

2012 media mentions

- “New Salary, Employer Sponsorship Data a Mixed Bag for EMBA Hopefuls,” by Menachem Wecker, *US News.com*, Nov. 5, 2012
“New data from the Executive MBA Council, which has more than 200 member schools in 25-plus countries, spells both good and bad news for students and executives who aspire to pursue an executive MBA. In two separate announcements in October, the council released findings that EMBA graduates’ salaries were on the rise, although employers are increasingly less likely to pay for EMBA tuition.”
- “Executive MBAs Continue to See Higher Salaries,” by Catherine Groux, *US News University Directory.com*, Oct. 24, 2012
“Many professionals decide to pursue an Executive Master of Business Administration (EMBA) degree to earn higher salaries, as this is a likely outcome of enrolling in a graduate program. In fact, EMBA graduates in the Class of 2012 saw their salaries rise by an average of 17.3% from the beginning to the end of their degree program, according to the Executive MBA Council’s 2012 Student Exit Benchmarking Survey.”
- “Technological skills are a must for EMBA students,” by Monique Smith, *graduateguide.com*, Oct. 18, 2012
“‘Technology and outreach are examples of ways EMBA Programs are adapting to the changing marketplace,’ said Michael Desiderio, the council’s executive director.”
- “Survey Results Shows Salaries of Executive MBA Graduates Continue to Rise” Press release distributed via BusinessWire, Oct. 17, 2012
Received 1,200 views; posts include Yahoo! Finance, MarketWatch, Morningstar, San Jose Mercury News, Newsday, and CBS Moneywatch, among others
- B-School Twitter Roundup, *businessweek.com*, Oct. 16, 2012
“A new Executive MBA Council report shows that executive MBA programs around the world are increasing their use of technology, expanding their alumni and corporate outreach, and boosting scholarship support (@EFMDNews)”
- “Executive MBA Council Reports Key Trends from Annual Membership Program Survey,” press release distributed via BusinessWire, Oct. 12, 2012
Received more than 1,700 views; posts include Yahoo! Finance, MarketWatch, UPI.com, Boston Globe, Miami Herald, and Houston Chronicle, among others
- “Make the most of your experiences: Applications to full-time MBAs are dwindling as older students seek the flexibility and career benefits of an executive course,” by Peter Brown, *The Independent*, March 21, 2012
“The Cass EMBA costs £42,000, compared with the full-time fee of £34,500. Scholarships are available, but it still represents a considerable outlay at a time when corporate funding is dwindling and many more students are self-financing. Can this investment be recouped? Percentage salary increases tend to be lower than for full-time graduates, since they are already higher earners. Nonetheless the Executive MBA Council, in a worldwide survey, found that EMBA students’ salary and bonus packages increased by 16.3 per cent in 2010. Since participants keep their jobs while doing an EMBA, the aim is not so much a sector-switching salary hike but promotion – and surveys suggest that most will be promoted within three years of the course.”

- “Career Services for the Executive Set,” by Melissa Korn, *Wall Street Journal*, June 6, 2012
“In an October survey of about 290 member schools by the Executive M.B.A. Council, 27% of executive M.B.A. students received full financial sponsorship from their employers last year, down from 34% in 2007. Thirty-six percent received partial tuition reimbursement last year, up from 34% before the financial crisis, while 37% paid entirely out of pocket, up from 33% in 2007.”
- “Next Generation (E)MBA, Executive MBA programs are evolving to meet the changing needs of C-suite and a challenging economy,” by Kevin Featherly, *Delta Sky Magazine*, March 2012
“A key differentiator of EMBA Programs is in career services. Students in the traditional full-time MBA programs typically want job recruitment and placement services, says Michael Desiderio of the Executive MBA Council. For EMBA candidates, placement is not a concern; they instead want mentorship and career advancement counseling in the form of executive coaching.”
- “UT Arlington Executive MBA Graduates Cite Salary Increases Equivalent to National Study,” *BusinessWire*, March 9, 2012
“Recent graduates of The University of Texas at Arlington Executive MBA (UTA EMBA) affirmed survey findings published in January 2012 by the international non-profit association, the Executive MBA Council. Survey findings indicated an average 16.3 percent growth in combined salary and bonus packages of recent EMBA graduates when measured by total compensation at the beginning and end of EMBA graduate studies.

