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**Business School & Corporate Alliance Celebrates 25-Year Anniversary**

March 5, 2019 – The MBA Career Services & Employer Alliance, a global association of graduate business school career management professionals and employers, is celebrating its 25<sup>th</sup> anniversary in 2019.

The association was founded in 1994 at a conference for peer group, Graduate Management Admission Council (GMAC). A group of 17 MBA Career Center directors came together looking for a place to network and share common experiences. At the time, various media institutions were capturing MBA employment data and using it to rank business schools without a common set of parameters or definitions to ensure the data being reported was accurate or comparable.

“I remember spending what felt like half of my life running different statistics for about five different media outlets that all collected different data in different ways,” says Jamie Belinne, Assistant Dean at the Bauer College of Business at the University of Houston and MBA CSEA founder. “I spent the other half of my life calling my peers at other schools to figure out how they were getting the statistics the media reported from their schools.”

In an effort to address this, the organization commissioned the first set of Standards for Reporting MBA Employment Data in 1996, which are still utilized today by business schools across the globe.

The organization welcomed its first European member in 2000, and held its first standalone conference in the U.S. that same year, with over 300 in attendance. The first International Conference was held in Barcelona in 2005, with the first Asian event in 2011 (in conjunction with Asian MBA). In realizing the value in connecting both sides of the recruitment relationship, employers become an official part of the organization’s membership in 2005.

“Our niche focus on graduate business talent really allows us to hone in on what’s important to our members,” says Rebecca Cook, Executive Director, MBA Program at the Kelley School of Business, Indiana University and current MBA CSEA President. “The organization is just as much about the people as it is about the programs.”

The organization has grown to over 850 members representing over 300 schools and employers from all facets of graduate business education across the globe. Programs and services include three major annual International conferences, monthly webinars, ongoing regional forums, an extensive resource database, an active online community, and four major research offerings.

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