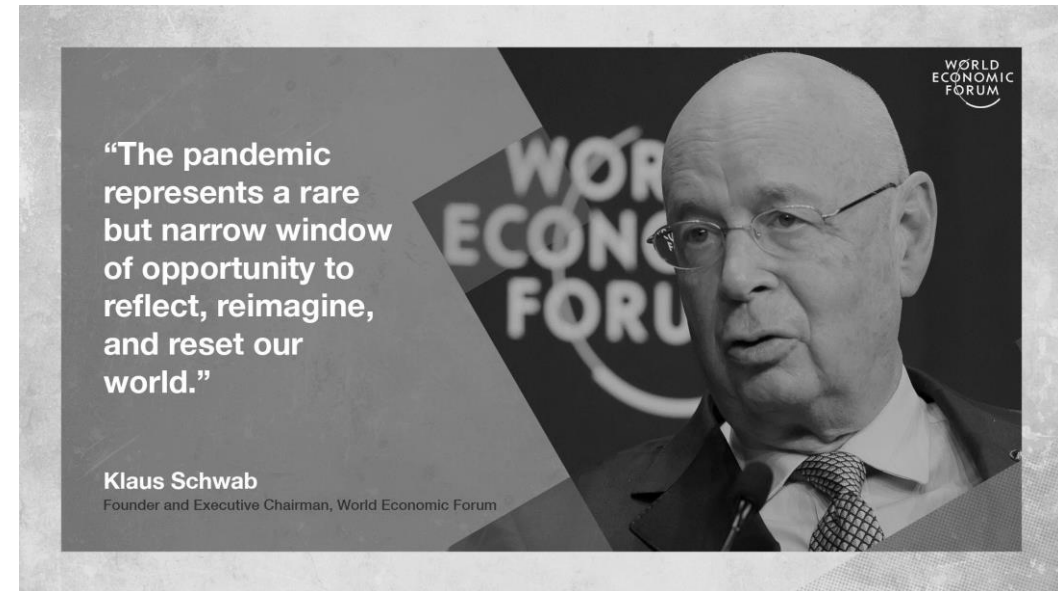
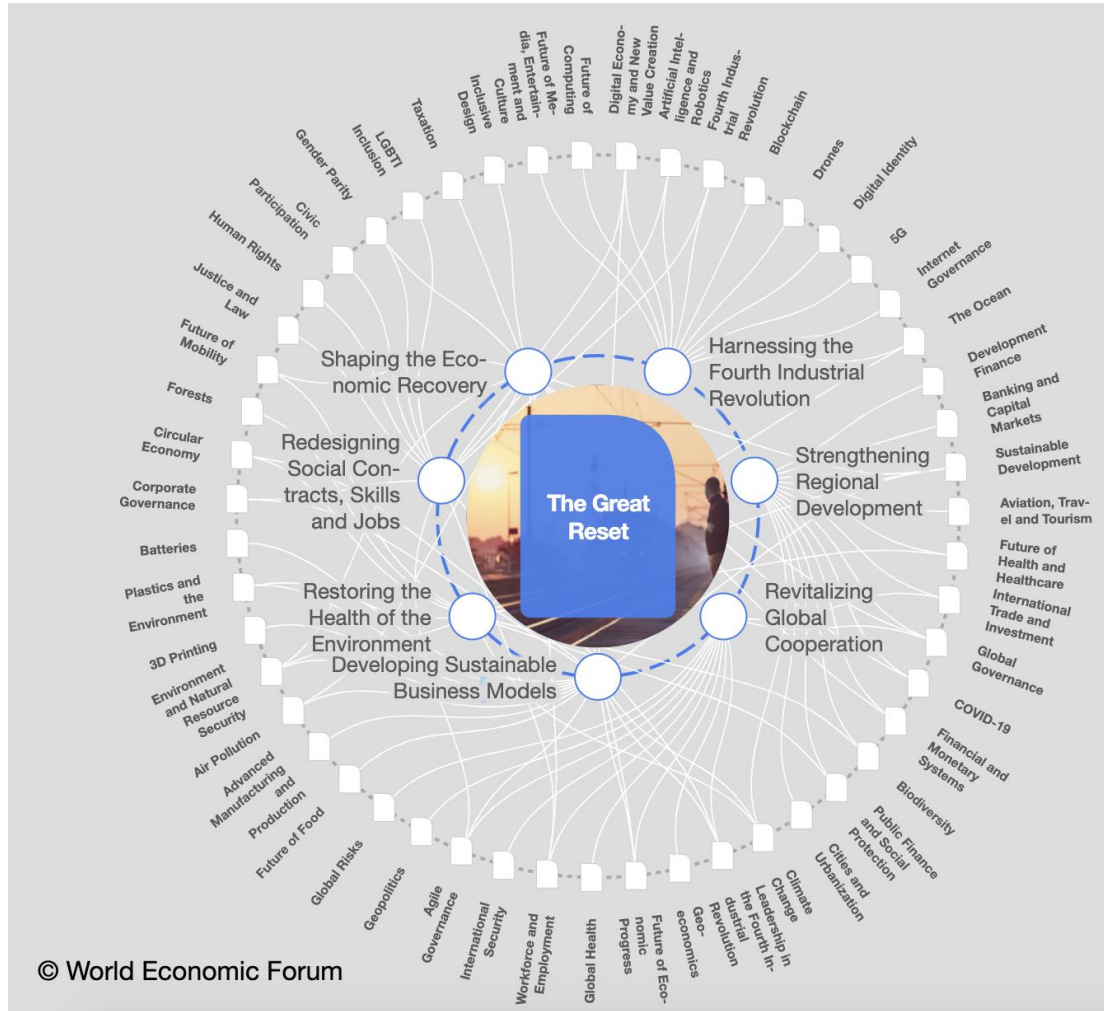
• GMAT™

- [Geographic Trend Report](#)
- [Profiles of Testing](#)

• Survey Research

- [Application Trends Survey](#)
- [Corporate Recruiters Survey](#)
- [mba.com Prospective Students Survey](#)

The "Great Reset"



B-school deans' perspective...

“The fundamental economics and geography of HE [higher education] are being challenged by COVID-19”

Steve Brammer, Dean of the School of Management at the University of Bath, and Timothy Clark, Provost of Singapore Management University in [The British Journal of Management](#)

“The business schools currently face a once-in-a-lifetime shift to emergency remote teaching....This disruption is going to lead to a decade-long technology-led remaking of business education.”

Sandeep Krishnamurthy, Dean at the School of Business, University of Washington, Bothell in the [Journal of Business Research](#)

How has the “great reset” impacted journeys and preferences of graduate management education candidates?

The
Economist

The MBA class of covid-19

Once endangered, the venerable degree is emerging stronger from the pandemic

The pandemic reconfigured the 2020 enrollment funnel

US Full-Time MBA

	2019	2020
Increase in proportion of programs reporting growth in applications*	24%	74%
Increase in acceptance rates (median)	56%	60%
Increase in deferral rates (median)	2%	7%
Decrease in yield rates (median)	54%	49%

- Economic downturn coupled with flexible admissions approaches such as extended deadlines and deferral policies expanded the applicant pool.
- More programs reported growth in applications from domestic candidates (73%) as compared to international candidates (57%)
- The median applications per seat for the full-time, two-year MBA programs in the US increased from 3.2 in 2019 to 3.8 in 2020

Source: GMAC Application Trends Survey 2020 | [gmac.com/ApplicationTrends](https://www.gmac.com/ApplicationTrends)

The survey received responses from 1,085 programs at 325 business schools worldwide between July 30-September 14, 2020.

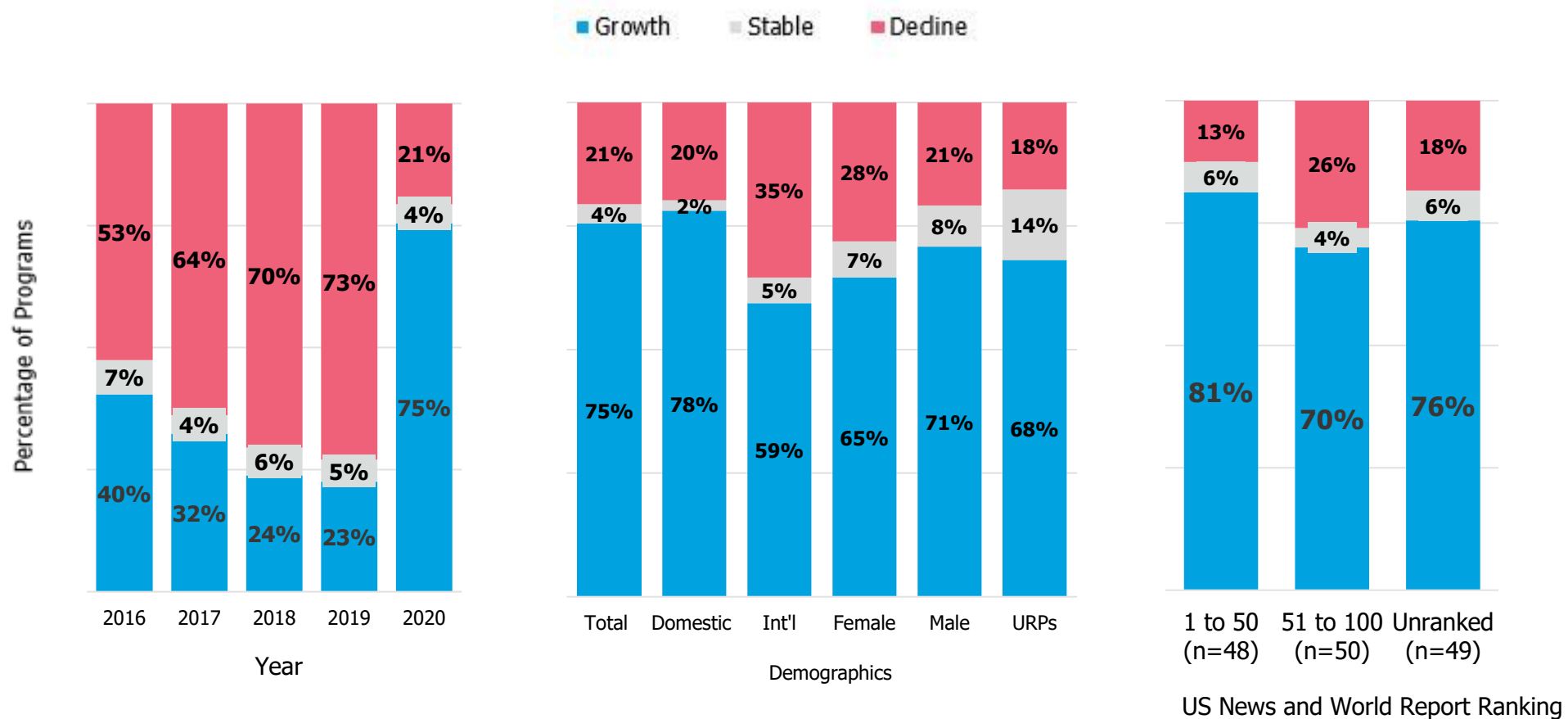
Acceptance Rate is the percentage of total candidates (including deferrals) accepted into the program divided by the total number of completed applications.

Deferral Rate equals the percentage of candidates that will defer divided by the number of accepted candidates.

Yield Rate is the percentage of candidates that will enroll divided by the number of accepted candidates.

Full-Time Two-Year MBA in the US: Higher-ranked schools reporting stronger growth in applications

Relative Year-on-Year Change in Total Applications, Full-Time Two-Year MBA, US

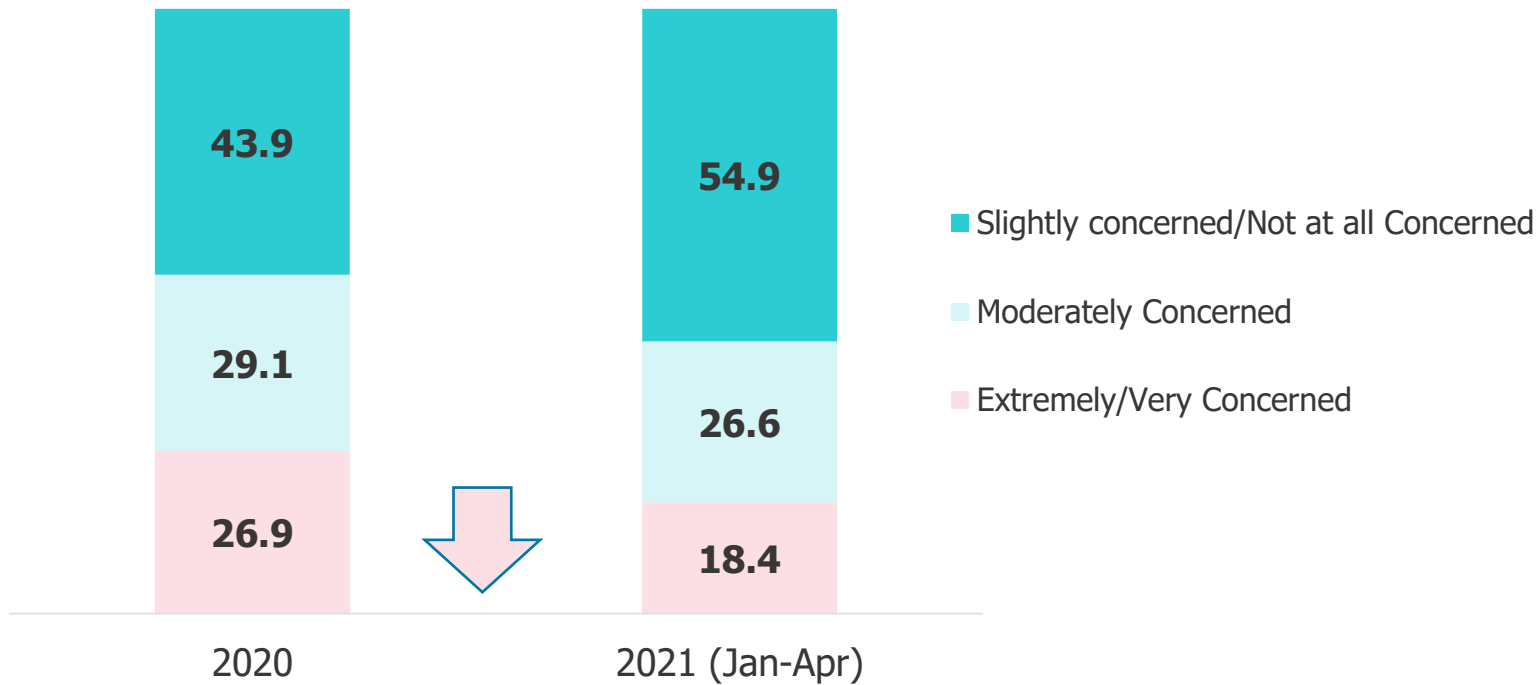


Looking ahead for 2021 and beyond...

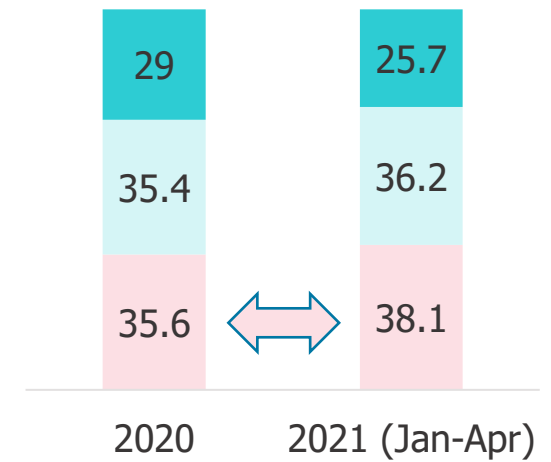


Candidate concerns about the impact of COVID-19 is waning

US Citizens (%)



Citizens of Latin America Region (%)

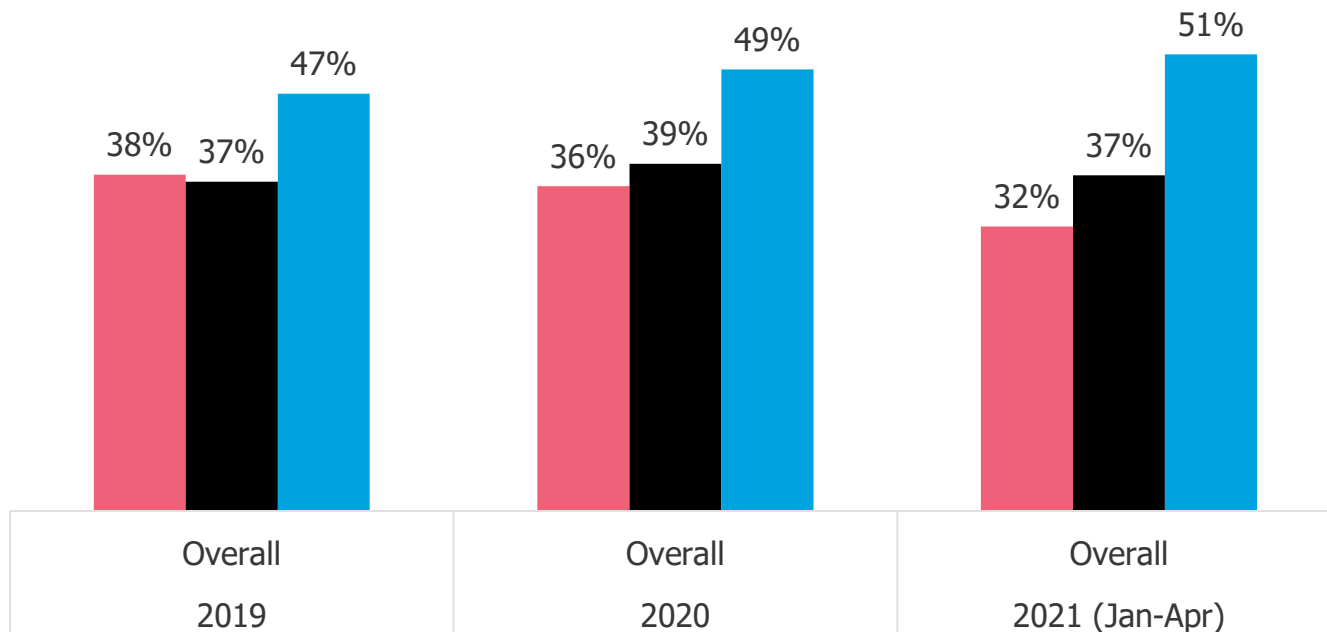


Level of concern about the impact of COVID-19 on pursuing GME

One in three candidates indicate the value of GME for competitiveness in the job market

