



**Career Services &
Employer Alliance**

Setting the Standard. Connecting the
Business Masters Community.



THE EVOLUTION of the CAREER SERVICES & EMPLOYER ALLIANCE



Created for our 20th anniversary in 2014
Revised for our 25th anniversary in 2019
Revised for our name change and new web site in 2025

Since its founding in 1994, CSEA has evolved from a small group of MBA career services professionals in the U.S. trying to standardize employment reporting and be the voice of the profession, to a global leader driving the collaborative exchange of knowledge and innovation for both employers and schools.

Meeting a Need

In the late 80's and early 90's, MBA career services professionals met informally at GMAC and College Placement Council (now NACE) conferences and through consortia and regional events to share information and best practices unique to MBA students. Small groups came together informally to address needs as they arose. These groups expressed a desire for a more formal organization that would both meet their professional needs and serve as a forum for discussion about topics such as business school rankings.

With the support of GMAC and AACSB, Mary Rose (Ohio State) took the lead and put together the initial steps to form an organization. A group of 30 MBA career center directors came together at a GMAC conference in Denver in 1993 to start the initial discussions about what the group would look like. A steering committee was formed to put together a mission and identify the purpose of a national association to serve the needs of MBA career services professionals.

One year later in 1994, a larger group of MBA career services professionals held a meeting at a GMAC Conference in San Diego. The meeting was attended by 56 representatives from MBA career services, as well as admissions and programming, led by Dale Williamson (Florida State University) and Mary Rose (Ohio State).

From that group, seventeen founders emerged, who together formed the original organization named the National MBA Career Management Professionals Association.

Later in 1994 the organization's name was changed to MBA Career Services Council.

Steering Committee

Mike Agnew (Michigan State)
Jamie (King) Belinne (University of Texas at Austin)
Ron Burke (Brigham Young)
Catherine Hain (University of Florida)
Paul Magelli (University of Illinois)
Mike Mellone (University of Cincinnati)
Pat Mochel (University of Connecticut)
Catherine Neiner (Georgia Technology Institute)
Barry O'Donnell (Virginia Polytechnic Institute)
Jerry Paschal (University of South Carolina)
Lisa Random (University of Georgia)
Elaine Stover (Arizona State)
Nancy Wheeler (University of Arizona)
Dale Williamson (Florida State University)

Founders

Jamie (King) Belinne (University of Texas at Austin)
Elaine Frazier (Rutgers University)
Catherine Hain (University of Florida)
Brent Johnson (Clark Atlanta University)
Pete League (George Mason University)
Joyce Manthay (University of Notre Dame)
Larry Michael (SUNY at Buffalo)
Catherine Neiner (Georgia Institute of Technology)
Jerry Paschal (University of South Carolina)
Glenn Payne (University of Maryland)
Lisa Ransom (University of Georgia)
Marvin Reed (Hofstra University)
Mary Rose (Ohio State)
Lynn Schumacher (DePaul University)
Peter Veruki (Vanderbilt)
Jackie Wilbur (Babson College)
Dale Williamson (Florida State University)

Setting the Standard

The hottest topic of discussion at the time was employment data collection and business school rankings. MBA Career services directors' jobs were at stake

based on rankings results, with claims of some schools falsifying reports. In the absence of a formal set of standards for reporting employment data, schools, students and employers were left to make their own assumptions about employment results.

With the support of AACSB, the founders put together a list of names for career services directors and sent out the first survey about employment data (then referred to as "placement data."). The survey revealed that there were no shared definitions, with some schools reporting data from as little as 10% of their student population. Realizing that Career Center professionals are the true experts in the collection and dissemination of employment data, the next step was to create a set of agreed upon standards for schools to use for data collection and analysis.

In 1996, the first set of Standards was created. The original Standards Committee was led by Pete League (George Mason University), Glenn Payne (University of Maryland) and Jackie Wilbur (Georgetown University).

25 schools piloted the Standards in 1996, and U.S. News and World Report adopted them for use in their rankings methodology. MBA CSC members also started meeting regularly with the major rankings organizations to educate them about the Standards. These meetings still continue today.

Meanwhile, the formal organization of MBA CSC continued, and in 1995 the first set of official by-laws was approved. The organization was officially incorporated in 1998.

