BY THE NUMBERS 2021-2022

772 MEMBERS
106 VOLUNTEERS

2 CONFERENCES
26 WEBINARS & VIRTUAL ROUND TABLES

8 RESEARCH SURVEYS
2 BOOT CAMPS
82 ONLINE COMMUNITY POSTS

11 RESOURCE GROUPS
3 EMPLOYMENT DATA SYSTEM LAUNCHES
We have learned a lot during the past two years. There have been efficiencies gained, workplace flexibility discovered, and resilience revealed. When things shut down in March 2020, I remember speaking with our Executive Director Megan Hendricks about the fact that our conferences were frequently cited as the most valuable part of MBA CSEA membership. How were we going to continue to deliver member value if they didn't exist as we knew them? We leaned heavily on our core values of Collaboration and Member-focus to come up with new ways for members to collaborate and share. For the very first time, many of us were able to attend both the APAC and EMEA conferences because they were virtual!

Some of the things we learned helped us become more efficient and will certainly remain, but I think we can all agree that coming together in person is still preferable. But it takes effort to make them happen, and we are powered by volunteers in all that we do.

At my very first MBA CSC conference in 2009 I was two months into my role, and my attendance confirmed what I already knew – that I had so much to learn! And then I observed something I didn't expect, that everybody was so willing to share. At New Member Orientation I was approached by then president Kip Harrell who encouraged me to volunteer, to which I thought: "I know nothing about this industry or role, how can I possibly add value?" I assured him that I'd sign up. Well, later in the week he put his arm around me and marched me over to the sign-up sheet, to make sure I did!

And it turns out I did bring value, and in fact won a new member award that year. As we return to normal, we need to remember that volunteers are the lifeblood of our organization. So, I want to put my arm around each of you and encourage you to find a way you can give back to your professional association over the coming year.

I know that we have all been giving ourselves permission to say “no” over the past two years, but for now I’m giving you encouragement to say “yes.” As with so much in life, the more you put in the more you get out, so I hope all of you will find a way to add to our community, as that’s what we are.

John Helmers
Director of Graduate Career Management, University of Colorado Boulder, Leeds School of Business
EDUCATION & EVENTS

Asia-Pacific Regional Webinars
March 2022

The APAC regional webinars provided a great opportunity for me to get a wider spectrum of industry recruiting trends and valuable insights that I could not get otherwise.

EMEA Conference
6 - 7 April | 2022

The theme of this year's EMEA Conference was: Retain, Release, Repurpose - Informing the Future of our Work. 124 attendees from 13 countries convened in a virtual environment to explore this topic through keynote speakers, employer panels, and lots of sharing opportunities.

Global Conference
June 22 - 24 | 2022

MBA CSEA put together the most thoughtful conference I've ever attended - creatively adding value to all constituencies involved.

We were "Back Together: Making Connections in the Big Easy" for our Global Conference in New Orleans this year! 364 attendees from 12 countries came together for our first in-person event since 2019. Attendees were energized, engaged and enlightened by speakers and colleagues.

In lieu of a conference, we hosted a series of regional webinars focused on the APAC region. These events featured experienced panelists from a variety of regions who discussed trends and best practices specific to their area. 21 members participated, and the recordings are available in the Document Library continued for easy access.

This is a conference I wouldn't want to miss. It's always great way to connect with colleagues across the business school careers community and share insights and good practice.
Career Services Boot Camp
April 27 - June 8 | 2022

Our third annual Career Services Boot Camp took place throughout the course of seven weeks in a virtual environment. 62 attendees came together to learn the basics of MBA/Masters career services while sharing best practices.

It is an awesome way to meet existing and new members of the organization. I made great networking connections and learned so much from member participants.

Recruiter Boot Camp
May 12 - June 9 | 2022

Very helpful to hear about how others work with career centers and how to better connect with student organizations!

Our third annual Recruiter Boot Camp took place throughout the course of five weeks in a virtual environment, providing 15 recruiters with an opportunity to meet, network, and learn the building blocks of MBA/Masters recruiting.

Webinars & Virtual Round Tables

26 webinars and virtual round tables were hosted throughout the year. Topics included: Diversity Conference Preparation, Diversity Hiring Best Practices, How to Sustain and Grow Campus Relations, and The Changing Dynamics of MBA/Masters Negotiations.

