

# Executive MBA Council

EDUCATE • NETWORK • INFORM

## 2007-08 Executive MBA Student Entry Survey

Name of University:  [AUTOINSERT UnivName]  Name of Program:  [AUTOINSERT ProgName]

*The purpose of this survey is to identify areas for improvement for our admissions, marketing and recruiting efforts. With your feedback, we will be able to implement improvements that are most important to our students. Your responses are anonymous and will not be identified by our third-party research supplier.*

[ALL QUESTIONS MANDATORY UNLESS NOTED]

### SECTION A: CREATING YOUR SHORTLIST

A1. In addition to this program, what other options did you seriously consider? (Select all that apply)

- |   |  |
|---|--|
| <input type="checkbox"/> EMBA program at a <b>different</b> school  | <input type="checkbox"/> Distance learning MBA                   |
| <input type="checkbox"/> Another EMBA program at <b>this</b> school | <input type="checkbox"/> Other degree program                    |
| <input type="checkbox"/> Full-time MBA                              | <input type="checkbox"/> Executive Education/Certificate program |
| <input type="checkbox"/> Part-time MBA                              | <input type="checkbox"/> Did not consider other options          |

[IF QA1="Did not consider other options", THEN DESELECT OTHER OPTIONS –RESPONSE MUTUALLY EXCLUSIVE]

A2. When did you first consider applying to this program? (Select only one response)

- Less than 7 months prior to attending
- 7 - 12 months prior to attending
- More than 12 months, but less than 2 years prior to attending
- More than 2 years prior to attending

[IF (QA1 <> 'EMBA @ DIFFERENT SCHOOL' ) AND (QA.1 <> 'EMBA @ THIS SCHOOL'), THEN JUMP TO QA4]

[IF(QA1 <> 'EMBA @ DIFFERENT SCHOOL' ) AND (QA.1 <> 'EMBA @ THIS SCHOOL'), THEN MARK QA3B=1 IN DATA]

A3A. **Including this program**, please list all Executive MBA programs that you seriously considered attending ranked in order with 1 being your top choice.

The entry fields below allow you to enter part of the name of the institution or school or program, and it will then present you with a list of matching programs. For example to select from one of the programs offered by Wake Forest, you would only need to enter 'Wak' for the list to appear. Note that only 10 programs will appear in the list, so it is best to pick a part of the name that will give you only a few candidates, e.g., type 'Irvine' if you considered UC Irvine. **If the program you considered is not in the dropdown list, please type the name of the university along with name of the program.**

Note: Please include your program in the list. It will be listed in the auto-fill list as: [INSERT UNIVNAME PROGNAME].

1. [TEXT BOX – WITH DROPDOWN AUTOCOMPLETION BASED ON EMBAC DIRECTORY]
2. [TEXT BOX – WITH DROPDOWN AUTOCOMPLETION BASED ON EMBAC DIRECTORY]
3. [TEXT BOX – WITH DROPDOWN AUTOCOMPLETION BASED ON EMBAC DIRECTORY]
4. [TEXT BOX – WITH DROPDOWN AUTOCOMPLETION BASED ON EMBAC DIRECTORY]
5. [TEXT BOX – WITH DROPDOWN AUTOCOMPLETION BASED ON EMBAC DIRECTORY]

[PRIME DROPDOWN LIST OF UNIVERSITYNAME-SCHOOLNAME-PROGRAMNAME FROM EMBAC DIRECTORY]  
[IF QA1=A or B, THEN VALIDATE TWO ENTRIES ARE PROVIDED FOR QA3A]  
[VALIDATE THAT UNIVNAME-PROGNAME FROM REGISTRATION IS LISTED IN QA3A RESPONSE]

[WEB PAGE BREAK]

A3C. Did you submit applications to these program(s)?

- |  | Yes                   | No                    |
|--|-----------------------|-----------------------|
| 1. [LIST RESPONSE FROM A3A-1IF <> THIS PROGRAM]  | <input type="radio"/> | <input type="radio"/> |
| 2. [LIST RESPONSE FROM A3A-2 IF <> THIS PROGRAM] | <input type="radio"/> | <input type="radio"/> |
| 3. [LIST RESPONSE FROM A3A-3 IF <> THIS PROGRAM] | <input type="radio"/> | <input type="radio"/> |
| 4. [LIST RESPONSE FROM A3A-4 IF <> THIS PROGRAM] | <input type="radio"/> | <input type="radio"/> |
| 5. [LIST RESPONSE FROM A3A-5 IF <> THIS PROGRAM] | <input type="radio"/> | <input type="radio"/> |

A3D. Were you admitted to these program(s)?

