

Bowling Green State University

Demand Builder Summary

Current Program Stats: All To-Date Juniors entering 2019 and Sophomores entering 2020 May 22, 2018						
Vendor / Grad Yr	*Total Searched	Email Responders	Direct Mail Responders	Telesearch Responders	Total Responders	Response Rate
NRCCUA	36,380	2,306	467	183	2,956	8.13%
2019	9,757	542	100	182	824	8.45%
2020	26,574	1,728	354	1	2,083	7.84%
2021	40	28	12	0	40	100.00%
2022	9	8	1	0	9	100.00%
ACT	23,409	1,005	37	166	1,208	5.16%
2019	23,398	995	36	166	1,197	5.12%
2020	10	9	1	0	10	100.00%
2021	1	1	0	0	1	100.00%
2022	0	0	0	0	0	0.00%
College Board	51,028	1,611	0	0	2,240	4.39%
2019	41,454	1,376	102	518	1,996	4.81%
2020	9,571	232	7	2	241	2.52%
2021	3	3	0	0	3	100.00%
2022	0	0	0	0	0	0.00%
2019 Total	74,609	2,913	238	866	4,017	5.38%
2020 Total	36,155	1,969	362	3	2,334	6.46%
2021 Total	44	32	12	0	44	100.00%
2022 Total	9	8	1	0	9	100.00%
GRAND TOTAL	110,817	4,922	613	869	6,404	5.78%

**Email Open Rate: 45.06%

Bowling Green State University

Demand Builder Summary

Current Program Stats: Phase 1 Juniors entering 2019 and Sophomores entering 2020 May 22, 2018						
Vendor / Grad Yr	*Total Searched	Email Responders	Direct Mail Responders	Telesearch Responders	Total Responders	Response Rate
NRCCUA	34,473	2,190	467	183	2,840	8.24%
2019	9,024	500	100	182	782	8.67%
2020	25,401	1,655	354	1	2,010	7.91%
2021	39	27	12	0	39	100.00%
2022	9	8	1	0	9	100.00%
ACT	13,147	562	34	166	762	5.80%
2019	13,142	557	34	166	757	5.76%
2020	5	5	0	0	5	100.00%
2021	0	0	0	0	0	0.00%
2022	0	0	0	0	0	0.00%
College Board	39,474	1,333	0	0	1,958	4.96%
2019	39,451	1,317	102	518	1,937	4.91%
2020	21	14	3	2	19	90.48%
2021	2	2	0	0	2	100.00%
2022	0	0	0	0	0	0.00%
2019 Total	61,617	2,374	236	866	3,476	5.64%
2020 Total	25,427	1,674	357	3	2,034	8.00%
2021 Total	41	29	12	0	41	100.00%
2022 Total	9	8	1	0	9	100.00%
GRAND TOTAL	87,094	4,085	606	869	5,560	6.38%

***Phase 1 Launch: February 7, 2018*

****Email Open Rate: 46.48%*

Email #9 sent April 13, 2018; Plus emails to targeted non-responders started April 29, 2018

Bowling Green State University

Demand Builder Summary

Current Program Stats: Phase 1 Juniors entering 2018 and Sophomores entering 2019 May 22, 2017						
Vendor / Grad Yr	*Total Searched	Email Responders	Direct Mail Responders	Telesearch Responders	Total Responders	Response Rate
NRCCUA	23,625	1,093	281	0	1,374	5.82%
2018	2	0	2	0	2	100.00%
2019	23,596	1,074	275	0	1,349	5.72%
2020	26	18	4	0	22	84.62%
2021	1	1	0	0	1	100.00%
ACT	13,839	571	45	0	616	4.45%
2018	13,833	565	45	0	610	4.41%
2019	6	6	0	0	6	100.00%
2020	0	0	0	0	0	0.00%
2021	0	0	0	0	0	0.00%
College Board	31,586	941	89	0	1,030	3.26%
2018	31,576	933	88	0	1,021	3.23%
2019	10	8	1	0	9	90.00%
2020	0	0	0	0	0	0.00%
2021	0	0	0	0	0	0.00%
2018 Total	45,411	1,498	135	0	1,633	3.60%
2019 Total	23,612	1,088	276	0	1,364	5.78%
2020 Total	26	18	4	0	22	84.62%
2021 Total	1	1	0	0	1	100.00%
GRAND TOTAL	69,050	2,605	415	0	3,020	4.37%

***Phase 1 Launch: February 4, 2017*

****Email Open Rate: 42.14%*

Email #9 sent April 13, 2017; Plus emails to targeted non-responders started April 26, 2017

Bowling Green State University

Demand Builder Summary

Current Program Stats: Phase 2 Juniors entering 2019 and Sophomores entering 2020 May 22, 2018						
Vendor / Grad Yr	*Total Searched	Email Responders	Direct Mail Responders	Telesearch Responders	Total Responders	Response Rate
NRCCUA	1,907	115	0	0	115	6.03%
2019	733	41	0	0	41	5.59%
2020	1,173	73	0	0	73	6.22%
2021	1	1	0	0	1	100.00%
2022	0	0	0	0	0	0.00%
ACT	10,262	443	2	0	445	4.34%
2019	10,256	438	1	0	439	4.28%
2020	5	4	1	0	5	100.00%
2021	1	1	0	0	1	100.00%
2022	0	0	0	0	0	0.00%
College Board	11,554	278	2	0	280	2.42%
2019	2,003	59	0	0	59	2.95%
2020	9,550	218	2	0	220	2.30%
2021	1	1	0	0	1	100.00%
2022	0	0	0	0	0	0.00%
2019 Total	12,992	538	1	0	539	4.15%
2020 Total	10,728	295	3	0	298	2.78%
2021 Total	3	3	0	0	3	100.00%
2022 Total	0	0	0	0	0	0.00%
GRAND TOTAL	23,723	836	4	0	840	3.54%

***Phase 2 Launch: April 24, 2018*

****Email Open Rate: 39.96%*

Email #4 sent May 18, 2018