



## **Executive MBA Council Reports on Key Trends from Annual Membership Program Survey**

ORANGE, CALIF., Oct. 12, 2012 – Member Executive MBA (EMBA) programs are increasing their use of technology and expanding their outreach, according to 2012 Executive MBA Council Membership Program Survey results.

“Technology and outreach are examples of ways EMBA programs are adapting to the changing marketplace,” says Michael Desiderio, EMBA Council executive director.

The EMBA Council sponsors its Membership Program Survey each year to help track industry developments. In 2012, 276 member programs – or 96.7 percent – participated, and results revealed the following trends.

### *Use of technology is increasing*

EMBA programs are delivering almost a third – 28.9 percent – of materials electronically, more than doubling 2010’s percentage of 12.3. Social media use has increased dramatically; for example, 86.1 percent reported using LinkedIn in 2012, compared to 40.8 percent in 2009.

### *EMBA programs are enhancing their outreach efforts*

Compared to 41.5 percent in 2009, 60.2 percent of member programs reported an increase in alumni outreach in 2012, and 40.6 percent reported increasing their corporate outreach efforts, up from 27.4 percent in 2009.

### *Student quality remains high*

Students average 8.5 years of managerial experience, the same as 2011. The average years of work experience increased from 13.3 in 2011 to 13.6 in 2012. The average GPA stayed the same as 2011 at 3.2.

### *Scholarship support increases as tuition reimbursement declines*

Approximately 60 percent of students receive partial or full funding:

- The percentage of students receiving full financial sponsorship from employers has decreased from 27.3 percent in 2011 to 25.9 percent in 2012
- The percentage of self-funded students has increased from 36.9 percent in 2011 to 39 percent in 2012
- Partial funding declined slightly from 35.9 percent in 2011 to 35.1 percent in 2012

More EMBA programs are offering scholarships or fellowships – from 38.8 percent in 2008 to 47.6 percent in 2012.

*General information*

- Average student age: 37.2 years, consistent with 2011
- Percentage of female students: 25.4 percent compared to 24.5 percent in 2011
- Average length: 20 months, consistent with past years
- Average class size: 44, up from 43 in 2011
- Total program costs: \$72,782, up from \$71,525 in 2011

*For information about the EMBA Council, visit [www.emba.org](http://www.emba.org); for information about the Executive MBA experience, visit [www.executivemba.org](http://www.executivemba.org). Percept Research, an independent market research firm and the council's research partner, conducted the survey analysis.*

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Contact:

Paula Mielke, [paula.mielke@embac.org](mailto:paula.mielke@embac.org)  
651-492-4143