

## Bowling Green State University

### Demand Builder Summary

Current Program Stats: Phase 1 Juniors entering 2020 and Sophomores entering 2021 April 19, 2019						
Vendor / Grad Yr	*Total Searched	Email Responders	Direct Mail Responders	Telesearch Responders	Total Responders	Response Rate
NRCCUA	27,530	1,450	124	11	1,585	5.76%
2019	7	7	0	0	7	100.00%
2020	6,097	248	22	11	281	4.61%
2021	21,388	1,163	96	0	1,259	5.89%
2022	38	32	6	0	38	100.00%
ACT	7,150	335	12	22	369	5.16%
2019	0	0	0	0	0	0.00%
2020	7,147	333	11	22	366	5.12%
2021	3	2	1	0	3	100.00%
2022	0	0	0	0	0	0.00%
College Board	55,559	1,808	68	176	2,052	3.69%
2019	1	1	0	0	1	100.00%
2020	55,543	1,793	66	176	2,035	3.66%
2021	14	14	1	0	15	107.14%
2022	1	0	1	0	1	100.00%
2019 Total	8	8	0	0	8	100.00%
2020 Total	68,787	2,374	99	209	2,682	3.90%
2021 Total	21,405	1,179	98	0	1,277	5.97%
2022 Total	39	32	7	0	39	100.00%
<b>GRAND TOTAL</b>	<b>90,239</b>	<b>3,593</b>	<b>204</b>	<b>209</b>	<b>4,006</b>	<b>4.44%</b>

Phase 1 Launch: February 7, 2019

**Through email #8**

We are at 100% of Phase 1 Digital Dialogue impressions

## Bowling Green State University

### Demand Builder Summary

Current Program Stats: Phase 1 Juniors entering 2019 and Sophomores entering 2020 April 19, 2018						
Vendor / Grad Yr	*Total Searched	Email Responders	Direct Mail Responders	Telesearch Responders	Total Responders	Response Rate
NRCCUA	34,487	2,076	443	120	2,639	7.65%
2019	9,026	458	95	119	672	7.45%
2020	25,413	1,584	335	1	1,920	7.56%
2021	39	27	12	0	39	100.00%
2022	9	7	1	0	8	88.89%
ACT	13,152	515	31	68	614	4.67%
2019	13,147	510	31	68	609	4.63%
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	39,475	1,201	0	0	1,691	4.28%
2019	39,456	1,185	85	402	1,672	4.24%
2020	17	14	2	1	17	100.00%
2021	2	2	0	0	2	100.00%
2022	0	0	0	0	0	0.00%
2019 Total	61,629	2,153	211	589	2,953	4.79%
2020 Total	25,435	1,603	337	2	1,942	7.64%
2021 Total	41	29	12	0	41	100.00%
2022 Total	9	7	1	0	8	88.89%
<b>GRAND TOTAL</b>	<b>87,114</b>	<b>3,792</b>	<b>561</b>	<b>591</b>	<b>4,944</b>	<b>5.68%</b>

Phase 1 Launch: February 7, 2018

Through Email #9

\*109 additional responders with overwritten codes = 5.80%