



GMAC Global Communications
Media Call:
**Women and Graduate
Management Education**
February 29, 2012



Welcome

Moderator:

Rich D'Amato

Vice President,
Global Communications



Outline

Women and Graduate Management Education

- **Welcome**
- **Speaker Introductions**
 - ❖ GMAC Researchers
 - ❖ Guest Commentator: Elissa Ellis-Sangster, Executive Director, Forté Foundation
- **Women and Graduate Management Education: Who, What, When, Where, and Why**
- **Q&A**
 - ❖ Moderated via Telephone & via question function

GMAC Researchers



Alex Chisholm



Michelle Sparkman Renz

- ▶ www.gmac.com/research
- ▶ GMAT testing data, surveys, & trends

Guest Commentator

Elissa Ellis-Sangster

- Executive Director, Forté Foundation
- Many years in GME-
Former Assistant Dean and
Director of the MBA Program, at
McCombs School of Business
The University of Texas at Austin

► www.fortefoundation.org



WHAT'S CHANGED IN THE LANDSCAPE ►

Management Skills *and* Gender diversity at top of corporate agendas worldwide

7 of 18
Women CEOs has
MBA or Masters in
Management

Number of female 'Fortune' 500 CEOs at record high

By Laura Petrecca, USA TODAY

Updated 10/26/2011 10:30 PM

Comment 39

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Reprints & Permissions

A record has been set for female leadership: More women are slated to take the reins of *Fortune* 500 companies than ever before.



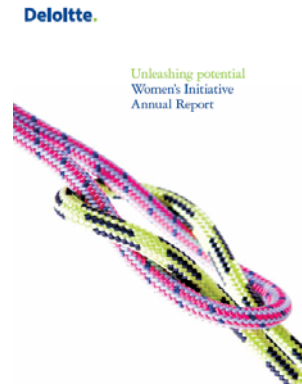
May 2011

Women on the Board Pledge for Europe

"I pledge to reach the target of 30% female board members by 2015 and 40% by 2020 by actively recruiting qualified women to replace outgoing male board members."

Source: European Commission,
http://ec.europa.eu/commission_2010-2014/reding/womenpledge/index_en.htm

...Fueled by Organizations



select examples shown

Women are an “Emerging Market”



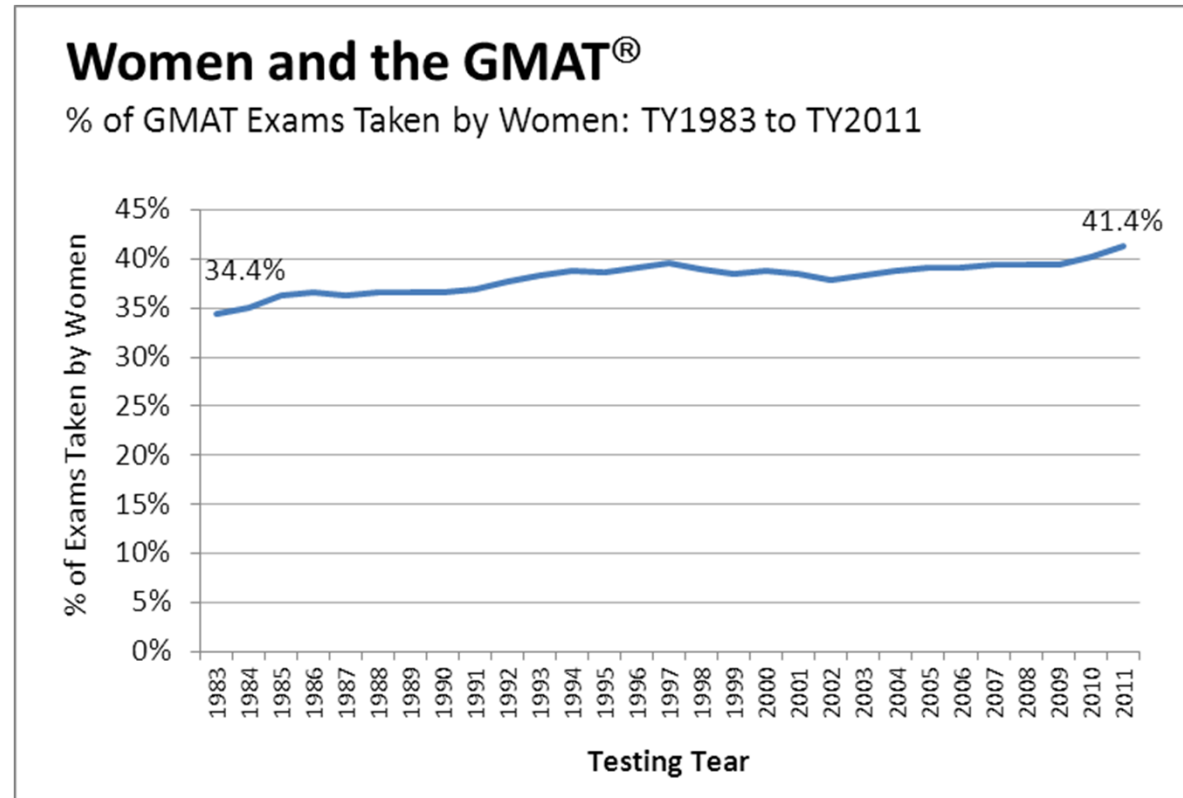
Quote: Beth Brooke, Ernst & Young speaking about women and [thethirdbillion.org](http://blogs.reuters.com/great-debate/2012/02/02/the-next-emerging-market-a-billion-women/)
<http://blogs.reuters.com/great-debate/2012/02/02/the-next-emerging-market-a-billion-women/>