Triggers to begin journey to a graduate business education
US Citizens

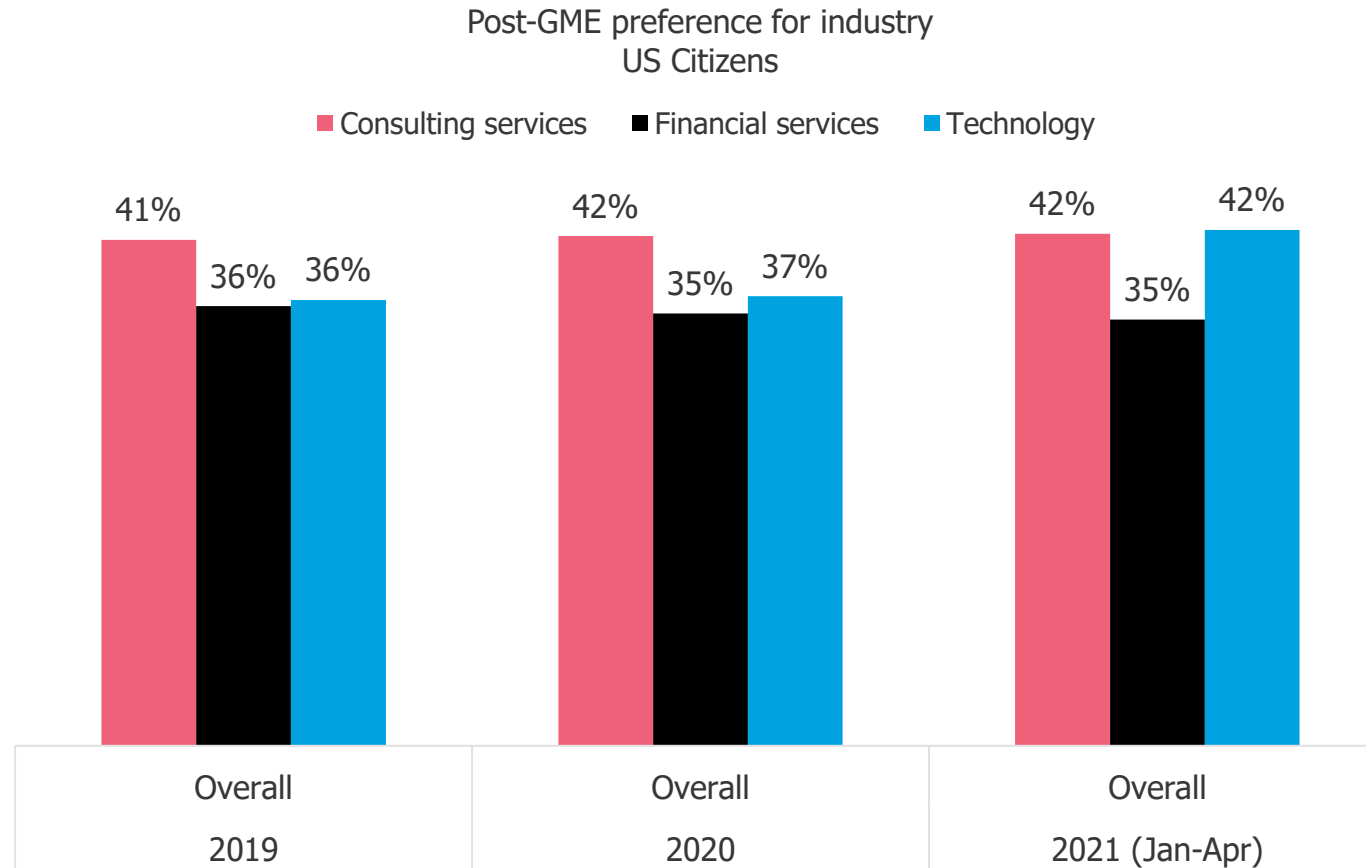
- Convenient time to go to school
- Wanted to apply for a job, but lacked required skills and/or degree to be competitive
- I always planned to pursue a graduate business education at this point



Citizens of Latin America Region:
66% in 2021 vs. 61% in 2019
("always planned...")

32% in 2021 vs. 29% in 2019
("wanted to apply...")

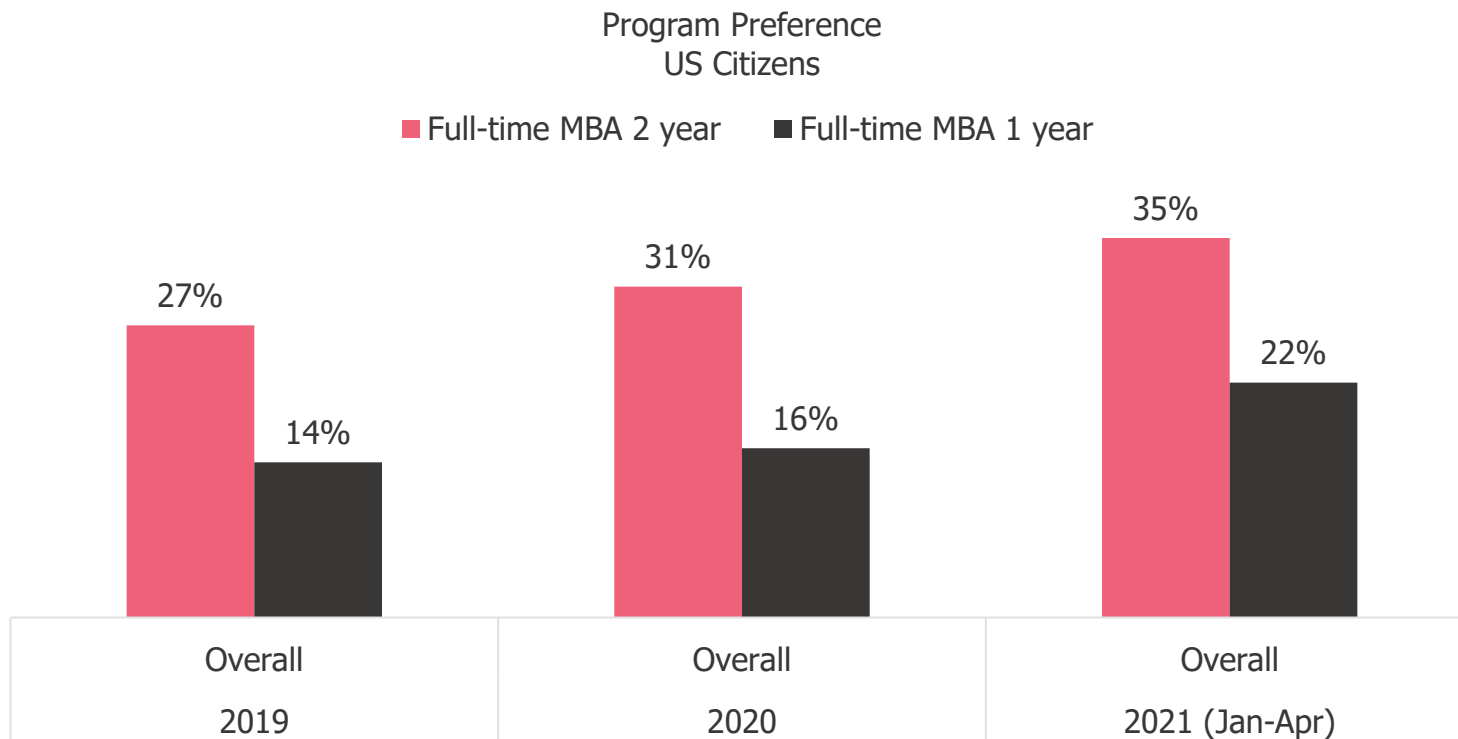
Interest in technology industry has increased while consulting and financial services remain stable



Citizens of Latin America Region:
39% in 2021 vs. 49% in 2019
(Consulting)

40% in 2021 vs. 44% in 2019
(Tech)

Preference for full-time MBAs has increased as more see the need and opportunity to upskill in an uncertain economy



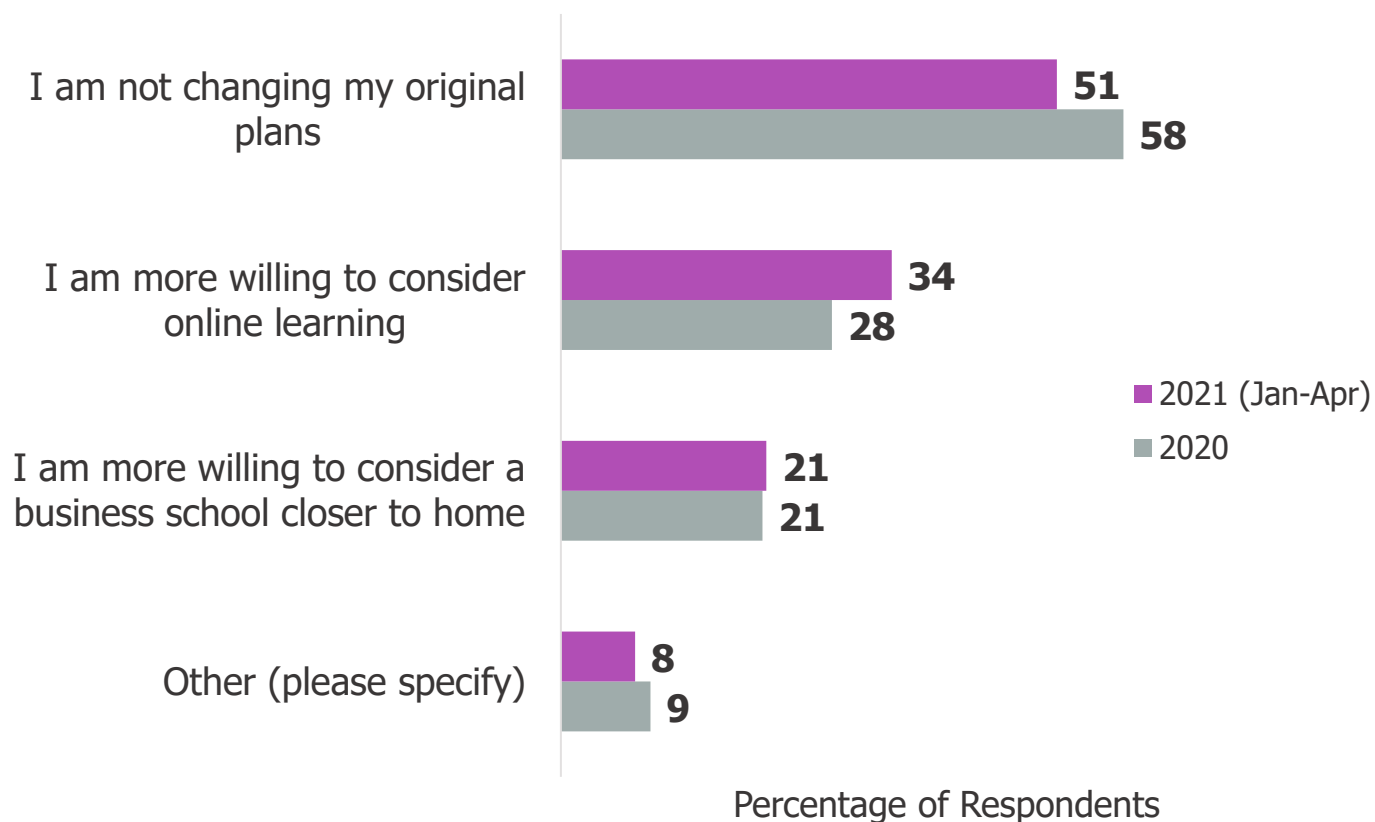
Citizens of Latin America Region:

36% in 2021 vs. 29% in 2019
(2-year MBA)

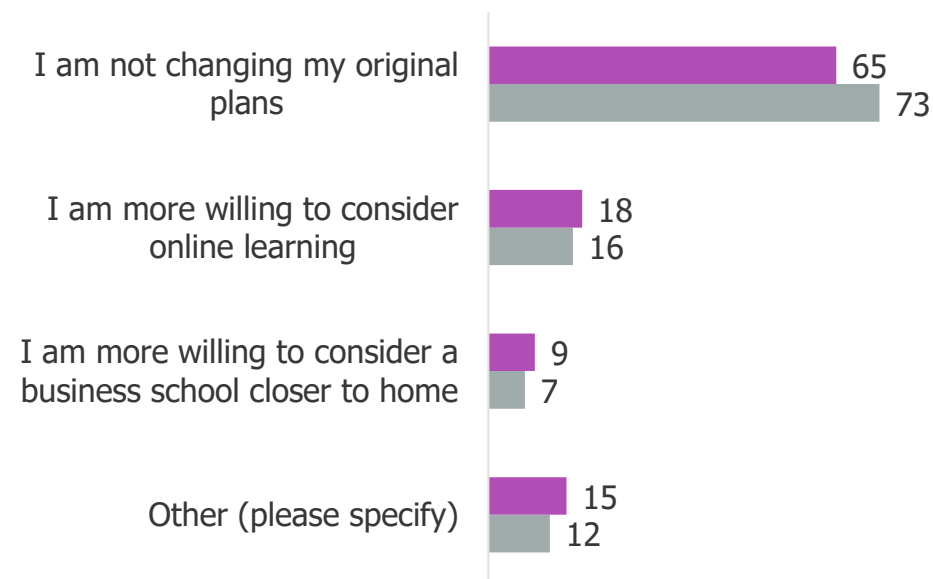
26% in 2021 vs. 31% in 2019
(1-year MBA)

Impact of COVID-19 on business school decision

US Citizens



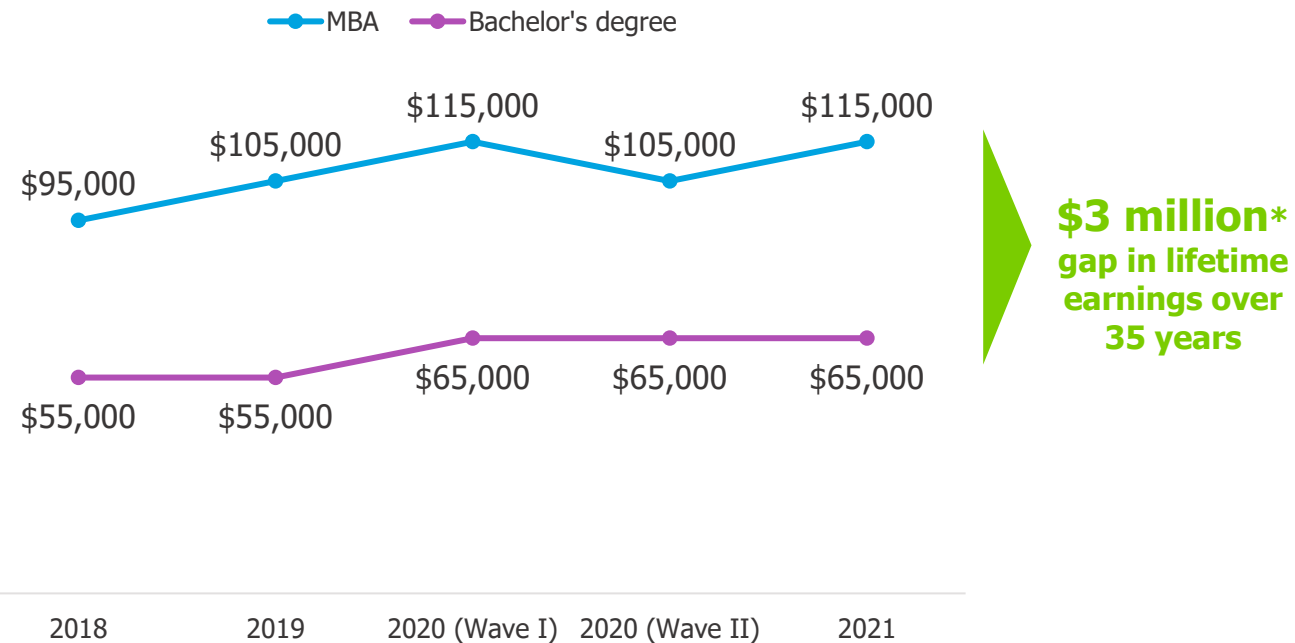
Citizens of Latin America Region





MBA salary premium holds at the pre-pandemic levels

Median Salary, Overall, 2018-2021



Upcoming Report on Corporate Recruiters Survey: June 30

Data for Wave I was collected between February 17-March 17, 2020, and Wave II between June 17-July 17, 2020.
Assumptions for future value calculation: Current age = 30 years; Retirement age = 64 years; Annual raise = 3%
1 Enterprise Transformation and Cost Reduction: Save-to-Thrive During the COVID-19 pandemic, Deloitte (2020)

The “great reset” is shaping journeys...



Demand for graduate management education is up and so is the competition for leading b-schools (deferrals)



Candidates seem to make a trade-off between reputation, affordability and flexibility of programs



While COVID concerns are decreasing consideration for regional/local options

Comments/Questions?

Rahul Choudaha, Ph.D.

**Director of Industry Insights &
Research Communications**

gmac.com/research



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Americas School Insights

Kailin Burns, Market Development Manager

Glenda Lucas, Market Development Senior Manager

Ramnik Aulakh, Market Development Manager

Eric Chambers, Market Development Director



TOP REASONS TO STUDY IN THE U.S. NOW

The United States is home to some of the world's most prestigious business schools, and earning an MBA or business master's from one of them conveys significant benefits:

Return on investment. 90% of alumni report a positive ROI, recouping their investment just a few years.

