

## Bowling Green State University

### Demand Builder Summary

| Current Program Stats: Phase 1<br>Juniors entering 2020 and Sophomores entering 2021<br>March 28, 2019 |                 |                  |                        |                       |                  |               |
|--|-----------------|------------------|------------------------|-----------------------|------------------|---------------|
| Vendor / Grad Yr   | *Total Searched | Email Responders | Direct Mail Responders | Telesearch Responders | Total Responders | Response Rate |
| NRCCUA   | 27,530          | 1,277            | 105                    | 0                     | 1,382            | 5.02%         |
| 2019   | 5               | 5                | 0                      | 0                     | 5                | 100.00%       |
| 2021   | 6,100           | 216              | 20                     | 0                     | 236              | 3.87%         |
| 2021   | 21,398          | 1,034            | 80                     | 0                     | 1,114            | 5.21%         |
| 2022   | 27              | 22               | 5                      | 0                     | 27               | 100.00%       |
| ACT  | 7,150           | 287              | 10                     | 5                     | 302              | 4.22%         |
| 2019   | 0               | 0                | 0                      | 0                     | 0                | 0.00%         |
| 2020   | 7,148           | 286              | 9                      | 5                     | 300              | 4.20%         |
| 2021   | 2               | 1                | 1                      | 0                     | 2                | 100.00%       |
| 2022   | 0               | 0                | 0                      | 0                     | 0                | 0.00%         |
| College Board  | 55,559          | 1,619            | 50                     | 51                    | 1,720            | 3.10%         |
| 2019   | 1               | 1                | 0                      | 0                     | 1                | 100.00%       |
| 2020   | 55,543          | 1,610            | 48                     | 51                    | 1,709            | 3.08%         |
| 2021   | 14              | 8                | 1                      | 0                     | 9                | 64.29%        |
| 2022   | 1               | 0                | 1                      | 0                     | 1                | 100.00%       |
| 2019 Total   | 6               | 6                | 0                      | 0                     | 6                | 100.00%       |
| 2020 Total   | 68,791          | 2,112            | 77                     | 56                    | 2,245            | 3.26%         |
| 2021 Total   | 21,414          | 1,043            | 82                     | 0                     | 1,125            | 5.25%         |
| 2022 Total   | 28              | 22               | 6                      | 0                     | 28               | 100.00%       |
| <b>GRAND TOTAL</b>   | <b>90,239</b>   | <b>3,183</b>     | <b>165</b>             | <b>56</b>             | <b>3,404</b>     | <b>3.77%</b>  |

*\*\*Phase 1 Launch: February 7, 2019*

**Through email #6 as of March 28, 2019**

We are at 99% of Phase 1 Digital Dialogue impressions

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|--|-----------------|------------------|------------------------|-----------------------|------------------|---------------|
| 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%       |
| <b>GRAND TOTAL</b>   | <b>87,096</b>   | <b>3,203</b>     | <b>210</b>             | <b>125</b>            | <b>3,538</b>     | <b>4.06%</b>  |

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

**Email #7 sent March 28, 2018**