Business schools form one of the key sources of the development of new future talent... male and female leaders -Viviane Reding, European Commission Vice-President

WOMEN & TRENDS IN GRADUATE MANAGEMENT EDUCATION ►

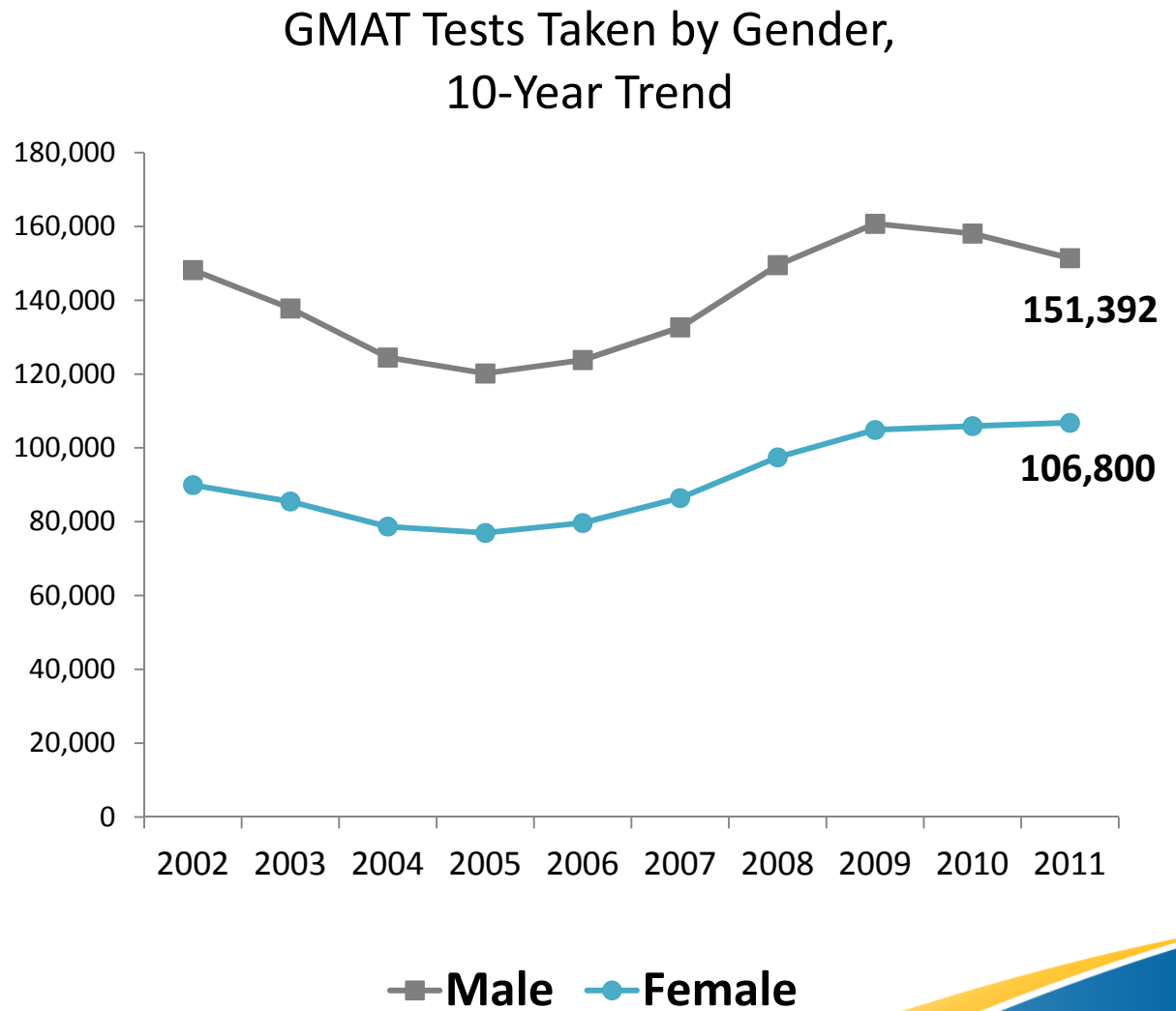
Gradual Momentum in Demand of Women

- **41% women in testing year 2011 (record)**



Six Consecutive Years of More Women

- 3rd year that +100,000 exams taken by women

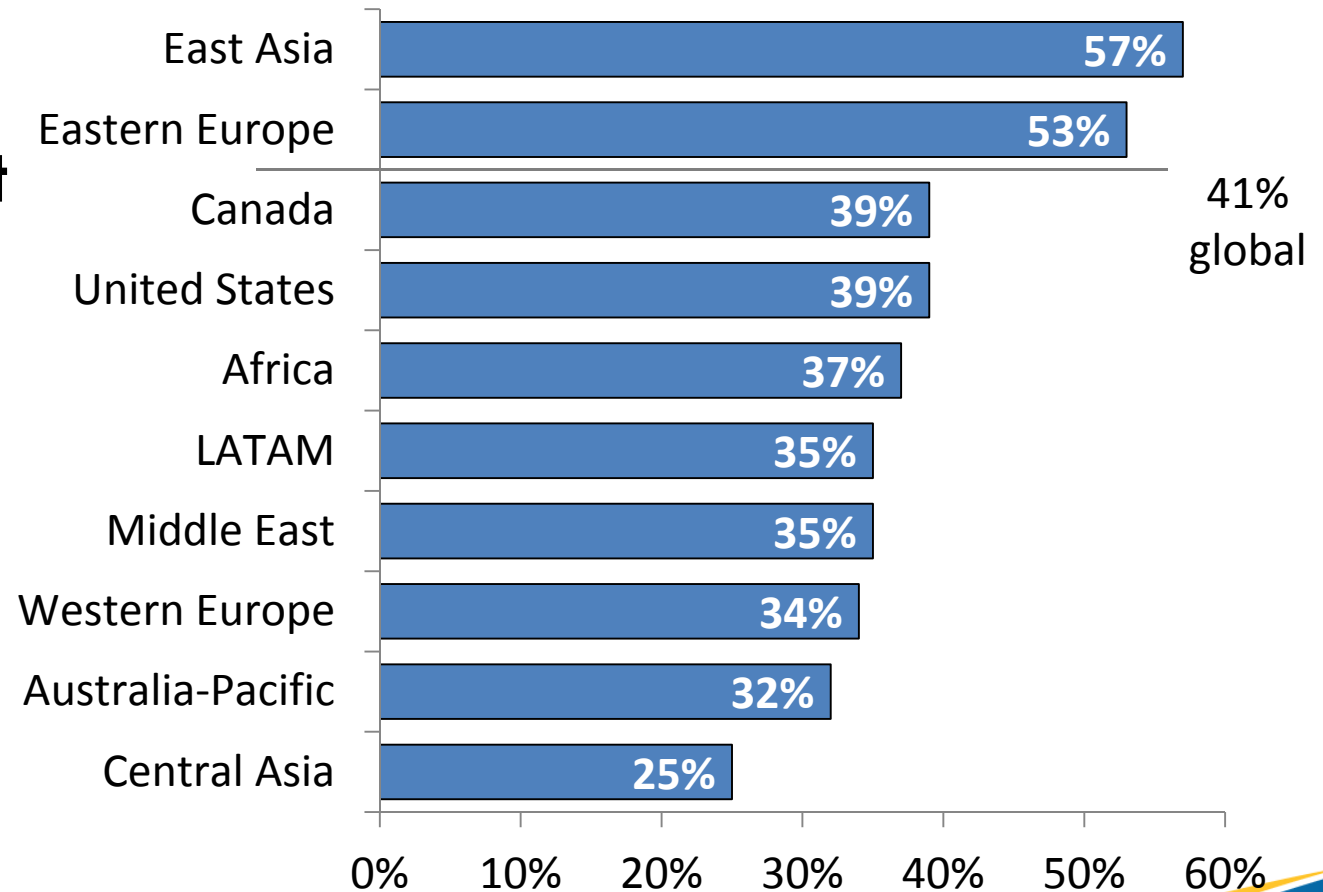


Source: GMAT® Testing Year Data, TY2011

Regional Differences in % Women

- **Greatest proportion of women in East Asia & Eastern Europe**
- **Lowest in Australia-Pacific & Central Asia**

% of GMAT Exams Taken by Women in TY2011
by Regional Citizenship



Where are Women Today?

Largest Female Examinee Pipelines

Citizenship	Exams Taken	% of All
United States	45,735	39%
China	25,671	64%
India	6,257	25%
Canada	2,863	39%
Taiwan	1,982	58%
France	1,680	40%
South Korea	1,540	29%
Germany	1,333	34%
Russia	1,123	57%
Thailand	1,079	58%



Source: GMAT® Testing Year Data, TY2011

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Greatest Female Participation Rates

Citizenship	% of All	Exams Taken
China	64%	25,671
Vietnam	61%	741
Thailand	58%	1,079
Taiwan	58%	1,982
Russia	57%	1,123
Kenya	55%	354
Bulgaria	54%	286
Greece	46%	755
Singapore	45%	564
Indonesia	43%	365