- |  | Yes                   | No                    |
|--|-----------------------|-----------------------|
| 1. [LIST RESPONSE FROM A3A-1IF <> THIS PROGRAM]  | <input type="radio"/> | <input type="radio"/> |
| 2. [LIST RESPONSE FROM A3A-2 IF <> THIS PROGRAM] | <input type="radio"/> | <input type="radio"/> |
| 3. [LIST RESPONSE FROM A3A-3 IF <> THIS PROGRAM] | <input type="radio"/> | <input type="radio"/> |
| 4. [LIST RESPONSE FROM A3A-4 IF <> THIS PROGRAM] | <input type="radio"/> | <input type="radio"/> |
| 5. [LIST RESPONSE FROM A3A-5 IF <> THIS PROGRAM] | <input type="radio"/> | <input type="radio"/> |

[AUTOPOPULATE DATA AS QA3C=YES AND QA3D=YES FOR RECORD IN QA3B = THIS PROGRAM]

[VALIDATE IF A3D=YES, THEN A3C SHOULD BE YES; IF NOT, THEN WARN RESPONDENT TO CORRECT]



**SECTION B: SELECTING A PROGRAM TO ATTEND**

B1. Based on your knowledge, experience and any information you have attained about the program, please tell us how **[INSERT “UNIVNAME – PROGNAME” IN BOLD BASED ON REGISTRATION]** performs using a 0 to 10 scale where 0 is *Performs Not Well at All* and 10 is *Performs Extremely Well*.

	Performs Not Well at All	←	Performs								→	Performs Extremely Well	Don't Know
	0	1	2	3	4	5	6	7	8	9	10	⊗	
a. Admissions Process	0	1	2	3	4	5	6	7	8	9	10	⊗	
b. Career Services	0	1	2	3	4	5	6	7	8	9	10	⊗	
c. Class Size	0	1	2	3	4	5	6	7	8	9	10	⊗	
d. Curriculum/Class Offerings	0	1	2	3	4	5	6	7	8	9	10	⊗	
e. Global Content	0	1	2	3	4	5	6	7	8	9	10	⊗	
f. Integration of Technology	0	1	2	3	4	5	6	7	8	9	10	⊗	
g. Location/Geographic Setting of Campus	0	1	2	3	4	5	6	7	8	9	10	⊗	
h. Program Format	0	1	2	3	4	5	6	7	8	9	10	⊗	
i. Quality of Classmates	0	1	2	3	4	5	6	7	8	9	10	⊗	
j. Quality of Faculty	0	1	2	3	4	5	6	7	8	9	10	⊗	
k. Rankings	0	1	2	3	4	5	6	7	8	9	10	⊗	
l. Reputation of School	0	1	2	3	4	5	6	7	8	9	10	⊗	
m. Strength in a Particular Functional Area	0	1	2	3	4	5	6	7	8	9	10	⊗	
n. Strength of Alumni Network	0	1	2	3	4	5	6	7	8	9	10	⊗	
o. Strength of Elective Offerings	0	1	2	3	4	5	6	7	8	9	10	⊗	
p. Total Cost (tuition and fees)	0	1	2	3	4	5	6	7	8	9	10	⊗	
q. Website of EMBA program	0	1	2	3	4	5	6	7	8	9	10	⊗	

B2. Please tell us your primary reason for applying to this program.

[NOT MANDATORY]

[IF (QA1 <> 'EMBA @ DIFFERENT SCHOOL' ) AND (QA1 <> 'EMBA @ THIS SCHOOL'), THEN SKIP B3]

[WEB PAGE BREAK]

B3. Now, we would like to get your impression of [INSERT #1 COMPETITOR1]. Compared to this program, how would you rate [INSERT #1 COMPETITOR1] on these attributes? Please base your ratings on your knowledge, experience, and any information you have obtained about the program.

