

Bowling Green State University
Demand Builder Summary
 Demand Builder (DB) Final Conversion for 2018 Entering Class
 Junior Class Searched February, 2017 to November, 2017
 Senior Class Searched September, 2017 to October, 2017

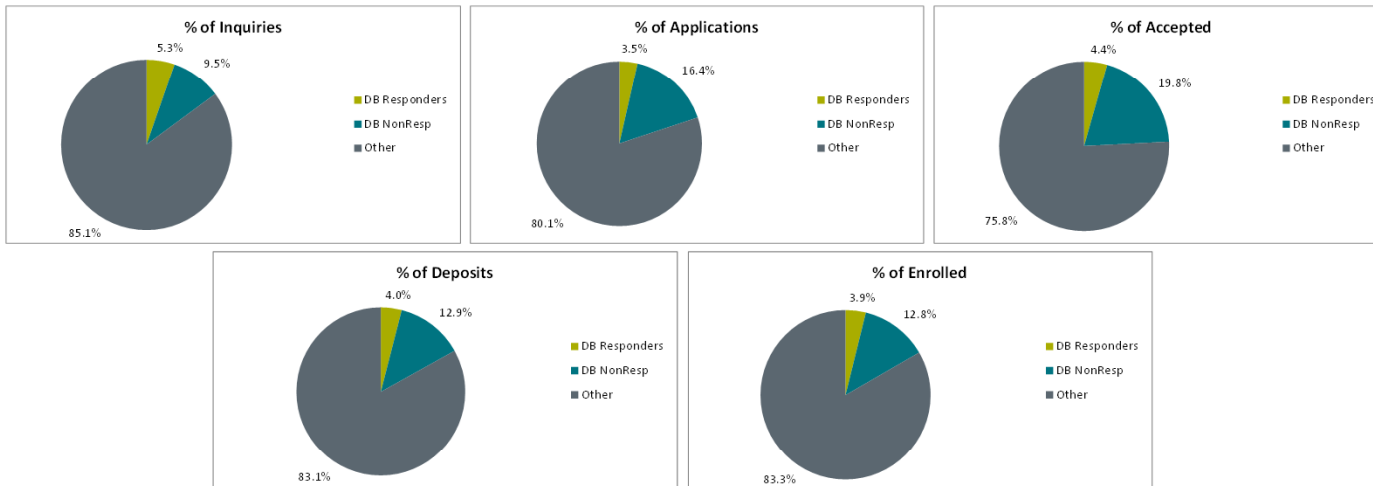
3,038 total search responders for Fall 2018 provided in service data
2,915 total search responders for Fall 2018 matched to institution's final data

Of the total search responders/inquiries (above)...

By Response Channel:	DB Responders Provided in Service Data to Institution	DB Responders In Institution's Final Data	Difference
Email Responders	2,844	2,735	-109
Direct Mail Responders	176	163	-13
Text Message Responder	18	17	-1

By Class	DB Responders Provided in Service Data to Institution	DB Responders In Institution's Final Data	Difference
Junior Responders	2,749	2,631	118
Senior Responders	289	284	-5

From Final Data By Stream	DB Responder	DB NonResp	From All DB/Search Records	Total Records In Institution's Final Data	Total Institution Records Not Searched	DB % of Totals	Not Searched % of Totals
Inquiry	2,915	5,228	8,143	54,763	46,620	14.9%	85.1%
Application	547	2,524	3,071	15,428	12,357	19.9%	80.1%
Accept	506	2,285	2,791	11,539	8,748	24.2%	75.8%
Deposit	131	424	555	3,280	2,725	16.9%	83.1%
Enrolled	117	388	505	3,033	2,528	16.7%	83.3%
Inq to App Rate	18.8%	48.3%	37.7%	28.2%	26.5%		
App to Acc Rate	92.5%	90.5%	90.9%	74.8%	70.8%		
Acc to Dep Rate	25.9%	18.6%	19.9%	28.4%	31.1%		
Dep to Enr Rate	89.3%	91.5%	91.0%	92.5%	92.8%		