Career opportunities. Moody's predicts Biden's presidency will create upwards of 18M jobs and low unemployment of ~4% by the end of 2022.

In-demand skills. 90% of corporate recruiters for top global employers say they're confident in graduate business schools' ability to prepare students to be successful in their organizations.

International network. Extensive international network can open important doors for your career and change the way you see the world.

A chance for an international career. Post-degree employment opportunities through the H-1B work visa and earning an MBA from a STEM-designated program in the US qualifies international students for a 24-month extension to their Optional Practical Training (OPT), making for a total of 36 months (3 years).

FULL-TIME MBA STEM PROGRAMS

(Track, Major, Concentration, or Entire Program)



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TESTING DURING A PANDEMIC

Worldwide

Total: 21% ▼
Women: 23% ▼
≥700: 16% ▼

Percentage Change of GMAT Unique Score Senders by World Region, TY2019 vs TY2020

Canada

Total: 15% ▼
Women: 13% ▼
≥700: 3% ▼

United States

Total: 27% ▼
Women: 28% ▼
≥700: 18% ▼

Americas

Total: 26% ▼
Women: 27% ▼
≥700: 17% ▼

LATAM

Total: 14% ▼
Women: 15% ▼
≥700: 7% ▼

Europe

Total: 11% ▼
Women: 12% ▼
≥700: 2% ▼

Middle East & Africa

Total: 24% ▼
Women: 23% ▼
≥700: 14% ▼

Asia-Pacific

Total: 19% ▼
Women: 21% ▼
≥700: 18% ▼

Timeline

February

Mainland China
TCs closing began

March

Worldwide TC
closings

April 20th

1st GMAT Online
test delivered

TESTING DURING Q1 2021

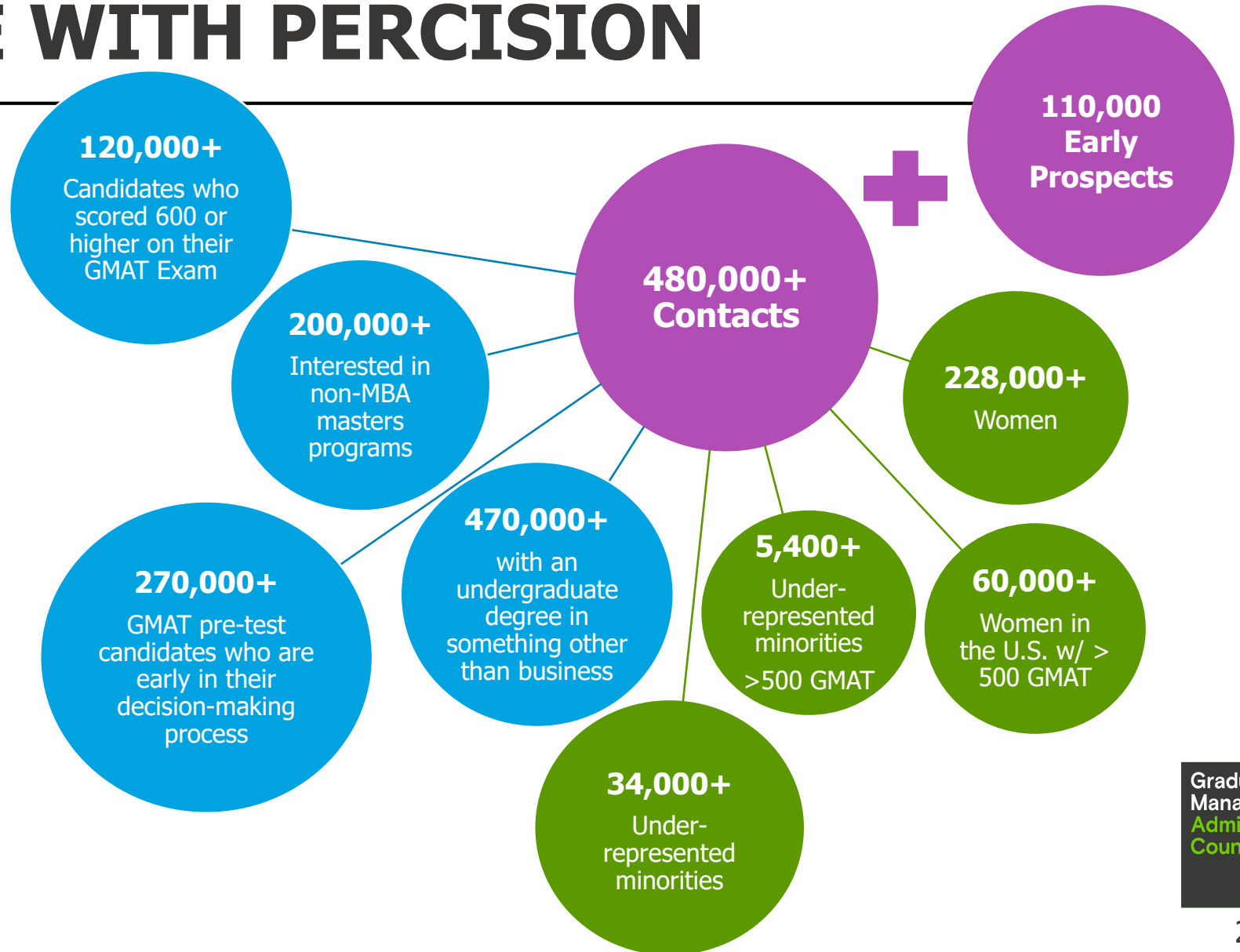
GMAT Testing Volume (Q1)	2020	2021	Δ
Worldwide	35,360	37,750	▲ 7%
US	13,700	10,980	▼ 20%
Non-US	21,660	26,770	▲ 24%
Americas	16,260	13,520	▼ 17%
APAC	11,650	15,430	▲ 32%
Mainland China	4,299	6,532	▲ 52%
India	4,218	6,471	▲ 53%
EMEA	7,420	8,810	▲ 19%

U.S. and Americas testing volume is likely impacted by school test waivers / optional policies, as the **GME pipeline is healthy** according to other predictive measures which are up (some significantly) vs. 2020.

- Web uniques and registrants
 - mba.com
 - bb.com
 - TMBAT.com
 - nmat.org
 - callingaloptimist.com
- GMASS opt-in
- Free prep use
- Paid prep purchases

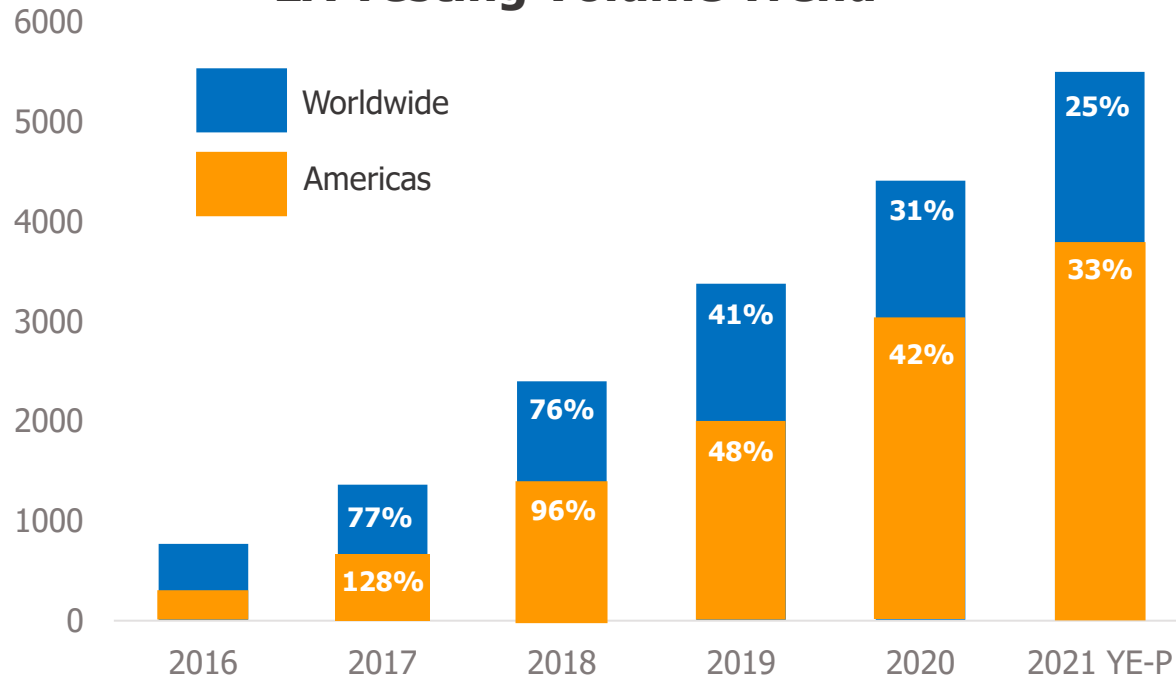
RECRUIT DIVERSE CANDIDATES WORLDWIDE WITH PERCISION

- Our database of ~600,000 GMAT and mba.com registrants allows for precise recruiting.
- Connect with the largest global source of aspiring candidates who have unique qualifications and backgrounds.
- More than 30 search criteria to refine or broaden outreach.



EXECUTIVE ASSESSMENT CONTINUES TO GROW

EA Testing Volume Trend



*EA online option launched May 2, 2020.
57% of test takers worldwide and
62% of test takers in the Americas
 have **chosen online** option since launch*

*Q1 '21 vs. Q1 '20:
Up 54% worldwide
Up 56% Americas*

Accepted by:

218 Programs at 106 Schools - Worldwide
155 Programs at 67 Schools - Americas
 Including 9 USNWR Top 25 FT MBA programs

EA Test Taker Survey Results

- **Over 75%** said the option to take the EA was a **factor in deciding where to apply**
- Most attractive features of EA
80% referenced **shorter length**
63% referenced **less prep time**

Source: 2020 EA Test Taker Candidate Surveys

Accepted by 200+ programs at 100+ schools globally: 106 EMBA, 46 PTMBA, 22 FTMBA, 11 Online MBA, 22 MS & 2 PhD

Americas



<https://www.gmac.com/executive-assessment/about/accepting-schools>

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Accepted by **200+ programs** at **100+ schools** globally: **106 EMBA, 46 PTMBA, 23 FTMBA, 11 Online MBA, 22 MS & 2 PhD**

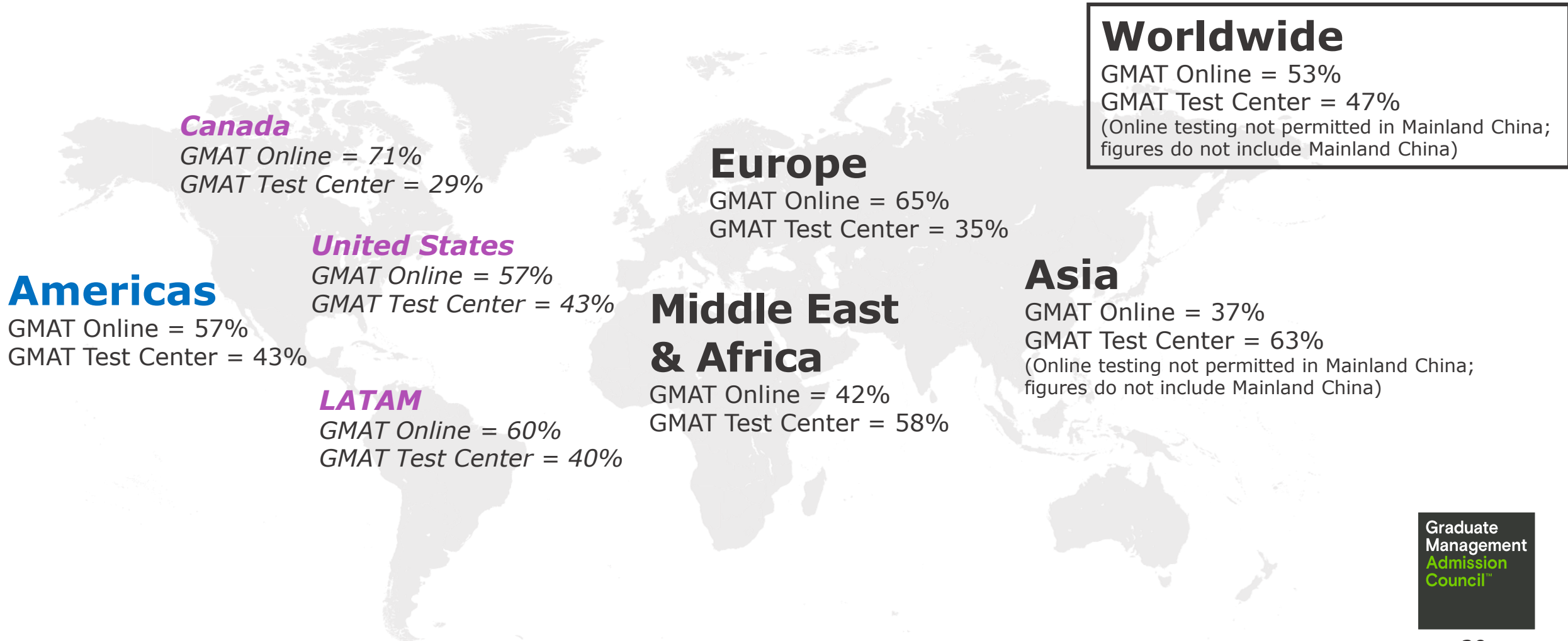
Executive MBA	Part-Time MBA	Non-MBA Masters & PhD/Doctoral	Full-Time MBA	Online MBA
Binghamton	Texas Christian	Belmont (2)	Belmont	Carnegie Mellon
Boston U.	U. Alberta	Carnegie Mellon	• Accountancy	Oregon State
Case Western	U. Calgary	Case Western	CUNY Baruch	Quantic
Chapman	U. California – Berkeley	Emory	• Finance	Rice
Columbia (5)	U. California - Irvine	Fordham	Duke	Southern Methodist
Concordia-Canada	U. California - Los Angeles	George Mason	• Health Analytics	Tecnologico de Monterrey
Cornell (3)	U. Chicago (3)	Georgetown	Georgetown	U. Michigan
CUNY - Baruch (2)	U. Colorado-Boulder	• Internal Policy and Business	MIT	U. Minnesota - Twin Cities
Duke (2)	U. Hawaii at Manoa	MIT	• Sloan Fellow	U. Southern California
Emory (2)	U. Iowa	NYU	• Quantitative Management	U. Washington
Fordham	U. Minnesota - Twin Cities	• MSx Program	Stanford	Valparaiso
Georgetown	U. Nevada, Las Vegas	• Business Management	Tecnologico de Monterrey	
McGill-HEC Montreal	U. Nevada, Reno	• Energy Management	• Finance	
MIT	U. North Carolina - Chapel Hill	• PhD/Doctoral (2)	Texas Christian	
Northwestern	U. Notre Dame (2)	• Supply Chain Management	• Accounting	
NYU	U. Pennsylvania (2)	U. Toledo	• Sales Leadership	
Ohio State	U. San Francisco	U. Virginia	• Darden & McIntire - Business Analytics	
Quantic	U. Texas-Austin	• McIntire - Management of IT		
Queens	U. Toledo			
Rice	U. Virginia-Darden (2)			
Rutgers	U. Washington (2)			
Santa Clara	U. Wisconsin-Madison			
Seattle	Vanderbilt (2)			
Southern Methodist	Yale			
Tecnologico de Monterrey (2)	York			

Americas

NOTE: () indicates the number of programs

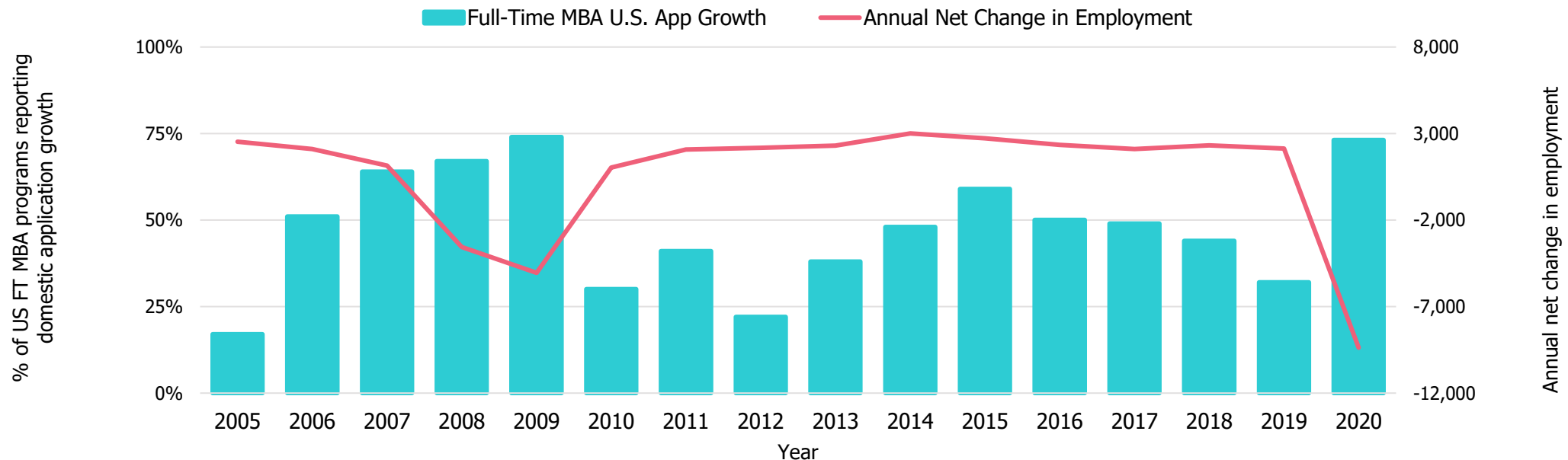
ASSESSMENT DELIVERY PREFERENCE BY REGION

Jan-Apr 2021



MOST COMPETITIVE YEAR EVER?