First Standards Committee

Andrew Adams (University of Pennsylvania)
Sheila Bennett (Yale University)
Pete League (George Mason University)
Jerry Paschal (University of South Carolina)
Glenn Payne (University of Maryland)
Lawson Pride (Loyola University Chicago)
Samantha Renfro (Emory University)
Roland Ruble (Rollins College)
Jackie Wilbur (Georgetown University)

Incorporators

Jamie (King) Belinne (University of Texas at Austin)
Robert Bonner (University of Pennsylvania)
Bill Brady (Brigham Young University)
Joan Craig (University of Pittsburgh)
Kathleen Halloran (Arizona State)
Ken Keeley (Carnegie Mellon)
Tom Kozicki (University of Southern California)
Lawson Pride (Loyola University, Chicago)
Elizabeth Polak (University of Illinois - Urbana Champaign)
Samantha Renfro (Emory University)
Cynthia Shore (University of Buffalo)
JoAnne Starr (University of Washington)
Robert Warmkessel (American University)

"MBA CSEA has been a constant in my professional life, a source of collegiality, deep friendships personally and professionally; a chance to be creative, conduct and learn about research/data, learn about other schools, meet companies, and travel to fun places!" - **Karen Dowd, formerly with Simon School of Business, University of Rochester; lifetime member and attendee at the first meeting**

The Standards for Reporting MBA Employment Statistics were officially adopted in 1999, as the first and only peer-reviewed, agreed upon set of procedures for the collection and analysis of MBA employment data. This represented a significant step in the consistency, accuracy and comparability of employment data across all business schools.

Years later, conversations took place about developing procedures to review schools' use of the Standards and improve their data collection. In 2005, the first Agreed Upon Procedures (AUP) (later renamed "Standards Compliance Review") were conducted. These reviews continue today.

As business school programs evolved, members began capturing employment data for part-time MBA (i.e. working professional) and specialty masters programs and realized that the original standards were not as applicable for these programs.

In 2017, the first sets of Standards for Working Professional (excluding Executive) MBA programs and specialty masters programs were developed

Connecting the Business Masters Industry

In 2000, the organization welcomed our first international member (Patricia Wilson, Warwick Business School).

MBA CSC hosted joint annual conferences in North America with GMAC and/or AACSB until June 2001, when the first standalone conference was held in Atlanta, GA, chaired by Barry Shiflett (Georgia State University).

Discussions then took place about the value employer members would bring to the organization, from both an advisory role as well as for networking with schools and their own professional development. In 2004, the first employer member joined the organization (Dottie Mattingly, American Airlines). The same year, the first employer member joined the Board of Directors (Aaron Markus, Goldman Sachs).

Incorporators

Jamie (King) Belinne (University of Texas at Austin)
Robert Bonner (University of Pennsylvania)
Bill Brady (Brigham Young University)
Joan Craig (University of Pittsburgh)
Kathleen Halloran (Arizona State)
Ken Keeley (Carnegie Mellon)
Tom Kozicki (University of Southern California)
Lawson Pride (Loyola University, Chicago)
Elizabeth Polak (University of Illinois - Urbana Champaign)
Samantha Renfro (Emory University)
Cynthia Shore (University of Buffalo)
JoAnne Starr (University of Washington)
Robert Warmkessel (American University)

I've always said this group was like my annual group therapy. We're all very driven and achievement oriented, which is part of why we've been successful as a group.

- **Jamie Belinne, University of Houston Bauer College of Business; founding member and Past President**

In 2008, the first international member joined the Board of Directors (Katty Ooms-Sutter, IMD). Katty also chaired the first European Conference, held at ESADE in Barcelona that same year.

In January 2010, the first paid consultant was brought on as Executive Director, Megan Hendricks, a former MBA Career Center Director who previously served multiple terms on the MBA CSEA board and committees.

In 2011, the first Asian Event was held, in partnership with National Association of Asian MBAs (NAAMBA).

In 2013, the organization's name was changed to MBA Career Services & Employer Alliance in an effort to ensure that our brand accurately reflected our mission and encompassed both sides of the recruiting relationship.

In 2014, the first standalone Asian Conference was held at Singapore Management University and National University of Singapore, co-chaired by Karen Dowd (University of Rochester, Simon Business School) and Elana Givens (Brandeis International Business School).

In 2024, the name was changed once again to Career Services & Employer Alliance, reflecting the membership growth and inclusion of specialty/business masters programs. The organization has grown to over 850 members representing schools and employers from all facets of graduate/masters business education across the globe, as well as hiring additional staff members. We provide a robust array of programs and services to meet the needs of a diverse member base, including annual international conferences, monthly webinars, an extensive resource database, an active online community, and monthly and annual research offerings.

We look forward to seeing the progress and the future of the CSEA Community!

The networking is invaluable! Employers and college services can come together to discuss 'trends, issues, successes and challenges' within the recruiting community. MBA CSEA provides the annual venue and opportunity to bring these professionals together to benchmark, discuss best practices and innovative initiatives in campus recruiting.

-Dottie Mattingly, formerly with American Airlines; first employer member



**Career Services &
Employer Alliance**

Setting the Standard. Connecting the
Business Masters Community.