Demand Builder Responders: These numbers were provided originally in the Demand Builder Final Reports.
In Institution's Final Data: Counts of responders matched to the Final Conversion Data.
Difference: Count of search responders missing from or not matched to the Final Conversion Data.
From All DB/Search Records: Stream Counts of all Demand Builder records (responders and non-responders).
 238 Internationals Removed

Bowling Green State University
Zip Rank and Vendor Analysis - Unique Record Count
Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017

ZipRank	Searched				Applied				Accepted				Deposited				Enrolled						
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
A	30,365	1,515	1,025	3.38%	953	186	767	18.15%	857	171	686	89.93%	91.94%	153	38	115	17.85%	22.22%	134	34	100	87.58%	89.47%
B	21,856	1,258	703	3.22%	747	142	605	20.20%	688	131	557	92.10%	92.25%	141	40	101	20.49%	30.53%	133	38	95	94.33%	95.00%
C	11,072	1,091	477	4.31%	618	92	526	19.29%	560	87	473	90.61%	94.57%	119	30	89	21.25%	34.48%	107	24	83	89.92%	80.00%
D	8,009	764	427	5.33%	428	77	351	18.03%	399	73	326	93.22%	94.81%	88	16	72	22.06%	21.92%	81	15	66	92.05%	93.75%
E	6,114	600	282	4.61%	324	49	275	17.38%	286	43	243	88.27%	87.76%	54	7	47	18.88%	16.28%	50	6	44	92.59%	85.71%
NO RANK	2	0	1	50.00%	1	1	0	100.00%	1	1	0	100.00%	100.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
Grand Total	77,418	5,228	2,915	3.77%	3,071	547	2,524	18.77%	2,791	506	2,285	90.88%	92.50%	555	131	424	19.89%	25.89%	505	117	388	90.99%	89.31%

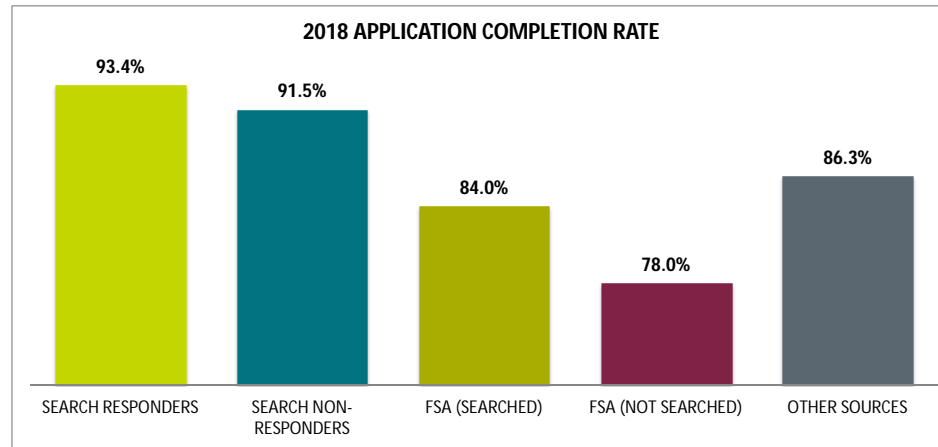
Vendor	Searched				Applied				Accepted				Deposited				Enrolled						
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
ACT	40,495	2,346	1,627	4.02%	1,418	299	1,119	18.38%	1,278	278	1,000	90.13%	92.98%	270	72	198	21.13%	25.90%	241	61	180	89.26%	84.72%
College Board	36,921	2,882	1,287	3.49%	1,653	248	1,405	19.27%	1,513	228	1,285	91.53%	91.94%	285	59	226	18.84%	25.88%	264	56	208	92.63%	94.92%
NRCCUA	2	0	1	50.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
Grand Total	77,418	5,228	2,915	3.77%	3,071	547	2,524	18.77%	2,791	506	2,285	90.88%	92.50%	555	131	424	19.89%	25.89%	505	117	388	90.99%	89.31%