Historical trends show that U.S. full-time MBA application volumes grow in years when the annual net change in employment declines



Pearson's r = -0.69

GMAC Application Trends Survey and US Bureau of Labor Statistics, Payroll Employment.



FOCUS ON WAIVERS

ENVIRONMENT

- COVID
- Peers (competition)
- University decisions

Why are
U.S. schools
waiving
tests?

DOMESTIC

- Inequality
- Testing Apprehension

ENROLLMENT

- Class size / Additional cohorts
- Pressures on budgets (ExecEd)

School	USNWR	Waiver Requirement (FTMBA)
Stanford (GSB)	1	
UPENN (Wharton)	2	
Chicago (Booth)	3	
Northwestern (Kellogg)	4	
Harvard (HBS)	5	
MIT (Sloan)	5	Test optional; University decision
Columbia (CBS)	7	
UC Berkeley (Haas)	7	
Yale (SOM)	9	
Dartmouth (Tuck)	10	
NYU (Stern)	10	
Duke (Fuqua)	12	
Michigan (Ross)	13	Evidence of academic readiness for rigorous program
Virginia (Darden)	13	Case-by-case basis; Evidence of academic readiness
Cornell (Johnson)	15	Essay required: Evidence of academic readiness
Carnegie Mellon (Tepper)	16	Evidence of advanced quantitative skills
USC (Marshall)	16	
UCLA (Anderson)	18	
UT Austin (McCombs)	18	COVID waiver
UNC (Kenan-Flagler)	20	Evidence of advanced quantitative skills

PROGRAM SCAN SUMMARY

USNWR (1-25)

Program Type	Total	% Offering	% Require Test or Offer Waiver	Average Class Size
FTMBA	26	100%	96%	377
PTMBA	16	62%	100%	271
OMBA	7	27%	100%	187
EMBA	21	81%	52%	116
Accounting	12	46%	92%	112
Management	6	23%	83%	109
Finance	11	42%	82%	95
BusAnalytics	13	50%	85%	86
Marketing	4	15%	100%	40
PhD	20	77%	90%	30

Requirement for Waiver:

Academic*	80%
Non-Academic	0%
Either	20%

*Proof of academic preparedness

PROGRAM SCAN SUMMARY

USNWR (26-50)

Program Type	Total	% Offering	% Require Test or Offer Waiver	Average Class Size
PTMBA	19	83%	79%	207
OMBA	16	70%	63%	197
Accounting	22	96%	82%	130
FTMBA	23	100%	83%	113
Finance	20	87%	80%	94
BusAnalytics	21	91%	90%	77
Marketing	8	35%	50%	73
Management	10	43%	50%	63
EMBA	19	83%	16%	62
PhD	18	78%	78%	51

Requirement for Waiver:

Academic*	39%
Non-Academic	0%
Either	61%

*Proof of academic preparedness

PROGRAM SCAN SUMMARY

USNWR (51-75)

Program Type	Total	% Offering	% Require Test or Offer Waiver	Average Class Size
OMBA	15	71%	47%	328
FTMBA	21	100%	71%	235
PTMBA	20	95%	55%	184
Finance	15	71%	53%	86
Accounting	21	100%	62%	68
BusAnalytics	18	86%	39%	67
PhD	14	67%	93%	40
EMBA	17	81%	35%	38
Marketing	2	10%	50%	30
Management	5	24%	60%	22

Requirement for Waiver:

Academic*	36%
Non-Academic	0%
Either	64%

*Proof of academic preparedness

BEYOND THE HEADLINES: SCHOOLS ARE FOCUSED ON ACADEMIC PREPAREDNESS

Cornell Johnson Joins Schools Waiving GMATs & GREs For Admission

BY: JOHN A. BYRNE ON FEBRUARY 04, 2021 | 1 COMMENTS 6,312 VIEWS

Cornell

"In response to continued hardships **caused by the COVID-19** pandemic, and as we continue to debate the value of a GMAT/GRE score as a predictor of future academic and career success, Cornell Johnson is offering candidates of the Full-Time MBA **2020-2021 application cycle** the ability to request a GMAT/GRE test waiver, without negative bias."

...To gain a waiver, applicants **must submit a short 100-word statement** that describes their "personal circumstance" as well as "a clear and compelling argument" for why they would flourish in Johnson's **rigorous academic environment**.

Notre Dame's MBA Programs Go Test-Optional

BY: JOHN A. BYRNE ON FEBRUARY 10, 2021 | 0 COMMENTS 1,276 VIEWS

Notre Dame

Mendoza attributed its change of heart to "the global pandemic and its continuing impact on many of MBA applicants," though it also expects the change to **increase its effort to recruit and enroll a more diverse pool** of MBA students.

...The business school's **decision is in line with the university's test-optional policy for undergraduate admissions** through the 2022-2023 application cycle. Mendoza's test-optional policy is in effect for the **2020-2021 MBA admissions cycle**, although the school says it will continue to evaluate the situation to consider long-term changes to its test policies.

BEYOND THE HEADLINES: SCHOOLS ARE FOCUSED ON ACADEMIC PREPAREDNESS

M | MICHIGAN ROSS

If your ability to successfully complete standardized test requirements has been **impacted directly or indirectly by the pandemic**, applying for a waiver might be appropriate.

The GMAT and GRE **standardized tests are used** as one of multiple factors to **determine your readiness for the academic rigor of our program**. If you would like to apply for a test waiver, we will look closely at your academic and professional accomplishments, including but not limited to:

- Strong undergraduate or graduate record, especially in analytical or quantitative courses
- Master's degree in an analytical or quantitative discipline
- CPA, CFA, or international equivalent
- At least five years of progressive post-undergraduate, full-time work experience in an analytical or quantitative field
- Strong performance on an expired GMAT or GRE
- Strong performance on the Executive Assessment

Candidates demonstrating multiple academic and/or professional accomplishments as listed above are more likely to be granted a waiver.



Standardized tests, such as GMAT, GRE, EA, TOEFL, IELTS, are a component of the application process and **play an important role in our holistic evaluation process**. However, in view of challenges brought about by the coronavirus pandemic, we will allow candidates for the **2020-21 admission cycle** to submit their application without the test and review their submitted material as is and without negative inferences. If admitted, candidates will not be required to take a test.

Additionally, applicants are welcome to submit other pieces of evidence, such as expired test scores (GMAT, GRE, EA, etc.); MITx MicroMasters, CORE, edX, MBAMath, or any other non-degree coursework completed; or certifications earned such as CPA, ACCA, CFA, etc; **all of which may assist the Admissions Committee in its evaluation process**.



Kellogg Admissions Criteria

"Kellogg has continued to monitor the access to GMAT/GRE testing due to COVID-19. **With the opening of many testing centers across the country and the enhancements made for online testing options, Kellogg will require a GMAT or GRE test score for applicants.**

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ASSESSMENTS HELP CANDIDATES AND SCHOOLS IN MULTIPLE WAYS: **Confidence, Efficiency, Objectivity**



Valid, Reliable Predictor of Preparedness Across Diverse Backgrounds



Objective Predictor of Preparedness Across Diverse Backgrounds



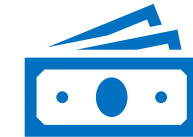
Efficient Predictor of Preparedness Across Diverse Backgrounds



Opportunity to **Standout** and highlight **Quality**



Helps **Prepare** for Business School



Helps to Identify **Scholarships**



Identifies Needs for Additional Support



Demonstrates Commitment to GME



Helps **Secure** Job Interviews

9 in 10 applicants to top 100 ranked MBA programs apply with an admissions test score. Of those applicants, 7 in 10 use the GMAT exam*

**Refers to programs ranked in the Financial Times Global MBA Ranking 2020. Data from the Application Trends Survey 2020.*

VALUE OF ASSESSMENTS

Test scores are an important part of a holistic admissions review process. They enable us to make admissions decisions more effectively in a number of key ways.

- First, because they're validated to **predict performance** in the first year of an MBA program, they help us identify candidates who will be successful in the program – which is just one thing we look for in candidates, but it's an important one.
- Relatedly, test scores are standardized across all applicants, so they can help us **evaluate across a broad applicant pool** and among individuals whose candidacies might otherwise be quite different academically, professionally, and otherwise.
- Test scores can also help us get comfort about the level of academic preparation for candidates whose **undergraduate records might be less strong** than we would otherwise prefer.
- And they can be a factor in evaluating not only who to admit, but who to **award scholarships** as well.
- Finally, for applicants who are on our waitlist, a new test score is one of the ways to improve one's candidacy for admission – even the act of **re-taking a test can be a positive signal**, independent of the actual score itself.



Bruce Delmonico
Assistant Dean of Admissions
Yale School of Management

Thank You

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GMAT Update

Anjali McKenzie

Senior Product Manager, GMAT



Agenda & Purpose

Agenda

- GMAT Trends – Global and Americas
- GMAT Online Exam – Updates
- GMAT Exam – Test Center or Online
- Looking Forward – 2021 and Beyond
- Q&A

