

## Instructions for Participating in the 2018 GMAC® Corporate Recruiters Survey

The Graduate Management Admission Council® (GMAC®), the MBA Career Services & Employer Alliance (MBA CSEA), and the European Foundation for Management Development (EFMD), look forward to your school's participation in our 17th annual Corporate Recruiters Survey.

### Corporate Recruiters Survey Administration Options

#### Option 1: Your school will provide GMAC with the contact list of employers.

Your school provides GMAC with a list of employer contacts. GMAC administers the survey by sending survey invitation and reminder emails directly to your employers.

#### Option 2: Your school will send survey invitations directly to your employers.

Your school agrees to administer the survey using your internal resources by sending invitation and reminder emails on the dates specified to your employer contacts. GMAC will provide a template invitation and reminder text, along with a school-specific URL. Your school can use GMAC's invitation and reminder text as is, or personalize it.

Because the school-specific URL is not unique for each respondent, there will be no means to track individual responses. Employers will need to complete the questionnaire in one session. Additionally, 'reminder' emails cannot be directed only to those employers who have not completed the survey.

Although not required, we strongly recommend that you send GMAC your list of employer contacts. We will use it to remove email addresses from your list that have already been submitted from other schools, and send you back a list of only those employers that are unique to your university. This will prevent recruiters from receiving multiple survey invitations.

#### Employers who recruit at multiple schools:

Often, employers recruit from multiple business schools. It is possible some recruiters may receive multiple invitations. If that happens, please advise them to complete the survey only once. You may forward the email to [gmac-research@gmac.com](mailto:gmac-research@gmac.com) to make sure that your school receives 'credit' for the response.

#### More Information

More details about the Corporate Recruiters Survey overall, including last year's results, instructions, key dates, privacy statements and more can be found at [gmac.com/CRSDetails](http://gmac.com/CRSDetails).

#### Confidentiality

Results of the 2018 Corporate Recruiters Survey are reported in aggregate, and will not be associated with individual employers or individual schools. We will not share employer email addresses with any third party at any time, for any reason, or use employer email addresses in the future without first asking for permission. To review GMAC's privacy policy, go to [www.gmac.com/surveyprivacy](http://www.gmac.com/surveyprivacy).

#### How to reach us:

This document contains additional instructions and dates for administering the Corporate Recruiters Survey. Please review them thoroughly as they relate to the option your business school selects. If you have any questions, please feel free to contact GMAC Research at [gmac-research@gmac.com](mailto:gmac-research@gmac.com) or +1 703.668.9809.

# 2018 Corporate Recruiters Survey Participation Instructions

**Option 1:** Your school sends lists of employers to GMAC; GMAC sends invitations directly to your employers.

**Due by Feb 2, 2018**

**Compile and submit your list of the employers/recruiters that recruit and/or hire your students.**

### Who should I include?

- Recruiters that come on campus to speak to classes, interview students, conduct case competitions, etc.
- Recruiters that recruit students without coming on campus, including those who post jobs on your school's job board, conduct 'remote' interviews (telephone, Skype, etc.), bring your students to their campus for interviews, recruit at job fairs, etc.
- Recruiters that work directly with your students without going through your office (if you have their contact information).

### How many people should I include?

- Submit as many or as few names as you like. Some schools submit 50, while others submit several thousand. Keep in mind that to receive a Benchmark Report, at least 10 of your employers must respond.

### What do I need to include in the list?

- First Name
- Last Name
- Company
- Email

✓ **Check to make sure the recruiter  
name matches the email!**

Upload your completed list in an Excel (or compatible) spreadsheet to GMAC via Box:

<https://research.gmac.com/utile/CRS2018/Sample/option1.html>

- Be sure to enter your university's name as you would like it displayed in the survey<sup>1</sup> and the Benchmark Report.