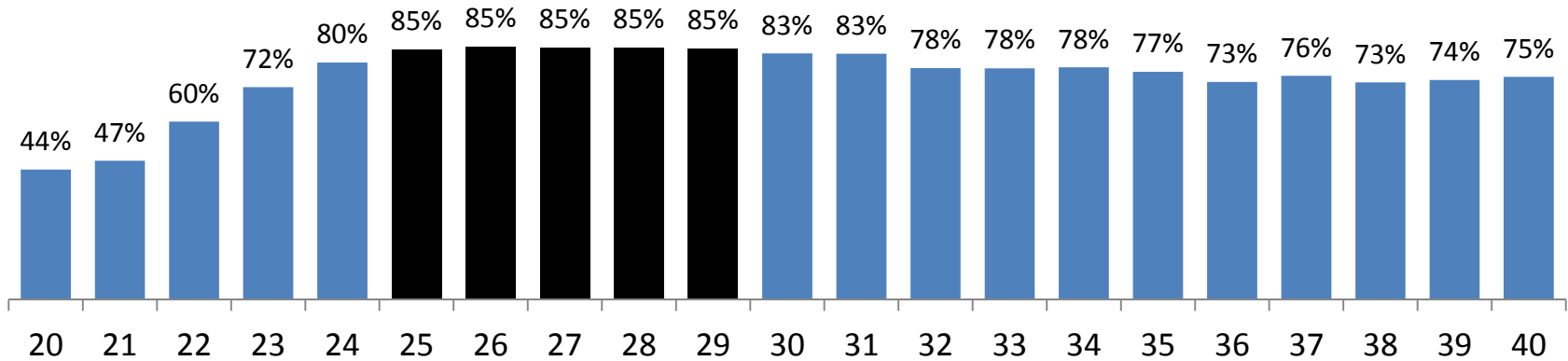
Source: GMAT® Testing Year Data, TY2011

Age Gaps Signal Distinct Populations in Pipeline

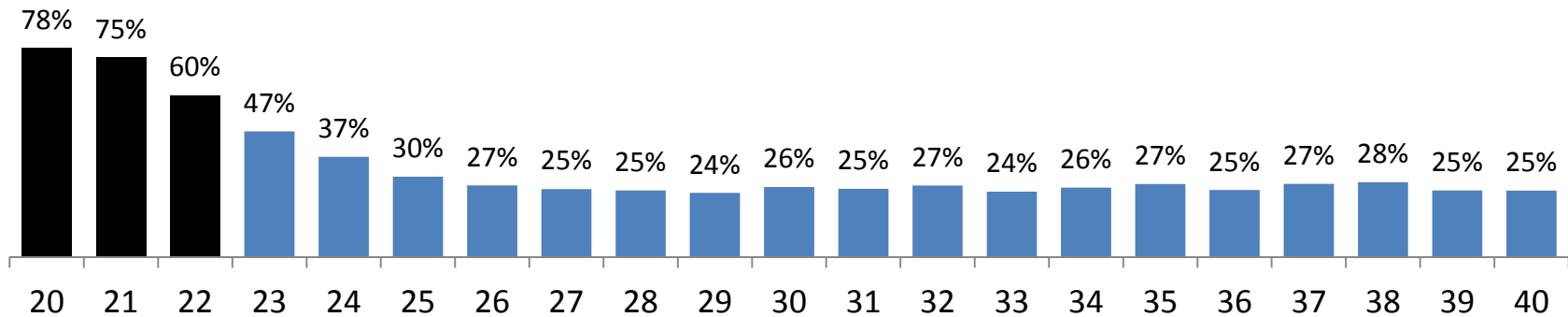
% of Women Sending Scores, by Degree Type and Age

Average age women = 25

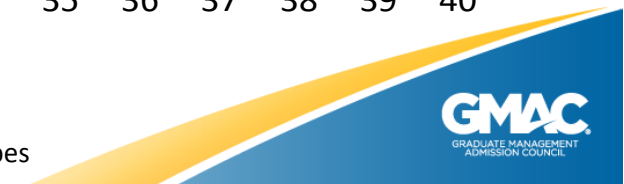
MBA Programs



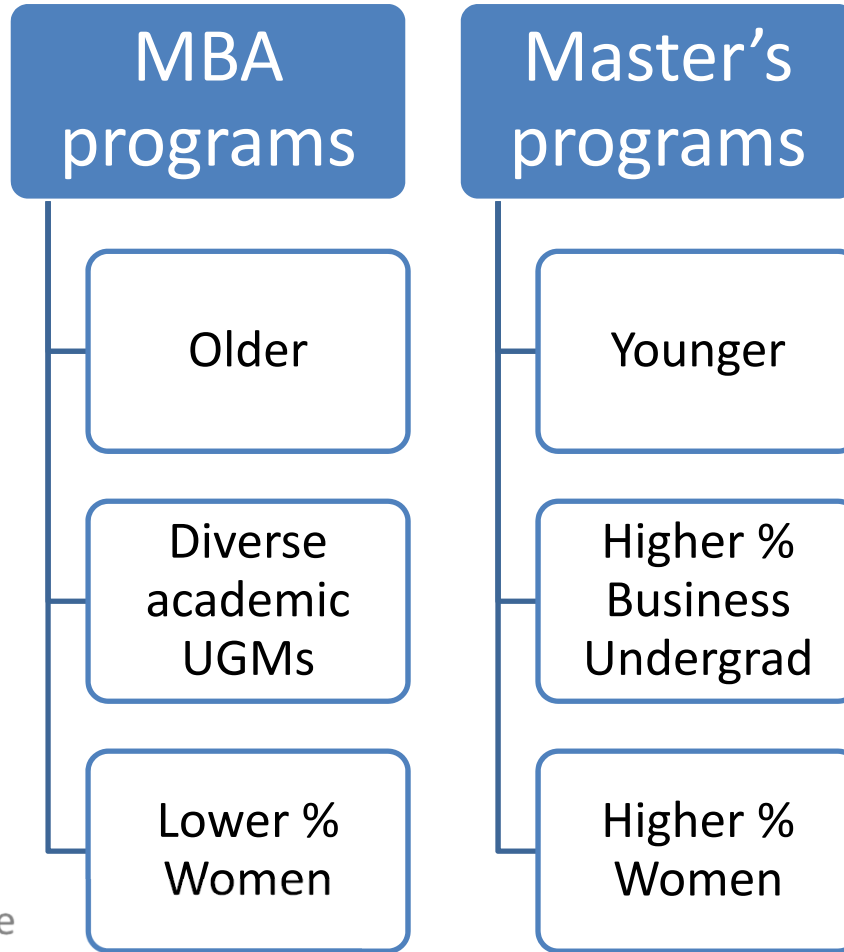
Master's Programs (Non-MBA)



Note: The sum of MBA and Masters interest can exceed 100% due to score-sending to multiple program types



Two Distinct Pipelines



Two-year Full-time
 One-year Full-time
 Part-time
 Flexible, Evening, Weekend
 Online /Distance

Accounting, Finance, Taxation
 Communications
 Economics
 Educational Leadership
 Engineering Management
 Entrepreneurship
 Health Administration, Public Health
 Hospitality Mgmt.
 HR, Ind. Relations, or Org. Behavior
 Information Technology or Systems
 International Business
 Marketing
 Public Admin. or Public Policy Mgt.
 Real Estate
 Supply Chain Mgt., Logistics, or Ops.