Goals

Inform

Provide an update on the GMAT exam

Listen

Understand your unique questions, needs, and perspectives

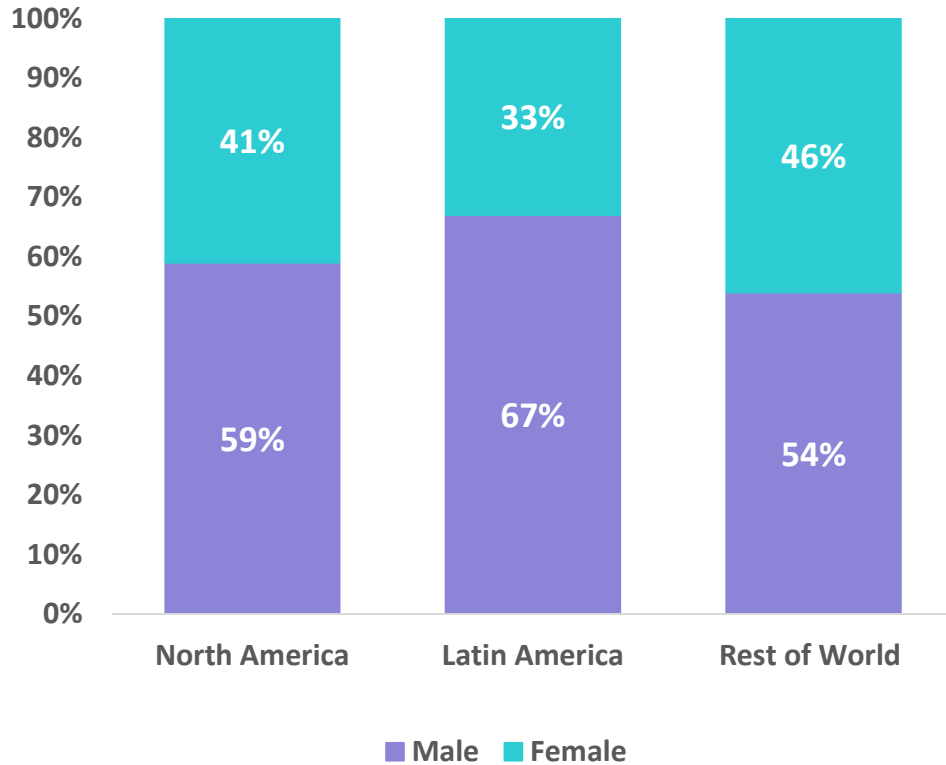
Engage

Discuss how to grow the GMAT Program in North America and Latin America

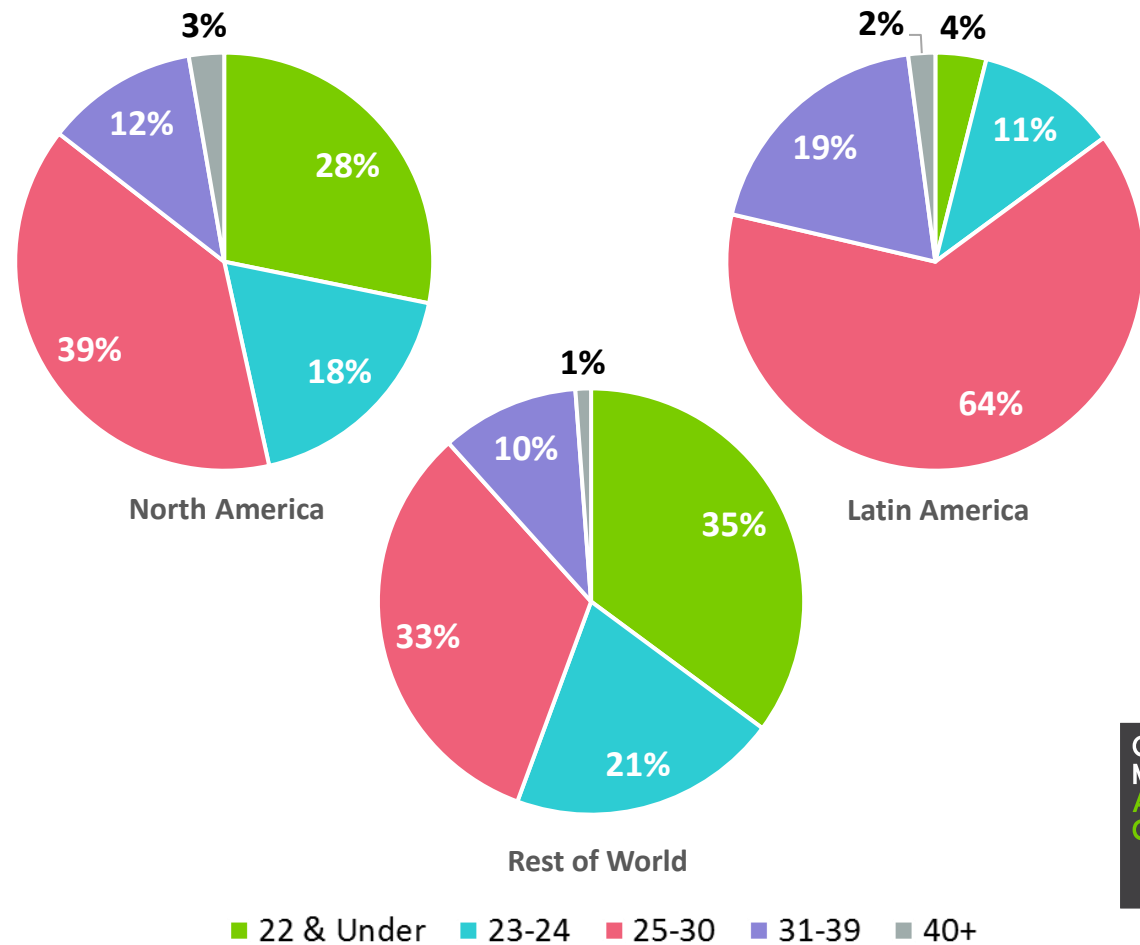
GMAT Trends – Global and Americas

GMAT Testing Trends

3-year GMAT Gender Split: 2018-2020



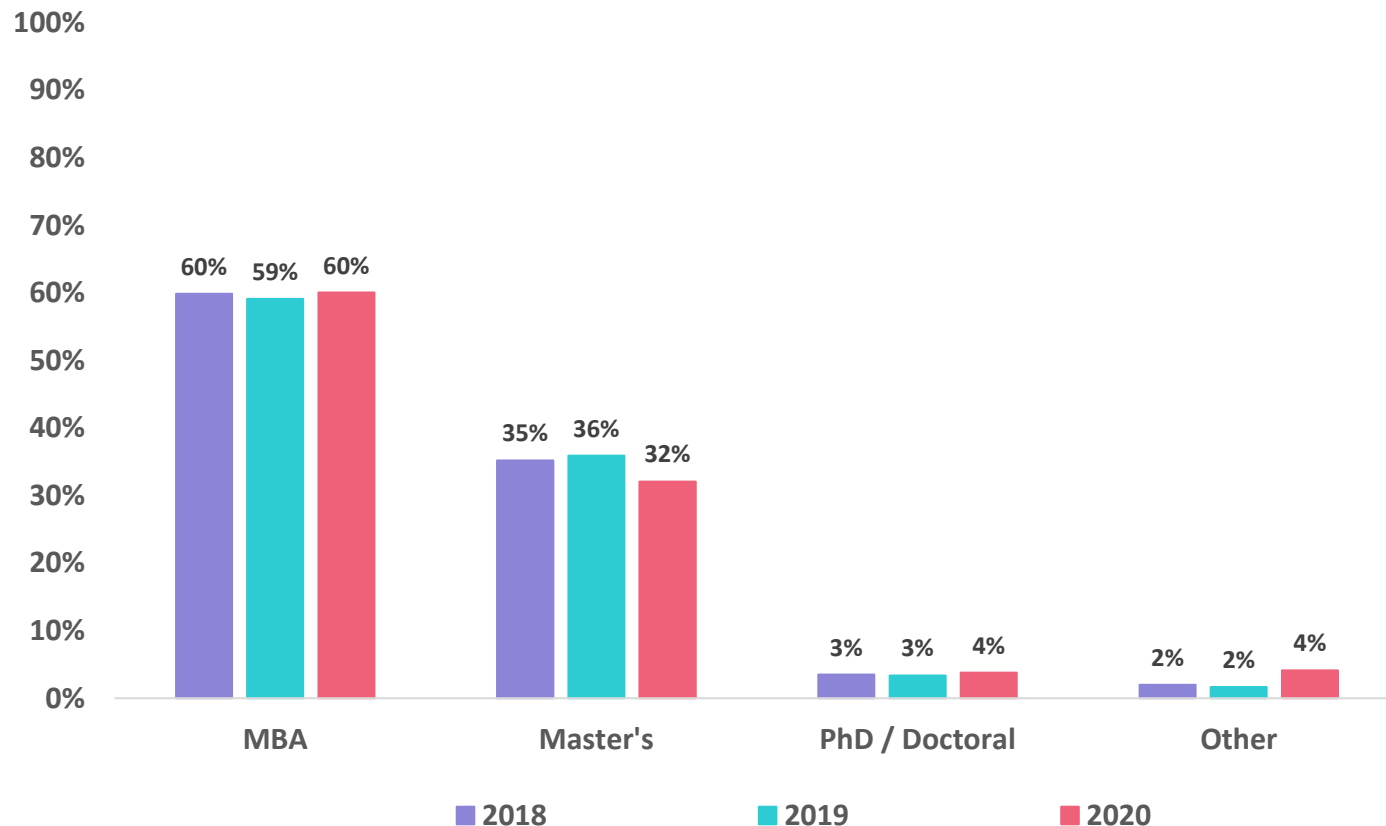
3-year GMAT Age Breakdown: 2018-2020



Score Sending by Program Type

All Test Takers

3-year GMAT score sending: Program Type, ALL test takers

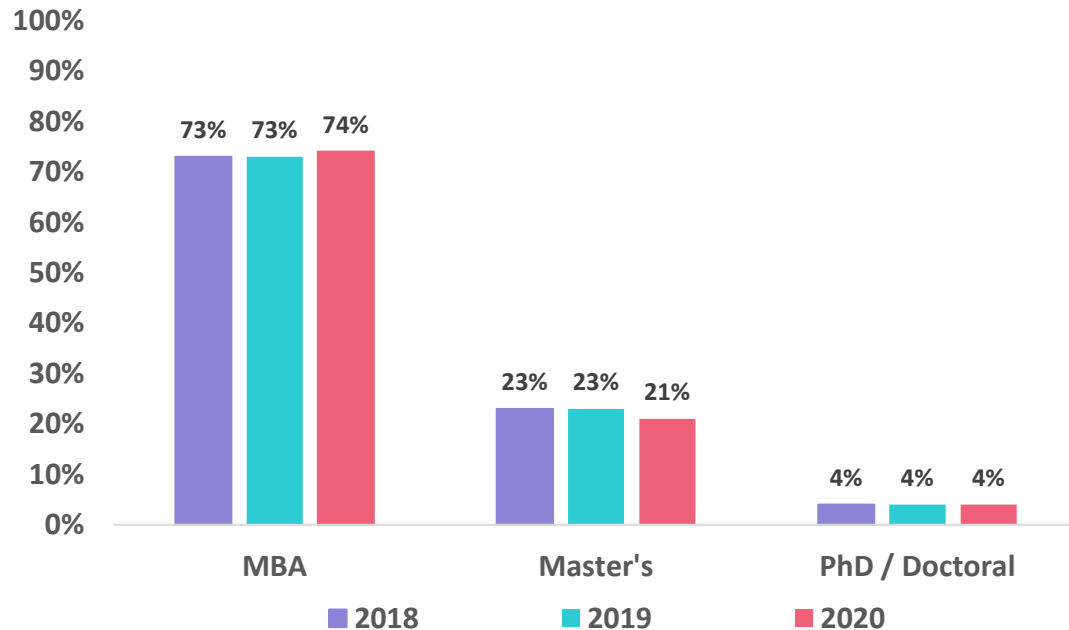


- MBA interest stable
- Many Pre-Exp Master's grads coming back for MBA later in career
- Growth in Certificate Programs across Europe contributing to increase in "other" category and may be taking away from interest in Master's

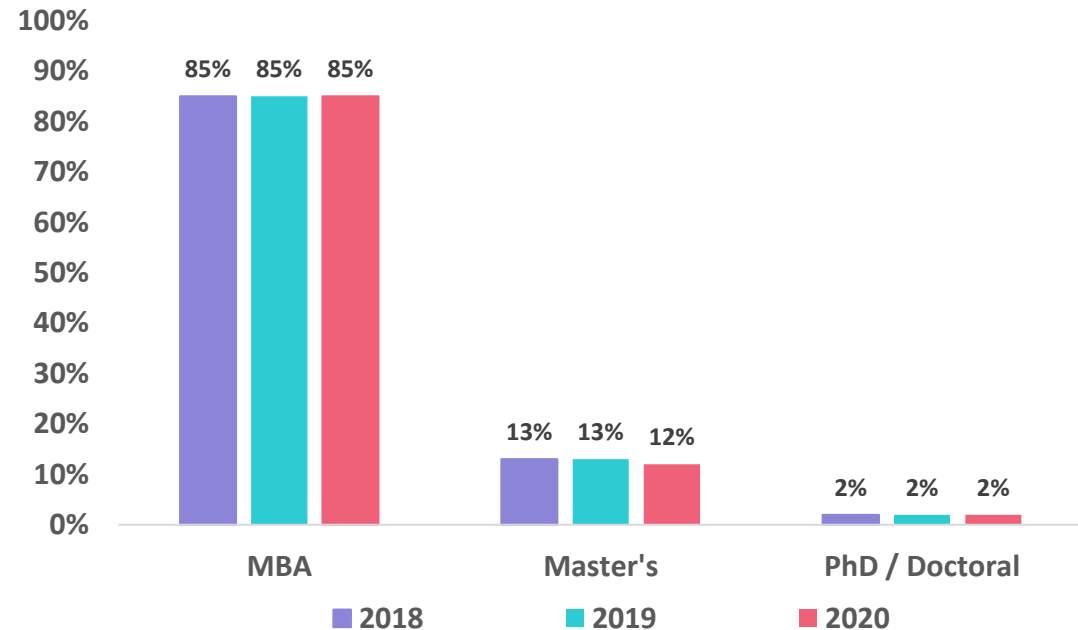
Score Sending by Program Type

N. America & L. America Test Takers

3-year GMAT score sending: Program Type
North American Test Takers



3-year GMAT score sending: Program Type
Latin American Test Takers

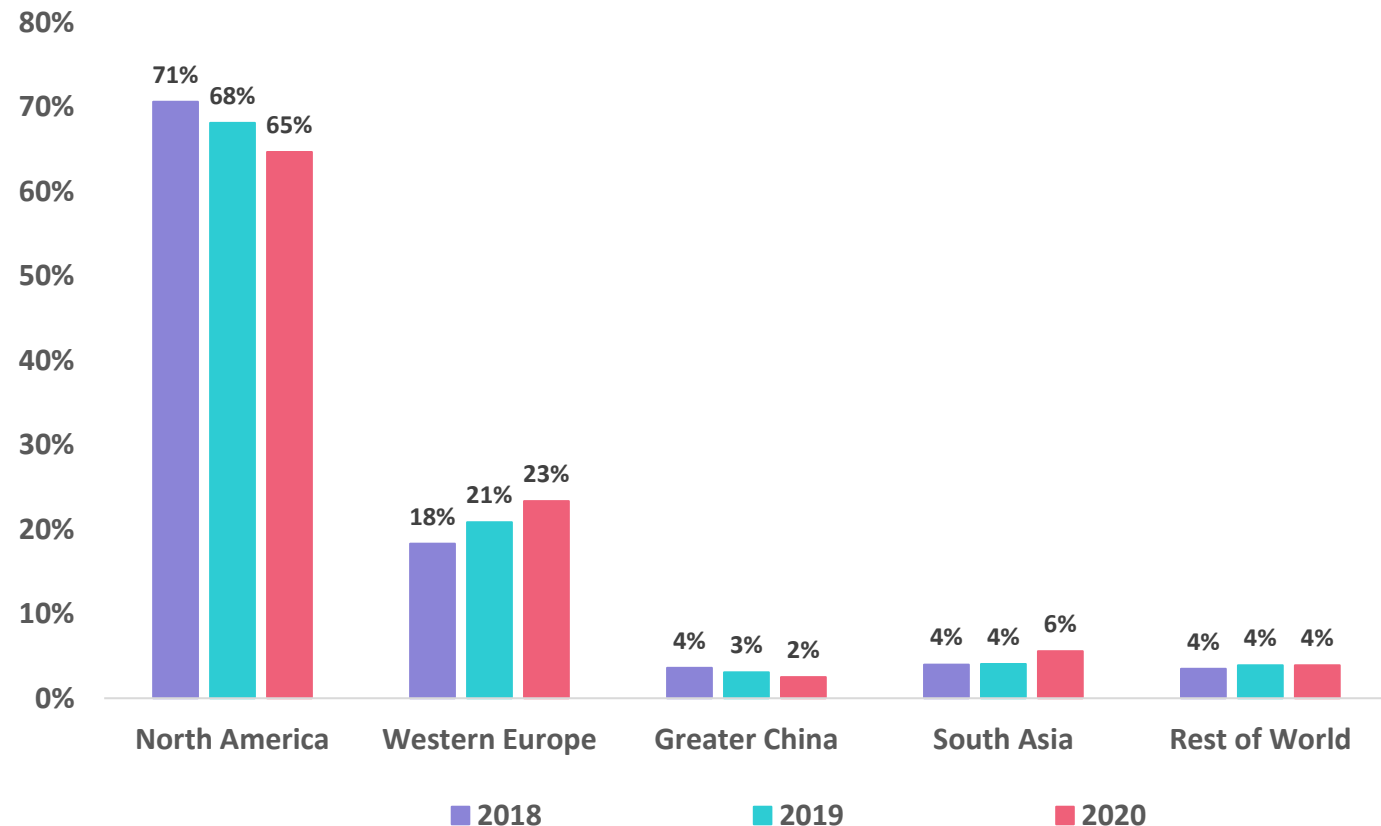


- MBA still reigns supreme in North America and Latin America
- "Other" programs remain <1%

Score Sending by Program Location

All Test Takers

3-year GMAT Score Sending: Program Location, ALL test takers

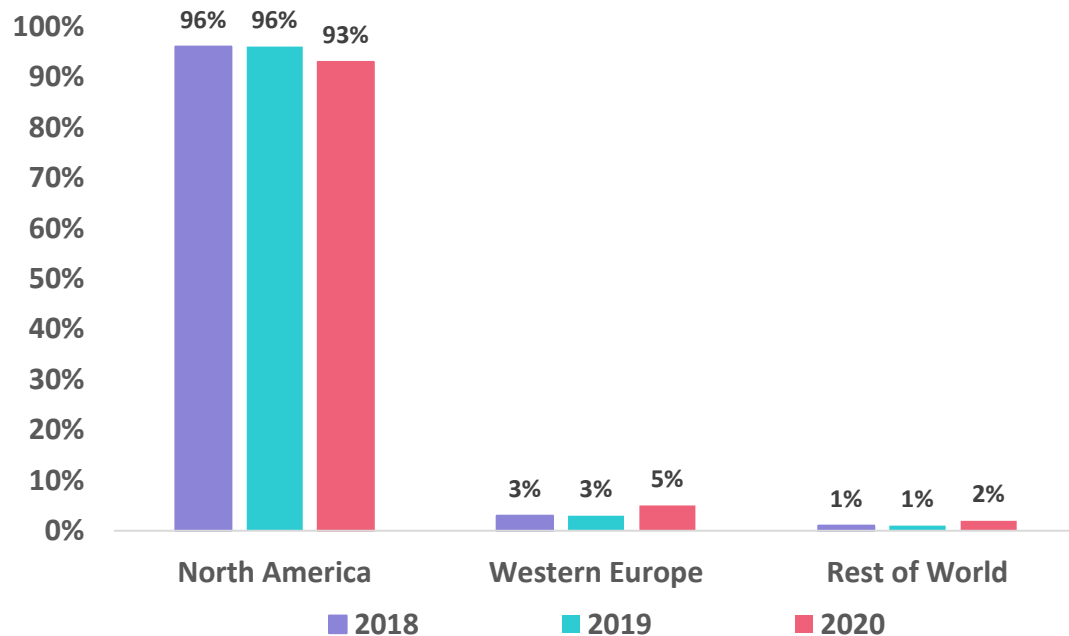


- Interest in European programs continues to grow
- Decline in interest in North American programs resulting from immigration challenges
- Uptick in interest in programs located in South Asia – may be due to limited mobility as a result of COVID-19

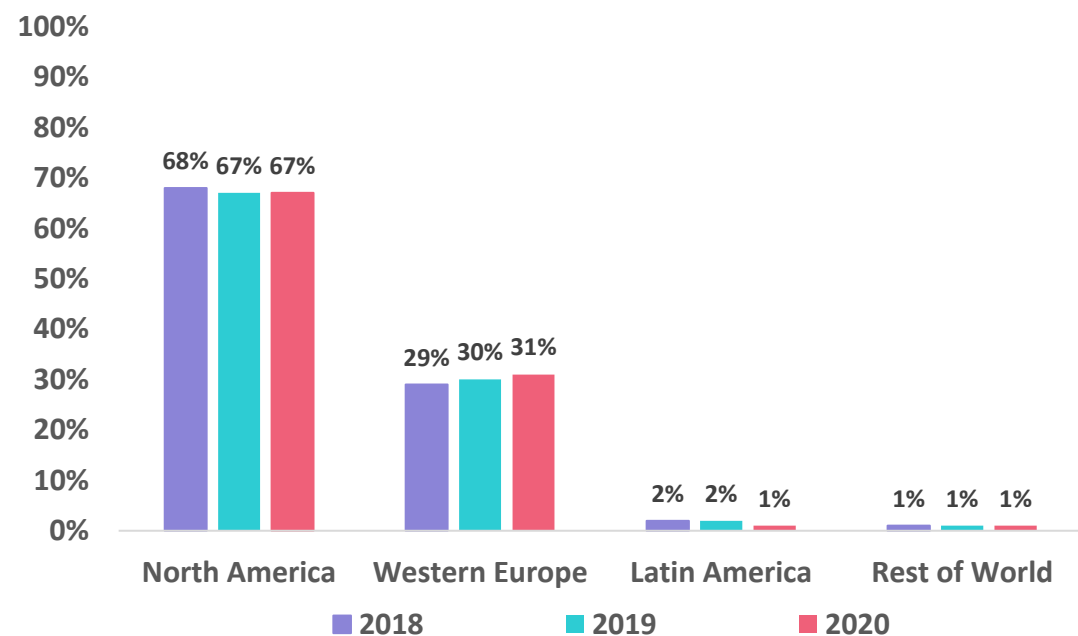
Score Sending by Program Location

N. America & L. America Test Takers

3-year GMAT score sending: Program Location
North American Test Takers

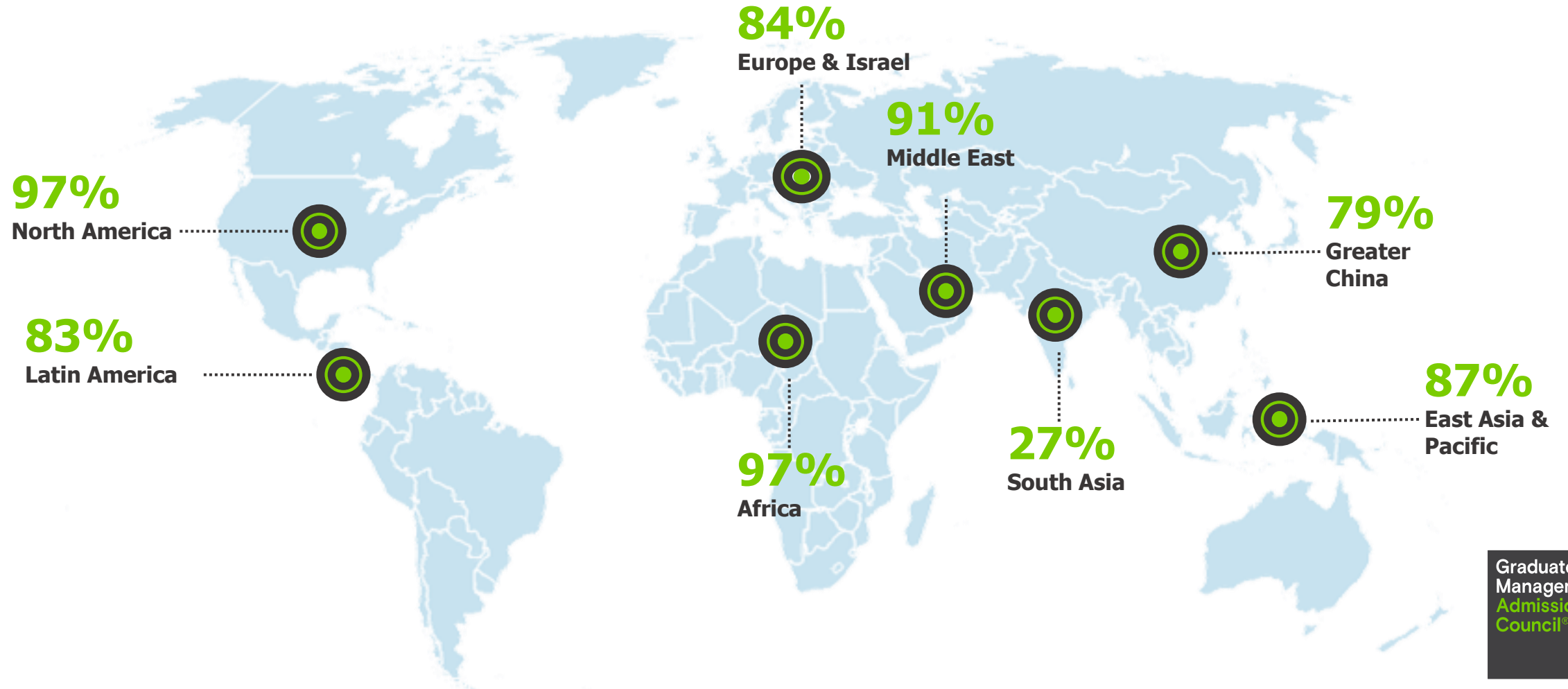


3-year GMAT score sending: Program Location
Latin American Test Takers



- Interest in European programs saw some growth for Test Takers in North America in 2020
- In Latin America, European programs make up 30% of score sending, while North America remains the majority

GMAT Test Center Operating Status



2020 Summary

- **COVID-19 Impact**

- Shut down of Test Centers globally impacting domestic and global test-taking
- Health and safety concerns with testing in-person, and travelling for international candidates
- Uncertainty of b-school programs: in-person or online courses, delayed start dates, etc.

