AI, Big Data, Social Media, Oh My!

The impact of technology on education

Introduction

ApplyBoard is the leading online platform dedicated to the international student market.

93
Countries represented by ApplyBoard

1,000+
Schools partnered with ApplyBoard

30K
International students helped

AI & Big Data

Artificial Intelligence (AI)

→ Ability of a machine to perform tasks that normally require human intelligence

Big Data

→ A large volume of data being collected, and our ability to make use of it

How It Connects

2017	Approved	Refused	Total Processed	Approval Rate
ESL	15,982	4,934	20,916	76%
ESL/FSL and College	5,157	3,162	8,319	62%
ESL/FSL and University	2,529	1,601	4,130	61%

2018	Approved	Refused	Total Processed	Approval Rate
ESL	14,519	4,241	18,760	77%
ESL/FSL and College	4,828	3,382	8,210	59%
ESL/FSL and University	2,120	1,745	3,865	55%

AI & Big Data allows you to

1. Anticipate future enrolment based on visa approval rates

2. Develop new pathway programs

3. Boost recruitment, minimize challenges

Technology's Impact on Education

- ## Access and Global Reach
  - Increases access to information, audiences, and education
- ## Effectiveness
  - Effective marketing, recruiting and communication
- ## Streamlined
  - Helps streamline and simplify various processes to make it as efficient as possible

The Influence of Social Media

1 **Microtargeting**

Specific advertisements to targeted groups or individuals

3 **Influencer Marketing**

Focus on *influential* people to connect to potential customers

2 **Engagement**

Content that creates an open line of communication, building a relationship

4 **Social Strategy**

Building strategies, objectives and tactics based on target audience

How Does This Benefit Recruitment?

1

Necessary Data

Ability to collect the big data needed to maximize all efforts

2

Larger Reach

Social Media gives access to a global audience base

3

1 : 1 Connection

Deliver personal experiences through engagement and build rapport

4

Smart Recruiting

AI has the power to source and screen applicants

Thank You.

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