My primary source for the most up-to-date MBA/Masters Career Management best practices, strategic ideas and inspiration, is the MBA CSEA webinars and roundtables. I have gained actionable solutions, creative ideas and industry knowledge.
The virtual networking continued to thrive in our online community, with over 707 members subscribed to our Open Forum. Topics of discussion included:

- Small School Directors Connection
- Online MBA Career Services
- Updating Dress Codes / Recommendations to reflect Diversity, Equity, and Inclusion needs

Smaller communities also facilitate more individual connections for groups such as career center leaders, employers, and those interested in discussing products & services.

Resource Groups

Resource groups provide a way for members to meet on a regular basis in small groups with others who work in the same function (employer relations, employers, specialty masters, alumni career services, etc.). This year, we hosted 11 resource groups with a range of 10 to 60 members in each.

Job Board

159 positions were posted on the MBA CSEA job board within the past year; a significant increase from years past. Members can post open positions in MBA/masters career services and recruiting, as well as contract or short-term positions for those whose jobs are in flux. The board is open to the public, and you don’t need to be a member to apply for a position.

Online Community - MBA CSEA Connect

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Membership Directories

Member organizations can complete an expanded organization profile in our Member Directory to provide information about your institution for benchmarking purposes. 40 member organizations currently have completed profiles. Members receive reminders about how to complete their profile on a quarterly basis.
Our Standards Committee assisted with training and consultation with members, working closely with the Standards Consultant to offer six training opportunities on the Standards and the employment data system.

We also launched three systems to capture school-level employment data to allow for benchmarking and aggregate reporting. 104 schools provided Full-time MBA program data; 43 for Part-time MBA, and 43 for Specialty Masters programs.

The MBACSEA survey is very easy to complete. A very smooth process is very much appreciated.

Rankings Media

We continue to work closely with business school rankings media to encourage them to use the Standards to ensure accurate and comparable data is published. We communicated with U.S. News, Bloomberg BusinessWeek, the Financial Times, The Economist, QS, Fortune and Forbes to continue these relationships.

Research Surveys

Our Fall 2021 Recruiting Trends Survey was in the field Dec. 21 - Jan. 22. 74 schools provided information about recruiting trends compared with the same time period last year. Results showed a significant increase in on and off-campus job postings.

We continued our monthly member quick surveys, with 173 unique member organizations participating throughout the year. Topics included work environments, student engagement and recruiting schedules.

We continued our annual partnership with GMAC on the Corporate Recruiters Survey, which indicated an uptick in job market activity and salaries for graduate business students.

Our 2021 Career Services Benchmarking Survey provided in-depth operational information for important strategic decisions for the 102 participating schools.
MEMBERSHIP & VOLUNTEERS

Membership, by the Numbers

- **772 Members**
  - 695 school members at 212 organizations
  - 41 employer members at 25 organizations
  - 28 affiliate members at 24 organizations

Volunteers

We are grateful for the 106 volunteers who put in a tremendous amount of time and effort throughout the year, especially as we continue to work through pandemic-related challenges. Without our volunteers, we could not exist and would not be able to remain relevant. Thank you!

"My volunteering experience has given me a great network to reach out to of trusted advisors and thinking partners when I encounter challenges at work."
STRATEGIC INITIATIVES

Strategic Plan

We continued work on our long-term strategic plan while remaining flexible in our current environment. Our Strategic Plan consists of the following:

- Invest in delivering member value through strategic and financially sustainable practices.
- Develop and launch groundbreaking marketing campaigns, positioning ourselves as the gold standard for professionals in our industry.
- Develop robust and relevant programming for specialty masters and employer populations (in addition to other, more traditional populations).
- Revitalize volunteer engagement and create a pipeline for future leaders.
- Integrate our research, data and expertise, showcasing insights to advance the profession and elevate the organization.

Diversity, Equity & Inclusion

We are proud to have announced our commitment to Diversity & Inclusion this year. We put this commitment into action through our resource group, professional development, research and other initiatives.

Diversity encompasses every characteristic, background or group that shapes our view of the world, perspective, and approach. Diversity is also about recognizing, respecting and valuing differences and similarities and can be extremely powerful, constructive, and positive.

As a global organization, MBA CSEA recognizes and appreciates all differences among members who make up our community and welcomes what diversity brings to the organization, our leadership, Board of Directors, staff, committees, volunteers, members and partners. Diversity in representation and perspective requires us to ensure all ideas and opinions are heard, respected, valued and embraced. This leads to an organizational culture that is stronger, more accepting, understanding, and supportive, both for MBA CSEA and for our member institutions.

We strive to embrace and harness the differences and similarities that bring us together to work towards a greater good, and we encourage and inspire our member institutions to do the same.