The survey was conducted by the Executive MBA Council to monitor the success rate of EMBA program graduates and included 3,212 students from 102 programs.”

- “Remote MBA Programs: Are They Worth It,” by Emily Driscoll, *foxbusiness.com*, Feb. 24, 2012
“According to a recent study by the Executive MBA Council, the salary and bonus packages of recent EMBA program graduates increased by 16.3% this past year, with the average starting salary and bonus package at \$135,323 and rising to \$157,423 by the end of the program. Both salaries increased from those reported in the 2010 survey, with an 11.4% salary increase (\$127,955 to \$142,534).”
- “How EMBA Programs Could Work for You,” by Maricelle Ruiz-Calderon, *MBAPrograms* online, Feb. 21, 2012
“ ‘Enrolling in an executive MBA program is a good investment,’ Michael Desiderio, executive director of the Executive MBA Council, said. ‘During tough economic times, EMBA Programs are working hard to provide high quality programs and additional services, such as career services for students and alumni, networking opportunities and strong partnerships with businesses.’”

Growing EMBA compensation and alumni satisfaction are considered to be among the many draws attracting more and more applications into global EMBA admission offices.”

- “Executive MBA degrees: Are they worth the price,” by Sandra A. Swanson, *Crain’s Chicago Business*, Feb. 20, 2012

“On average, the investment pays off, even in a down economy, Mr. Desiderio says. His organization conducts an annual exit survey of EMBA students to gauge their personal return on investment. The 2011 poll, which included about 3,200 students from 102 programs, compared salary-and-bonus packages at the beginning and end of EMBA Programs. It showed an average increase of 11.4 percent, and 37 percent of students reported promotions while enrolled.

Mr. Desiderio does emphasize the ‘on average’ aspect of those results. ‘If any school tells you, ‘I guarantee this will be the way to promotion or money,’ that’s not true,’ he says. ‘You have to be willing to take a risk.’

- “EMBA Salary Benefits: Less Than They Appear,” by Louis Lavelle, *BusinessWeek* blog, Jan. 27, 2012 “At first blush, it’s easy to agree with Michael Desiderio, executive director of the council, who said in a statement that the survey shows ‘that the marketplace clearly values the contributions of EMBA graduates.’ Now I’m not so sure.

First, let’s remember that most if not all of these graduates would have gotten some kind of salary and bonus increase during the time they were enrolled, even if they weren’t enrolled, and most would have had two increases, given the length of most EMBA Programs. Companies can be heartless, but most of them aren’t heartless enough to give senior-level executives no increase at all for two consecutive years. It’s impossible to say if two pay raises would equal 16.3 percent, but it would almost certainly be something north of zero....”

- "Executive MBA graduates say programmes really pay,” by Della Bradshaw, *Financial Times*, Jan. 26, 2012

“Studying for an MBA while continuing to work pays real dividends, according to a survey of recent graduates by the Executive MBA Council. The results come at a time when there is increasing interest in executive and part-time programmes as managers become unwilling to finance full-time degrees.”

- “Survey Results Show Salary Increases for Executive MBA Graduates,” EMBA Council release, which appeared in numerous media outlets, including Boston Globe and Houston Chronicle web sites and major news sites Yahoo!Finance and MarketWatch.

- “Should I Earn an Executive MBA Degree, Executive MBA Degree Overview,” by Karen Schweitzer, *about.com guide*

“Click on the links below to learn more about the executive MBA degree:

ExecutiveMBA.org - This website from the Executive MBA Council offers information about the executive MBA degree in addition to tools to help you find and choose the right EMBA program

EMBA Brochure - Check out this EMBA brochure to learn more about the benefits of earning an executive MBA degree. The brochure also includes fun facts and interesting statistics.”