

Women and the Executive MBA

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Agenda

Work in Progress for the *Exchange*

Where are the Women?

What the Research Says

The MBA Myths

Best Practices

Alumni We Interviewed / Are Interviewing

Where are the Women?

Corporate World

- hold 50.3% of all managerial and professional positions in the U.S. labor force
- but only 15.7% of Fortune 500 corporate officers
- and only 12.4% of Fortune 500 board directors
- and only 5.2% of the Fortune 500 top earners

Sources: Bureau of Labor Statistics and Catalyst 2002

Where are the Women?

MBA World

- females have consistently earned 35% of all MBA degrees in the past several years
- EMBA programs have awarded 26-27% of the degree to females

Sources: GMAC and EMBA Council

What the Research Says

Why are women hesitant to pursue an MBA?

- Lack of confidence with math skills
- Incompatibility with work/life balance
- Lack of female role models
- Less encouragement from employers
- Less likely to see ROI
- Undergraduate degrees and prior work experience
- Less motivated by money (viewed as main driver)

Source: Catalyst Report: Women and the MBA

What the Research Says

Factors that Influence Women's Decisions

- Support from family, friends, and employers
- School/Program Culture
- Ease of application process / Connection with staff
- Alumni Networks
- Female students, faculty and alumni
- Facilities
- Right timing

Source: JWT Education Worldwide Study: "What Do Women Want and Why Isn't It an MBA"?

The MBA Myths

An MBA is best suited for those who work or want to work for a big company.

You have to be really strong in math to do well in an MBA program.

All business schools and their students are very competitive.

I need a strong business background and/or degree to get into business school.

I won't be able to balance my life.

Best Practices (some)

RSM Erasmus School of Business

- OneMBA Marketing Campaign
- WSJ Europe Women in Business Scholarships
- OneMBA Diary
- All females are also member of Netherlands Women in Business Organization

Best Practices (some)

London Business School

- 2 substantial scholarships to self-funded women
- Lehman Brothers Center for Women in Business
- Various events for women
- Student / Candidate Match Service

Best Practices (some)

University of Pennsylvania (Wharton)

- feature female-oriented topics in email campaigns
- works with a consulting firm that specializes in coaching female executives
- Various events for women
- Wharton Women's Conference

Best Practices (some)

Other Schools / Programs

- Kellogg-Racanati
- University of Toronto
- University of Missouri, Kansas City

Best Practices (some)

Other examples

- telephone campaign (female student to female applicant)
- formal mentoring programs
- talking frankly with students and alumni about need to increase female participation
- simple “personal touch”

Interviews to Date

- Jacquelyn Frederick, President and CEO, Blood Center of Wisconsin
- Christine Pans, Senior Manager, PWC
- Katharina Jehle, International Sales, Buchi Labortechnik AG, Switzerland
- Lori Rockhead, Public Policy Consultant, Bermuda

Your Best Practices

