Highlights from Kaplan Test Prep's 2011 Survey of Business School Admissions Officers

To ensure that aspiring MBAs receive accurate and up-to-date information on the business school admissions process and other relevant issues, Kaplan Test Prep annually surveys admissions officers from the top business schools in the U.S. The survey data collected helps guide the tens of thousands of business school applicants Kaplan works with each year.

What Business School Admissions Officers Say On:

▸ **Standardized Testing Policies and Trends**   ▸ **General Admissions Trends**   ▸ **Online and Social Networking Issues**

About the survey methodology: Admissions officers from 265 MBA programs – including 16 of the top 25 programs as ranked by U.S. News & World Report – were polled by telephone in July and August 2011.

On Standardized Testing Policies and Trends

Do you think the addition of the Integrated Reasoning section will make the GMAT[*] more reflective of the business school experience?

Yes	59%
No	5%
Not sure	37%

Have you seen sample questions provided by GMAC for the new GMAT Integrated Reasoning section?

Yes	29%
No	67%
Not sure	4%

Does your program give applicants the option of submitting a GRE[**] score instead of GMAT score for admissions?

Yes	52%
No	47%
Not sure	1%

(For schools that accept GRE scores) Is there any advantage for an applicant to submit scores from one of these tests over the other?

No advantage	66%
Advantage for GMAT	29%
Advantage for GRE	5%

(For schools that accept GRE scores) During the previous admissions cycle, about what proportion of your applicants submitted a GRE score?

Less than 1 in 10	37%
1 in 10	15%
2 in 10	17%
3 in 10	15%
4 in 10	7%
5 in 10	3%
6 in 10	3%
7 in 10	0%
8 in 10	1%
9 in 10	0%
Almost all	1%
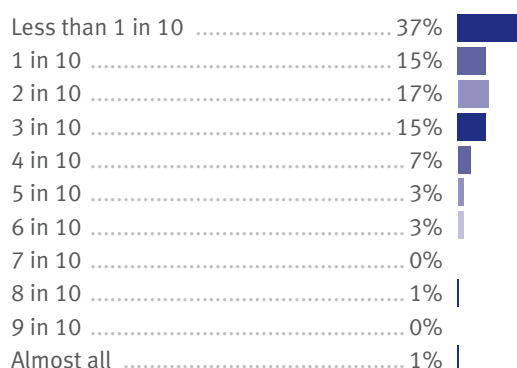
▸ For the first time since Kaplan began tracking the issue in 2009, a majority of business schools allow students to submit scores from the GRE instead of the GMAT – though most schools say few students actually take this route.

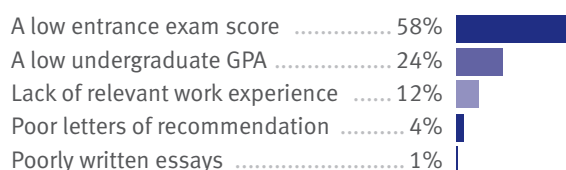**(For schools that accept GRE scores) Do you publish or release the average GRE score for your incoming class?**

Yes	26%
No	70%
Not sure	4%

(For GMAT-only schools) How likely is it that your school will begin accepting the GRE for the 2012 or 2013 admissions cycles?

Not at all likely	41%
Not too likely	25%
Somewhat likely	21%
Very likely	13%

On General Admissions Trends

Which is the biggest application killer?

A low entrance exam score	58%
A low undergraduate GPA	24%
Lack of relevant work experience	12%
Poor letters of recommendation	4%
Poorly written essays	1%

Compared to the previous admissions cycle, did your program see an increase or decrease in applications in 2010-2011?

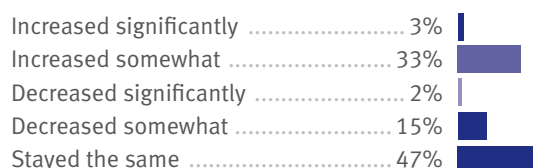|	
Increase	52%
Decrease	26%
Stayed the same	22%

Compared to the previous admissions cycle, from which of the following professional backgrounds did you see the greatest increase in applicants?

Not sure	23%
Financial Services/Banking	21%
Healthcare/Biotech	16%
Government/Military	11%
High Tech/e-Commerce	10%
None of these	9%
Nonprofit	8%
Consulting	2%

Comparing the 2010-2011 admissions cycle to last year's cycle, did your program experience an increase or decrease in the number of applicants from India?

Increase	38%
Decrease	21%
About the same	29%
Not sure	12%

For the 2010-2011 admissions cycle compared to the previous cycle, how did the amount of financial aid provided by your school change?

Increased significantly	3%
Increased somewhat	33%
Decreased significantly	2%
Decreased somewhat	15%
Stayed the same	47%

▶ While 66% of schools said that there is no advantage in submitting one test score over the other, 29% said applicants who submit a GMAT score have an advantage.

On Online and Social Networking Issues

Have you ever Googled an applicant to learn more about them?

No	73%
Yes	27%

Have you ever visited an applicant's social networking page like Facebook to learn more about them?

No	77%
Yes	22%
Not sure	1%

(Of admissions officers who said "Yes" to above questions) Have you ever discovered something online about an applicant that negatively impacted their application?

No	85%
Yes	14%
Not sure	1%

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