	Much Worse		←		Same		→		Much Better	Don't Know		
a. Admissions Process	0	1	2	3	4	5	6	7	8	9	10	⊗
b. Career Services	0	1	2	3	4	5	6	7	8	9	10	⊗
c. Class Size	0	1	2	3	4	5	6	7	8	9	10	⊗
d. Curriculum/Class Offerings	0	1	2	3	4	5	6	7	8	9	10	⊗
e. Global Content	0	1	2	3	4	5	6	7	8	9	10	⊗
f. Integration of Technology	0	1	2	3	4	5	6	7	8	9	10	⊗
g. Location/Geographic Setting of Campus	0	1	2	3	4	5	6	7	8	9	10	⊗
h. Program Format	0	1	2	3	4	5	6	7	8	9	10	⊗
i. Quality of Classmates	0	1	2	3	4	5	6	7	8	9	10	⊗
j. Quality of Faculty	0	1	2	3	4	5	6	7	8	9	10	⊗
k. Rankings	0	1	2	3	4	5	6	7	8	9	10	⊗
l. Reputation of School	0	1	2	3	4	5	6	7	8	9	10	⊗
m. Strength in a Particular Functional Area	0	1	2	3	4	5	6	7	8	9	10	⊗
n. Strength of Alumni Network	0	1	2	3	4	5	6	7	8	9	10	⊗
o. Strength of Elective Offerings	0	1	2	3	4	5	6	7	8	9	10	⊗
p. Total Cost (tuition and fees)	0	1	2	3	4	5	6	7	8	9	10	⊗
q. Website of EMBA program	0	1	2	3	4	5	6	7	8	9	10	⊗

[WEB PAGE BREAK]

The remaining questions in this survey refer only to your program.

**SECTION C: ADMISSIONS PROCESS**

C1. During the admissions process, how satisfied were you with the **manner** (courteousness, professionalism, etc.) in which our admissions staff responded to your requests for information/assistance?

	Not at All Satisfied		←		Satisfied		→		Extremely Satisfied	Not Applicable		
Manner of Admissions Representatives	0	1	2	3	4	5	6	7	8	9	10	⊗

C2. During the admissions process, how satisfied were you with the **timeliness** in which our admissions staff responded to your requests for information/assistance?

	Not at All Satisfied		←		Satisfied		→		Extremely Satisfied	Not Applicable		
Timeliness of Admissions Representatives	0	1	2	3	4	5	6	7	8	9	10	⊗

C3. How satisfied were you with the **ease of the admissions process** (understanding the process, submitting the application, interview, etc.)?

	Not at All Satisfied		←		Satisfied		→		Extremely Satisfied	Not Applicable		
Ease of Admissions Process	0	1	2	3	4	5	6	7	8	9	10	⊗

C4. Please tell us what you experienced as the strengths and weaknesses of our admissions process.  
 [NOT MANDATORY]

[WEB PAGE BREAK]

**SECTION D: COMMUNICATIONS**

D1. How did you become aware of this program? (Select all that apply) [NOT MANDATORY]

- |  |  |
|--|--|
| <input type="checkbox"/> Airport billboards                      | <input type="checkbox"/> Online discussion group/blog              |
| <input type="checkbox"/> Airline in-flight magazine              | <input type="checkbox"/> Radio advertisement (other than NPR)      |
| <input type="checkbox"/> Alumni/Current student                  | <input type="checkbox"/> Resource guides (Peterson's, Vault, etc.) |
| <input type="checkbox"/> Brochure/Email from this school         | <input type="checkbox"/> Search engines (Google, Yahoo, etc.)      |
| <input type="checkbox"/> Campus visit/interview                  | <input type="checkbox"/> TV  |
| <input type="checkbox"/> Colleague/Friend                        | <input type="checkbox"/> Website of this school                    |
| <input type="checkbox"/> Employer                                | <input type="checkbox"/> Rankings (please specify _____)           |
| <input type="checkbox"/> Executive MBA Council Directory         | <input type="checkbox"/> Newspaper (please specify _____)          |
| <input type="checkbox"/> Faculty/staff                           | <input type="checkbox"/> Magazine (please specify _____)           |
| <input type="checkbox"/> Information session                     | <input type="checkbox"/> Website (please specify _____)            |
| <input type="checkbox"/> Magazine                                | <input type="checkbox"/> Other (please specify _____)              |
| <input type="checkbox"/> National Public Radio (NPR) sponsorship |  |

D2. Which news and business publications do you read on a regular basis? Please tell us the formats you utilize. (Select all that apply)

[NOT MANDATORY]

	Print	Electronic (Web/PDA/RSS)
Barron's	<input type="checkbox"/>	<input type="checkbox"/>
Business 2.0	<input type="checkbox"/>	<input type="checkbox"/>
BusinessWeek	<input type="checkbox"/>	<input type="checkbox"/>
Economist	<input type="checkbox"/>	<input type="checkbox"/>
Fast Company	<input type="checkbox"/>	<input type="checkbox"/>
Financial Times	<input type="checkbox"/>	<input type="checkbox"/>
Forbes	<input type="checkbox"/>	<input type="checkbox"/>
Fortune	<input type="checkbox"/>	<input type="checkbox"/>
Harvard Business Review	<input type="checkbox"/>	<input type="checkbox"/>
Inc.	<input type="checkbox"/>	<input type="checkbox"/>
Money	<input type="checkbox"/>	<input type="checkbox"/>
New York Times	<input type="checkbox"/>	<input type="checkbox"/>
Time	<input type="checkbox"/>	<input type="checkbox"/>
USA Today	<input type="checkbox"/>	<input type="checkbox"/>
US News & World Report	<input type="checkbox"/>	<input type="checkbox"/>
Wall Street Journal	<input type="checkbox"/>	<input type="checkbox"/>
Washington Post	<input type="checkbox"/>	<input type="checkbox"/>
Other (specify: _____)	<input type="checkbox"/>	<input type="checkbox"/>