**The 3,071 unique total apps are 19.9% of the 15,428 applicants
**The 555 unique total dep are 16.9% of the 3,280 deposits
**The 505 unique total enr are 16.7% of the 3,033 enrolled

**This report built off data from 8/29/2018
Inquiries to date: 54,763
Applicants to date: 15,428
Deposits to date: 3,280
Enrolled to date: 3,033

**Bowling Green State University
First Source App Charts**

Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017



FIRST SOURCE APPS NOT SEARCHED

	Market 1	Market 2	Market 3	Market 4
A	15.99%	4.37%	11.31%	1.81%
B	14.33%	2.26%	2.71%	2.41%
C	9.95%	1.36%	2.41%	3.62%
D	9.65%	2.26%	1.81%	1.36%
E	8.30%	1.96%	0.75%	1.36%

**Bowling Green State University
Class Analysis - Total Record Count**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

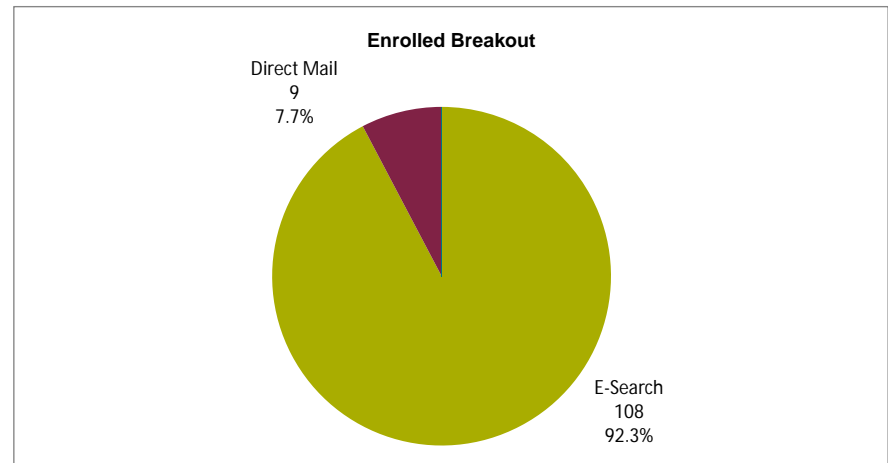
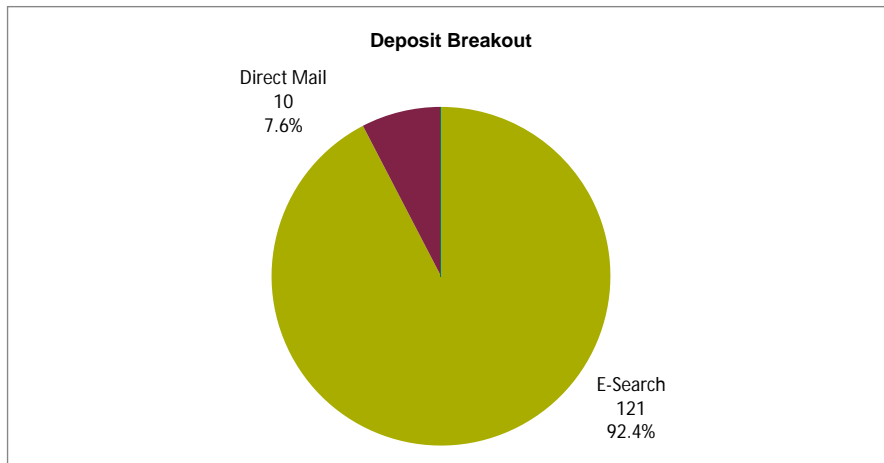
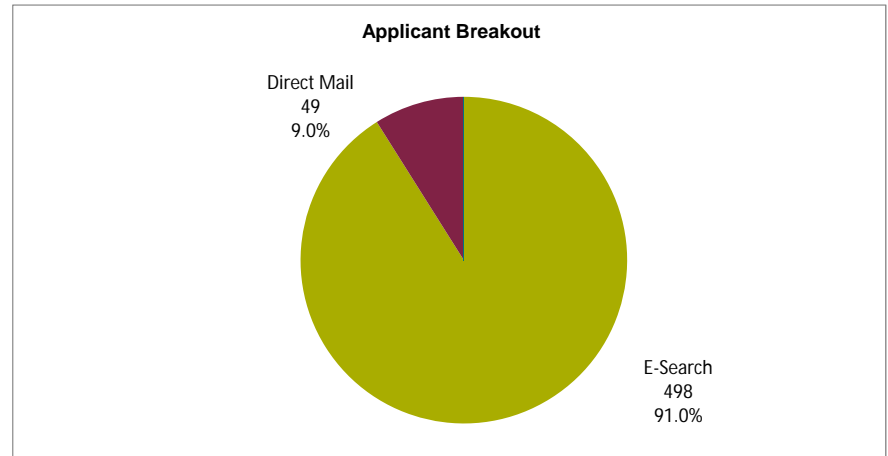
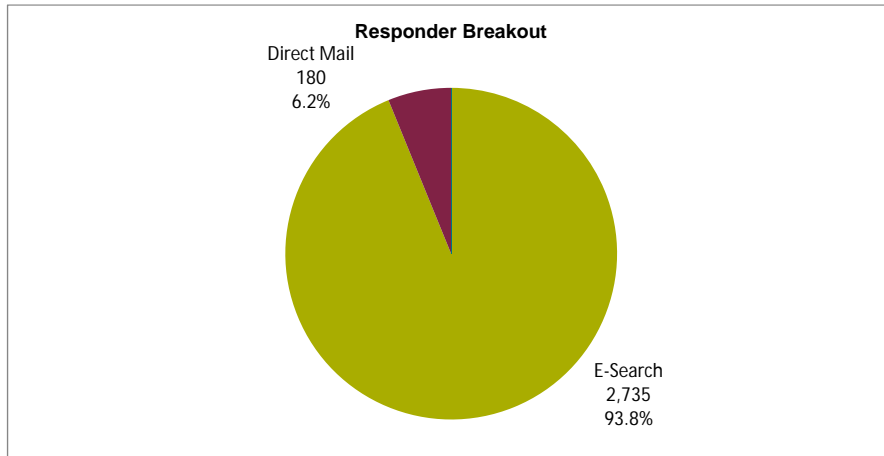
	Searched				Applied					Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Searched to App Rate	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate
JUNIOR	65,943	4,917	2,749	4.17%	2,846	491	2,355	4.3%	17.86%	2,600	454	2,146	91.36%	92.46%
SENIOR	13,259	454	289	2.18%	298	56	242	2.2%	19.38%	261	52	209	87.58%	92.86%

	Deposited					Enrolled				
	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
JUNIOR	527	122	405	20.27%	26.87%	479	108	371	90.9%	88.5%
SENIOR	38	9	29	14.56%	17.31%	35	9	26	92.1%	100.0%

**Record counts may be duplicated if a record was searched in multiple classes; therefore class totals on this page may differ slightly from the unique counts on the Demand Builder Summary page.

**Bowling Green State University
Charts**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**



**Bowling Green State University
Segment Analysis - Unique Record Count**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

