



# MBA Career Services & Employer Alliance

Setting the Standard. Connecting the Industry.

## 2016-2017 Strategic Plan

### Mission Statement

Founded in 1994, the MBA Career Services & Employer Alliance is the premier provider of education, information and expertise for the support and development of individuals in the MBA career management and employment professions.

### Vision

Our vision is to be the foremost resource and expert in global MBA career services and global MBA employment.

### Values and Beliefs

**Collaboration** - We empower and support each other to be creative, resourceful and innovative in the pursuit of new initiatives that add value to our constituents. We treat members of our community with respect; we learn from each other and help each other succeed.

**Integrity** - We conduct our work according to the highest professional standards. We deliver excellence in all we do.

**Diversity** - Inclusive of professionals representing all MBA programs regardless of size, type, rank or draw is paramount to the success of our organization. Networking among managers and experts in our field and exposure to different cultures and business environments is essential for lifelong learning and professional practice.

**Member Focused** - The services we offer, what we do and how we operate are driven by the members. The organization is integrally and completely related to the individual character of the people from which it is composed. We take responsibility for creating an environment of celebration, mutual respect, recognition and inspiration.

**Thought Leadership** - Dissemination of knowledge about our profession is influence by experienced, tenured individuals who have relevant information and subject matter expertise. Because we are a collaborative organization, all members benefit.



## Value Proposition

We are the global leader in delivering the tools, developing the relationships and providing the supportive information and services that produce ongoing success for graduate business career services offices and employers. Working together, employers and schools collaborate to support each other's success. Members explore topics and challenges they face, work together to develop innovative solutions and use this dual perspective to benefit schools, students and employers.

## 2016/2017 Strategic Goals

- **Increase employer membership and engagement**  
In recognizing the importance of employers as partners in the graduate business employment pipeline and the contributions they make to the organization, MBA CSEA aims to enhance the organization's value to employer members. Strategies include:
  - Enhanced programming at the organization's conferences in Asia, Europe and the United States.
  - Employer-only engagements, including roundtable discussions.
  - Increased engagement of employers on organizational committees.
  - Data and research for employer members, including the MBA Recruiting Benchmarking Survey and exclusive access to employment data.
  - Access to school recruiting information through online organization profiles.
  
- **Increase international school membership and engagement**  
As a globally-focused association, MBA CSEA aims to expand our reach in the International community. Strategies include:
  - Continued investment in International events, such as conferences and regional forums.
  - A focus on Internationally-friendly programming organization-wide, such as through our webinars and at our Global Conference.
  - A continued focus on Internationally-focused research, data and trends.
  - Continued engagement of International members on organizational committees.
  
- **Enhance data collection and dissemination**  
A core focus of our original creation, the Standards for Reporting Employment Statistics remain critical to our mission. MBA CSEA continues to enhance and evolve Standards, research, trends and data relevant to our members and stakeholders. Strategies include:
  - Launch of Standards for Reporting Employment Statistics for Part-time MBA Programs.
  - Launch of Standards for Reporting Employment Statistics for Specialized Masters Programs.
  - Enhanced employment trends and benchmarking research.
  - Continued focus on employment data trends and research, with plans for enhanced aggregate reporting for MBA employment data.



- Provide broader value to relevant populations throughout the year  
MBA CSEA aims to provide value to all constituents in the graduate business employment arena, including: Employers (recruiters, talent managers, HR professionals involved in hiring), Employer Relations professionals, Specialized Masters Program professionals, Working Professionals Program professionals, International Professionals, Seasoned Professionals. Strategies include:
  - Enhanced programming at organizational events including conferences, regional forums and through webinars.
  - Launch of Standards for Reporting Employment Data for Part-time MBA and Specialized Masters Programs.
  - Enhancement of data collection on Recruiting Trends surveys.
  - Additional membership marketing focus for additional populations.