Earlier and Faster Timeline for Women



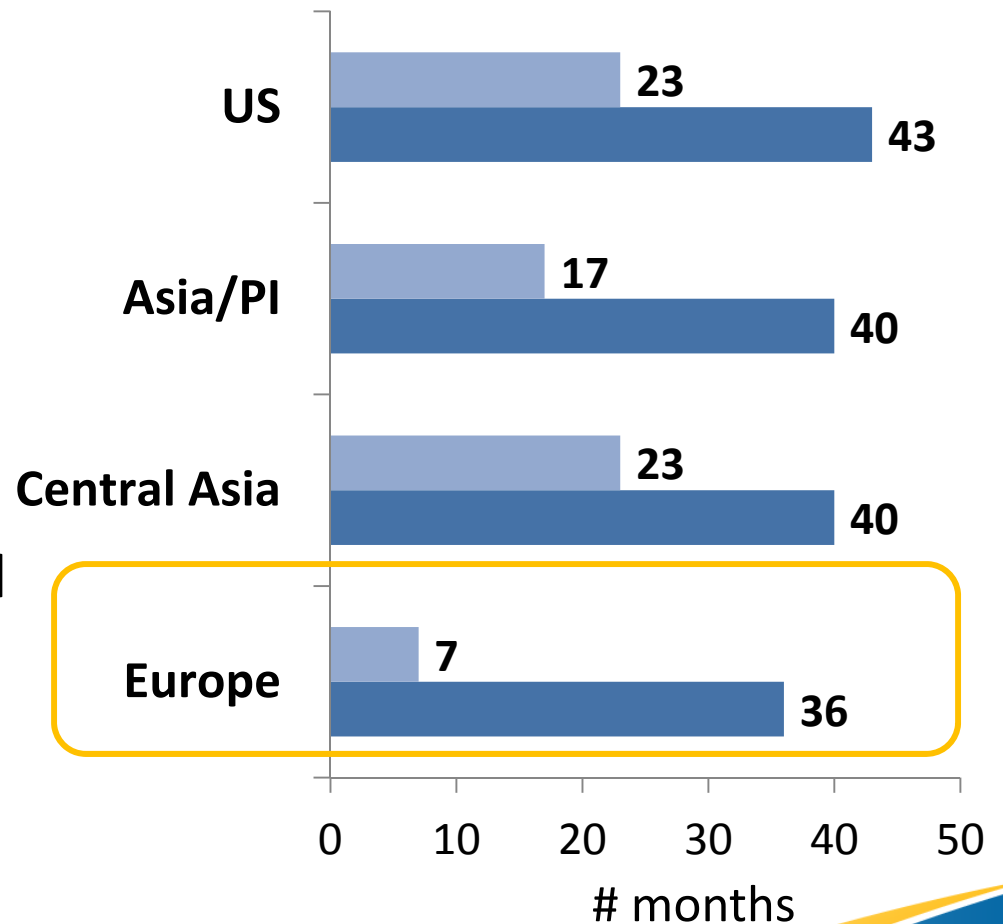
Women enter earlier and spend **less time** than men in decision-making b-school pipeline...

Men: 60.6 months (5 yrs)

Women: 53.2 months (4.4 yrs)

Only select Programs considered by women

■ Masters only ■ MBA only



Why graduate
management
education?



Career Plans of Women

Data for global candidates surveyed in 2011 who considered applying to full-time MBA programs

- **39%** Want to change *job functions*
- **29%** Change *industries*
- **25%** Work *outside* country of citizenship
- **21%** Continue to *work with current employer*
- **20%** Be *self-employed/Entrepreneur*
- **19%** *Do not know future plans*

Source: GMAC mba.com Prospective Students Survey, 2011.
Multiple selections allowed.



Why Women Want to Pursue GME

Top 10 reasons of women

Same results for MBA
and Masters prospects

- 1. Increase job opportunities (73%)**
2. Increase salary potential (68%)
3. Develop general business skills (67%)
4. Accelerate career path (62%)
5. Remain marketable or competitive (59%)
6. More challenging/interesting work (58%)
- 7. Personal satisfaction and achievement (58%)**
- 8. Professional credentials or credibility (58%)**
9. Greater freedom in job/career (56%)
10. Develop leadership skills (56%)

Source: GMAC mba.com Prospective Students Survey, data from 2011.

*First time we asked this question in the study with expanded list of reasons.



Advantages of Degree Among Women

45% increase in pre-degree salary for Women in the class of 2011 (men saw 39% increase)

