

BRIAN HESEUNG KIM

www.brhkim.com

EDUCATION

- University of Virginia** – Charlottesville, VA 2022
- **Ph.D.** in Education Policy at the School of Education
 - Dissertation: “Applying Data Science Techniques to Promote Equity and Mobility in Education and Public Policy”
 - Committee: Benjamin L. Castleman, Daphna Bassok, Vivian C. Wong, Brian Wright
- University of Virginia** – Charlottesville, VA 2019
- **M.P.P.** from the Frank Batten School of Leadership and Public Policy
- Bowdoin College** – Brunswick, ME 2013
- **B.A.** in English and Economics with Teaching and Music Minors
 - Maine State Teacher Certification in English and Social Studies
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FELLOWSHIPS, AWARDS, & HONORS

- Association for Education Finance and Policy** – Gilbert, AZ
- Jean Flanigan Outstanding Dissertation Award Honorable Mention 2023
- National Academy of Education and Spencer Foundation** – Washington, DC
- NAEd/Spencer Dissertation Fellowship Recipient (\$27,500; highly selective) 2021 – 2022
- University of Virginia School of Education** – Charlottesville, VA
- IES Pre-Doctoral Fellowship - Virginia Education Sciences Training (\$30,000/yr) 2017 – 2021
 - Member of Pi Alpha Alpha Honor Society for Public Affairs & Administration 2018
- Stanford University and University of California, Berkeley** – Virtual
- Member of Bay Area Summer Institute in Computational Social Science cohort (selective) 2020
- American Enterprise Institute** – Washington, DC
- Member of Education Policy Academy graduate student cohort (selective) 2019
- Bowdoin College** – Brunswick, ME
- Snow Family Teacher Scholar Fellowship 2014
 - Robert L. M. and Nell G. Ahern Scholarship 2013
 - Sarah and James Bowdoin Scholar (Dean’s list) 2013
 - Maine Community Service Fellowship (selective) 2012
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GRANTS

- Bill & Melinda Gates Foundation. “Increasing Postsecondary Outcomes Data Use.” Co-PI with Mark Freeman and Sarah Nolan, Common App. \$585,236. 2023-2025.

Bill & Melinda Gates Foundation. “Test-Optional Admissions Policy Equity Outcomes – Examining Bias and Inequality in Non-Standardized Components.” Co-PI with Julie J. Park, OiYan Poon, Kelly Rosinger, and Dominique Baker. \$1,424,752. 2021-2023.

Ascendium Education Group. “Career Advising Tools and Outreach for Low-Income College Graduates - Planning Phase.” Co-PI with Benjamin L. Castleman. \$268,157. 2021-2022.

RESEARCH ARTICLES

Peer-Reviewed Publications

Kim, B. H., Park, J., Lo, P., Baker, D., Wong, N., Breen, S., Truong, H., Zheng, J., Rosinger, K., & Poon, O. (2025). Letters of Recommendation by High School Counselors in Selective College Admissions: Differences by Race and Socioeconomic Status in Letter Length and Topics Discussed. *Research in Higher Education*, 66(30). <https://doi.org/10.1007/s11162-025-09847-5> (open access).

Bartanen, B., Kwok, K., Avitabile, A., and **Kim, B. H.** (2025). Why Do You Want to Be a Teacher? A Natural Language Processing Approach. *Educational Researcher*, 54(1), 7-20. <https://doi.org/10.3102/0013189X241276814>. Open-access working paper [available online](#).

Park, J., **Kim, B. H.**, Wong, N., Zheng, J., Breen, S., Lo, P., Baker, D., Rosinger, K., Nguyen, M. H., & Poon, O. (2024). Inequality Beyond Standardized Tests: Trends in Extracurricular Activity Reporting in College Applications Across Race and Class. *American Educational Research Journal*, 62(2), 336-377. <https://doi.org/10.3102/00028312241292309>. Open-source codebase [available via GitHub](#). Open-access working paper [available online](#).

Kim, B. H., Bird, K.A., Castleman, B.L. (2022). Crossing the Finish Line but Losing the Race? Socioeconomic Inequalities in the Labor Market Trajectories of Community College Graduates. *Education Finance and Policy*. https://doi.org/10.1162/edfp_a_00392. Open-access working paper [available online](#).

Rodriguez-Segura, D., **Kim, B. H.** (2021). The Last Mile in School Access: Mapping Education Deserts in Developing Countries. *Development Engineering*, 100064. <https://doi.org/10.1016/j.deveng.2021.100064>. Open-source codebase [available via GitHub](#).

Working Papers

Kim, B. H., Meyer, K., & Choe, A. (2023). *Gauging Engagement: Measuring Student Response to a Large-Scale College Advising Field Experiment*. Codebase [available via GitHub](#). Working paper [available online](#).