D3. Which of these sources were most influential in prompting you **to apply** to this program? (Select all that apply) **[NOT MANDATORY]**

- Airport billboards
- Airline in-flight magazine
- Alumni/Current student
- Brochure/Email from this school
- Campus visit/interview
- Colleague/Friend
- Employer
- Executive MBA Council Directory
- Faculty/staff
- Information session
- Magazine
- National Public Radio (NPR) sponsorship
- Online discussion group/blog
- Radio advertisement (other than NPR)
- Resource guides (Peterson's, Vault, etc.)
- Search engines (Google, Yahoo, etc.)
- TV
- Website of this school
- Rankings (please specify \_\_\_\_\_)
- Newspaper (please specify \_\_\_\_\_)
- Magazine (please specify \_\_\_\_\_)
- Website (please specify \_\_\_\_\_)
- Other (please specify \_\_\_\_\_)

D4. Please rate the helpfulness of each of these resources in making your decision **to attend** **[INSERT "UNIVNAME – PROGNAME" IN BOLD BASED ON REGISTRATION]**. Please check *Not Applicable* if you did not make use of a particular resource.

	Not at All Helpful	←	Helpful						→	Very Helpful	Not Applicable
	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
a. Admissions Process	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
b. Alumni	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
c. Current Student in the Program	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
d. Brochure	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
e. Campus Visit	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
f. CD-ROM	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
g. Information Session	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
h. Virtual Information Session	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
i. Website of this program	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
j. Faculty/staff	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗
k. Rankings	①	②	③	④	⑤	⑥	⑦	⑧	⑨	⑩	⊗

D5. Please tell us what you experienced as the strengths and weaknesses of the website for this program. **[NOT MANDATORY]**

**[WEB PAGE BREAK]**

## SECTION E: SPONSORSHIP/PROGRAM COST

**CURRENCY SELECTION:** Please choose one of the following available currencies for your responses below:

- \$ US dollars
- € Euros
- \$ Canadian dollars
- R\$ Brazilian reais
- £ British pound
- ¥ Chinese yuan

E1. At the present time, what **percentage** of the EMBA program cost (tuition & fees) will be reimbursed by your employer for the entire length of the program? \_\_\_\_\_%  
[NOT MANDATORY]

E2. What will be the actual amount reimbursed by your employer for the entire length of the program? (in [INSERT CURRENCY SELECTED]) \_\_\_\_\_  
[NOT MANDATORY]

E3. Are you self-employed?  Yes  No  
[NOT MANDATORY]

E4. Do you plan to use financial aid (including loans)?  Yes  No  Don't Know  
[NOT MANDATORY]

E5. How much financial aid do you expect to use for the entire length of your program? (in [INSERT CURRENCY SELECTED]) \_\_\_\_\_

[WEB PAGE BREAK]

## SECTION F: RETURN ON INVESTMENT

*Please give your best estimates for the following two questions:*

F1. Assuming that entire cost of your program is paid by yourself, what is the estimated **payback period** (length of time required to recover the cost of your investment of time and money) **for you** considering estimated salary increases? \_\_\_\_\_months [NOT MANDATORY]

F2. Assuming that entire cost of your program is paid by your employer, what is the estimated **payback period for your employer's investment** considering your additional value and increased responsibilities within the organization? (Please give your best estimate) \_\_\_\_\_months [NOT MANDATORY]

[WEB PAGE BREAK]

## SECTION G: CURRENT JOB

All of your responses are anonymous.

