



A modified city bus is the home of GMAC's mobile testing center.

GMAT on the Move

GMAC hopes its mobile testing experiment translates to a larger, more diverse pool of business school applicants.

Twenty-seven U.S. states, 49 stops, and 10,000 miles in six months. That's the schedule for the Graduate Management Admission Council's mobile testing center, which began its inaugural tour on November 1, 2006, at the University of the Pacific in Stockton, California. It will travel across the western U.S. down to the southern states, and then up north and across the Midwest, before ending its tour on May 31 at Washington State University in Pullman.

Although the mobile testing center is traveling to a variety of schools, it's specifically seeking out historically black colleges and universities (HBCUs), Hispanic-serving institutions (HSIs), and military bases, which are often located far from metropolitan areas. "Some areas don't have enough test-taking volume to warrant a permanent testing site, but that doesn't mean we

don't want to reach these students," says GMAC's CEO Dave Wilson. "This is a pilot to see whether a mobile testing center will meet this unique need."

A mobile unit allows GMAC to take the GMAT on the road, while maintaining strict control over test administration. To create the center, a city bus was retrofitted with six testing stations; a satellite dish mounted to the roof downloads the test multiple times each day. The unit also is equipped with state-of-the-art security and encryption technology—a must to make a mobile GMAT work. "The GMAT score is a very important piece of personal data. Data privacy is a huge issue," says Wilson. "Each test taker must provide a digital fingerprint and dig-

ital photograph, and there is a video camera over every test station. Even on the road, we must assure schools that the person who takes the test is the same person who sends the application."

The pilot is still in its early stages, Wilson stresses. It's too soon to tell how students will respond. However, GMAC already has cleared Canada's data privacy regulations, laying the groundwork for its mobile unit to cross the Canadian border. And going international isn't out of the question, says Wilson. "We have certainly thought about students in regions such as Eastern Europe and Korea, where access is also an issue," he says.

Once the six-month tour is complete, GMAC will begin evaluating the response to the program, to see if its mobile experiment should be made a permanent part of its testing options. Wilson hopes that business schools on the center's testing schedule will help promote its arrival; he also invites them to let GMAC


"WE ARE TRYING TO GIVE BUSINESS SCHOOLS A MORE DIVERSE POPULATION OF APPLICANTS."

—Dave Wilson, GMAC

know whether the service was valuable to their students.

The goal, says Wilson, is to provide business

schools with a larger, more diverse student population. "By taking the test directly to students at HBCUs, HSIs, and military bases, we are trying to build the population of test takers," says Wilson. "We are trying to give business schools a more diverse population of applicants, and get more quality students through the front door."

For information about GMAC's mobile test center and tour schedule, visit www.gmac.com. 

Mark Your Calendar

For Upcoming AACSB Seminar Offerings

A A C S B I N T E R N A T I O N A L S E M I N A R S

Are you looking to network, reflect, and strategize with your management education peers from around the world?

If so, register for the AACSB seminar that's right for you! Learn through hands-on activities, engage with expert facilitators, and find creative solutions to the challenges facing today's business schools.

Visit www.aacsb.edu to register. Seating is limited so register soon!



Accounting Accreditation Maintenance Seminar

*February 10, 2007
San Diego, California, USA



Advisory Council Seminar

March 1 – 2, 2007
Tampa, Florida, USA



Applied Assessment Seminar

January 14 – 16, 2007
Orlando, Florida, USA
March 7 – 8, 2007
Tempe, Arizona, USA



Assessment Seminar

March 5 – 6, 2007
Tempe, Arizona, USA
May 17 – 18, 2007
San Diego, California, USA



Business Accreditation Seminar

February 1-2, 2007
Frankfurt, Germany
*February 22 – 23, 2007
Tampa, Florida, USA
*May 17 – 18, 2007
San Diego, California, USA



Department Chairs Seminar

March 15 – 16, 2007
Tampa, Florida, USA



Maintenance of Accreditation Seminar

February 7, 2007
Las Vegas, Nevada, USA
*June 1, 2007
Tampa, Florida, USA



Managing for High-Performing Faculty Seminar

January 22 – 23, 2007
Tampa, Florida, USA
April 21 – 22, 2007
Tampa, Florida, USA



New Deans Seminar

June 24 – 27, 2007
Tampa, Florida, USA



Strategic Management Seminar

February 1 – 2, 2007
Tampa, Florida, USA



Teaching Business Ethics Seminar

May 7 – 8, 2007
Tampa, Florida, USA



Teaching Effectiveness Seminar

June 21 – 22, 2007
Grand Rapids, Michigan, USA

**Optional Accreditation Reviewer Training will follow these Accounting Accreditation Maintenance, Business Accreditation, and Maintenance of Accreditation Seminars.*

Dates and locations are subject to change. To view the full schedule with details about each seminar and to register, visit: www.aacsb.edu

90 Years

AACSB
INTERNATIONAL

777 South Harbour Island Blvd., Suite 750
Tampa, Florida 33602-5730 USA
813-769-6500 — www.aacsb.edu



TAILOR- MADE

GMAT®

**Custom-designed to fit
graduate business education.
Quality ALWAYS shows.**

THE GMAT® IS:

UNIQUE—the only test made to measure the skills that business schools have found are critical to academic success in graduate management programs.

GLOBAL—available in a secure environment in more than 100 countries, any week of the year.

PROVEN—the best predictor of academic success, regardless of program type, race, gender, national origin, or language according to more than five decades of research.

To learn more about the GMAT® exam go to www.gmac.com

© 2006, Graduate Management Admission Council®. All rights reserved. Creating Access to Graduate Business Education®, GMAT®, Graduate Management Admission Council®, and Graduate Management Admission Test® are registered trademarks of the Graduate Management Admission Council® (GMAC®). 1600 Tysons Boulevard, Suite 1400, McLean, Virginia 22102, USA, 1-703-749-0131, www.gmac.com, www.mba.com.

Graduate
Management
Admission
Council®

Creating Access to Graduate Business Education®