



Data Driven

# GLOBAL STUDENT RECRUITMENT

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# AGENDA



**Background**

**Data Gathering Processes**

**Data Analysis**

**Challenges**

**Future Improvements**



# BACKGROUND & OVERVIEW



## Goals

- Continuing BU's long standing commitment to international engagement
- Implementing tactical, high-impact travel plans
- Maximizing global outreach and engagement
- Reducing recruitment costs

## Deliverables

- Target Metrics
- Country Specific Recruitment Potential Score
- Recommendation Travel Report

## Databases

- UN Department of Economic and Social Affairs
- International Student Statistics
- US Department of State
- UNESCO Institute for Statistics

# OUR 4 METRICS FOR RECRUITMENT POTENTIAL SCORE

## HS Students

Large population  
of potential  
students

Strong and  
diverse talent pool

## International Schools

Students are likely  
to study abroad

Curriculum  
comparable to  
BU's academic  
structure

## Income

GDP per capita

Ability to afford  
international  
studies

## # of F1 visas issued

Countries with  
more F-1 visas show  
a demonstrated  
pipeline of students  
already studying in  
the U.S.



# RECOMMENDATION STRATEGY



## Equity Through Traveling by Region; Diversity

- Prioritize travel within a region rather than across continents.
- Flights are shorter, logistics are simpler, and teams can visit more schools in a single trip.
- Rotate tours across multiple global regions each year.
- This maintains BU's mission to attract students from diverse backgrounds







# RECOMMENDATION STRATEGY



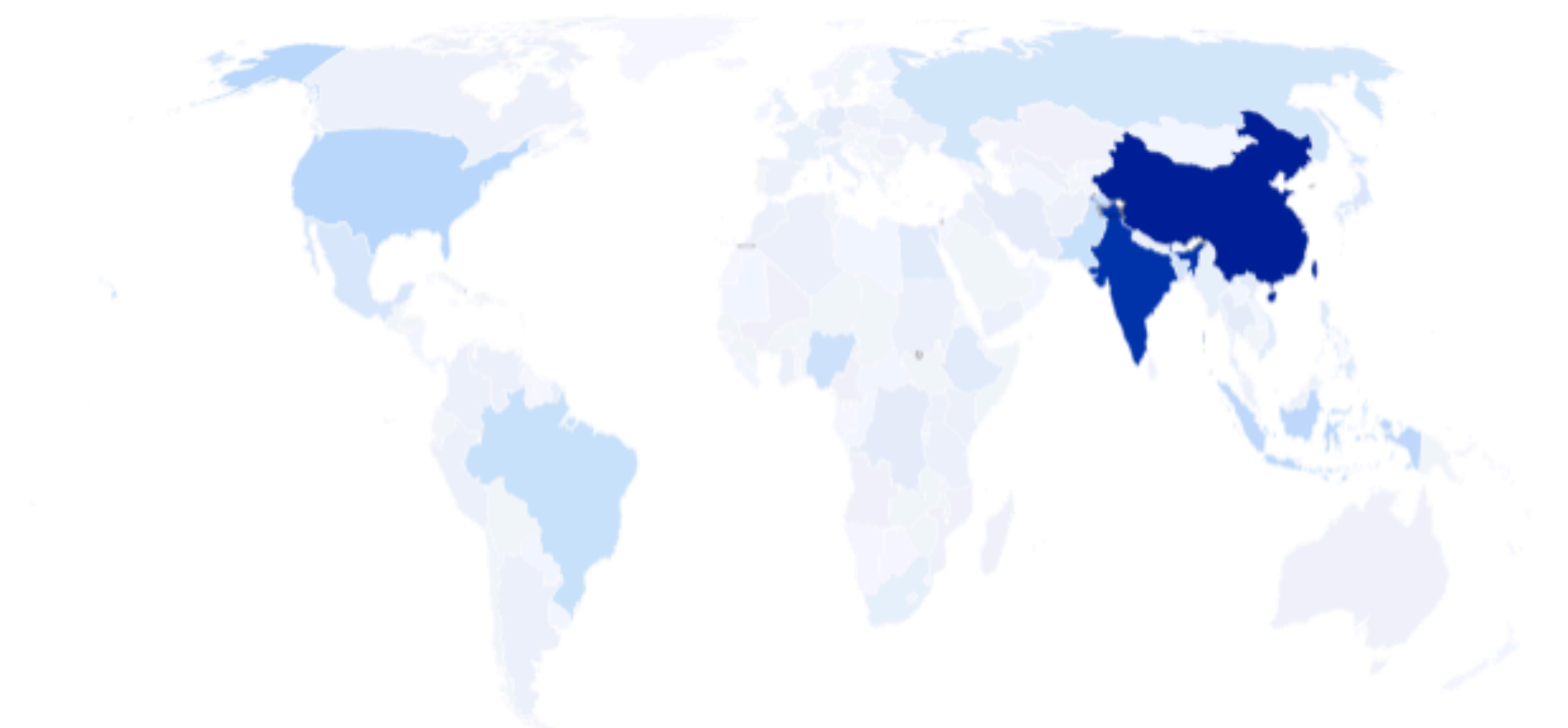
## Follow Urban Population Density

- Target highly urbanized metros with large secondary school populations.
- Cities with bigger youth cohorts offer deeper talent pools and more opportunities for counselor engagement.