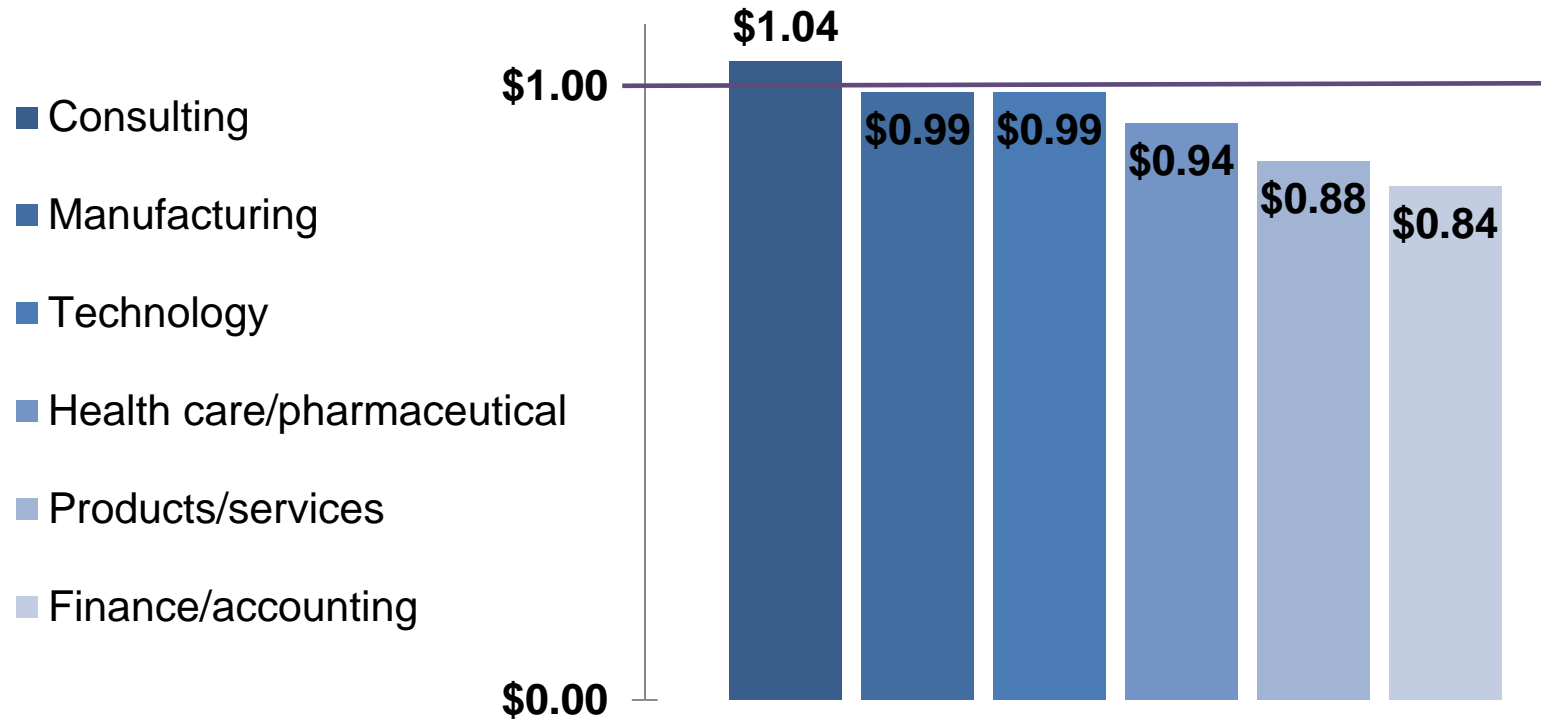
% of Women Grads in Agreement on Value of Graduate Management Degree

Provided competitive advantage	84%
Improved chances of finding a job that meets expectations	84%
Prepared me to meet challenges of today's job market	82%
Empowered me to be in control of employment outcomes	77%
Introduced me to career opportunities	73%

Source: GMAC Global Management Education Graduate Survey, 2011

Salary Comparison

Class of 2011, Age 28-34
Women Earnings as Ratio of Men's



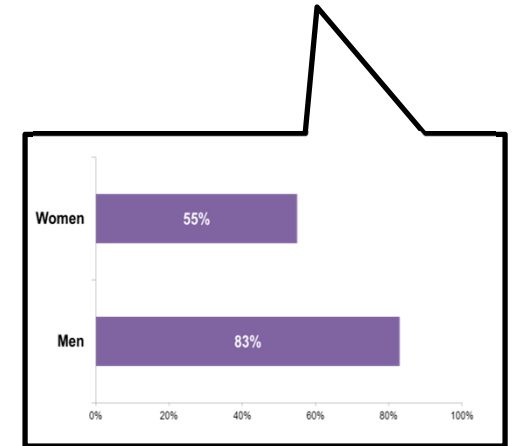
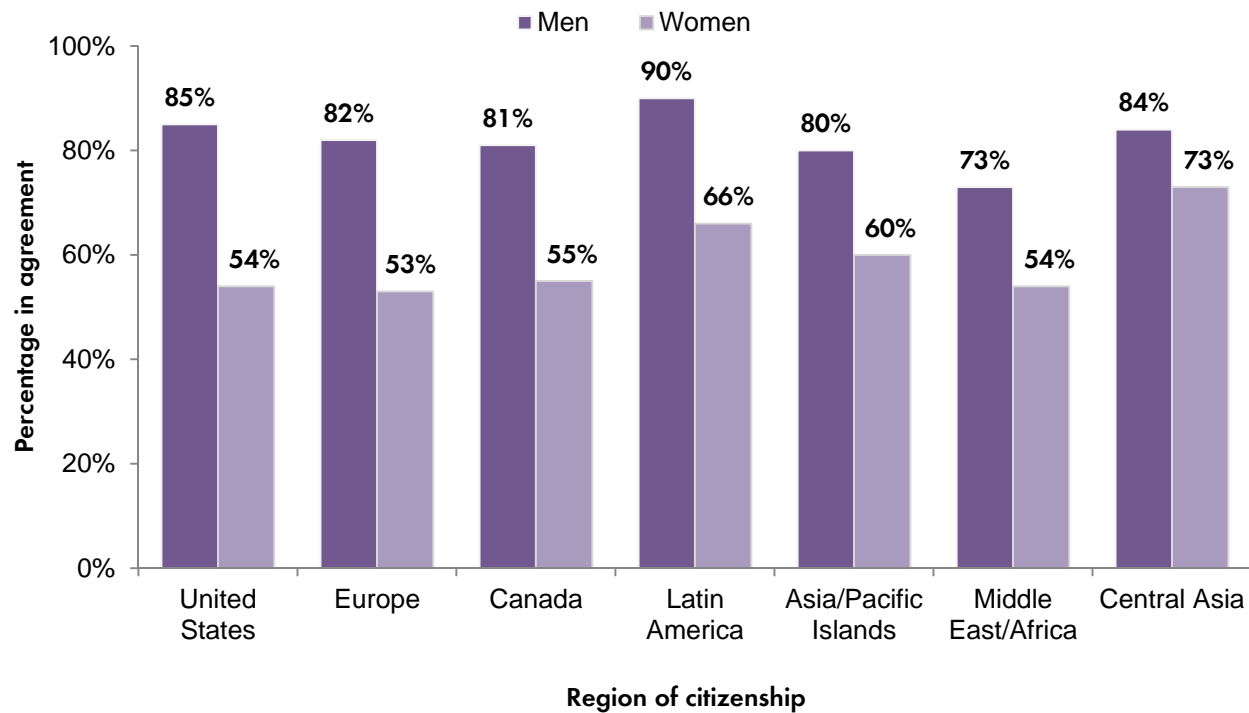
Program Type	%women total vs. men
Full Time MBA	81%
Part-Time MBA	77%
Executive MBA	87%
Other master's	70%