**Between February 5-8**

**Send out 'Heads-Up' email to respondents**

Send your employer contacts a 'Head's up' email to let them know they will be receiving a survey invitation, and their participation is important to you. You can find a sample letter here:

<https://gmac.box.com/v/CorporateRecruitersSurveyFiles>

**Survey is in field – no  
action required**

### Key Dates

- February 9, 2018: GMAC sends survey invitations to employers
- February 22, 2018: Reminder 1 to employers
- March 7, 2018: Reminder 2 to employers
- March 14, 2018: Final call email
- March 18, 2018: Survey closes

GMAC Research will send updates throughout the field period to let you know how many of your employers have completed the survey.

**Look for your school's Benchmark and Interactive Data Report in May, 2018.**

<sup>1</sup> At the end of the survey, respondents are shown the list of participating universities and are asked to indicate from which universities they recruit. The respondent will not be told which university(ies) submitted their name.

# 2018 Corporate Recruiters Survey Participation Instructions

**Option 2:** Your school sends survey invitations and reminders to employers; GMAC will provide you with suggested email wording and a university-specific survey URL.

**Prior to Feb 8, 2018**

### Prepare survey invitation email

Using the sample letter, prepare to send the survey invitation to your employers. You can find the sample email here: <https://gmac.box.com/v/CorporateRecruitersSurveyFiles>. On February 8<sup>th</sup>, GMAC will send you your school's specific survey URL.

**Due by Feb 9, 2018**

### Compile your list of the employers/recruiters that recruit and/or hire your students. **Submit your sample number to GMAC.**

#### Who should I include?

- Recruiters that come on campus to speak to classes, interview students, conduct case competitions, etc.
- Recruiters that recruit students without coming on campus, including those who post jobs on your school's job board, conduct 'remote' interviews (telephone, Skype, etc.), bring your students to their campus for interviews, recruit at job fairs, etc.
- Recruiters that work directly with your students without going through your office (if you have their contact information).

#### How many people should I include?

- Submit as many or as few names as you like. Some schools submit 50, while others submit several thousand. Keep in mind that to receive a Benchmark Report, at least 10 of your employers must respond.

### Report your sample size to GMAC

Email GMAC Research ([gmac-research@gmac.com](mailto:gmac-research@gmac.com)) the following information by February 9, 2018:

- Number of contacts in your sample
- Your university's name as you would like it displayed in the survey<sup>2</sup> and the Benchmark Report.

**February 9, 2018**

### Send Survey Invitation to Employers

Using the sample email text and the survey URL provided by GMAC, send the survey invitations to your employers. CC GMAC Research on the email ([gmac-research@gmac.com](mailto:gmac-research@gmac.com)).

### Send Reminder Emails to Employers

**February 22, 2018**

- February 22, 2018: Reminder 1 to employers

**March 7, 2018**

- March 7, 2018: Reminder 2 to employers

**March 14, 2018**

- March 14, 2018: Final call email

**March 18, 2018**

- March 18, 2018: Survey closes

### Important note about Option 2 email reminders:

When GMAC sends out survey invitations (Option 1), we assign a unique link to each individual *employer*, enabling us to track their response and exclude those who have completed the survey from further follow-up. When you administer the survey (Option 2), GMAC provides you with a link unique to your *school*, which is the same for all employers you might invite. Unfortunately, the convenience of using one link per school prevents the ability to track individual responses and exclude employers who have already completed the survey from receiving the survey reminder. *Thus, you will need to send reminder emails to all your employers.*

GMAC Research will send updates throughout the field period to let you know how many of your employers have completed the survey.

*Optional: Most recruiters recruit from multiple universities. Often, the same recruiter will receive multiple survey invitations. If you would like to avoid this, you may send your employer list to GMAC, and we will run it against the master list of employers sent from Option 1 schools. We will then let you know which of your employers are already scheduled to receive an invitation. If one of your employers completes the survey, your school will receive credit for the response. Follow the instructions for Option 1 to upload your contacts.*

<sup>2</sup> At the end of the survey, respondents are shown the list of participating universities and are asked to indicate from which universities they recruit. The respondent will not be told which university(ies) submitted their name.