### High School Age Population in 2024

Total Population of 14-19 year olds

37,000  13,777,100,000



Source: [World Bank Official Boundaries](#)



# RECOMMENDATION STRATEGY



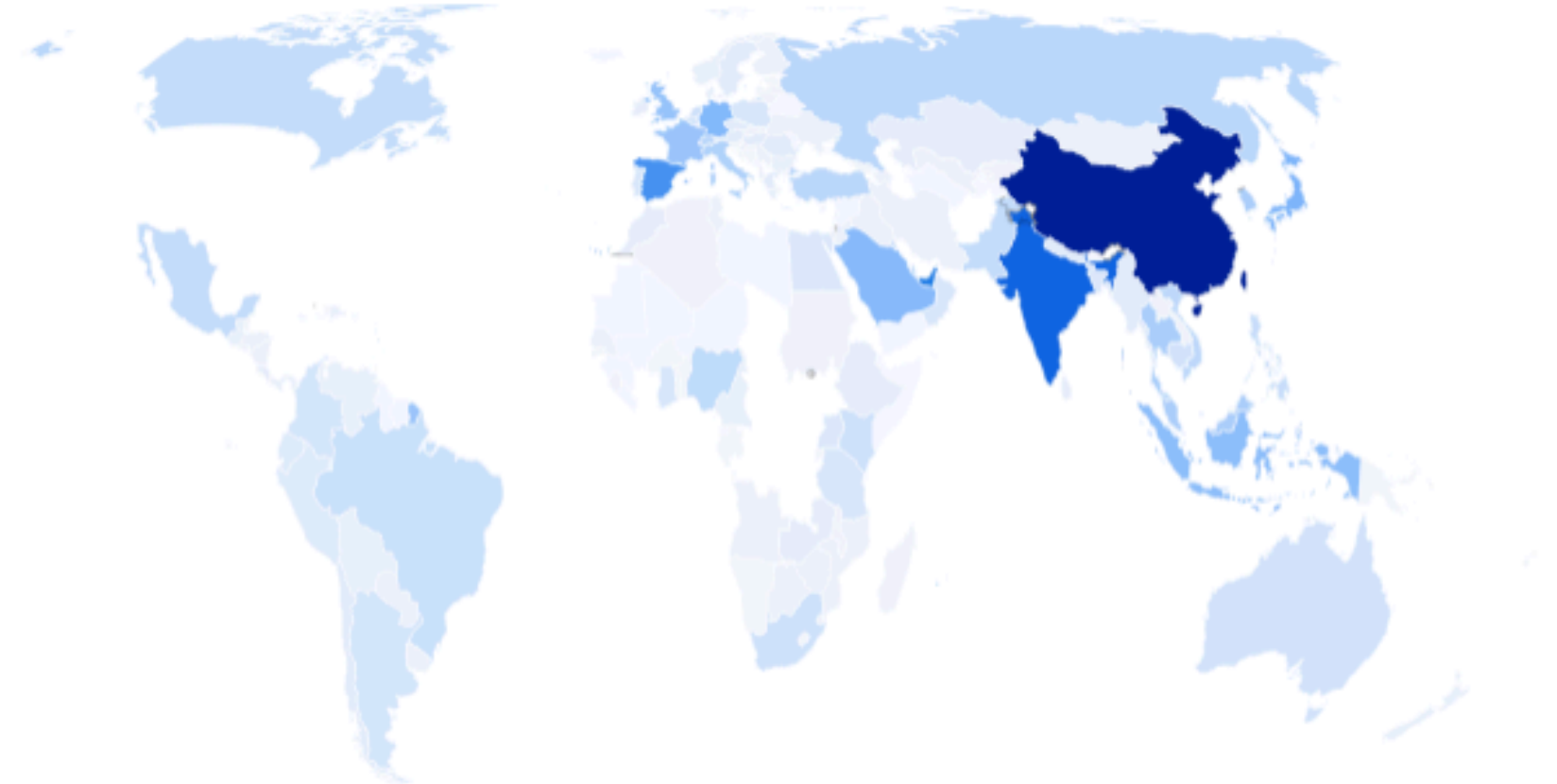
## International School Aggregation

Choose regions where international schools are heavily concentrated. These schools:

- Already prepare students for overseas education
- Signal ability to pay or qualify for aid
- Ensure English proficiency and smoother application pathways

### Number of International Schools per Country

1 610



Source: [World Bank Official Boundaries](#)



# RECOMMENDATION STRATEGY



## Smart Risk Filtering

- Layer visa approval rates with economic indicators (GDP per capita) to screen regions with elevated financial and immigration constraints.
- Ensures outreach resources convert into enrolled students.





