

Dear friends,

The GMAA would like to thank you for your support, feedback and patience over the last 12 months or so as we've undertaken a rebranding exercise resulting from a renewed, invigorated and streamlined board of directors and clarified strategic direction.

In line with this direction and our desire to ensure relevance and value for our corporate members, individual members and those delivering the programs we are looking to promote to the wider community we have undertaken a re-evaluation of the GMAA 5-Star Rating Programme. This has involved considering the criteria to be evaluated and the relevant weightings to be applied to each criteria, with a view towards providing outcomes that reflect the quality of a provider's program in a contemporary and student/graduate focused context.

To this end we are pleased to present to you, below, the impending quality characteristics/criteria that will make up the basis of our 2020 GMAA 5-Star Rating Programme and request feedback or thoughts, whether on existing criteria, their weightings, or even on things that you think are relevant and could/should be included. Please also let us know if you feel some criteria require further clarity as to their meanings.

Aside from this criteria specific feedback, we *must* work in partnership with you as providers to enable this exercise to be as painless as possible, as positive for all parties as possible and as rigorous, transparent and reflective of the generally shared perspective of what defines a quality MBA program as possible. To this end we need to work with all providers to determine answers to the following questions:

1. How long is a suitable window of time for the collection and submission of data to the GMAA to enable a Rating to be formulated? Receiving information from alumni, getting data from central and school specific sources, getting sufficient amounts of data to meet the threshold, etc, are the types of things worth considering.
2. When would be the most attractive times for publishing results and undertaking awards ceremonies? School holidays, intensive periods, financial year considerations for employed students, school/provider marketing communications and newsletters, etc, are the types of things worth considering.

At this stage we anticipate providing a simple spreadsheet template, with descriptions and contextual information for each field, for completion when collating your data and, for external data collection such as that relating to alumni, we anticipate providing private survey links that you will be able to provide to your cohorts. We are also hoping to have these sent, and any final tweaks arising from provider input, to be finalised through January so we can commence the data collection

and student feedback process and ensure there's suitable time for collation, analysis and publishing around mid-2020, depending on preferences by providers. We would like to incorporate the 5-Star Rating awardees into our wider GMAA Awards Night to ensure the requisite fanfare is afforded to the highest performing providers.

Our aspiration is to become the premiere, independent, MBA Rating Programme in the wider Asia-Pacific region in time as our focus is truly on the program and it's outcomes and spreading the word of quality programs to the wider public. We feel that this true passion for post-graduate management and a non-profit approach means we can be responsive, independent, impartial and fair which, in turn, will engender trust and respect for both the Ratings but, importantly, the Ratings achieved by your programs.

Accordingly, any and all feedback is welcome and we hope to foster a positive, engaged and mutually beneficial relationship with all MBA providers, their students and those who add value to post-graduate management qualifications.

Questions	Weights	Scoring
Institution's links with the business community and overseas schools		
<i>Details available upon request</i>	0.25	Linear
	0.25	Linear
	0.50	Linear
	0.50	Linear
	0.25	Linear
	0.25	Linear
	0.50	Linear
	0.25	Linear
	0.50	Linear
The size, diversity and experience of the academic staff		
<i>Details available upon request</i>	0.25	Linear
	0.50	Bell
	1.00	Bell
	2.00	Linear
	0.50	Linear
	1.00	Linear
	1.00	Linear
	1.00	Linear
	1.00	Linear
	0.50	Linear
	0.25	Linear
	0.75	Inverse Linear
Support facilities the institution has to assist students		
<i>Details available upon request</i>	1.00	Yes / No
	0.50	Yes / No

	0.50	Yes / No
	0.25	Yes / No
	0.50	Linear
	0.50	Linear
	0.50	See note 1
	1.00	Linear
Entry requirements for prospective students		
<i>Details available upon request</i>	1.00	See note 1
	1.00	Linear
	1.50	See note 1
	0.10	Linear
	1.15	Linear
	1.50	Bell
The size and diversity of the student population		
<i>Details available upon request</i>	0.50	Linear
	0.50	Bell
	0.50	Bell
	0.50	Bell
The programme length and content		
<i>Details available upon request</i>	1.75	Bell
	1.50	Bell
	2.25	See Note 2
	2.00	Linear
	2.00	Linear
	1.0	Yes/No
	0.5	Bell
Accreditation		
<i>Details available upon request</i>	1.00	See Note 3
	1.00	See Note 3
	1.50	See Note 3
	0.50	See Note 3
Alumni		
<i>Details available upon request</i>	0.25	Linear
	0.50	Linear
	0.25	Linear
	0.50	Linear
	0.50	Yes/No
TOTAL		

It would be wonderful if we might receive some feedback by 17 January 2020 so that we may make amendments and finalise the logistics for the end of January and get the ball rolling!

Many thanks for your time and consideration,

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