







What's on the Horizon for GME?

How two business schools are rethinking their value, remaining competitive and preparing for an uncertain future



Tad Brinkerhoff

Director, MBA PMBA Programs, Gies College of Business, University of Illinois

Kate Klepper

Associate Dean, Graduate Programs, D'Amore-McKim School of Business, Northeastern University

Robert Ruiz

Vice President, Strategic Enrollment, Liaison

Today's Presenters



Tad Brinkerhoff *Director, MBA PMBA Programs*





Kate Klepper
Associate Dean, Graduate Programs



Moderator



Robert Ruiz *Vice President, Strategic Enrollment*



ILLINOIS Gies College of Business

- Public institution with total enrollment of 48,216
- Gies College of Business
 - Enrollment: 109 full-time, 1,500 in online
 - 3 MBA programs
 - 5 specialty master's programs



D'Amore-McKim Northeastern University

- Private institution
 with total enrollment
 of 36,918 (Fall 2018,
 degree-seeking
 students)
- D'Amore-McKim
 School of Business
 - Enrollment: 166 full-time MBA
 - 3 MBA programs
 - 7 master's programs
 - 2 dual degrees
 - 13 certificates





Moderator-led Discussion





Discussion

- What's your GME business model?
- What's your value proposition?
- What impact will the changes facing GME have on the future of business in the US?
- What core initiatives have helped you meet school- and program-specific goals while continuing to align with your overarching institutional missions?
- What have you tried that hasn't worked? What has?

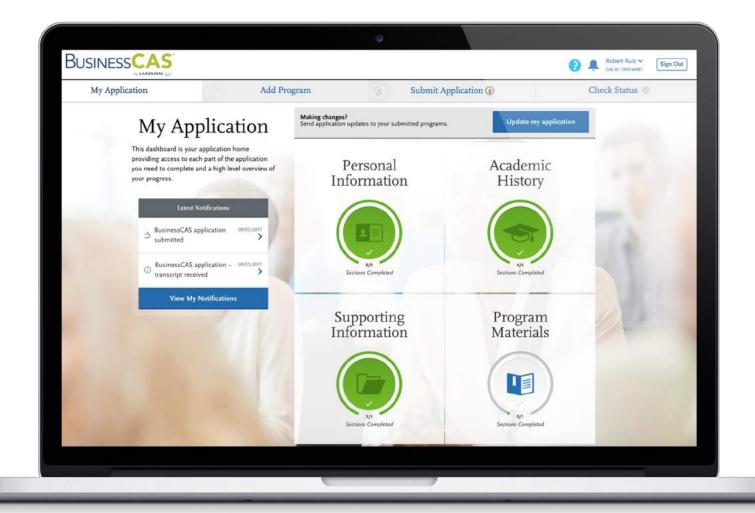








Learn more at businesscas.org











Thank You.



Tad Brinkerhoff ctb36@Illinois.edu

Kate Klepper k.klepper@northeastern.edu

Robert Ruiz rruiz@liaisonedu.com