



# Application Trends Survey

## 2010 Benchmark Report

### [Program Type] Programs

*Prepared Exclusively for [Your University Name],  
[Your Business School Name]*

#### You Selected Peer Programs From the Following Schools:

[Peer School 1]  
[Peer School 2]  
[Peer School 3]  
[Peer School 4]  
[Peer School 5]  
[Peer School N]

Benchmark reports are individualized. They compare your program data reported to our survey against data from five or more programs of matching program type that you selected on the benchmark report request form(s). A minimum of five peer programs (excluding yours) is required to generate a benchmark report. There is no limit on the maximum number of peer programs you can request.

These aggregated peer program data are available to your school for any program type for which you reported data. Table data is not available for any questions you chose not to answer in the survey.

**THIS REPORT SAMPLE CONTAINS NO ACTUAL DATA.**

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**APPLICATION TRENDS**  
**Program Profile**

**Starting Month of Incoming Class**

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
August 2010	1	100%	3	60%
September 2010	—	—	2	40%
Total	1	100%	5	100%

**Enrollment Structure**

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Class begins once a year	1	100%	5	100%
Class begins several times a year	—	—	—	—
Total	1	100%	5	100%

**Applicant Profile**

**Geographic Profile of Applicants**

	Your program		Peer programs	
	Number of programs	Percentage of applicants*	Number of programs	Percentage of applicants*
National (within the country of school location)	1	70%	5	49%
—Local (within the city or metropolitan area of school location)	1	43%	5	54%
International (outside the country of school location)	1	30%	5	51%
Total	1	100%	5	100%

\*Percentage of applicants for peer programs is calculated based on mean of percentages reported by individual programs.

**Demographic Profile of Applicants—Gender**

	Your program		Peer programs	
	Number of programs	Percentage of applicants*	Number of programs	Percentage of applicants*
Female	1	41%	5	35%
Male	1	59%	5	65%
Total	1	100%	5	100%

\*Percentage of applicants for peer programs is calculated based on mean of percentages reported by individual programs.

### Demographic Profile of Applicants—Age

	Your program		Peer programs	
	Number of programs	Percentage of applicants*	Number of programs	Percentage of applicants*
Younger than 22	1	3%	4	0%
22 to 25	1	29%	4	21%
26 to 30	1	57%	4	66%
31 to 34	1	6%	4	9%
35 to 39	1	5%	4	2%
40 or older	1	1%	4	1%
Total	1	100%	4	100%

\*Percentage of applicants for peer programs is calculated based on mean of percentages reported by individual programs.

### Applicant Work Experience

	Your program		Peer programs	
	Number of programs	Percentage of applicants*	Number of programs	Percentage of applicants*
Less than 1 year	1	11%	5	5%
1 year, but less than 3 years	1	35%	5	32%
3 years, but less than 6 years	1	40%	5	46%
6 years, but less than 10 years	1	9%	5	13%
10 years or more	1	5%	5	5%
Total	1	100%	5	100%

\*Percentage of applicants for peer programs is calculated based on mean of percentages reported by individual programs.

### Academic Quality Assessment of Applicants, 2010 vs. 2009

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Significantly more academically qualified	—	—	—	—
Moderately more academically qualified	—	—	1	20%
Slightly more academically qualified	—	—	1	20%
About the same	1	100%	1	20%
Slightly less academically qualified	—	—	2	40%
Moderately less academically qualified	—	—	—	—
Significantly less academically qualified	—	—	—	—
Total	1	100%	5	100%

**Change in Application Volume**

**Overall Number of Completed Applications—Your Program**

	You reported...
Your program	580

**Overall Number of Completed Applications per Program—Peer Programs**

	Number of programs	Mean number of applications	Median number of applications
Peer programs	5	741	657

**Change in Total Application Volume, 2010 vs. 2009**

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Up significantly (21% or higher)	—	—	—	—
Up moderately (11% to 20%)	—	—	—	—
Up slightly (1% to 10%)	—	—	1	20%
Flat (no change from previous year)	—	—	1	20%
Down slightly (-1% to -10%)	—	—	2	40%
Down moderately (-11% to -20%)	1	100%	1	20%
Down significantly (-21% or lower)	—	—	—	—
Total	1	100%	5	100%