# RECOMMENDATION STRATEGY

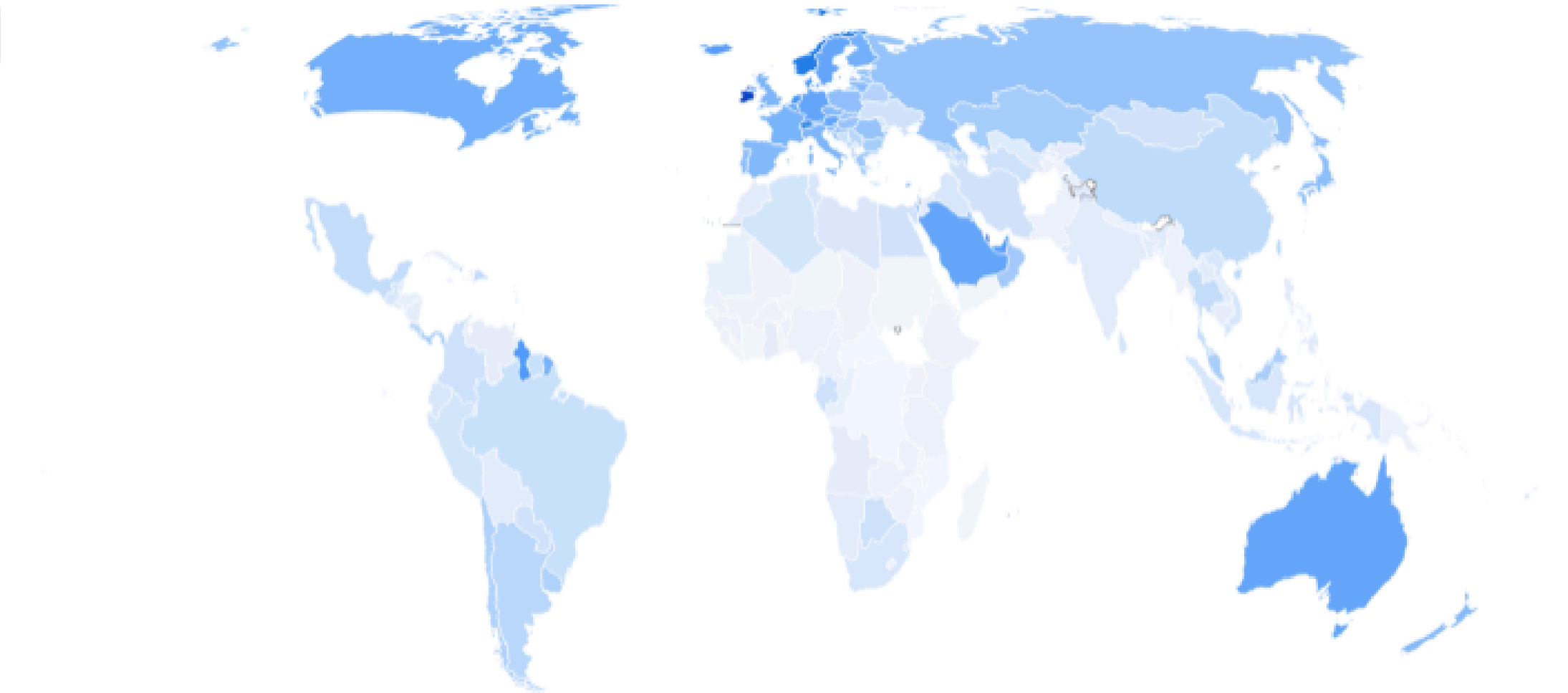


## Smart Risk Filtering Continued

- Combining the GDP per capita heat map with the F1 visa approval heat map to show a stronger filter action between countries with more potential