- **Geo-political climate in the US**

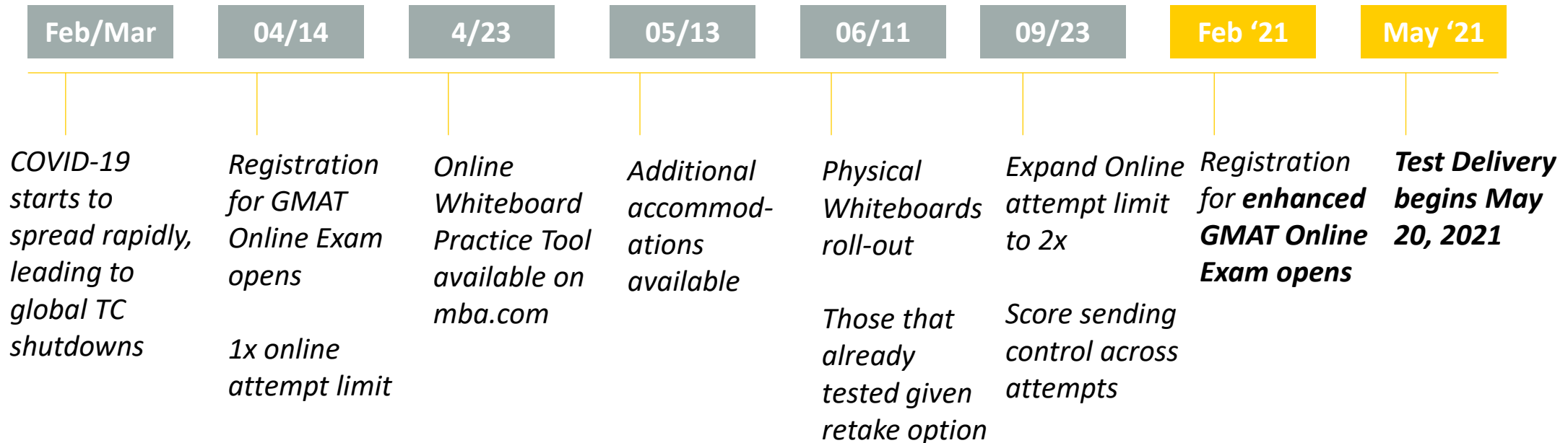
- Immigration challenges
- “Wait and see” mentality with 2020 presidential election in the US

- **Overall, reduced mobility in 2020**

- May have led to greater domestic demand from traditionally outbound candidates
- Created growth opportunity for domestic/regional programs

GMAT Online Exam – Updates

GMAT Online Journey



Same Exam. Delivered Differently.

It's the same exam...

- ✓ Purpose, skills, exam content and structure
- ✓ Scoring methodology, algorithm and score scales
- ✓ Control and flexibility of your score(s)
- ✓ Integrity, trust and credibility

...delivered Online

- Delivery model and test taking experience – in the comfort of your own home
- Check-in processes and security protocols
- Test Administration – remote human proctor + video recording

The Choice is Yours!

Things to Know



The cost is **USD \$250** each time you test



Register on **mba.com** through My Account; can take up to **2 times**



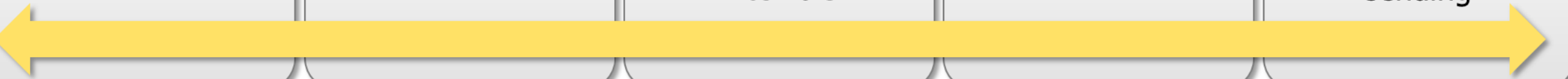
Appointment slots are available **around the clock** in **30-minute** intervals



Scores are valid for **5 years**



Preview Unofficial Scores & complimentary unlimited score sending



Accommodations Available



- Extended Time (50% and 100%)
- Extended Breaks
- “Comfort Items” (e.g. medication, glucose meter, etc.)
- Check mba.com for additional Test Center-specific accommodations



- Same request, review & approval process via mba.com
- Test Center – call to schedule; Online – self-service registration available (approved accommodations noted in profile)
- Note: accommodations are approved at the Candidate level and are valid for 2 years

Checking-In and Getting Started

Before The Exam

- Review ID requirements and ensure ID on test day matches the one uploaded at registration
- Check the system and workspace requirements
- Run **System Test***
- Download and install **Secure Browser***

Pre-Check

- Confirm that you have the latest secure browser installed
- Run System Test and confirm hardware / internet connection still meets requirements
- Answer security questions entered during registration and agree to Test Taker Rules

Proctor Check-in

- Proctor ID validation
 - Check photo ID
 - Confirm ID matches registration & is same as candidate sitting for exam
- 360-degree scan via webcam of desk and workspace
- Confirm no other applications are running

Start Exam

- Proctor launches exam
- Required to keep live video feed on
- Show Physical Whiteboard at start of exam, before each break, and end of exam
- Raise hand or type in chat box to communicate with Proctor

* To ensure the workstation is compatible; candidates should go to mba.com/gmatonline for system check and secure browser file links

Viewing and Sending Scores



Preview your Unofficial Score at end of exam (Q/V/IR/Total)



Email notification of Official Score ready, within 7 business days



Access your Official Score via your mba.com account



Review your score; flexibility to send either / both score(s)







Unlimited and complimentary score sending







Scores made available to programs within 8 hours of request

Ensuring a Fair and Secure Exam Experience



Before The Exam

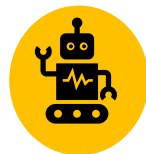
-  ID verification
-  Security screening questions
-  Workspace and environment review
-  Close all applications

During the Exam

-  Lockdown browser
-  Live human proctor
-  Live video & recording
-  Physical Whiteboard checks

After the Exam

-  Video reviews
-  Post-exam forensics



AI tools for ID authentication, ID matching, detect irregularities

Candidate Testimonials

Convenience. I could take it pretty much at any time and from the comfort of my home.
– Test taker, U.S.

*It is convenient to take the **exam from your own home**, in a space that you are familiar with.*
– Test taker, U.S.

*It was very **convenient** and comfortable*
– Test taker, Italy



Ease of being at home, efficient check in process and security check
– Test taker, U.S.

*The exam went smooth and I was able to do my **best**. Whiteboard feature was also good.*
– Test taker, India

GMAT Exam – Test Center or Online



GMAT™ at a Test Center or Online

The Choice is Yours

	 Test Center	 Online
Content and Structure	Four sections, to be completed in the order of your choosing: Quantitative Reasoning, Verbal Reasoning, Integrated Reasoning, and Analytical Writing. There are two optional 8-minute breaks.	
Length	3 hours 7 mins (not including breaks)	
Registration	mba.com	
No. of Attempts	Five in 12 months / Eight lifetime Up to two attempts for online, included in the above limits	
Score Scales	200-800 Total 6-51 Q, V / 1-8 IR / 0-6 AWA	
Appointment Availability	Available 7 days a week during testing center operating hours.	Available around the clock.
Exam Experience	Choice of section orders Two optional 8-minute Breaks Laminated booklet for in-exam work	Choice of section orders Two optional 8-minute Breaks Flexibility of Physical and Online whiteboards

GMAT™ at a Test Center or Online

The Choice is Yours

	 Test Center	 Online
Exam Cost	USD \$250-275 (varies by Region and Currency)	USD \$250
Score Validity	5 years	
Score Access	Unofficial at Test Center Official Score within 5 days	Unofficial at end of exam Official Score within 7 days
Score Preview Flexibility	Preview and accept / cancel at Test Center	Review and decide after exam, via mba.com
Score Reporting	5 free Score Reports before exam Additional Score Reports for fee after exam	Free and unlimited score sending after exam

Looking Forward – 2021 and Beyond

2021 and Beyond

- **Continue to expand GMAT Test Center network**
 - Continue to implement COVID-19 health and safety measures including sanitization, social distancing, and mask wearing as required by local regulations
 - Explore opportunities to open additional TC capacity where needed
- **Continue to invest in GMAT Online exam**
 - Additional candidate friendly features and policies, accommodations, score access
 - Ongoing improvements to test security technology, tools, and measures
 - Improved score access and reporting/exporting tools for schools
- **New opportunities for our candidates & growth in the GMAT program & other assessments**
 - Slowing of COVID-19 spread; positive sentiment toward new US administration, favorable policies
 - Ongoing research & engagement with candidates and schools

GMAT Advantage: Helps You Stand Out

- Taking the GMAT continues to serve as a **demonstration of commitment** to business school
- Candidates now have the option to test **Online or in a Test Center**, giving them the **flexibility** to meet their business school goals; **the choice is yours**
- Created **by** business schools, **for** business schools, to assess **skills most relevant** for business school - the **gold standard**.
- **Most widely used exam around the world with** over 2300 schools and over 7000 programs accepting the GMAT
- The **IR** helps **differentiate**, both in **Admissions** and in **Hiring**; prepares you for **business school and beyond**
- From the **house of GMAC**, a global non-profit that exists to serve the Graduate Management industry and whose purpose is to **ensure that talent never goes undiscovered**

Questions?

Thank you, Stay Connected!

Anjali McKenzie

Senior Product Manager, GMAT

E: amckenzie@gmac.com

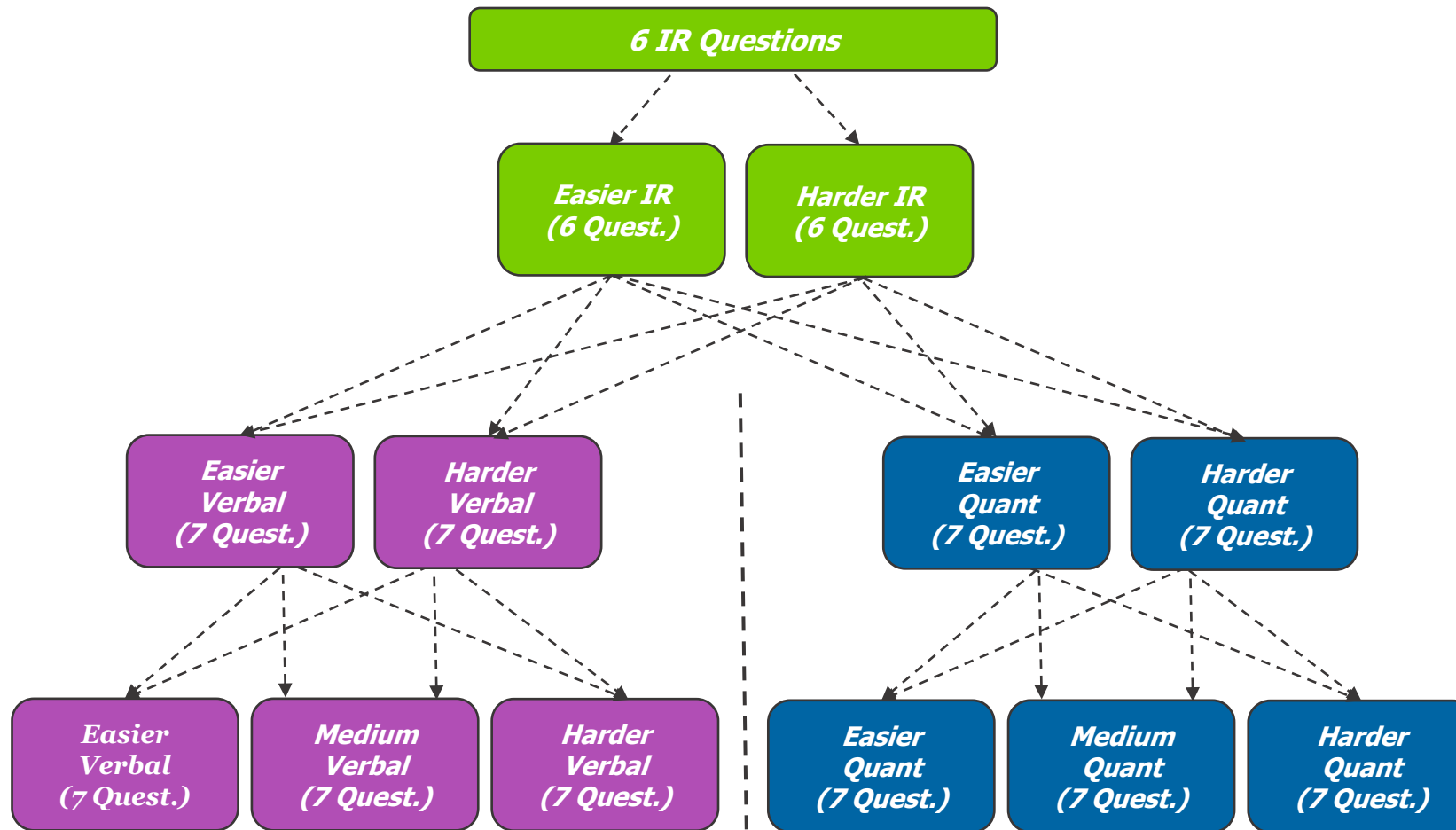
Graduate
Management
Admission
Council™

Executive Assessment Update

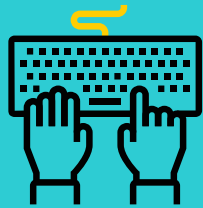
Sarabeth Dobbs
Product Development Manager



EA Utilizes a **Section** Adaptive Design



EA Is Highly **Efficient** at Only 90 Minutes

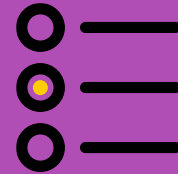


**Check-In
Process**



**Integrated
Reasoning (IR)**

12 questions
Score: 0-20



**Verbal
Reasoning (VR)**

14 questions
Score: 0-20



**Quantitative
Reasoning (QR)**

14 questions
Score: 0-20

**Total
Score:
100-200**

**No
Breaks**

Same EA, but Delivered **Online**

It's the same assessment...

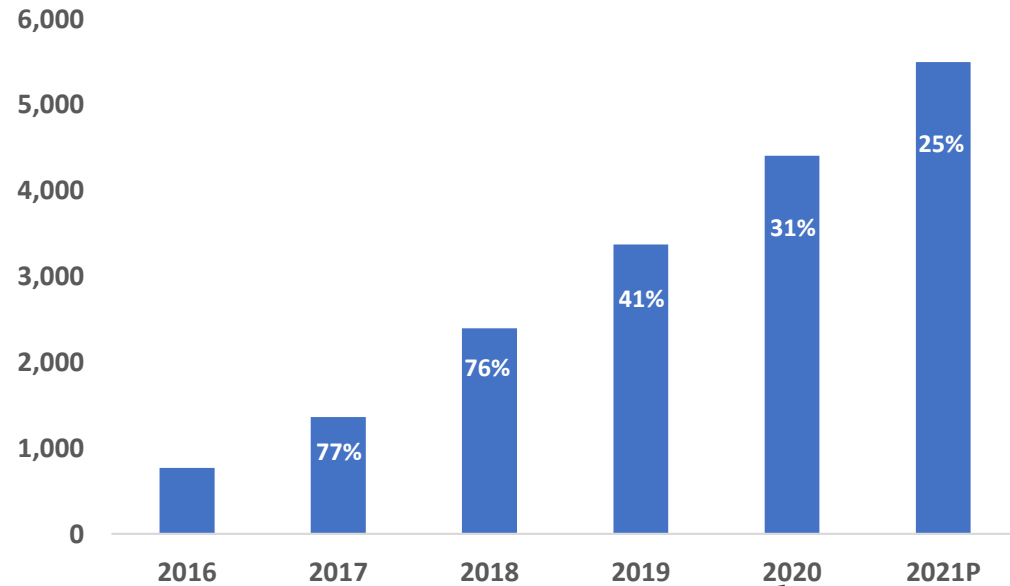
- ✓ Exam content, timing, and structure
- ✓ Scoring methodology and algorithm
- ✓ Score scales and score reporting
- ✓ Quality, trust and credibility

...delivered online

- Delivery model and testing experience
- Check-in and exam initiation
- Remote proctoring (human + video)
- Security protocols

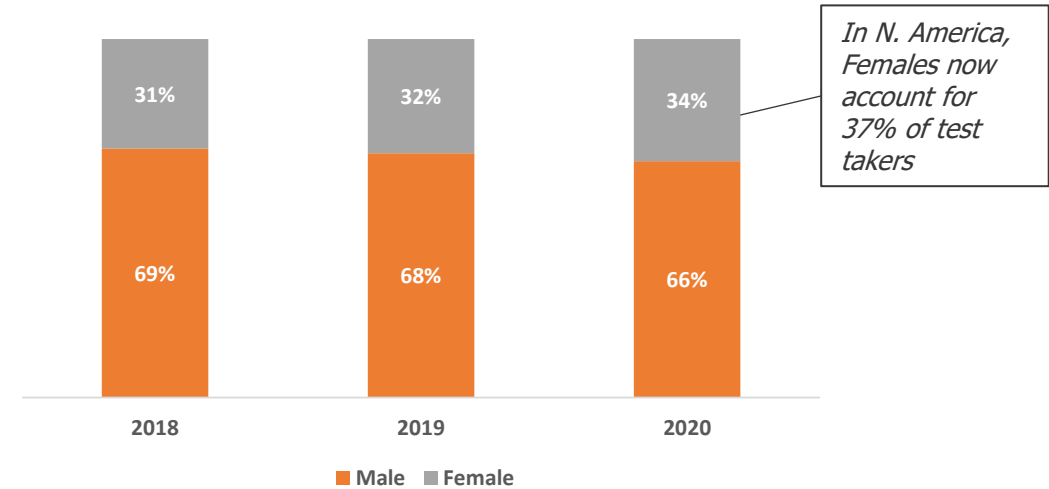
EA Testing Trends

EA Testing Volume Trend



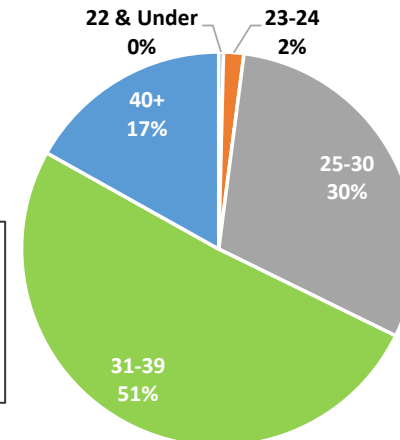
EA online option launched May 2, 2020. **57%** of test takers have **chosen online** option since launch