Kim, B. H. (2022). *What's in a Letter? Using Natural Language Processing to Investigate Systematic Differences in Teacher Letters of Recommendation*. [Dissertation manuscript version](#).

Technical Reports & Policy Briefs

Kim, B. H., Armstrong, E., Freeman, M., Hughes, R., Kajikawa, T., & Nolan, S. (2024). *First-generation Status in Context*. Common App Research Briefs. Brief parts [one](#), [two](#), and [three](#) available online.

Park, J. J., Zheng, J., & **Kim, B. H.** (2023). *Unveiling the Inequalities of Extracurricular Activities in Admissions*. Change: The Magazine of Higher Learning, 55(5), 45-54.

Kim, B. H., Freeman, M., Kajikawa, T., Karimi, H., & Magouirk, P. (2022). *Unpacking Applicant Race and Ethnicity*. Common App Research Briefs. Brief parts [one](#) and [two](#) available online.

- Kim, B. H.**, Castleman, B. L., Song, Y., & Choe, A. (2022). *New Strategies to Support Career Entry for Community College Graduates: Augmenting Intensive Career Advising Services with a Novel Job Recommendation Algorithm and Machine Learning*. Work generously supported by the Ascendium Education Group. Final project report [available online](#). Open-source codebase available via [GitHub](#).
- Kim, B. H.** (2021). *Supporting Students at Any Cost? Examining the Dynamics of Teacher Out-of-Pocket Spending, Student Demographics, and Teacher Autonomy*. Replication code and pre-analysis plan [available via GitHub](#). Technical report [available online](#).
- Castleman, B.L., Bird, K.A., **Kim, B. H.** (2019). *Pathways to Success: Analyzing Program-level Heterogeneity in Broad Labor Market Outcomes for a State Community College System*. Manuscript available on request.

INVITED TALKS

- Duckworth, A., **Kim, B. H.**, Lira, B., Toll, B. (2024, June). *Admissions practices and strategy in the era of Artificial Intelligence and Big Data*. Invited panel discussion at the annual Common App Illuminate conference.
- Baker, T., **Kim, B. H.**, Lombardi, M., Olson, G., Pina, M. (2023, June). *Application Integrity in the AI Era*. Invited panel discussion at the annual Common App Illuminate conference.
- Kim, B. H.** (2021, November). *What's in a Letter? Investigating the Prevalence of Systemic Differences in Teacher Letters of Recommendation*. Invited research presentation for the Bowdoin College Admissions reader training workshop.
- Bruno, P., Doromal, J., Husain, A., **Kim, B. H.**, Murray, B. (2021, October). *The Hidden Curriculum of the Job Market*. Invited panel discussion for the Association of Education Finance and Policy Scholars of Color series (virtual).
- Kim, B. H.**, Li, J., Radiyat, M., Rhue, L. A. (2021, March). *Data & Assumptions*. Invited panel discussion for the DonorsChoose Brownbag Seminar series (virtual).
- Kim, B. H.** (2020, June). *Assessing the Role of Class Size Restrictions in Mitigating Community College Student COVID-19 Exposure through Student Network Analysis*. Invited research presentation for the Assistant Vice Chancellor for Research of the Virginia Community College System (virtual).
- Castleman, B.L., **Kim, B. H.** (2020, April). *Using Data Science to Address Critical COVID-19 Workforce Needs in Virginia*. Invited research discussion for the Frank Batten School of Leadership and Public Policy “Expert Chat” Series (virtual).

CONFERENCE PRESENTATIONS

- Kim, B. H.**, Park, J., Lo, P., Baker, D., Wong, N., Breen, S., Truong, H., Zheng, J., Rosinger, K., & Poon, O. (2024). *Inequity and College Applications: Assessing Differences and Disparities in Letters of Recommendation from School Counselors with Natural Language Processing*. Paper presentation at Annual Conference of Association of Education Finance and Policy, Baltimore, MD.
- Kim, B. H.**, Park, J. J., Lo, P., Zheng, J., Rosinger, K., Baker, D., Poon, O. A., (2023, August). *Inequality and College Applications: Examining Letters of Recommendation Submitted by High School Counselors*. Paper presentation at Annual Conference of American Sociological Association, Philadelphia, PA.

Park, J., **Kim, B. H.**, Wong, N., Lo, P., Breen, S., Nguyen, M. H., Baker, D., Rosinger, K., Zheng, J. (2022, November). *Inequality beyond Standardized Tests: Understanding How Extracurricular Activities Vary Across Race, Socioeconomic Status, and High School Type*. Paper presentation at Annual Conference of Association for the Study of Higher Education, Las Vegas, NV.

Kim, B. H. (2022, March). *What's in a Letter? Using Natural Language Processing to Investigate Systematic Differences in Teacher Letters of Recommendation*. Paper presentation at 47th Annual Conference of Association of Education Finance and Policy, Denver, CO.

