

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

7th

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

1st

Social Mobility
(Institute for Fiscal
Studies & DoE)

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

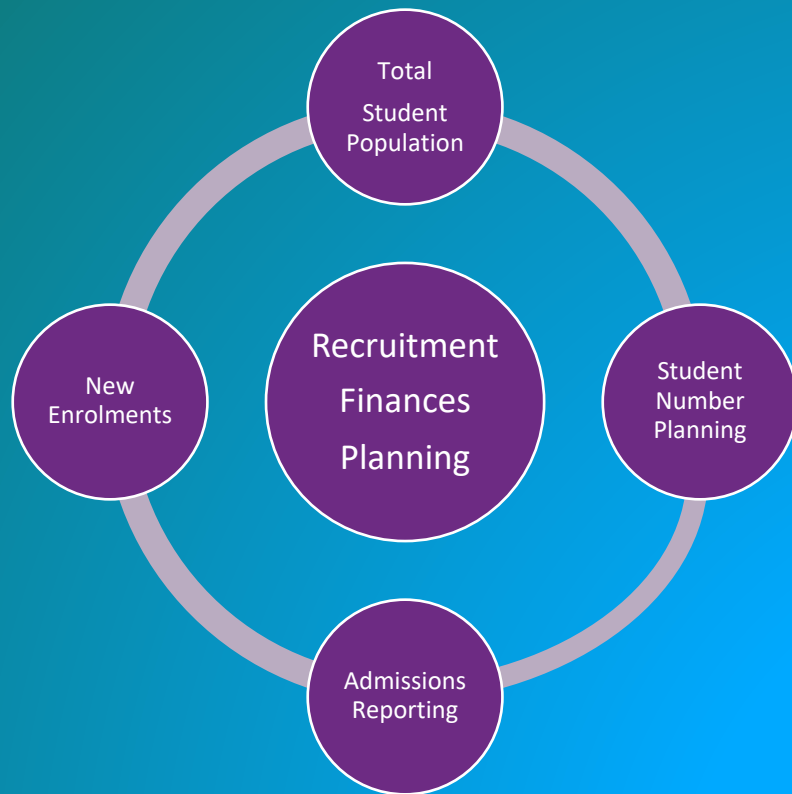
+19%

Home UG

+6%

Home PGT

Student Lifecycle Data



Admissions Dashboards



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
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Thank you



Queen Mary
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