

Bowling Green State University
Demand Builder Summary

| Current Program Stats: Phase 1 | | | | | | |
|--|-----------------|------------------|------------------------|-----------------------|------------------|---------------|
| Juniors entering 2019 and Sophomores entering 2020 | | | | | | |
| March 28, 2018 | | | | | | |
| Vendor / Grad Yr | *Total Searched | Email Responders | Direct Mail Responders | Telesearch Responders | Total Responders | Response Rate |
| NRCCUA | 34,473 | 1,717 | 155 | 28 | 1,900 | 5.51% |
| 2019 | 9,026 | 353 | 28 | 28 | 409 | 4.53% |
| 2020 | 25,413 | 1,340 | 117 | 0 | 1,457 | 5.73% |
| 2021 | 28 | 19 | 9 | 0 | 28 | 100.00% |
| 2022 | 6 | 5 | 1 | 0 | 6 | 100.00% |
| ACT | 13,149 | 448 | 10 | 17 | 475 | 3.61% |
| 2019 | 13,147 | 446 | 10 | 17 | 473 | 3.60% |
| 2020 | 2 | 2 | 0 | 0 | 2 | 100.00% |
| 2021 | 0 | 0 | 0 | 0 | 0 | 0.00% |
| 2022 | 0 | 0 | 0 | 0 | 0 | 0.00% |
| College Board | 39,474 | 1,038 | 0 | 0 | 1,163 | 2.95% |
| 2019 | 39,456 | 1,025 | 42 | 80 | 1,147 | 2.91% |
| 2020 | 16 | 11 | 3 | 0 | 14 | 87.50% |
| 2021 | 2 | 2 | 0 | 0 | 2 | 100.00% |
| 2022 | 0 | 0 | 0 | 0 | 0 | 0.00% |
| 2019 Total | 61,629 | 1,824 | 80 | 125 | 2,029 | 3.29% |
| 2020 Total | 25,431 | 1,353 | 120 | 0 | 1,473 | 5.79% |
| 2021 Total | 30 | 21 | 9 | 0 | 30 | 100.00% |
| 2022 Total | 6 | 5 | 1 | 0 | 6 | 100.00% |
| GRAND TOTAL | 87,096 | 3,203 | 210 | 125 | 3,538 | 4.06% |

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

****Email Open Rate: 41.80%*

Email #7 sent March 28, 2018

Bowling Green State University
Demand Builder Summary

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|--|-----------------|------------------|------------------------|-----------------------|------------------|---------------|
| Juniors entering 2018 and Sophomores entering 2019 | | | | | | |
| March 28, 2017 | | | | | | |
| Vendor / Grad Yr | *Total Searched | Email Responders | Direct Mail Responders | Telesearch Responders | Total Responders | Response Rate |
| NRCCUA | 23,625 | 868 | 255 | 0 | 1,123 | 4.75% |
| 2018 | 2 | 0 | 1 | 0 | 1 | 50.00% |
| 2019 | 23,596 | 852 | 250 | 0 | 1,102 | 4.67% |
| 2020 | 26 | 15 | 4 | 0 | 19 | 73.08% |
| 2021 | 1 | 1 | 0 | 0 | 1 | 100.00% |
| ACT | 13,839 | 442 | 35 | 0 | 477 | 3.45% |
| 2018 | 13,833 | 438 | 35 | 0 | 473 | 3.42% |
| 2019 | 6 | 4 | 0 | 0 | 4 | 66.67% |
| 2020 | 0 | 0 | 0 | 0 | 0 | 0.00% |
| 2021 | 0 | 0 | 0 | 0 | 0 | 0.00% |
| College Board | 31,586 | 726 | 0 | 0 | 803 | 2.54% |
| 2018 | 31,576 | 722 | 76 | 0 | 798 | 2.53% |
| 2019 | 10 | 4 | 1 | 0 | 5 | 50.00% |
| 2020 | 0 | 0 | 0 | 0 | 0 | 0.00% |
| 2021 | 0 | 0 | 0 | 0 | 0 | 0.00% |
| 2018 Total | 45,411 | 1,160 | 112 | 0 | 1,272 | 2.80% |
| 2019 Total | 23,612 | 860 | 251 | 0 | 1,111 | 4.71% |
| 2020 Total | 26 | 15 | 4 | 0 | 19 | 73.08% |
| 2021 Total | 1 | 1 | 0 | 0 | 1 | 100.00% |
| GRAND TOTAL | 69,050 | 2,036 | 367 | 0 | 2,403 | 3.48% |

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

*****Email Open Rate: 37.56%**

Email #7 sent March 26, 2017