

**Video transcript: How has the mba.com Prospective Students Survey kept my school up-to-date on trends in candidate demand?**

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The Prospective Students Survey is particularly helpful in our marketing planning for the year. We like to see what the decision-making timelines are because that way, we can plan our email campaigns based on those timelines. We can plan how often, how many messages, for how long; and when we combine that with the names that we get from GMASS, then we have a very powerful and effective campaign in our hands.