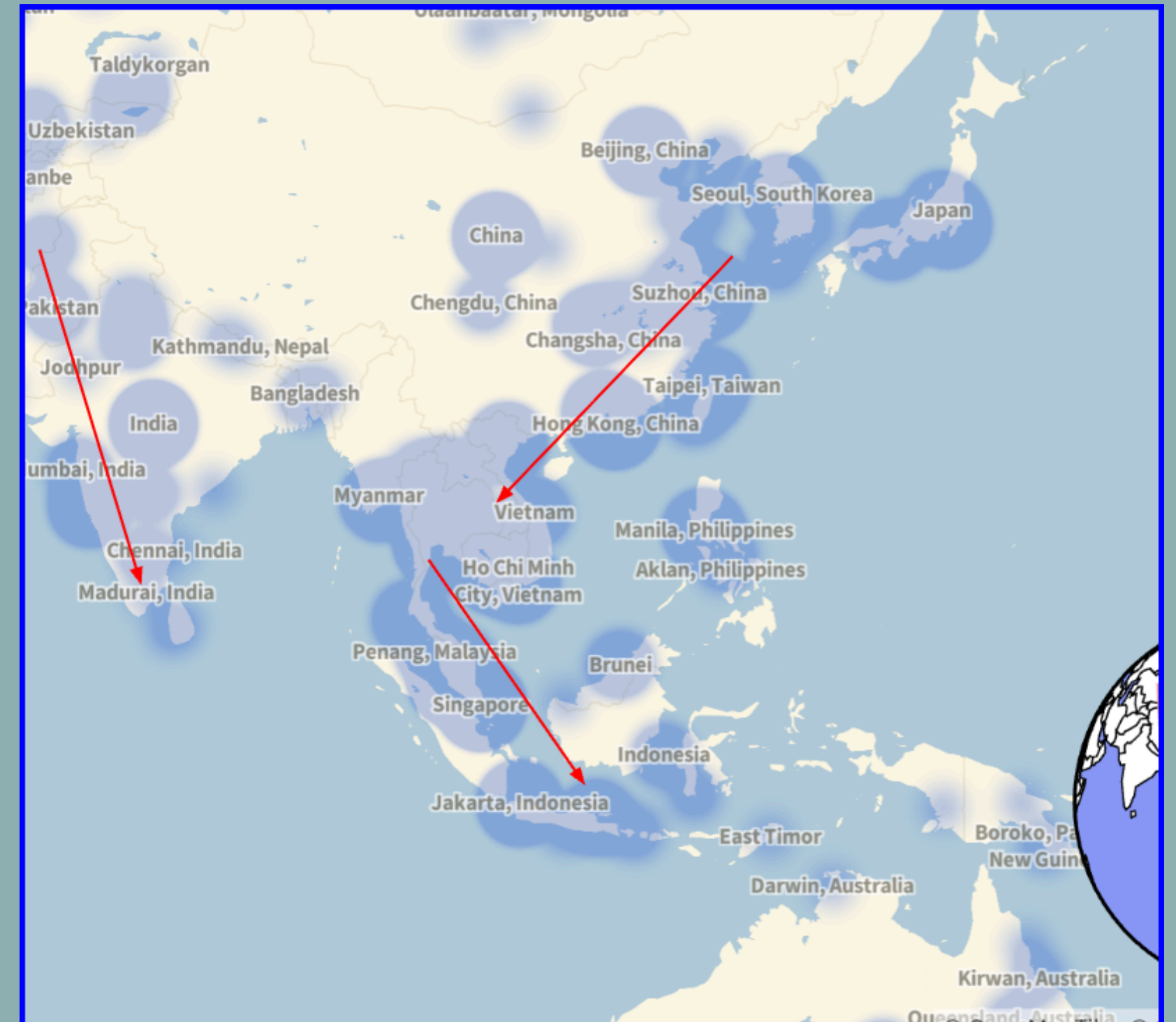
### GDP Per Capita By Country

949.83  150,772.36



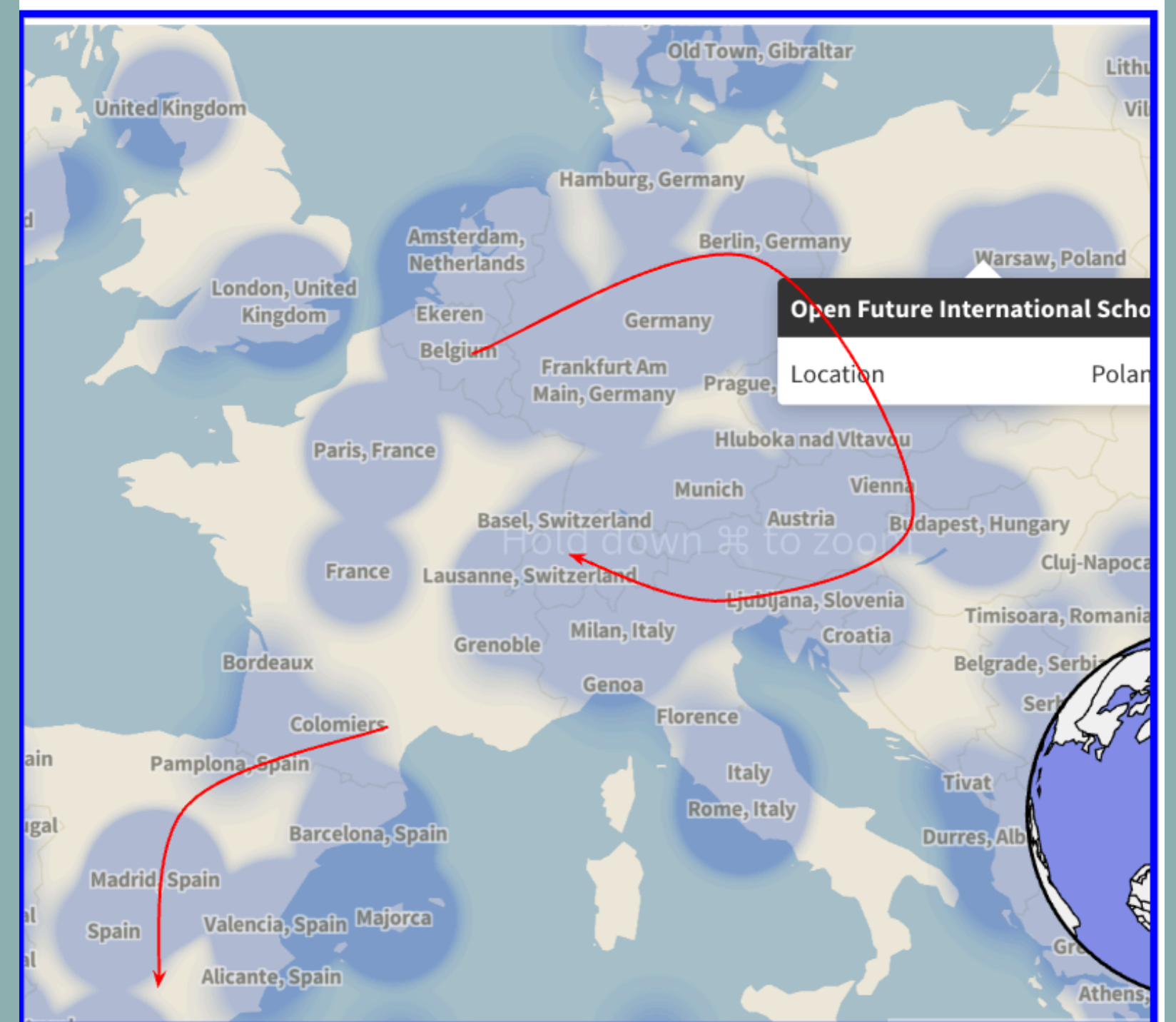
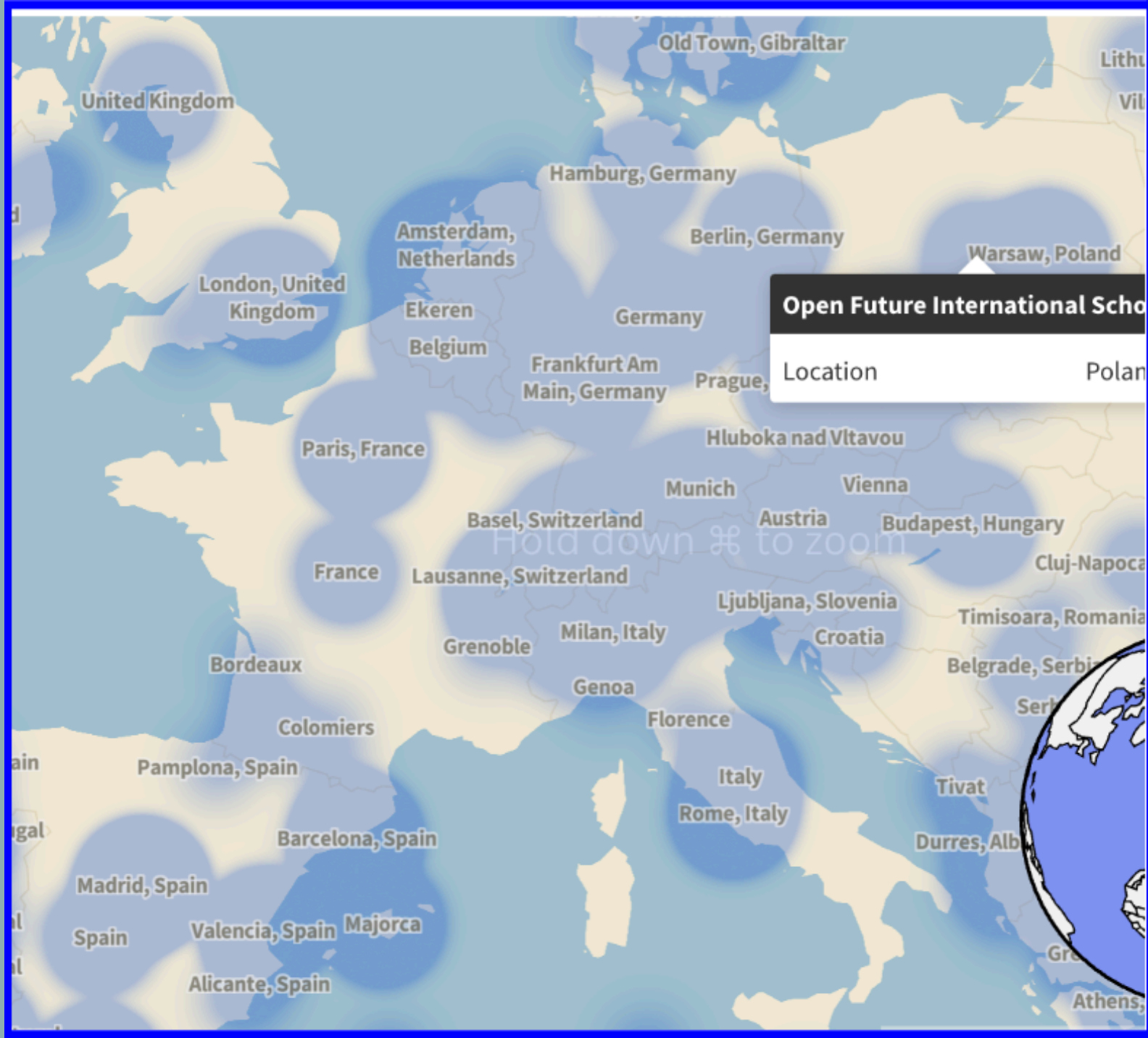
Source: World Bank Official Boundaries

