Data Driven Recruitment and Admissions

Dr Catherine Murray, Director of Planning
1934
Queen Mary College Founded

1785 The London Hospital Medical School
1843 St Bartholomew’s Medical School
1882 Westfield College
1896 People’s Palace Technical School

1st Social Mobility (Institute for Fiscal Studies & DoE)

7th in the UK for quality of research outputs (REF 2021)

Platinum Public Engagement (NCCPE)

9 Nobel Prize winners
Queen Mary Student Recruitment in the last 5 years

+73%  
Total Applications

+57%  
International PGT

+50%  
International UG

+19%  
Home UG

+6%  
Home PGT
Student Lifecycle Data

- Recruitment
- Finances
- Planning
- Total Student Population
- New Enrolments
- Admissions Reporting
- Student Number Planning
Impact on Recruitment

• Real time data has changed the way our recruiters work

• We can review how things are going on a day to day basis and change things, if we need to

• We understand how we are performing in relation to our competitors

• We are looking into deploying machine learning to prioritise the processing of applications
Thank you