

## 2013 media mentions

- “How to seek employer support for your Executive MBA,” by Annabel Palmer, *CityAm.Com*, Nov. 14, 2013  
“If corporate sponsorship is a dead end, some will seek bank finance. Hina Wadhwa of QS Top MBA says that personal development or student loans are still a viable option, even to older EMBA participants. “Definitely try approaching your local bank,” she says.

And the number of schools offering scholarships or fellowships has risen from 38.8 per cent in 2008 to 47.6 percent in 2012, according to the Executive MBA Council.”

- “The Best Business Schools of 2013: Part-Time and Executive MBA,” by Geoff Gloeckler, *BusinessWeek.com*, Nov. 7, 2013  
“Only 8 percent of the membership of the Executive MBA Council, a trade group representing EMBA Programs, report having a distance-learning component—meaning students rarely have to set foot on campus. But in a sign of how fast hybrid approaches are proliferating, nearly every one offers at least a piece of their program online, whether it’s class work, discussion groups, or past lectures. ‘This isn’t a fad; this is real,’ says Michael Desiderio, executive director of the EMBA Council. ‘Now we have to figure out what are the implementations that make sense.’ “
- “Executive MBA Council Reports Five-year Trends from Annual Membership Program Survey, press release, Nov. 5, 2013  
Nearly 240 media websites posted the release, which was distributed via BusinessWire, including Reuters, Yahoo! Finance, Yahoo! Finance India, MarketWatch, American Public Media, Latin Times, Ontario Daily Bulletin, el Nuevo Herald, and Silicon Valley.com. Also appeared on EFMD blog, Nov. 7, 2013
- “Is the ROI on an MBA Now MIA?” Garry Kranz, *Workforce Management*, Oct. 14, 2013  
“The EMBA Council says the average salary and bonus package for an executive starting an MBA program was \$141,000 in 2012. At its conclusion, the combined pay climbed to \$165,000. The increased earning power may not be a direct connection to bottom-line return on investment, but it does suggest companies still recognize the important role an MBA plays in a leader’s career.  
  
‘The fact that an employer is willing to pay these people more speaks well about the value of the degree,’ Desiderio said.”
- “World-Class Programs Boost Student Numbers,” by Brent Hannon, advertising section on EMBA and MBA programs for the *Wall Street Journal, Asian edition*, Sept. 4, 2013  
“In North America, the number of new Executive MBA (EMBA) programs surged in the 1980s, and the boom reached Asia the following decade, with most programs launching in the late 1990s and 2000s, says Michael Desiderio, executive director of the Executive MBA Council, which has a membership of more than 300 EMBA Programs in 25 countries. ‘In the U.S. and Canada, the majority of the EMBA Programs started in the 1980s, and if you go to Asia, the overwhelming majority of the programs started during the past 20 years,’ says Mr. Desiderio, speaking from Phoenix, Arizona. ‘It’s safe to say that the U.S. and Canada are mature markets, whereas Asia is a growing market.’ ”
- “Disappearing Classroom,” by Michael Desiderio, *Global Focus*, Fall 2013

- “Higher education: Get closer to your dreams with an MBA,” by Kristin Castillo, Empowering Female Leaders insert in *San Francisco Chronicle*, July 2013  
“ ‘We believe it would create even more opportunities for women,’ says Michael Desiderio, executive director of the Executive MBA Council, an organization that advances executive education, noting that in 2012, women accounted for only 25 percent of students in EMBA Programs. ‘We’d love to see that number substantially higher,’ he says.”
  - “Taking the MBA beyond the classroom,” by Caitlyn Coverly, *Financial Post*, May 29, 2013  
“According to data collected from Executive MBA Council, full tuition reimbursement by employers has decreased significantly over the last six years, from 33% of North American EMBA students being fully funded in 2006 to only 22.9% in 2012. While partial reimbursement has remained fairly constant around 39%, the majority of EMBA students are left to search for viable and creative ways to finance a pricey higher education.”
  - “Curriculum Changes for Two Top EMBA Programs,” by Francesca Di Meglio, *www.businessweek.com*, April 11, 2013  
“Executive MBA programs at two top business schools, University of Chicago’s Booth School of Business and the University of North Carolina’s Kenan-Flagler Business School, are getting facelifts. Kenan-Flagler will launch its revamped evening and weekend EMBA Programs in fall 2013, while Booth will roll out its new EMBA curriculum beginning in June.
- Administrators at both schools say the changes are a result of student suggestions and the challenges faced by a dearth of corporate sponsorship for executive students. The percentage of EMBA students receiving full financial sponsorship from employers has decreased from 27.3 percent in 2011 to 25.9 percent in 2012, according to the Executive MBA Council.”
- “Washington U’s arrival in Denver means MBA competition,” by Health Draper, *Denver Business Journal*, March 1, 2013
  - “Executive MBA Council Report: An annual survey to help track industry developments,” Business in Scandinavia, a supplement to *Scandinavian Airlines Scanorama* magazine, March 2013  
“The organization Executive MBA Council conducts an annual survey named ‘Key Trends from Annual Membership Program Survey,’ whose goal is to track industry development. The latest survey, published in late 2012, says that their members’ Executive MBA (EMBA) programs are increasing their use of technology and expanding their outreach as a way of adapting to a changing marketplace. In the 2012 survey, 276 member programs, or 96.7 percent, participated. Of these, six are Nordic business schools programs at (lists).”

- “Surveys: EMBA Programs Adapt,” *BizEd*, Jan./Feb. 2013  
“New surveys by the Executive MBA Council show that recent EMBA graduates are generally satisfied with their programs, earning more money because of their degrees, and benefiting from adaptations schools have made to improve their outreach and upgrade their technology. The EMBA Council is headquartered in Orange, California. There’s good news on the salary front for recent EMBA graduates, according to those who participated in the organization’s 2012 Student Exit Benchmarking Survey. Graduates said their salary and bonus packages increased by 17.3 percent—from US\$140,587 to \$164,845—from program start to program end. That overall increase in compensation might be one reason most graduates are pleased with their EMBA experience. Sixty percent reported that they’re extremely likely to recommend the program to a friend or colleague, and 55 percent are extremely likely to support the program as alums.”