Source: GMAC® 2012 Alumni Perspectives Survey.



“Equal opportunity in the workplace?”

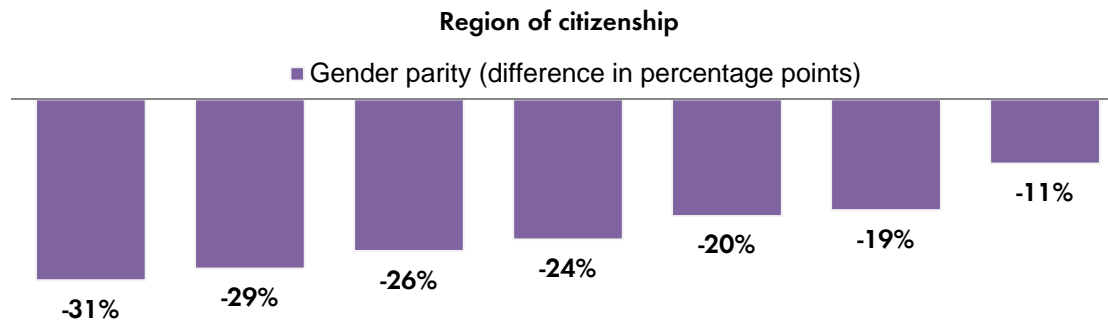
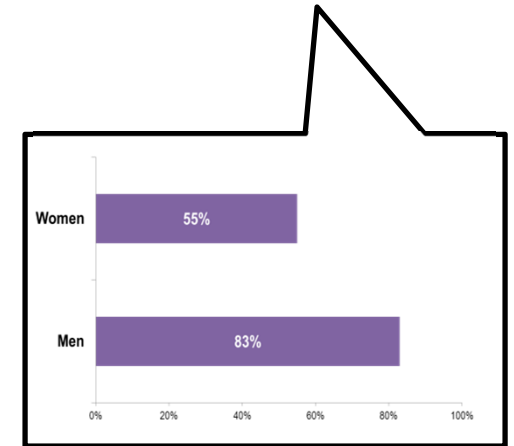
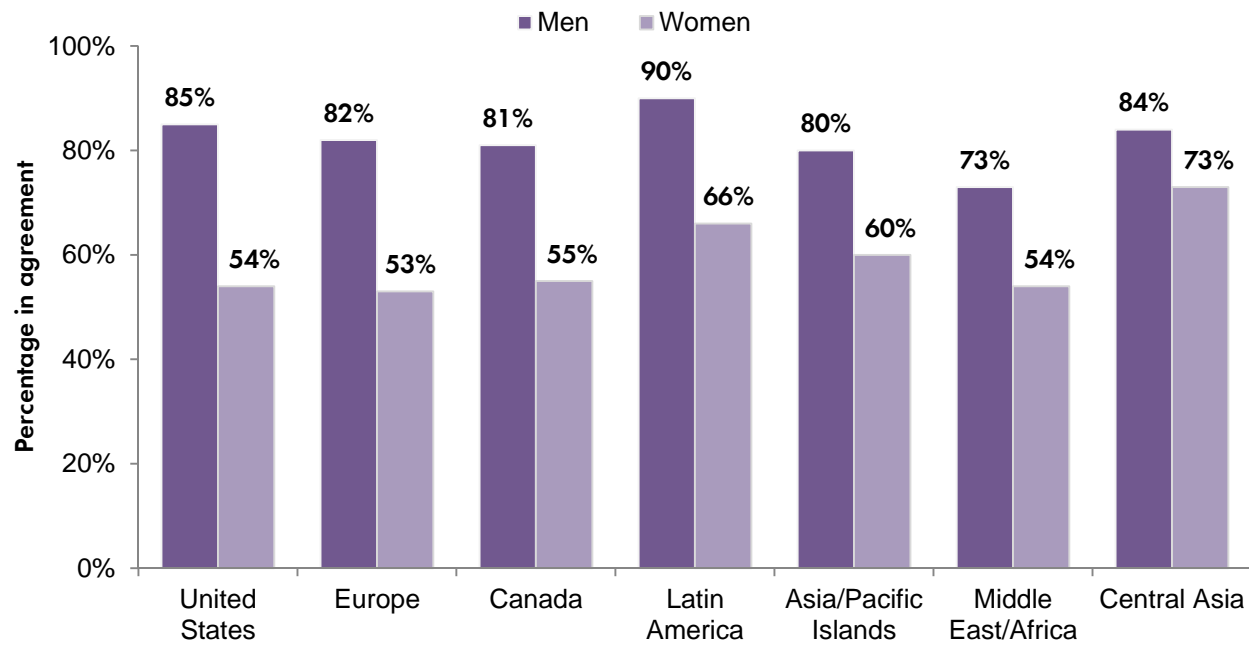
Alumni from class of 2000 to 2011