	Searched				Applied					Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Searched to App Rate	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate
RC: ESS 18 19 FALL P1 HONORS	12,078	340	372	3.08%	161	31	130	1.3%	8.33%	153	28	125	95.03%	90.32%
RC: ESS 18 19 FALL P1 IN STATE	15,958	2,513	817	5.12%	1,405	213	1,192	8.8%	26.07%	1,316	202	1,114	93.67%	94.84%
RC: ESS 18 19 FALL P1 OUT OF STATE	16,073	308	495	3.08%	167	34	133	1.0%	6.87%	148	31	117	88.62%	91.18%
RC: ESS 18 19 FALL P2 HONORS	598	11	19	3.18%	6	0	6	1.0%	0.00%	5	0	5	83.33%	0.00%
RC: ESS 18 19 FALL P2 IN STATE	1,136	188	56	4.93%	132	19	113	11.6%	33.93%	119	17	102	90.15%	89.47%
RC: ESS 18 19 FALL P2 OUT OF STATE	3,602	92	148	4.11%	79	25	54	2.2%	16.89%	62	22	40	78.48%	88.00%
RC: ESS 18 19 FALL P3 HONORS	2,066	116	69	3.34%	77	16	61	3.7%	23.19%	72	15	57	93.51%	93.75%
RC: ESS 18 19 FALL P3 IN STATE	10,930	1,186	566	5.18%	726	144	582	6.6%	25.44%	641	131	510	88.29%	90.97%
RC: ESS 18 19 FALL P3 OUT OF STATE	1,719	24	89	5.18%	22	9	13	1.3%	10.11%	16	8	8	72.73%	88.89%
RC: SESS 18 FALL P1 HONORS	139	2	3	2.16%	1	0	1	0.7%	0.00%	1	0	1	100.00%	0.00%
RC: SESS 18 FALL P1 IN STATE	3,405	365	97	2.85%	242	39	203	7.1%	40.21%	215	39	176	88.84%	100.00%
RC: SESS 18 FALL P1 OUT OF STATE	9,714	83	184	1.89%	53	17	36	0.5%	9.24%	43	13	30	81.13%	76.47%
Grand Total	77,418	5,228	2,915	3.77%	3,071	547	2,524	4.0%	18.77%	2,791	506	2,285	90.88%	92.50%

	Deposited					Enrolled				
	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
RC: ESS 18 19 FALL P1 HONORS	17	5	12	11.11%	17.86%	16	4	12	94.12%	80.00%
RC: ESS 18 19 FALL P1 IN STATE	288	63	225	21.88%	31.19%	270	58	212	93.75%	92.06%
RC: ESS 18 19 FALL P1 OUT OF STATE	17	4	13	11.49%	12.90%	13	4	9	76.47%	100.00%
RC: ESS 18 19 FALL P2 HONORS	1	0	1	20.00%	0.00%	1	0	1	100.00%	0.00%
RC: ESS 18 19 FALL P2 IN STATE	21	5	16	17.65%	29.41%	18	4	14	85.71%	80.00%
RC: ESS 18 19 FALL P2 OUT OF STATE	9	3	6	14.52%	13.64%	7	3	4	77.78%	100.00%
RC: ESS 18 19 FALL P3 HONORS	18	5	13	25.00%	33.33%	18	5	13	100.00%	100.00%
RC: ESS 18 19 FALL P3 IN STATE	147	37	110	22.93%	28.24%	128	30	98	87.07%	81.08%
RC: ESS 18 19 FALL P3 OUT OF STATE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
RC: SESS 18 FALL P1 HONORS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
RC: SESS 18 FALL P1 IN STATE	33	8	25	15.35%	20.51%	30	8	22	90.91%	100.00%
RC: SESS 18 FALL P1 OUT OF STATE	4	1	3	9.30%	7.69%	4	1	3	100.00%	100.00%
Grand Total	555	131	424	19.89%	25.89%	505	117	388	90.99%	89.31%

**Bowling Green State University
Market Analysis - Unique Record Count**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

