

## Alumni Profile for MBA Guides

Thank you for participating in Hobsons' 2009 print publications. To assist you in creating your alumni profile, we've put together some guidelines that will help you produce a unique profile for our student readers. Therefore, please submit the following materials via e-mail, CD, DVD, or FTP site. [Click here to download FTP instructions.](#)

### □ Alumni information

- Alumni first name
- Highest degree earned
- Graduation year
- Hometown/state/country
- Career history (no more than 50 words)

### □ Photos

- Quantity: two to three (your Hobsons designer will select which photos to use based upon which will work best with the layout and design of your profile)
- Minimum size: 1200 x 1200 pixels\*
- File format: TIFF or JPEG
- Color format: CMYK

*\*These measurements apply no matter what the dpi/resolution of the photo may be. Do not crop or resize photos.*

### □ Interview

- Format: Question & Answer
- Maximum word count: 450
- File format: Microsoft Word
- Interview questions: Have your alumni answer eight to ten questions from the appropriate lists below

#### General alumni profile questions

- Why did you choose your school?
- What are the benefits of having chosen a full-time MBA program?
- What were the faculty, staff, and advisors like at your school?
- Describe the full-time MBA classroom environment and your relationships with fellow students.
- What was your favorite aspect of student life at your school?
- How was the coursework at your school tailored to full-time learning?
- How important was the state or region when choosing your school?
- What were your initial thoughts when you started your MBA studies?
- How were you able to balance your MBA studies with the rest of your life?
- How did earning your MBA change you?
- What was your biggest challenge during your MBA studies?

- How did the full-time program impacted your study time?
- How do you think your MBA education has helped you since graduation?
- Do you have any advice for future students thinking about pursuing the MBA full time?

#### Questions specific to part-time programs

- What are the benefits of having chosen a part-time MBA program?
- Describe the part-time MBA classroom environment and your relationships with fellow students.
- How was the coursework at your school tailored to part-time learning?

#### Questions specific to women

- What are the benefits of having chosen a female-centered MBA program?
- How did the faculty at your school address your specific needs as a woman?
- How was the coursework at your school tailored to female MBA learning?
- How do you feel that the role of the female MBA is changing?
- How do you think your MBA education has helped you since graduation?
- Do you have any advice for female students thinking about pursuing the MBA?

#### Questions specific to international students

- Did you find the American classroom setting accessible as an international student?
- What ESL options were available to you?
- What were your relationships with your fellow students like?
- What was the coursework like in your classes?
- How important was the state or region when choosing a U.S. business school?
- How were you able to balance your studies with acclimating to American life?
- What factors of your current career do you attribute to having earned an MBA?
- Do you have any advice for future international students considering a U.S. MBA?

[Click here to download a sample alumni profile.](#)