MISSION

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 and other graduate business career management and employment professions.
Our vision is to be globally recognized as the foremost expert and resource fostering innovation and connections for career services and employers in MBA and business masters programs.
• **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** - We are inclusive of professionals representing all MBA and graduate business 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 influenced by experienced, tenured individuals who have relevant information and subject matter expertise. Because we are a collaborative organization, all members benefit.
Non-MBA graduate business programs have grown significantly in recent years.

MBA CSEA member schools saw an increase in every program, with some increasing as much as 57%.

80% of member schools serve masters programs in their Career Management Office.
FEEDBACK FROM KEY STAKEHOLDERS

Name ≠

Populations served
- Strategic alignment
- Membership alignment
- Growth opportunities
- Member involvement
- Maintain current brand loyalty
NAME CHANGE PROCESS

- Review mission, vision, values
- Member survey
- Focus groups
- Review competitive analysis
- Member feedback
- New name and visual identity
MBA CSEA

NAME
CHANGE

Vision
Authenticity
Commitment
Differentiation
Personality
Value