**Problem Statement**

Teach for America seeks to recruit remarkable leaders from a broad spectrum of universities. In order to maximize our limited resources, we differentiate resource allocation for recruitment at individual campuses, based on the competitive dynamics at each university. For the purpose of this case study, **we are solely focusing on campus-based recruitment for undergraduates**, though we have separate strategies for graduate students and professionals.

This year, we have a three-tier strategy for undergraduates, represented by 1 – 3, where 1 represents the most resource investment. Last year, we used a two-tier strategy for undergraduates, represented as 2 and 3, where 2 represents the most resource investment.

Our question is simple: Our question is simple: What are the optimal tiers for our recruiting strategies? More? Fewer? Which schools should be in which tiers?

To support this analysis, you will find basic information about every applicant over the past two years and about every university where we recruit.