**Change in Domestic Application Volume, 2010 vs. 2009**

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Up significantly (21% or higher)	—	—	—	—
Up moderately (11% to 20%)	—	—	1	20%
Up slightly (1% to 10%)	—	—	—	—
Flat (no change from previous year)	—	—	2	40%
Down slightly (-1% to -10%)	—	—	1	20%
Down moderately (-11% to -20%)	—	—	1	20%
Down significantly (-21% or lower)	1	100%	—	—
Total	1	100%	5	100%

**Change in Foreign Application Volume, 2010 vs. 2009**

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Up significantly (21% or higher)	—	—	—	—
Up moderately (11% to 20%)	—	—	—	—
Up slightly (1% to 10%)	—	—	1	20%
Flat (no change from previous year)	1	100%	1	20%
Down slightly (-1% to -10%)	—	—	1	20%
Down moderately (-11% to -20%)	—	—	2	40%
Down significantly (-21% or lower)	—	—	—	—
Total	1	100%	5	100%

**Foreign Countries From Which Programs Received Greatest Number of Applications**

	Peer programs	
	Number of programs	Percentage of programs
India	1	100%
Total	1	100%

**Foreign Countries From Which Programs Experienced Largest Increase in Applications**

	Peer programs	
	Number of programs	Percentage of programs
India	1	100%
Total	1	100%

**Foreign Countries From Which Programs Experienced Largest Decline in Applications**

	Peer programs	
	Number of programs	Percentage of programs
Chile	1	33%
China	1	33%
United States	1	33%
Total	3	100%

**Change in Application Volume From Women, 2010 vs. 2009**

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Up significantly (21% or higher)	—	—	—	—
Up moderately (11% to 20%)	—	—	1	20%
Up slightly (1% to 10%)	—	—	1	20%
Flat (no change from previous year)	—	—	—	—
Down slightly (-1% to -10%)	—	—	2	40%
Down moderately (-11% to -20%)	1	100%	1	20%
Down significantly (-21% or lower)	—	—	—	—
Total	1	100%	5	100%

**Acceptance, Enrollment, and Class Size**

**Acceptance and Estimated Enrollment Rates—Your Program**

	You reported...
Percentage of applicants who will receive an offer of acceptance	41%
Estimated percentage of accepted applicants who will enroll	45%

**Acceptance and Estimated Enrollment Rates—Peer Programs\***

	Number of programs	Mean percentage of applicants	Median percentage of applicants
Percentage of applicants who will receive an offer of acceptance	5	41%	44%
Estimated percentage of accepted applicants who will enroll	5	45%	41%

\*Based on programs that reported both acceptance and enrollment rates.

**Incoming Class Size—Your Program**

	You reported...
Target size of the 2010–2011 incoming class	75
Last year's 2009–2010 incoming class size	78

### Incoming Class Size—Peer Programs

	Number of programs	Mean number of students	Median number of students
Target size of the 2010–2011 incoming class	5	111	130
Last year's 2009–2010 incoming class size	5	124	150

Based on programs that reported both targeted and last year's class sizes.

### Minority Application Trends (US programs only)

#### Number of Applications From Minority Groups—Your Program

	You reported...
Your program	75

#### Number of Applications From Minority Groups per US Program—Peer Programs

	Number of programs	Mean number of applications	Median number of applications
Peer programs	4	121	116

#### Change in Minority Application Volume, 2010 vs. 2009

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Up significantly (21% or higher)	—	—	2	50%
Up moderately (11% to 20%)	—	—	1	25%
Up slightly (1% to 10%)	—	—	—	—
Flat (no change from previous year)	—	—	—	—
Down slightly (-1% to -10%)	—	—	1	25%
Down moderately (-11% to -20%)	1	100%	—	—
Down significantly (-21% or lower)	—	—	—	—
Total	1	100%	4	100%

**ADMISSIONS MANAGEMENT (optional survey section)**  
**Special Recruitment and Outreach**

**Programs Conducting Special Recruitment or Outreach**

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Yes	1	100%	3	60%
No	—	—	2	40%
Total	1	100%	5	100%

**Population Groups for Which Programs Conducted Special Recruitment or Outreach**

	Your program		Peer programs	
	Number of programs	Percentage of programs*	Number of programs	Percentage of programs*
Women	1	100%	3	100%
Foreign candidates	1	100%	3	100%
Underrepresented US minorities	1	100%	3	100%
Underrepresented nationalities	—	—	2	67%
Occupational specialties	—	—	—	—
Undergraduate students	—	—	—	—
Working professionals	—	—	1	33%
Military	1	100%	3	100%
Other groups	—	—	—	—

\*Percentages do not total to 100% because of multiple responses provided by survey participants. Only programs that conducted special recruitment or outreach responded to this question.