# PATHS OF INTERNATIONAL SCHOOL CONCENTRATIONS



Asia

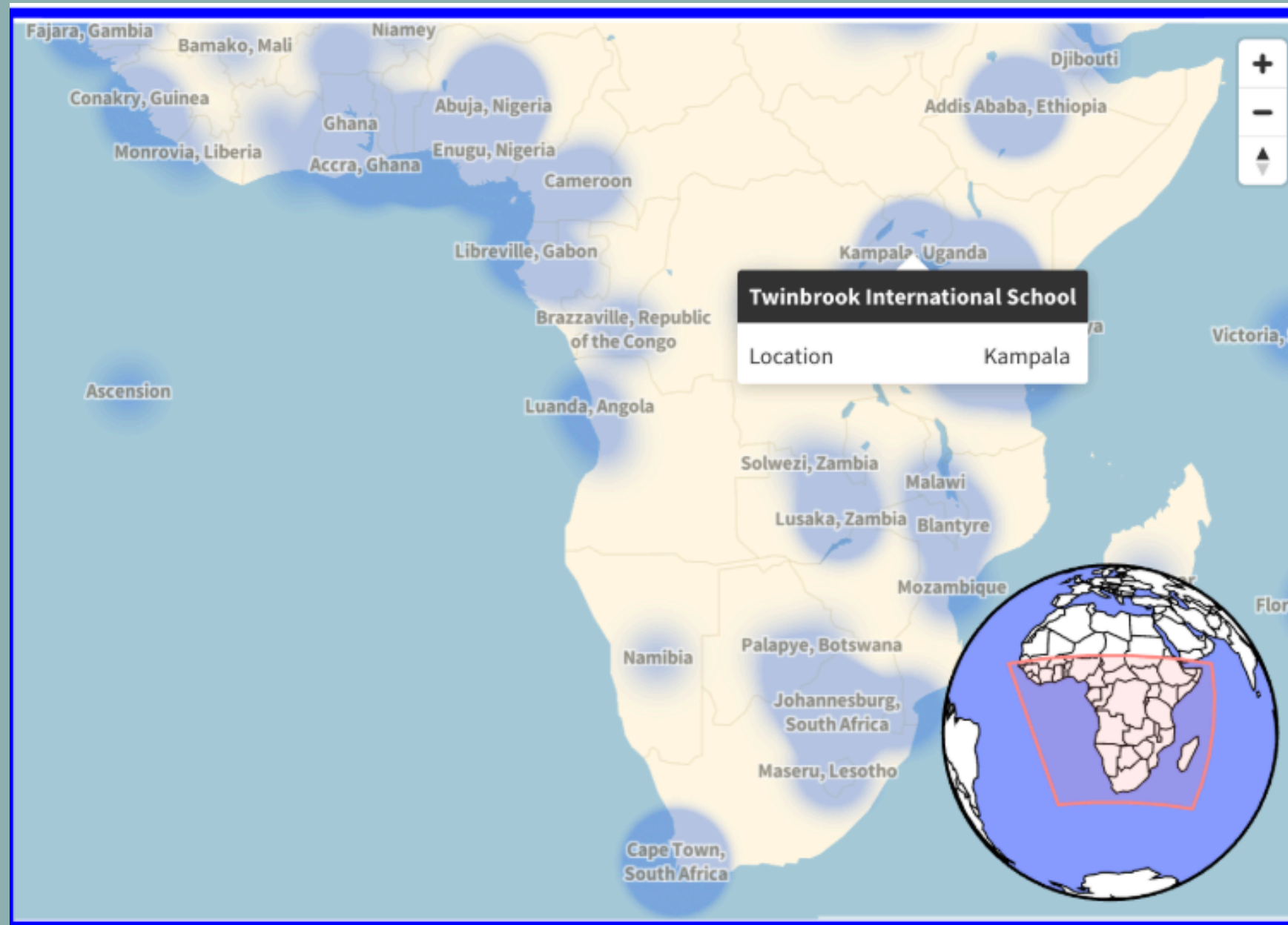
# PATHS OF INTERNATIONAL SCHOOL CONCENTRATIONS