Kim, B. H., Meyer, K., Choe, A. (2021, March). *Using Natural Language Processing to Investigate Treatment Variation in Education: Evidence from a Large-Scale College Advising Field Experiment*. Paper presentation at 46th Annual Conference of Association of Education Finance and Policy, Virtual.

Kim, B. H., Meyer, K., Choe, A. (2020, November). *Do College Advising Styles Matter? Applying Natural Language Processing to Understand Treatment Variation*. Paper presentation at 42nd Annual Conference of Association for Public Policy Analysis and Management, Virtual.

RESEARCH EXPERIENCE

The Common Application, Inc. – Arlington, VA 2021 – Present

Director of Data Science, Research, and Analytics, Data Analytics and Research Team

Primary research projects:

- Improving access to the postsecondary application process for low-income students with a targeted school counselor informational intervention
- Disaggregating trends in application behaviors, individual resources, and college readiness among detailed racial/ethnic background groups within standard race/ethnicity categories
- Expanding organizational capacity for large-scale natural language processing analyses on student applications
- Refining data warehouse ETL processes to improve robustness, sustainability, workflow, and data integrity
- Incorporating public education data sets into internal data warehouse to facilitate internal & external research

University of Maryland, College Park – College Park, MD 2021 – 2024

Visiting Faculty Specialist, College of Education

Primary research projects:

- Examining disparities in college applicants' reporting of extracurricular leadership and awards
- Analyzing high school counselor letters of recommendation to identify systemic differences in language

University of Virginia School of Education – Charlottesville, VA 2017 – 2022

Graduate Research Assistant, EdPolicyWorks and Nudge⁴ Solutions Lab

Primary research projects:

- What's in a letter? Using natural language processing to investigate the prevalence of systemic differences in teacher letters of recommendation for postsecondary applications
- New strategies to support career entry for community college graduates: Augmenting intensive career advising services with a novel job recommendation algorithm and machine learning
- Can predictive analytics improve the efficiency of high-cost interventions? Evidence from an intensive college advising program
- Assessing the role of class size restrictions in mitigating community college student COVID-19 exposure through network analysis
- Exploring heterogeneous treatment effects with causal forests: Evidence from a large-scale nudge experiment

DonorsChoose – New York, NY 2020 – 2021
Data Science Fellow, Data Science and Analytics Team
 Primary research projects:

- Supporting Students at Any Cost? Examining the dynamics of teacher out-of-pocket spending, student demographics, and teacher autonomy
- Developing mission-oriented and data-driven equity metrics for a nation-wide school fundraising platform
- Measuring project and fundraising success among higher- and lower-resourced schools across ten states

Virginia Department of Education – Richmond, VA 2019
Research Intern, Office of Research and Office of Equity and Community Engagement
 Primary research projects:

- Implementing modern visualization techniques to improve the accessibility and utility of ESSA-mandated school accountability dashboards
- Investigating new metrics to better understand racial equity in education throughout Virginia

Senator George J. Mitchell Scholarship Research Institute – Portland, ME 2012 – 2013
Community Action Fellow / Research Intern
 Primary research projects:

- Assessing the state of higher education access and achievement across Maine high schools using Maine DOE and National Student Clearinghouse data (annual state report)
- Visualizing the Institute’s mission, student demographics, and impact on academic outcomes for stakeholders

TEACHING EXPERIENCE

University of Virginia – Charlottesville, VA

- (Graduate) LPPS5740: Data Science for Public Leaders, *Adjunct Faculty/ Co-developer* Scheduled 2021
 Survey course on emerging data science applications and ethical considerations for public policy and social sciences research [[Open-Source Course Materials](#)]
- (Graduate) LPPP5540: Public Interest Data Lab, *Project Advisor* 2020
 Introductory data science methods for community-based public interest research
- (Graduate) EDLF5310: Data Management for Social Science Research, *Teaching Asst.* 2019
 Introductory data management and statistical analysis [[Teaching Evaluations](#)]
- (Workshop) Introduction to GitHub for Education Policy Researchers, *Instructor* 2021
 Part of EdPolicyWorks Graduate Student Methodology Workshop series
- (Workshop) Communicating Research: Best Practices for Presenting and Visualizing Quantitative Evidence, *Instructor* 2021
 Introductory workshop for underrepresented undergraduate and graduate students preparing for careers in Education Policy
- (Workshop) Graduate School Admissions for First-Generation Students, *Facilitator* 2019
- (Workshop) Introduction to Data Visualization, *Instructor* 2019
 Part of Summer Undergraduate Research Program (SURP) workshop series for underrepresented undergraduates interested in research careers
- (Workshop) Introduction to R, *Instructor* 2018, 2019
 Part of SURP workshop series
- (Workshop) Introduction to Web Scraping, *Co-instructor* 2018
 Part of EdPolicyWorks Graduate Student Methodology Workshop series