Source: GMAC® 2012 Alumni Perspectives Survey.

“Equal opportunity in the workplace?”

Alumni from class of 2000 to 2011



Source: GMAC® 2012 Alumni Perspectives Survey.

Looking Ahead

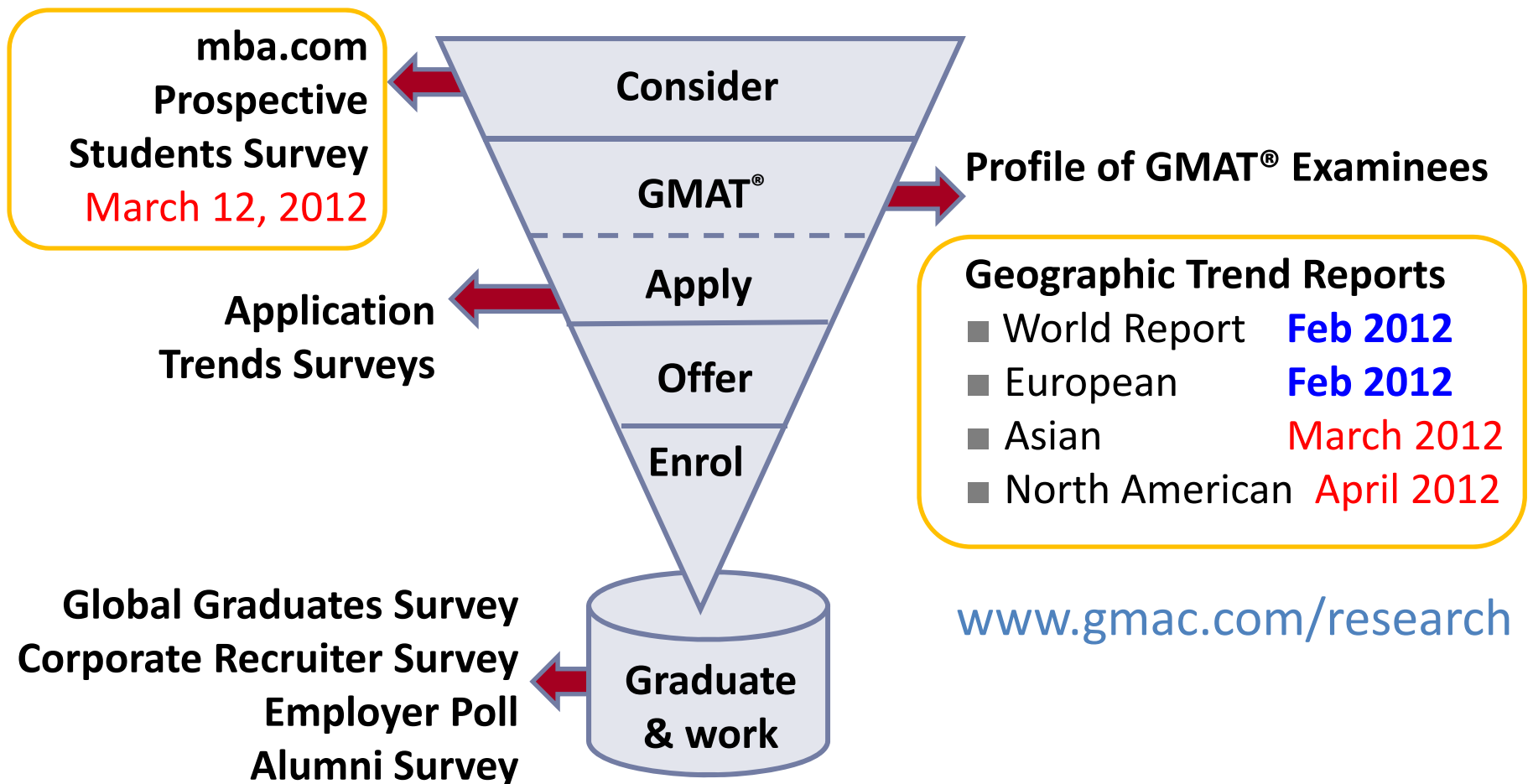


- Likely to be a continued push by industry and stakeholders to diversify C-suites by gender
- In GMAT pipeline, younger examinees more likely to be women, and this segment is driving growth
- Gender diversification likely to continue at rapid pace in emerging markets, especially China, setting these women apart from global peers

Additional Observations? Questions?

GMAC Research and Market Intelligence

View of Test Taker Data and Survey Reports



***Data to Go for Women in GME available March 8**



Contact Us

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Explore Our Research

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- ▶ **research@gmac.com**