Europe

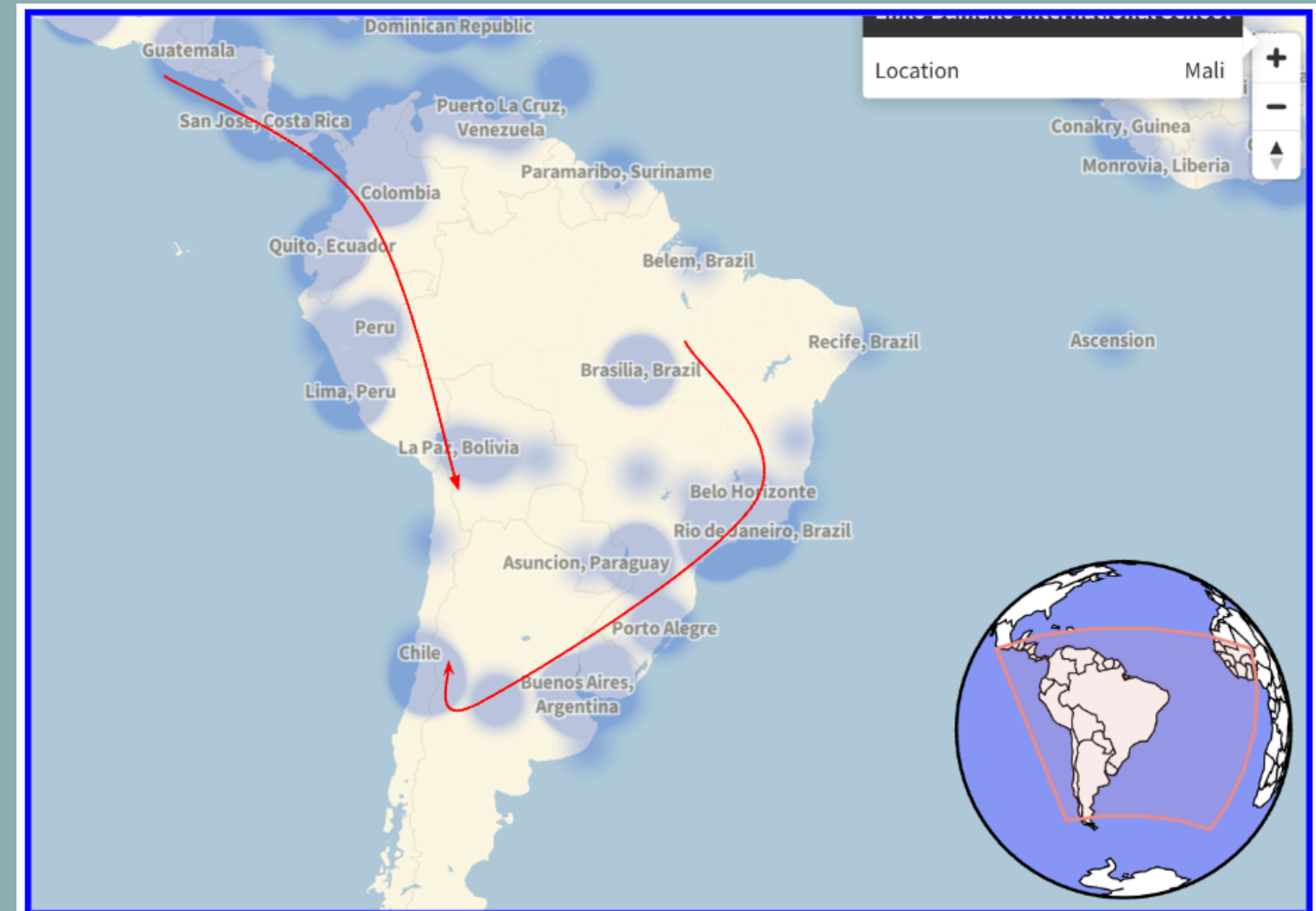
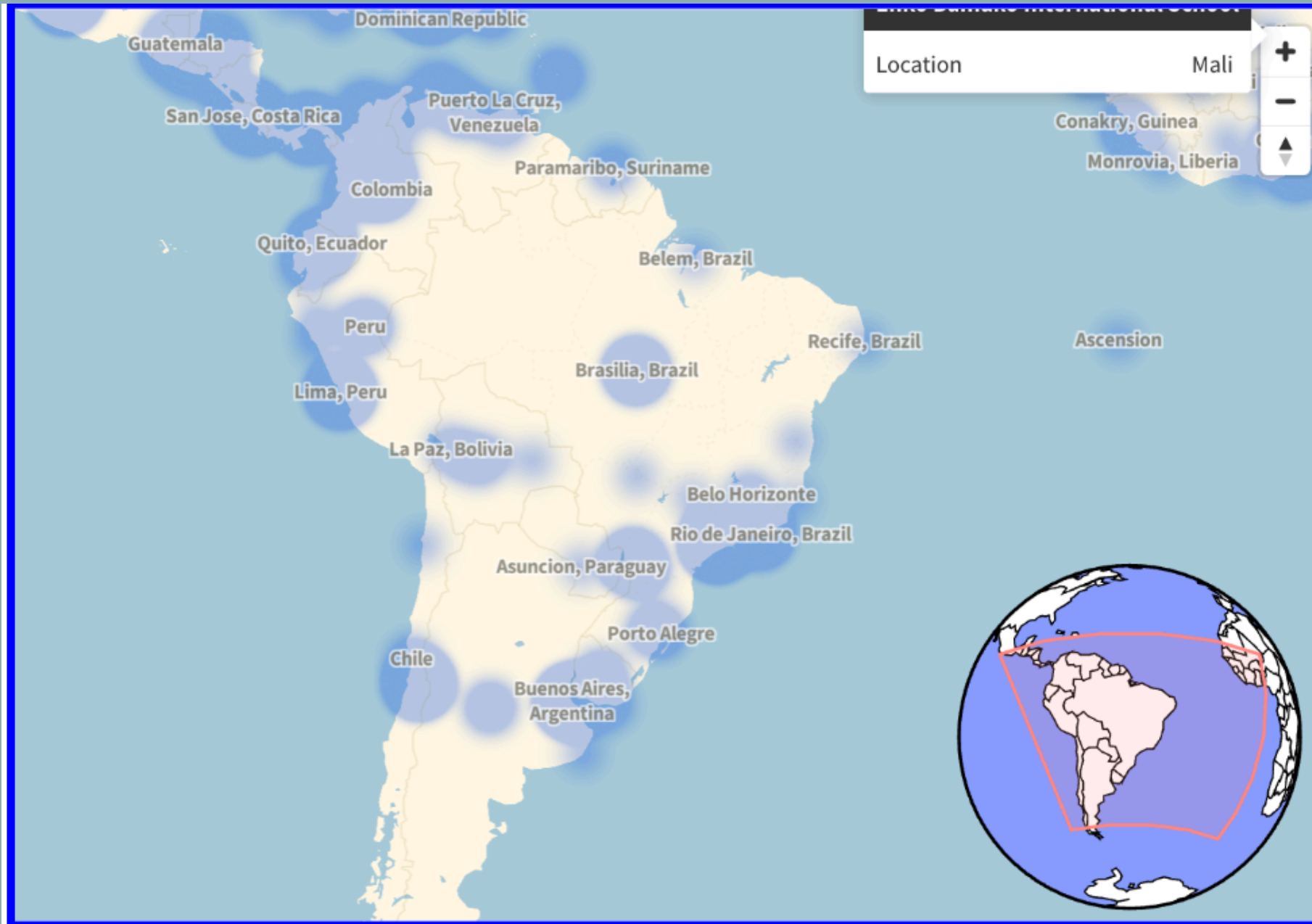


