

At-A-Glance

COUNCIL GOALS

■ Supporting excellence in Executive MBA

Programs worldwide by providing the knowledge and tools for improving programs

■ Increasing value to its members by offering clear and distinctive benefits

■ Continuing its commitment to global growth

■ Promoting executive MBA education as the voice of the industry

EDUCATE, NETWORK, AND INFORM

The Executive MBA Council organized in 1981 as a non-profit association of universities and colleges that offer Executive MBA Programs. The council fosters excellence and innovation worldwide in such programs through activities and services to educate, network, and inform administrators and faculty.

REACH

The Executive MBA Council attracts members from schools and programs diverse in size, scope, and location. Council membership currently includes more than 200 universities and colleges. Member schools administer more than 300 programs in more than 25 countries worldwide.

ACTIVITIES AND SERVICES

Each year, members take advantage of Executive MBA Council activities and services, and others turn to the council for insights about trends in the Executive MBA industry.

EDUCATE • *Supporting professional development*

The council offers courses and hosts an annual conference, regional meetings, and educational offerings that help members improve their on-the-job performance.

Executive MBA Council Conference • The Executive MBA Council Conference offers participants insights into current trends, best practices, and cutting-edge developments that impact Executive MBA Programs throughout the world. The conference features a toolkit for new staff and administrators, keynote speakers, concurrent sessions on diverse topics, and numerous opportunities to network. The next conference is set for October 22 – 24, 2007, in Toronto, Canada.

Marketing and Admissions Program • The three-day Marketing and Admissions Program offers innovative ideas and practices to help programs with recruiting. The program covers topics such as marketing and communication programs and tactics; relationships with corporate sponsors; use of the GMAT; recruitment and interviewing; financing options for students; and admissions and selection.

Teaching Effectiveness for Faculty • This onsite workshop focuses on successful approaches and techniques in teaching Executive MBA students and offers powerful tools that faculty can use to bolster their classroom performance.

NETWORK • *Leveraging learning from the experience of others*

Executive MBA Council Regional Meetings • Regional meetings offer members opportunities for discussion and ongoing learning throughout the year. Meetings take place in eight different areas worldwide: Europe/Middle East/Africa Region, Asia/Pacific Region, USA Southeast Region, USA Southwest Region, USA/Canada Western Region, USA/Canada Northeast, USA/Canada Midwest Region, and the Latin America Region.

Mentor Program • The council helps new members learn from more experienced members through its Mentor Program. The program matches experienced administrators with those who are new to the industry.

INFORM • Identifying industry trends

Data from Executive MBA Council research studies help schools understand industry trends and levels of student satisfaction. The council sponsors a variety of research initiatives:

Program Survey • The Program Survey provides the only comprehensive overview of Executive MBA Programs in the world and identifies industry trends.

Student Exit Benchmarking Survey • The survey measures the opinions of graduating students on their overall satisfaction and specific attributes of programs that are important to them. It further allows collecting competitive intelligence on programs in your region.

Application Trends Survey • Conducted in collaboration with the Graduate Management Admission Council (GMAC), the Application Trends Survey identifies trends in application submissions and admissions of all types of MBA programs.

Return on Investment Study • Also conducted in collaboration with GMAC, this research initiative identifies corporate needs regarding MBA students and includes return on investment measures.

INFORM • Sharing information

The council sponsors a number of outreach initiatives that include:

- The council web site at www.embac.org
- *Exchange*, a monthly electronic publication for members
- An online directory that prospective students and organizations can use to learn more about Executive MBA Programs
- An online directory for members only, which includes more detailed information about programs

PARTNERSHIPS

The Executive MBA Council works closely with a number of organizations to strengthen its reach and better serve its members by sharing knowledge and experience globally and across the industry. Current strategic partners include:

- Association to Advance Collegiate Schools of Business (AACSB-International)
- Association of MBAs (AMBA)
- Central and East European Management Development Association (CEEMAN)
- European Foundation for Management Development (efmd)
- Graduate Management Admission Council (GMAC)

The council also currently includes 18 corporations that support the degreed executive education industry as corporate members.

FOR MORE INFORMATION

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“The Executive MBA at the University of Colorado is a stronger program, and of more value to our students, as a result of our participation in the council.”

SCOTT GUTHRIE
UNIVERSITY OF COLORADO

“I can’t imagine having started this program without the resources provided by the council. The Executive MBA Council was the single most valuable resource that we found.”

KIM KUERTEN
AUBURN UNIVERSITY