2020 EA Gender Trend



In N. America, Females now account for 37% of test takers

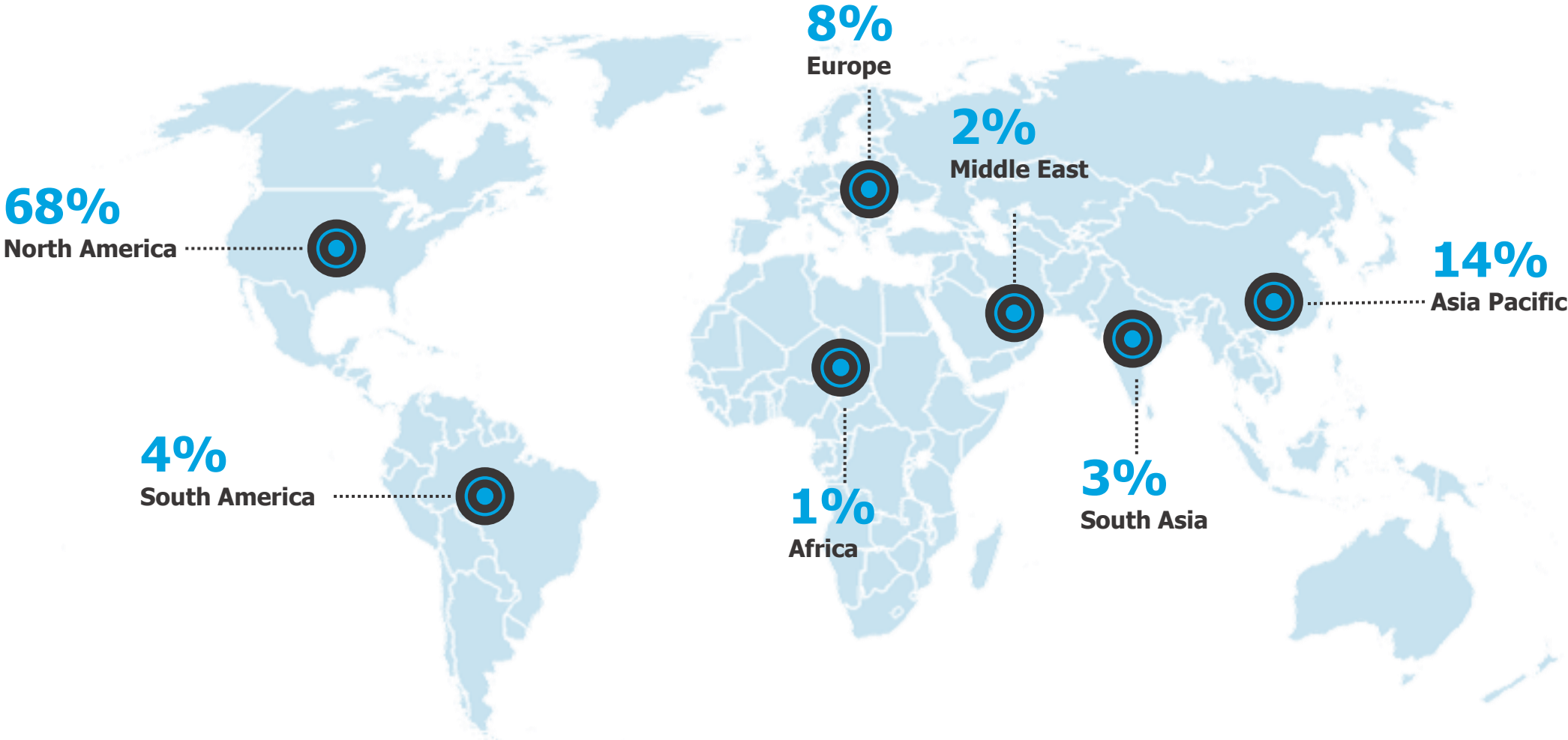
2020 EA Testing Age Trend



Under 30, gravitated towards online option at 10% higher rate

31-39 age demographic is representative of the EMBA population

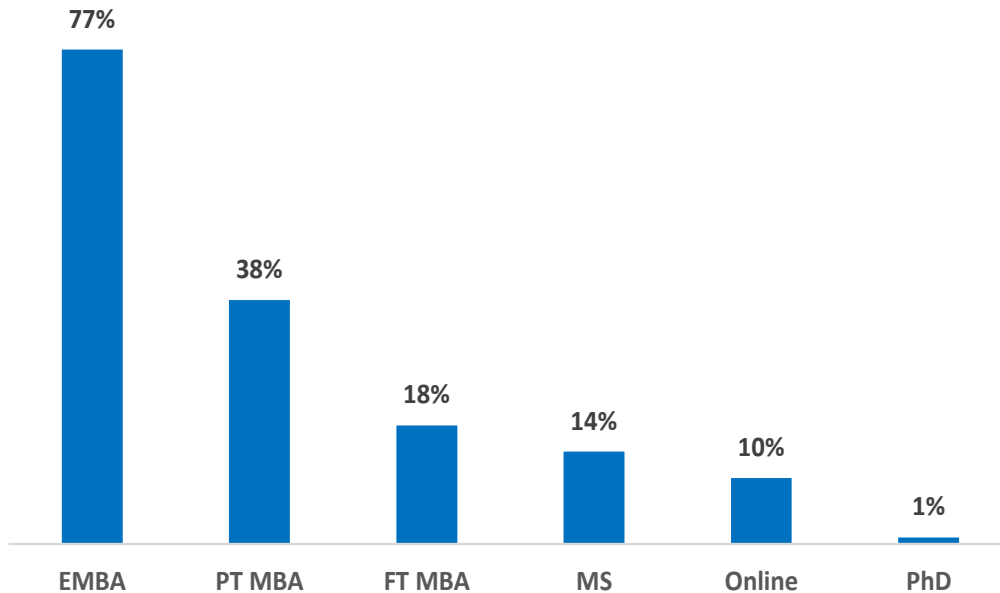
EA Testing Around the World



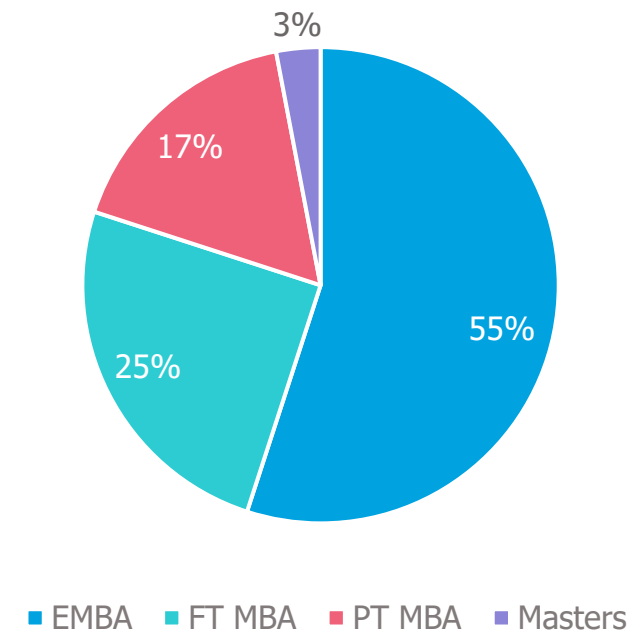
*Based on YTD Testing Volume

Program Usage and **Future** Growth

Percent of Total Schools Using EA for Program Type



EA Score Reports by Program Type, through Q2, 2021



EA Official Prep Is Delivered **Online** and Available via gmac.com/ea



EA Official Practice Questions

300 practice questions across all section types with answer explanations



EA Official Practice IR – or – Quant Questions

50 additional questions with answer explanations



EA Official Practice Assessments

Timed assessments that simulate the real EA including the delivery of Total and Section Results

Over **80%** of Respondents Used EA Official Prep Materials to Prepare

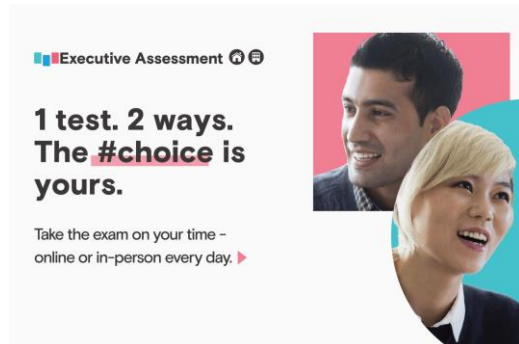
95% of EA Official Prep users felt “mostly” or “fully prepared for the actual EA

Candidates on average are spending approximately **20–30 hours / < 4 weeks** preparing

[Free Sample Questions at gmac.com/ea](https://gmac.com/ea)



2021: Focus on Continued Support and Increasing School and Candidate Awareness



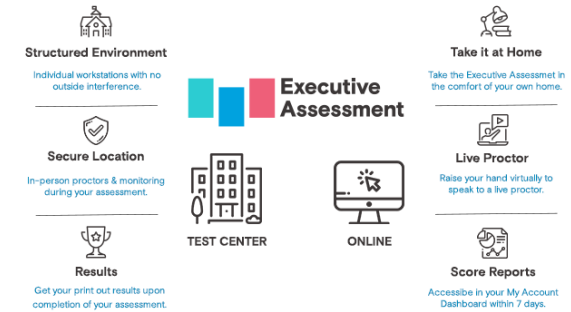
Social Media

Utilize Twitter and LinkedIn to engage with candidates



Podcast

Interviews to discuss the Executive Assessment and promote how schools use it



Website

The website delivers up-to-date information about the assessment



Blogs

Relevant articles about the assessment experience and utility of getting and MBA



Webinars

Regular webinars to keep candidates and schools informed on updates



Collateral

Brochures and flyers about the Executive Assessment can be found in the School Resource Center



Newsletter

A monthly newsletter with updates, testing information, articles and a school spotlight delivered to candidates' inbox.

Questions



Sarabeth Dobbs
Product Development Manager
E: sdobbs@gmac.com

Graduate
Management
Admission
Council™

GMAT Prep Update

Ana Kyper,
Senior Director, GME Prep and
Readiness



Agenda

- **GMAT Exam Prep Products**
- **Official Guide 2022 books**
- **Advanced Questions**
- **GMAT Official Practice**
- **Q&A**

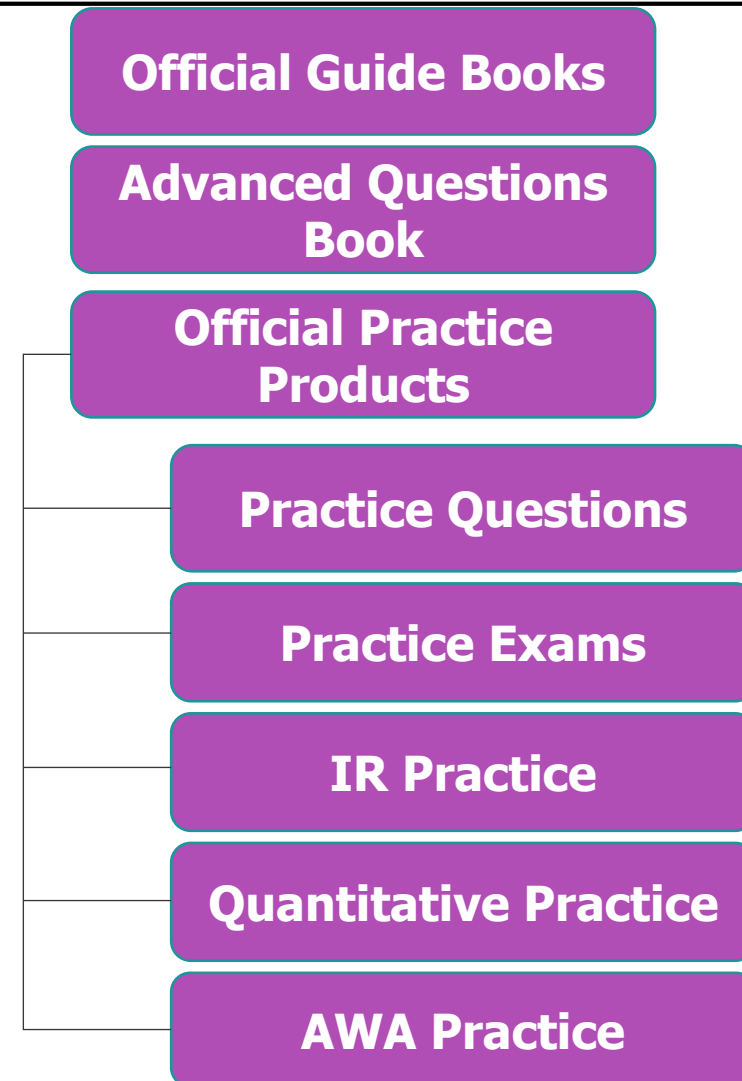
Poll Questions

How do you use GMAT Exam Prep products as part of your curriculum?

- Embed it in the curriculum
 - Recommend it
 - Use as is
-
- **What GMAT Exam Prep products do you use in your curriculum?**
 - Official Guide Series
 - Practice questions
 - Practice Exams

GMAT Official Practice Products

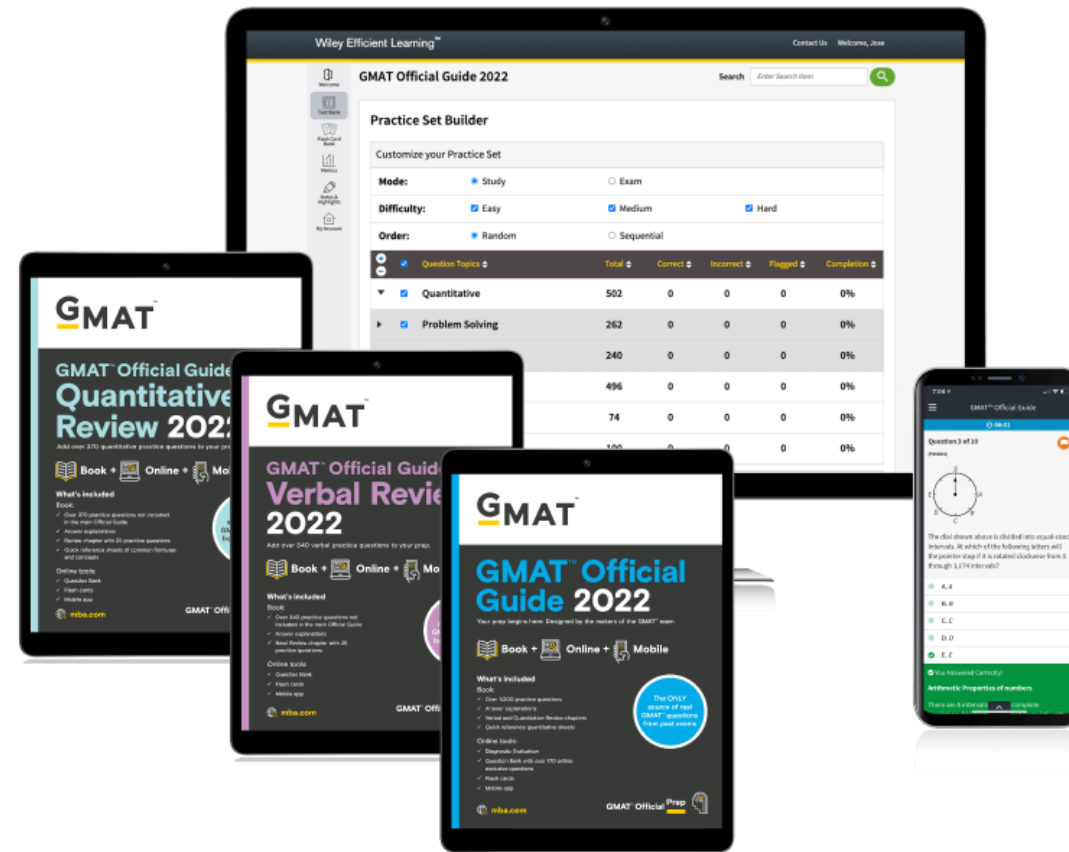
- GMAC Test Prep's mission to help candidates familiarize themselves and prepare for the GMAT.
- We're the only *official* source of GMAT questions for all the products that we offer



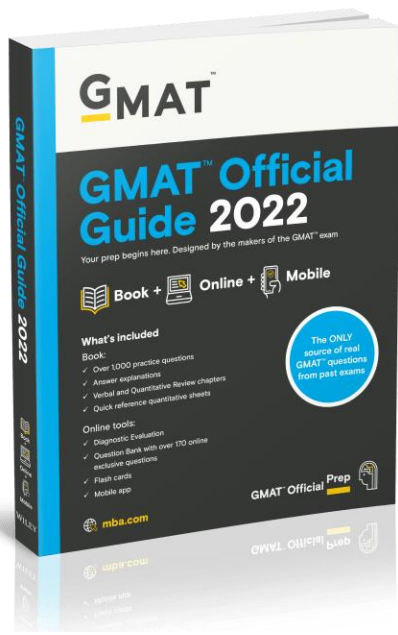
GMAT Official Guide 2022 Series

New! GMAT Official Guide 2022 series

- **E-books available: mba.com/store for purchase**
- Physical books - Available to purchase online or from your nearest retailer