### Top Countries Where Programs Actively Recruit Foreign Candidates

	Your program		Peer programs	
	Number of programs	Percentage of programs*	Number of programs	Percentage of programs*
China	1	100%	2	67%
Colombia	1	100%	0	0%
India	1	100%	2	67%
Korea, South	0	0%	1	33%
Mexico	0	0%	2	67%
United States	0	0%	1	33%

\*Percentages do not total to 100% because of multiple responses provided by survey participants. Only programs that conducted special recruitment or outreach to foreign candidates responded to this question.

### Marketing and Recruitment Budgets

#### Marketing Budget in US Dollars—Your Program

	You reported...
Your program	\$90,000

#### Marketing Budget in US Dollars—Peer Programs

	Number of programs	Mean	Median
Peer programs	2	\$125,000	\$125,000

#### Proportion of Marketing Budget Allocated to Different Functions

	Your program		Peer programs	
	Number of programs	Percentage of budget*	Number of programs	Percentage of budget*
Advertising	1	100%	3	80%
Public relations	0	—	3	0%
Promotional campaigns	0	—	3	8%
Market research	0	—	3	0%
Other functions	0	—	3	12%
Total	1	100%	3	100%

\*Percentage of budget for peer programs is calculated based on mean of percentages reported by individual programs.

**Proportion of Recruitment Budget Allocated to Different Channels**

	Your program		Peer programs	
	Number of programs	Percentage of budget*	Number of programs	Percentage of budget*
Domestic events	1	30%	2	38%
International events	1	60%	2	48%
Mailing campaigns	1	0%	2	10%
Electronic outreach	1	10%	2	5%
Other channels	1	0%	2	0%
Total	1	100%	2	100%

\*Percentage of budget for peer programs is calculated based on mean of percentages reported by individual programs.

**Programs Reporting Change in Marketing Budgets, 2010 vs. 2009**

	Your program		Peer programs	
	Number of programs	Percentage of programs	Number of programs	Percentage of programs
Up significantly (21% or higher)	—	—	1	33%
Up moderately (11% to 20%)	—	—	—	—
Up slightly (1% to 10%)	1	100%	—	—
Flat (no change from previous year)	—	—	2	67%
Down slightly (-1% to -10%)	—	—	—	—
Down moderately (-11% to -20%)	—	—	—	—
Down significantly (-21% or lower)	—	—	—	—
Total	1	100%	3	100%

**Tuition Assistance**

**Programs Offering Tuition Assistance**

	Your program		Peer programs	
	Number of programs	Percentage of programs*	Number of programs	Percentage of programs*
Scholarships	1	100%	5	100%
Fellowships	—	—	2	40%
Stipends	—	—	—	—
Reduced tuition	—	—	1	20%
School-to-student loan program	—	—	—	—
On-campus work-study program	—	—	—	—
Assistantships	—	—	—	—
Other programs	—	—	—	—
None of the above: This program does not offer tuition assistance to students.	—	—	—	—

\*Percentages do not total to 100% because of multiple responses provided by survey participants.

**Percentage of Incoming Students Who Will Be Offered Tuition Assistance—Your Program**

	You reported...
Scholarships	45%
Fellowships	—
Stipends	—
Reduced tuition	—
School-to-student loan program	—
On-campus work-study program	—
Assistantships	—
Other programs	—

**Percentage of Incoming Students Who Will Be Offered Tuition Assistance—Peer Programs**

	Number of programs	Mean percentage of students	Median percentage of students
Scholarships	4	54%	60%
Fellowships	1	6%	6%
Stipends	0	—	—
Reduced tuition	1	100%	100%
School-to-student loan program	0	—	—
On-campus work-study program	0	—	—
Assistantships	0	—	—
Other programs	0	—	—