Market 1 - Primary Ohio Counties

	Searched				Applied				Accepted				Deposited				Enrolled						
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
A	5,260	820	267	5.08%	543	88	455	32.96%	503	83	420	92.63%	94.32%	95	25	70	18.89%	30.12%	89	23	66	93.68%	92.00%
B	7,294	928	319	4.37%	550	95	455	29.78%	509	88	421	92.55%	92.63%	103	28	75	20.24%	31.82%	99	27	72	96.12%	96.43%
C	6,749	874	259	3.84%	501	69	432	26.64%	453	66	387	90.42%	95.65%	90	24	66	19.87%	36.36%	81	19	62	90.00%	79.17%
D	5,085	638	278	5.47%	359	60	299	21.58%	335	58	277	93.31%	96.67%	78	14	64	23.28%	24.14%	74	14	60	94.87%	100.00%
E	4,333	522	192	4.43%	285	42	243	21.88%	254	37	217	89.12%	88.10%	49	6	43	19.29%	16.22%	45	5	40	91.84%	83.33%
Grand Total	28,721	3,782	1,315	4.58%	2,238	354	1,884	26.92%	2,054	332	1,722	91.78%	93.79%	415	97	318	20.20%	29.22%	388	88	300	93.49%	90.72%

Market 2 - Rest of Ohio

	Searched				Applied				Accepted				Deposited				Enrolled						
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
A	2,039	287	100	4.90%	141	33	108	33.00%	130	31	99	92.20%	93.94%	38	9	29	29.23%	29.03%	30	7	23	78.95%	77.78%
B	1,847	229	92	4.98%	139	26	113	28.26%	130	26	104	93.53%	100.00%	30	9	21	23.08%	34.62%	27	8	19	90.00%	88.89%
C	1,834	177	105	5.73%	98	17	81	16.19%	89	15	74	90.82%	88.24%	27	5	22	30.34%	33.33%	24	4	20	88.89%	80.00%
D	1,713	116	99	5.78%	64	17	47	17.17%	60	15	45	93.75%	88.24%	10	2	8	16.67%	13.33%	7	1	6	70.00%	50.00%
E	1,354	72	70	5.17%	35	6	29	8.57%	30	6	24	85.71%	100.00%	4	1	3	13.33%	16.67%	4	1	3	100.00%	100.00%
Grand Total	8,787	881	466	5.30%	477	99	378	21.24%	439	93	346	92.03%	93.94%	109	26	83	24.83%	27.96%	92	21	71	84.40%	80.77%

**Bowling Green State University
Market Analysis - Unique Record Count**

Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017

Market 3 - Select NY, Select PA, Indiana, Illinois, Michigan

	Searched				Applied				Accepted				Deposited				Enrolled						
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
A	21,039	383	614	2.92%	260	63	197	10.26%	215	55	160	82.69%	87.30%	19	3	16	8.84%	5.45%	14	3	11	73.68%	100.00%
B	12,160	96	281	2.31%	55	21	34	7.47%	46	17	29	83.64%	80.95%	7	3	4	15.22%	17.65%	7	3	4	100.00%	100.00%
C	2,275	36	109	4.79%	19	6	13	5.50%	18	6	12	94.74%	100.00%	2	1	1	11.11%	16.67%	2	1	1	100.00%	100.00%
D	1,175	10	48	4.09%	5	0	5	0.00%	4	0	4	80.00%	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
E	396	4	16	4.04%	3	1	2	6.25%	1	0	1	33.33%	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
Grand Total	37,045	529	1,068	2.88%	342	91	251	8.52%	284	78	206	83.04%	85.71%	28	7	21	9.86%	8.97%	23	7	16	82.14%	100.00%

Market 4 - Rest of US

	Searched				Applied				Accepted				Deposited				Enrolled						
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
A	2,027	25	44	2.17%	9	2	7	4.55%	9	2	7	100.00%	100.00%	1	1	0	11.11%	50.00%	1	1	0	100.00%	100.00%
B	555	5	11	1.98%	3	0	3	0.00%	3	0	3	100.00%	0.00%	1	0	1	33.33%	0.00%	0	0	0	0.00%	0.00%
C	214	4	4	1.87%	0	0	0	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
D	36	0	2	5.56%	0	0	0	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
E	31	2	4	12.90%	1	0	1	0.00%	1	0	1	100.00%	0.00%	1	0	1	100.00%	0.00%	1	0	1	100.00%	0.00%
Grand Total	2,863	36	65	2.27%	13	2	11	3.08%	13	2	11	100.00%	100.00%	3	1	2	23.08%	50.00%	2	1	1	66.67%	100.00%

