**Teach for America Case Competition Codebook**

**Sheets 1 and 2**

Sheets 1 and 2 contain applicant data from 2016 and 2017.

Column A: This is the unique ID of each candidate.

Column B: This lists whether the candidate applied during their senior year (undergrad) or during their junior year (junior).

Column C: This shows the outcome of the admissions process for each candidate:

* Accepted = the candidate was offered a position to join the corps
* Rejected = the candidate completed the admissions process but was not given an offer to join the corps
* Withdrew = the candidate did not complete the application process (e.g., did not show up to their interview)

Column D: This lists the year in which the candidate applied to the corps.

Column E: We have different applications deadlines where candidates submit their applications. The deadline in which they submit their applications has no effect on the admissions decision (i.e., the admissions bar is constant across all deadlines).

Column F: This shows the university ID. More info on each university can be found on the third tab.

Column G: This shows the selectivity of each university based on US News and World Report rankings. Selectivity, in order from most to least, is: most, more, selective, less, and least.

Column H: This shows the recruiting tier that each school was in. We had two tiers in 2016 (tier 2 and 3) and we have three tiers in 2017 (tier 1, 2, and 3)

* Tier 1: Schools in tier 1 have the highest cost of labor. Each tier 1 school has its own recruiter that spends all of their time recruiting for that school. They spend the vast majority of their time on campus developing relationships, building networks, meeting with faculty, presenting to classes, and meeting with students.
* Tier 2: In tier 2 each recruiter has a portfolio of 3-7 schools. The recruiter does many of the same functions as tier 1 but divides their time among the set of schools. In addition, some of the reciting in tier 2 is done virtually through phone calls and webinars.
* Tier 3: In tier 3 each recruiter has a portfolio of 7-15 schools. The recruiter spends most of their time recruiting virtually. In addition, the recruiter might spend one of two days per year on the campus trying to recruit.

Column I: This shows the first major the applicant lists.

Column J: This shows the second major, if the candidate has a double major.

Column K: This lists the candidate’s minor, if they have one.

Column L: Here we show if the candidate had a GPA above 3.6 on a 4 point scale (if a school uses a 5 point scale the GPA would be converted to the equivalent on a 4 point scale). If the candidate’s GPA was above 3.6, the field reads “Yes”.

Column M: This column shows if the candidate had a meeting with a recruiter.

Column N: This column shows if the candidate came to us initially (Self-sourced) or if we first reached out to the candidate to have a discussion (Sourced by RT).

**Sheet 3**

Sheet 3 contains information about each university.

Column A: This lists the university ID which can be used to identify which candidates in the previous 2 sheets came from the university.

Column B: This list the university’s tier in 2017. It is important to note that some universities that were part of a tier in 2016 were no longer part of a tier in 2017. Students who applied from schools that were not part of a tier in 2017 were taken out of the dataset. If a school has a designation in column B other than Campus 1, Campus 2, or Campus 3, that means the school was not part of the 2017 data set and it should be assumed that we did not have an active recruitment strategy at that school in 2017.

Column C: This lists the tier the university was in last year (2016). In 2016 we did not have a tier 1 strategy and only had tier 2 and tier 3 strategies.

Column D: This shows the type of university (public or private). For some schools this info was not available and will show a blank.

Column E: This shows the size of the university (size is based on number of undergraduate students).

Column F: This shows the selectivity of each university based on US News and World Report rankings. Selectivity, in order from most to least is: most, more, selective, less, and least.

Column G: This shows the region of the country in which the university is located.

Column H: The number of TFA alumni (former corps members) who attended the university.

Column I: The number of current TFA corps members who are alumni of the university.

Column J: The number of current TFA staff members who attended the university.

Column K: An estimate of student awareness of TFA at each university.