G1. Do you expect **new responsibilities** from your employer as a result of your involvement in this program?  Yes  No  Not Applicable

G2. Do you expect a **promotion while you are in** this program?  Yes  No  Not Applicable

G3. Do you expect a **promotion** as a result of completing your degree in this program?  Yes  No  Not Applicable

- G4. Do you expect a **job change** inside your current organization while you are in this program?  Yes  No  Not Applicable
- G5. Do you expect a **job change** inside your current organization as a result of completing your degree in this program?  Yes  No  Not Applicable
- G6. Do you plan to change jobs outside your current organization within 12 months after completing this program?  Yes  No  Not Applicable
- G7. Do you expect the school to assist you with your job search?  Yes  No  Not Applicable

[WEB PAGE BREAK]

G7b. If yes, what resources do you expect the school to provide to assist in your job search?  
[NOT MANDATORY]

- |  |            |                  |           |                   |           |                |   |   |   |   |   |
|--|------------|------------------|-----------|-------------------|-----------|----------------|---|---|---|---|---|
|  | Not at All | $\longleftarrow$ | Satisfied | $\longrightarrow$ | Extremely | Not Applicable |   |   |   |   |   |
| G8. How satisfied are you with your current job? | ①          | ②                | ③         | ④                 | ⑤         | ⑥              | ⑦ | ⑧ | ⑨ | ⑩ | ⑪ |

[NOT MANDATORY]

[QG9 AND QG10 ARE OPTIONAL]

G9. What are you earning in annual salary and bonuses (not including stock or other non-cash compensation) upon **entering** this program?  
[NOT MANDATORY]

\_\_\_\_\_ (in [INSERT CURRENCY SELECTED])

G10. What do you expect your annual salary and bonuses (not including stock or other non-cash compensation) to be upon **leaving** this program?  
[NOT MANDATORY]

\_\_\_\_\_ (in [INSERT CURRENCY SELECTED])

[WEB PAGE BREAK]

**SECTION H: DEMOGRAPHICS**

[ALL QUESTIONS IN SECTION H ARE NOT MANDATORY]

These demographic questions will be used so that your answers can be grouped for analysis. All of your responses are anonymous.

H1. What is your gender?     Male     Female

H2. What is your age?  
[VALIDATE RANGE = 20 - 80]

H3. How many years of work experience do you have?                      \_\_\_\_\_ years  
[VALIDATE RANGE = 0 - 60]

H4. How many years of management experience do you have?  
(includes managing projects and/or direct reports)                      \_\_\_\_\_ years  
[VALIDATE RANGE = 0 - 60]

H5. What are the total number of employees you manage in your current role/position (including direct and indirect reports)?                      \_\_\_\_\_ staff

H6. Which of the following best describes your managerial responsibility in your current role?

<input type="radio"/>	<b>Professionals</b> have expertise in business, technical or legal areas and may have supervisory responsibility over administrative staff only
<input type="radio"/>	<b>First Line Managers</b> provide first-level supervision to multiple employees and manage the activities of one operating unit, project, or program area. First Line Managers report to Middle or Senior Managers.
<input type="radio"/>	<b>Middle Managers</b> provide second level supervision to employees and manage the activities of several operating units, projects, or program areas. Middle Managers report to Senior Managers or, in highly vertical organizations, other Middle Managers.
<input type="radio"/>	<b>Senior Managers</b> in addition to providing first and/or second level supervision, manage a major office, facility or national program. Senior Managers report to an Executive, or in a large organization, an Executive's deputy.
<input type="radio"/>	<b>Corporate Officers</b> refers to the top level of management. Typically, this includes senior vice presidents (SVP), executive vice presidents (EVP), the chief financial officer (CFO), chief operating officer (COO), chief technology officer (CTO), and chief executive officer (CEO), as well as presidents of major operating divisions.

H7. Is your company/organization publicly or privately owned?

- Publicly owned                       Privately owned

H8. How many employees work for your company/organization?

- less than 50 employees                       1,001-3,000 employees  
 50-100 employees                               3,001-10,000 employees  
 101-250 employees                               more than 10,000 employees  
 251-1,000 employees

H9. Which of the following categories best describes the gross revenue of the company that you work for?  
Sales are indicated in U.S. dollars and should include total sales for the entire company/organization.

- non-profit or not-for-profit
- less than \$50 million
- \$50-499 million
- \$500-999 million
- \$1 billion or more

H10. Did you take the GMAT?  Yes  No



If  
No,  
skip  
to  
H11

H10A. If yes, what was your highest GMAT score?

- below 400
- 400-440
- 450-490
- 500-540
- 550-590
- 600-640
- 650-690
- 700 or above

H11. How far will you travel, one-way, from your home to this program site for classes?

- less than 25 miles
- 26-50 miles
- 51-75 miles
- 76-99 miles
- 100-249 miles
- 250-499 miles
- 500-999 miles
- More than 1000 miles
- Travel from another country

**THANK YOU FOR YOUR FEEDBACK!**