

# Highlights from Kaplan Test Prep's 2014 Business School Admissions Officers Survey

To ensure that students are receiving accurate and up-to-date information on trends in the business school admissions process, Kaplan Test Prep annually surveys admissions officers from the nation's top MBA programs. The survey data collected helps Kaplan provide informed guidance to tens of thousands of aspiring business school students each year.

## What Business School Admissions Officers Say On:










► The GRE as an Alternative to the GMAT ► General MBA Education and Admissions Trends ► Social Media

### On the GRE as an Alternative to the GMAT

Does your program give applicants the option of submitting a GRE score instead of a GMAT score for admission?




Yes: ..... 85%   
No: ..... 15% 

(Asked only of schools who accept scores from the GRE)  
During your last admissions cycle, about what proportion of your applicants submitted a GRE score?

Less than 1 in 10: ..... 31%   
1 in 10: ..... 20%   
2 in 10: ..... 20%   
3 in 10: ..... 14%   
4 in 10: ..... 5%   
5 in 10: ..... 4%   
6 in 10: ..... 4%   
7 in 10: ..... 1%   
8 in 10: ..... 1%   
9 in 10: ..... 0%   
Almost all: ..... 0% 






- Acceptance of the GRE among U.S. business schools is becoming nearly unanimous. In 2009, only 24% accepted the GRE. In 2014, it's 85%.

Is there any advantage for an applicant to submit scores from one of these tests over the other?





There is an advantage for the GMAT:.. 18%   
There is an advantage for the GRE: ..... 4%   
There is no advantage:..... 78% 

### On General MBA Education and Admissions Trends

Which would you most consider to be an application killer?

A low GMAT/GRE score:..... 50%   
A low undergraduate GPA: ..... 32%   
A lack of relevant work experience:..... 9%   
Poor letters of recommendation: ..... 6%   
Poorly written essays:..... 3% 

How important is an applicant's Integrated Reasoning score in your evaluation of their overall performance on the GMAT?

Very important: ..... 8%   
Somewhat important: ..... 33%   
Not too important: ..... 35%   
Not at all important: ..... 25% 

Compared to the 2014-2015 academic year, do you think the number of applicants to your school will increase, decrease or stay about the same for the 2015-2016 academic year?



Overall, how confident are you that the number of applications to business schools across the United States will increase in the coming application cycle?



Compared to last year's admission cycle, have you reduced the number of essays you require applicants to submit?



(Only of schools who said "No") Is reducing the number of essays something your program is considering doing?



Do you agree or disagree with the Graduate Management Admission Council's new policy allowing test takers to preview their unofficial scores immediately following taking the GMAT, enabling them to either report or cancel their scores?



- Fully 60% of MBA admissions officers say that an applicant's score on the GMAT's Integrated Reasoning section is not currently important in how they evaluate the applicant's overall GMAT score.

Does your program currently offer a course to teach students how to code?



(Asked of schools who answered "No") Is creating a course to teach your students how to code something your school may develop?



## On Social Media

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



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



Have you ever discovered something online about an applicant that negatively impacted their application?



Like us on Facebook at  
[www.facebook.com/KaplanGMAT](https://www.facebook.com/KaplanGMAT)  
 Follow us on Twitter: @KaplanGMATPrep

\*For the 2014 Kaplan survey, admissions officers from 204 business schools from across the United States – including 11 of the top 30 MBA programs, as ranked by *U.S. News & World Report* – were polled by telephone between August and September 2014. GMAT® is a registered trademark of the Graduate Management Admission Council™. Kaplan materials do not contain actual GMAT items and are neither endorsed by nor affiliated in any way with GMAC. GRE® is a registered trademark of the Educational Testing Service, which neither sponsors nor endorses this product. GRE® is a registered trademark of the Educational Testing Service, which neither sponsors nor endorses this product.