# PATHS OF INTERNATIONAL SCHOOL CONCENTRATIONS



Africa

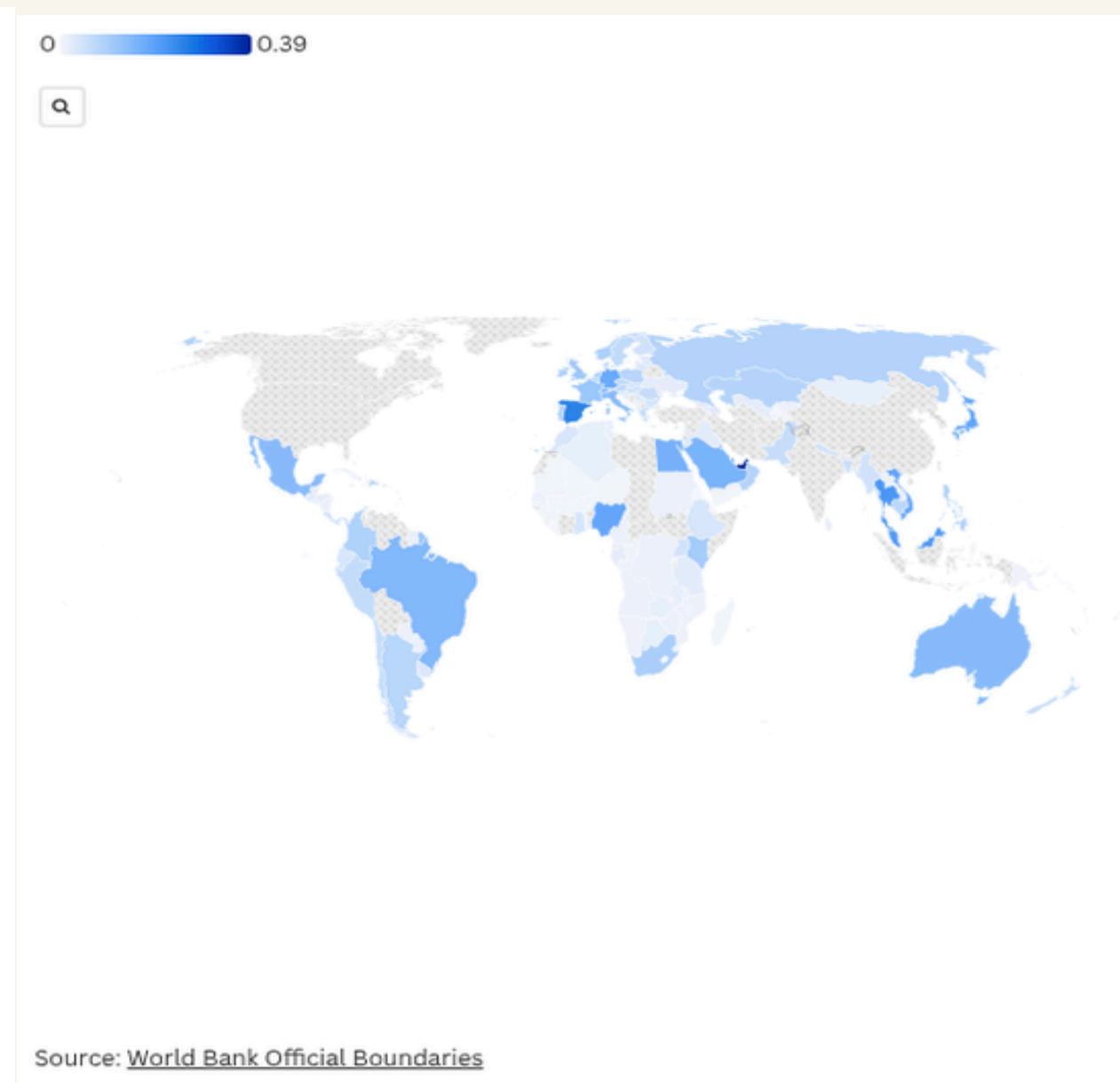
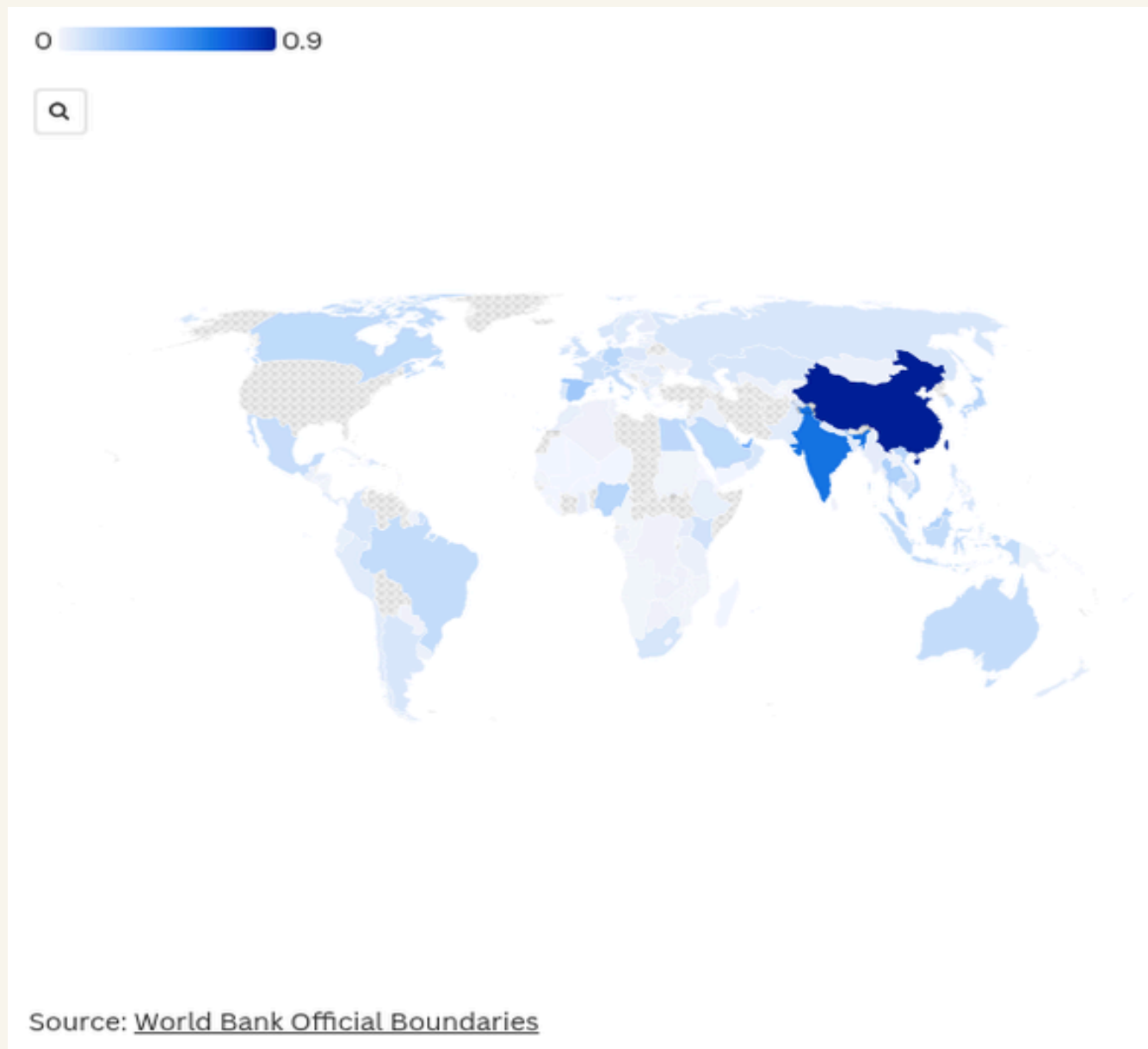
# PATHS OF INTERNATIONAL SCHOOL CONCENTRATIONS