Yarmouth High School – Yarmouth, ME

- (Secondary) 9th Grade English Language Arts, *Teacher* [[Teaching Evaluations](#)] 2014 – 2017
- (Secondary) Non-Fiction and Rhetoric, *Teacher* [[Teaching Evaluations](#)] 2014 – 2017

- Johns Hopkins Center for Talented Youth** – Lancaster, PA
- (Secondary) Probability and Game Theory, *Instructor* 2015 – 2016
Accelerated summer course for 7-10th grade gifted & talented students; roughly undergraduate equivalent [[Teaching Evaluations](#)]

- Bowdoin College** – Brunswick, ME
- (Undergraduate) ECON2323: Economics of Information, *Teaching Assistant* 2014
Introductory course on game theory and behavioral economics

COMMUNITY & PROFESSIONAL SERVICE

Reviewer

- Conference Proposals: *Association for Public Policy Analysis and Management*, *Association for Education Finance and Policy*
- Manuscripts: *Education Finance and Policy*, *Economics of Education Review*, *AERA Open*, *Nature: Humanities and Social Sciences Communications*

- Association for Education Finance and Policy** – Sparks, NV
- Board of Directors, *Private/Nonprofit Affiliate* 2025 – Present

- Bowdoin College** – Brunswick, ME
- Regional Admissions Volunteer Organization, *Regional Student Interviewer* 2017 – 2024
 - Bowdoin College Alumni Fund, *Class Fundraising Agent* 2013 – 2024

- University of Virginia School of Education** – Charlottesville, VA
- Curry Student Travel Fund, *Committee Co-chair* 2019 – 2021
 - EdPolicyWorks Graduate Student Office, *Community Coordinator* 2018 – 2021
 - EdPolicyWorks Graduate Student Office, *Methodology Workshop Coordinator* 2018 – 2021
 - Curry Common Read, *EdPolicyWorks Discussion Co-facilitator* 2020
 - Summer Undergraduate Research Program, *Graduate Student Mentor* 2018

- University of Virginia Frank Batten School of Leadership and Public Policy** – Charlottesville, VA
- Batten Diversity and Inclusion Board, *Student Member* 2018 – 2019
 - Virginia Policy Review, *Associate Editor* and *Website Administrator* 2017 – 2018

- FairVote Virginia** – Charlottesville, VA
- Campaign and Media Volunteer 2017 – 2019

- Yarmouth High School** – Yarmouth, ME
- Faculty Leadership Team, *Member* 2016 – 2017
 - 9th Grade Faculty Team, *Team Leader* 2016 – 2017
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RESEARCH INTERESTS

Education Policy

- Postsecondary access and success, postsecondary labor market outcomes, community colleges

Data Science

- Intersection of data science and policy research, natural language processing techniques for scalable text analytics, ethical application of predictive analytics/machine learning methods to educational contexts

Economics

- Labor market matching and outcomes, socioeconomic mobility, returns to individual educational investments, behavioral/informational nudges, game theoretic decision-making frameworks

PROFESSIONAL AFFILIATIONS

- Association for Education Finance and Policy (**AEFP**)
- American Educational Research Association (**AERA**)
- Association for Public Policy Analysis and Management (**APPAM**)
- Association for the Study of Higher Education (**ASHE**)
- Society for Research on Educational Effectiveness (**SREE**)

SKILLS & PROFICIENCIES

Basic	●○○	Can complete most tasks with supervision
Intermediate	●●○	Can complete most tasks independently
Advanced	●●●	Can instruct and supervise others

Additional Analytic Skillsets	Data Analysis and Coding	Content Creation
Bayesian Inference ●○○	D3.js ●●○	Adobe Illustrator ●○○
Data Visualization (static/animated/interactive) ●●●	GitHub ●●●	Adobe Lightroom ●○○
Geospatial / Mapping Analysis ●●○	HTML / CSS ●●●	Adobe Photoshop ●●●
High-Performance Computing ●●○	JavaScript ●○○	Amazon Kindle Publishing ●●○
Network Analysis ●●○	Jupyter Notebook ●●○	Audio Production and Editing ●●○
Open-Source Development ●●○	Microsoft Access ●○○	LaTeX / Overleaf ●○○
Predictive Analytics ●●●	Microsoft Excel ●●●	Live Content Streaming ●●○
Text Mining and Analytics (NLP) ●●●	Python ●●○	Sony Vegas Video Editor ●●○
Web Scraping ●●●	QGIS ●●○	Website Design ●●○
	Qualtrics ●●○	WordPress ●●●
	R / RStudio ●●●	YouTube Publishing ●○○
	R Shiny ●●○	
	SQL ●●○	
	Stata ●●●	
	Tableau ●●○	
	Unix / Bash ●○○	