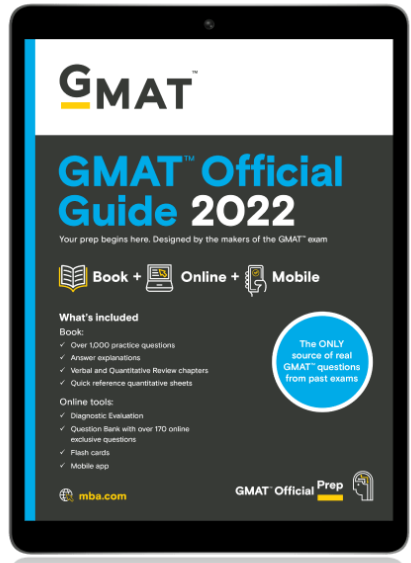


Each Purchase Includes 2 Products



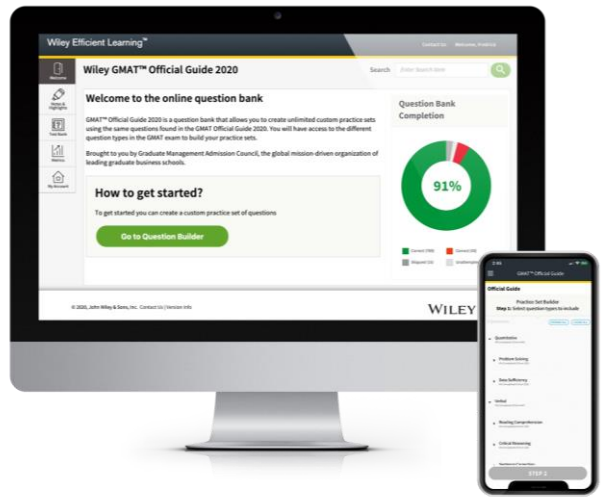
Print Book

OR



E-book

+



Online Question Bank



What's New

- **Online Diagnostic Evaluations**
- **Verbal Review chapter**
- **Updated Math Review chapter**
- **Quantitative Reference Sheets**
- **Updated Answer Explanations**

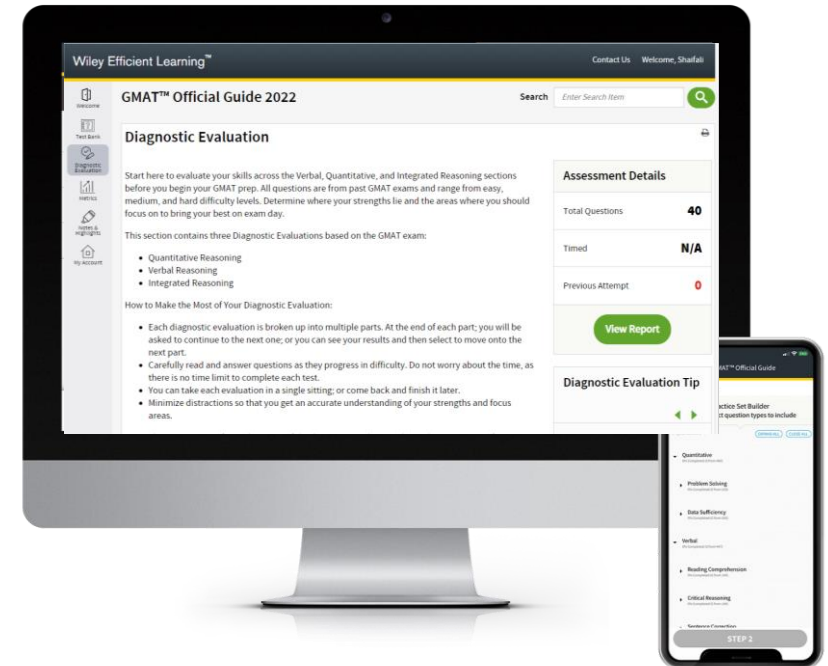
Online Diagnostic Evaluations

Help candidates discover their strengths and focus areas to better target their prep

Includes 3 Individual Diagnostic Evaluation tests; one for each GMAT Exam section:

- Quantitative Reasoning
- Verbal Reasoning
- Integrated Reasoning

Each individual evaluation will include questions on different fundamental skills with a variety of topics/difficulty level for each section.



Verbal Review Chapter

Explains in greater detail the types of content and concepts that are covered in the Verbal Reasoning section of the GMAT exam.

- The content in the new chapter is designed to help candidates gain a better understanding of how to analyze and evaluate written text.
- **25 additional practice questions** to provide you with an opportunity to practice concepts as they review them.

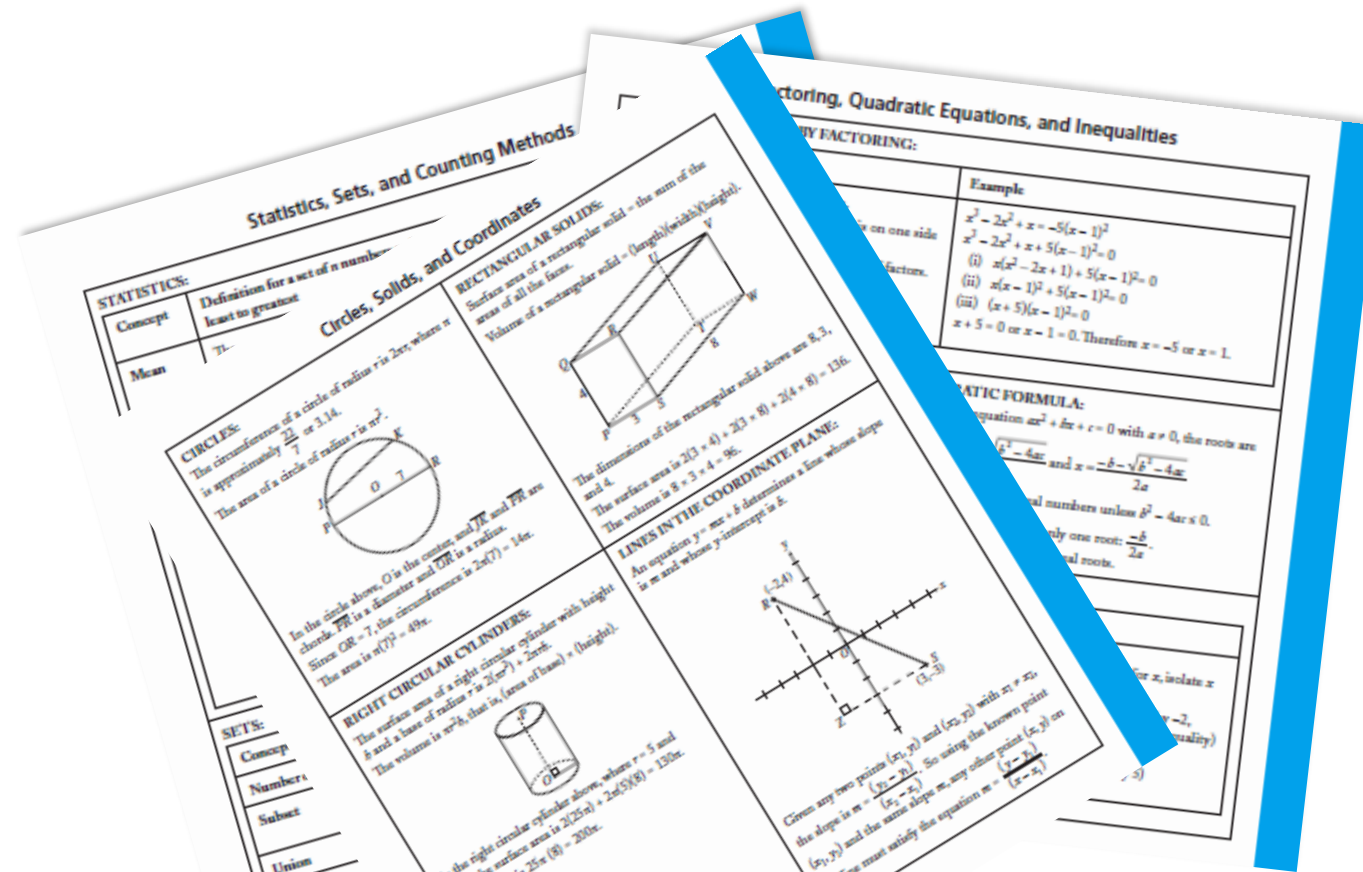
Updated Math Review Chapter

The ***Math Review*** chapter has been updated and is now organized by following 5 fundamental skill groups:

- Value, Order, and Factors
 - Algebra, Equalities, and Inequalities
 - Rates, Ratios, and Percent
 - Statistics, Sets, Counting, Probability, Estimation, and Series
 - Geometry
- **25 additional practice questions** to provide users with an opportunity to practice concepts as they review them.

Quantitative Reference Sheets:

Provide an easy reference to review common formulas and math concepts



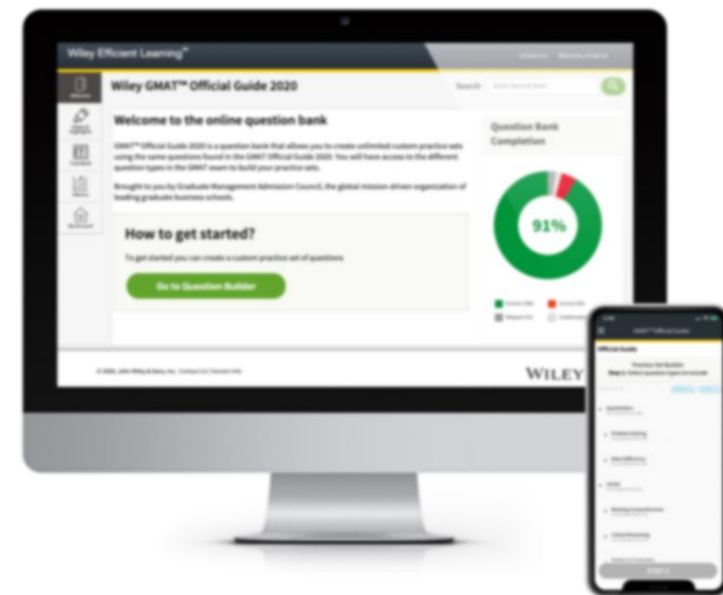
Updated Answer Explanations

About 170+ questions from all the different practice chapters

- updated approach to solving GMAT questions
- tips to solve questions using multiple methods and apply that knowledge to similar questions and many more

What is the Official Guide Online Question Bank?

- Contains the same items as the Official Guide, plus 74 Integrated Reasoning questions (which do not appear in the book) and 100 additional Quantitative and Verbal Reasoning questions.
- Includes the ***New! Online Diagnostic Evaluations***
- Allows Official Guide users to practice questions on a computer
- Offers the ability to create custom practice sets based on filters for question type, difficulty level, and fundamental skills (as defined in the Enhanced Score Report)
- Better Reading Comprehension experience
- Study and Exam modes



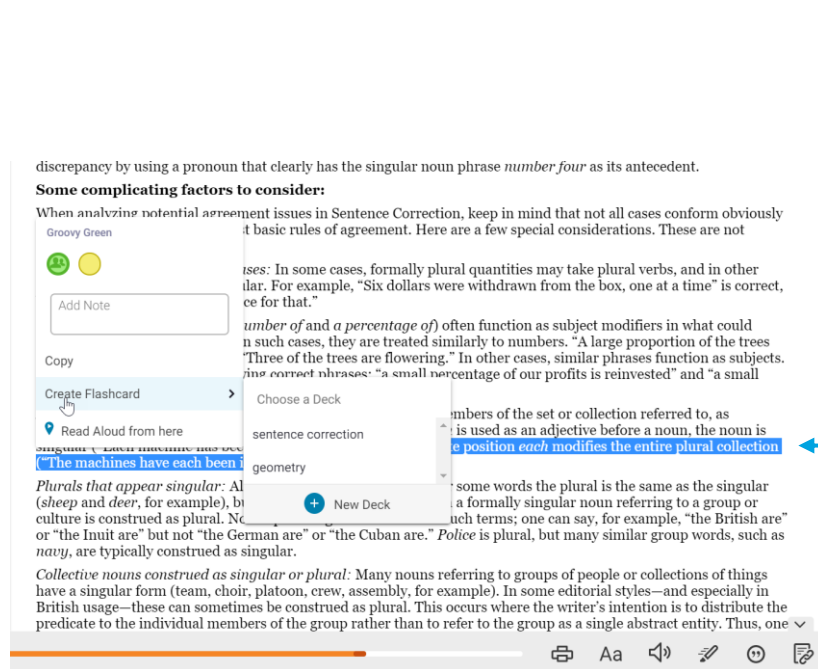
Change to Official Guide \neq Change to GMAT

- Goal of Official Guide series is to familiarize GMAT test takers with the types of questions that may appear on the GMAT exam.
- The Official Guide is **not adaptive** and is not intended to reflect the actual GMAT exam.
 - For example: the Official Guide offers easy, medium, and hard questions in roughly equal proportions
- Ratios of items – whether by type, content area, or some other dimension – in the Official Guide do not reflect those ratios on the real exam.

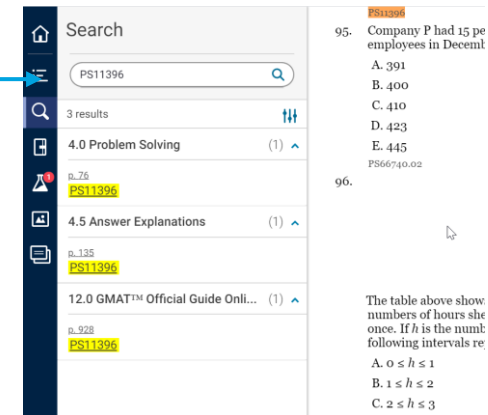
Poll Question

- **Rate your level of satisfaction with the level of change in the new edition**
 - Very Satisfied
 - Mostly Satisfied
 - Satisfied
 - Not satisfied
 - Disappointed

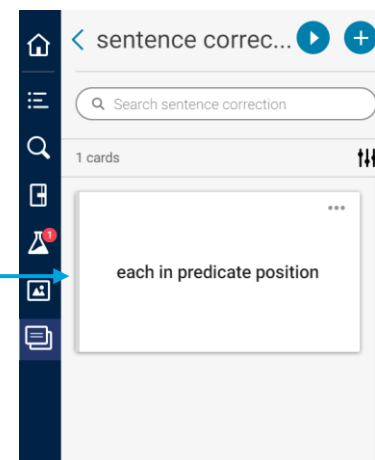
E-book – Same Content, More Features



Search for question by PQID (unique question identifier that appears in gray above each question)



Highlight and create notes



Create your own flashcards

discrepancy by using a pronoun that clearly has the singular noun phrase *number four* as its antecedent.

Some complicating factors to consider:

When analyzing potential agreement issues in Sentence Correction, keep in mind that not all cases conform obviously to the most basic rules of agreement. Here are a few special considerations. These are not intended to be exhaustive.

Quantities and quantifying phrases: In some cases, formally plural quantities may take plural verbs, and in other cases they are treated similarly to numbers. For example, "Six dollars were withdrawn from the box, one at a time" is correct, but "Six dollars is a high price for that."

Quantifying phrases (such as a number of and a percentage of): These often function as subject modifiers in what could be considered a subject position. In such cases, they are treated as singular. For example, "A large proportion of the trees are flowering" is essentially like "Three of the trees are flowering." In other cases, similar phrases function as subjects. For example, "A small percentage of our profits is reinvested" and "A small number of the members of the set or collection referred to, as in the sentence correction question above, is used as an adjective before a noun, the noun is in the subject position; *each* modifies the entire plural collection of members of the set or collection referred to, as in the sentence correction question above.

Plurals that appear singular: All English users are aware of the fact that some words the plural is the same as the singular (sheep and deer, for example), but there are subtle cases, such as culture, which is construed as plural. No simple rule governs the construction of plurals. For example, "the British are" or "the Inuit are" but not "the German are" or "the Cuban are." *Police* is plural, but many similar group words, such as *navy*, are typically construed as singular.

Collective nouns construed as singular or plural: Many nouns referring to groups of people or collections of things have a singular form (team, choir, platoon, crew, assembly, for example). In some editorial styles—and especially in British usage—these can sometimes be construed as plural. This occurs where the writer's intention is to distribute the predicate to the individual members of the group rather than to refer to the group as a single abstract entity. Thus, one

Poll Question

- **Do you think students' are more likely to use e-books over print books?**
 - Yes
 - No

Poll Question

- **What GMAT official exam prep content do you value the most?**
 - Practice questions
 - Practice Exams
 - Review Content (Math, Verbal, IR, AWA)
 - Answer Explanations

GMAT Official Advanced Questions

- The GMAT™ Official Advanced Questions is designed for test takers who have studied the questions in the GMAT Official Guide series and desire additional practice with hard questions.
- 150 Quantitative Reasoning and 150 Verbal Reasoning questions
- Questions are grouped by “fundamental skills” areas, as defined in the Enhanced Score Report
- Like the GMAT Official Guide series, it includes an Online Question Bank, available on the web and in a mobile app through Wiley Efficient Learning



GMAT Official Practice Products

GMAT Official Practice Exams

Use the GMAT Official Practice Exams to:

- experience the exam before taking the real test
- full-length exams that include questions from all 4 GMAT exam sections to match the actual test structure and increase in difficulty per your performance
- score and pace yourself against the same scoring algorithm that's used for the actual GMAT



Additional Official Practice Products

GMAT Official IR Practice

- practice using real IR questions from past exams
- experience various IR question types



GMAT Official Quantitative Practice

- Adaptive questions that increase in difficulty
- Strength indicators and score ranking vs. previous test takers



GMAT Official AWA Practice

- same scoring algorithm as the real GMAT exam
- improve across 4 dimensions of the AWA section



TPO Bulk Discounts Available

Number of Units	Discount Available
5-50	7%
51-100	15%
101-250	20%
251-999	30%
1000+	40%

Poll Questions

- **What types of prep resources do you offer/recommend beyond GMAT Official Practice products?**
 - Online Forums
 - Prep products from other publishers
 - Free Online resources like YouTube, Khan Academy
 - Other

- **Would you like to provide additional feedback for GMAT Exam Prep products in future?**
 - Yes
 - No

Questions?