South America



# RECRUITMENT OPPORTUNITY SCORE



## New Top Recommended Countries to Travel To:

- United Arab Emirates
- Spain
- Qatar
- Thailand
- Singapore
- Malaysia
- Vietnam
- Nigeria
- Germany
- Egypt



# CHALLENGES



## MISSING DATA

- Incomplete data for different countries throughout all datasets
- Missing countries that do not have any international schools were not included
- Had to specifically research data for some countries in order to create a more cohesive data table.

## DETERMING METRICS

- Deciding non-overlapping metrics, attempting to cover different aspects of favorability for visiting a specific area.
- Some metrics may provide overlapping information, how to differentiate the impact of each metric and accurate weighting.

## WEB SCRAPING

- Anti scraping measures on websites
- Lack of expertise in web scraping, had to do onsite learning and immediate implementation of new skills.
- Complexities with not being able to access all data spread across multiple pages of websites
- Difficulty pinpointing exact locations of schools using longitude and latitude

## ETHICAL CONCERNS

- Doesn't account for potential of local school students.
- Disfavors students lacking financially and favors those who are able to afford to attend international students.

# FUTURE IMPROVEMENTS

## Visualizations

Improve by layering the different visualizations on top of each other to see the ranking's visually. Utilizing better technology to help execute the user experience. Dedicate funds and research time to ensuring complete presentation and findings.

## Reliable Data & Data Breadth

Better web scrapping skills to scrape data and also searching through different websites to cross check data pulled and making sure to accurately fulfill null values. Including flight cost data for different seasons for each trip within a region. Creating accurate travel plans throughout differed seasons to best reduce costs while maximizing impact.

## Metrics & Weighting

Dedicate more research to studying the factors that increase student likelihood of applying to BU. Find solidified well explained metrics with minimal overlap and establish an accurate weighting system.

## Interviewing International Students

Get Boston University current outreach insights from current international students at BU. Get student feedback to see what can better be improved and to learn about their experiences and implement any suggestions they may have. To improve the metrics studied and weighting for the different metrics.

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