

## 2009 media mentions

- “EMBA Applications on the Upswing,” *Graduate Management News*, Graduate Management Admission Council, November 2009  
“The Council’s Membership Program Survey found that the number of applications to Executive MBA programs rose on average from 83.8 students in 2008 to 92.6 in 2009, while the acceptance rate remained the same.”
- “Executive Education: Top 7 Trends,” *Delta Sky Magazine*, September 2009  
“Despite the current economic climate, professionals continue to seek out MBA or executive MBA (EMBA) degrees, and for good reason. They see a great return on investment: Students reported a 23 percent salary increase after graduation according to research from the Executive MBA Council.”
- “Investing in Yourself: During a recession is getting your eMBA a gamble - or an investment?” *Business to Business*, Feb. 3, 2009  
“The California-based Executive MBA Council says popular eMBA programs across the nation, including those in Georgia, are reporting a surge in interest in executive MBA degrees as corporate leaders realize they must be prepared for the worst in this recession.”
- “Real Returns: Executive MBA students report high ROI from degree,” *TopExecEd*, QS Top MBA, Feb. 20, 2009  
“Three quarters of Executive MBA students who took part in the Executive MBA Council 2008 Student Exit Benchmarking Survey say they greatly increased their value to their organization as a result of their Executive MBA education.”
- “Are Executive MBAs Worth the Money?” *Dallas CEO Magazine*, July-Aug. 2009  
“Michael Desiderio, executive director of the Orange, Calif.-based Executive MBA Council, says enrollment in EMBA Programs has been steadily increasing. As for applications, Desiderio says, ‘It’s trended upward in the last few years. Will that be the same for this year? We’ll see how the final data nets out... In this market, where we’ve got a down economy, I think smart people get more skills. In a competitive market, you want more tools in the tool belt.’ ”
- “BSU executive MBA program earns high ratings,” *Idaho Business Review*, April 18, 2009  
“BSU’s Executive MBA program has earned high marks in an independent exit survey of its graduates by the international Executive MBA Council.”
- OC Metro Minute Video Report, January 26, 2009
- The council’s press release on its Membership Program Survey results appeared online in many outlets including Forbes.com, CNBC.com, Moringstar.com, GMAC.com, Marketwatch.com, UPI.com, among others.
- The council’s press release on its Student Exit Benchmarking Survey results appeared online in many outlets, including CNBC.com, CNNmoney.com, Marketwatch.com, Morningstar.com, among others.
- “Executive MBA Rankings” *Wall Street Journal* (special section), Sept. 30, 2008  
“ ‘Some programs have a huge leadership component, others spend more time in practical case studies,’ says Michael Desiderio, executive director of the Executive MBA Council in Orange, Calif. ‘There are unique pieces to these programs, but the global E.M.B.A., as the E.M.B.A. in general, has a set format and at the end of the day is the same degree.’ ”

- “Executive education can be a wise strategy for self-investment,” *Fort Worth Star Telegram*, Dec. 4, 2008  
“ ‘Of late, we’ve experienced growth in programs worldwide,’ said Michael Desiderio, executive director of the Executive MBA Council, which champions program standards and provides resources to EMBA program in the United States and beyond.”
- “More Programs Focus on Specific Fields,” *Wall Street Journal*, December 10, 2008  
“Only 7 percent of executive business programs currently offer specialized degrees, but that number has begun to grow by about one percentage point a year, according to data from the Executive MBA Council, after several years of little growth.”
- “Ranking the Returns on Executive M.B.A.s,” *Wall Street Journal*, December 10, 2008  
“As companies pull back on education spending, students are increasingly paying their own way – making cost-benefit calculations even more important. ‘When someone else was paying for it, that wasn’t the big factor,’ says Michael Desiderio, executive director of the Executive MBA Council in Orange, Calif. Only 32 % of executives are fully sponsored by their companies, he adds.”
- “An MBA Dream Deferred,” *BusinessWeek* online, Jan. 8, 2009  
“EMBA Council Executive Director Michael Desiderio thinks applications will stay strong, even among those students who are paying on their own. But even he admits that in this increasingly precarious financial landscape there are few guarantees. ‘ I think smart people will generally invest in themselves....The question we don’t know is, how far can you stretch in this uncertain time?’ ”
- “A Female Face on Executive M.B.A.s,” *Wall Street Journal* (special section), Jan. 21, 2009  
“While 32 % of E.M.B.A. students are fully funded by their companies, about 36 % are partially funded, according to the EMBA Council, a membership group that serves executive programs.”
- “Directions in Executive Education” *Graduate Management News*, January 2009  
“The current economic turmoil affects executive education as much as it does the rest of graduate management education. Yet ‘despite all the craziness, there’s still a lot of energy in the executive education space,’ Desiderio says. For example, he says, EMBA Council’s members reported that applications for 2008 were up about 33 percent compared with Council data for 2005.”