**Bowling Green State University
Non-Responder Inquiry Source Breakout**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

	# Inquiries	# Apps	Inq to App Rate	# Acc	App to Acc Rate	# Dep	Acc to Dep Rate	# Enr	Dep to Enr Rate
1/29/2016	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
ACADEMIC CLUSTER PROGRAMS	5	0	0.00%	0	0.00%	0	0.00%	0	0.00%
ACT PURCHASE	38	12	31.58%	7	58.33%	2	28.57%	2	100.00%
ACT TEST SCORES	1,305	867	66.44%	848	97.81%	156	18.40%	148	94.87%
AP PURCHASE	5	2	40.00%	1	50.00%	0	0.00%	0	0.00%
APPLICATION FOR ADMISSION	124	124	100.00%	104	83.87%	14	13.46%	10	71.43%
AVIATION STUDIES	1	1	100.00%	1	100.00%	0	0.00%	0	0.00%
BUSINESS PROSPECT	3	0	0.00%	0	0.00%	0	0.00%	0	0.00%
CA_PROSPECT	916	325	35.48%	277	85.23%	35	12.64%	32	91.43%
CARNEGIE	2	1	50.00%	1	100.00%	1	100.00%	1	100.00%
CARNEGIE MAGAZINE	185	16	8.65%	13	81.25%	5	38.46%	4	80.00%
COLLEGE FAIR	81	22	27.16%	21	95.45%	4	19.05%	4	100.00%
COLLEGE_14YR	109	44	40.37%	42	95.45%	5	11.90%	5	100.00%
COMA	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
DROP-IN EVENT	2	1	50.00%	1	100.00%	1	100.00%	0	0.00%
EMAIL	195	172	88.21%	126	73.26%	30	23.81%	26	86.67%
EMAIL RECEIVED	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
EVENT WITH BG CODE	83	5	6.02%	3	60.00%	1	33.33%	1	100.00%
HIGH SCHOOL RECRUITMENT	174	41	23.56%	34	82.93%	5	14.71%	5	100.00%
HOBSONS.COM	135	23	17.04%	19	82.61%	2	10.53%	2	100.00%
ISIR	248	41	16.53%	39	95.12%	5	12.82%	3	60.00%
MUSIC	5	0	0.00%	0	0.00%	0	0.00%	0	0.00%
MUSIC_JUNIOR	2	1	50.00%	1	100.00%	0	0.00%	0	0.00%
MUSIC_SENIOR	1	1	100.00%	1	100.00%	0	0.00%	0	0.00%
NATIONAL COLLEGE FAIR	69	11	15.94%	10	90.91%	1	10.00%	1	100.00%
NL_NON_RESPONDER	140	55	39.29%	44	80.00%	2	4.55%	2	100.00%
NRCCUA_14YR	504	245	48.61%	217	88.57%	29	13.36%	27	93.10%
NRCCUA_PROS	5	3	60.00%	3	100.00%	1	33.33%	1	100.00%
ONLINE_APP	45	32	71.11%	26	81.25%	4	15.38%	3	75.00%
PLAN_14YR	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
PURCHASE_PATH	72	8	11.11%	8	100.00%	5	62.50%	5	100.00%
PURCHASE_ZINCH	7	4	57.14%	4	100.00%	0	0.00%	0	0.00%
REQUEST	1	1	100.00%	1	100.00%	0	0.00%	0	0.00%
REQUEST INFORMATION	48	24	50.00%	21	87.50%	6	28.57%	6	100.00%
RETURN CARD: ACT 30-36	2	1	50.00%	0	0.00%	0	0.00%	0	0.00%
RETURN CARD: NRCCUA	2	2	100.00%	2	100.00%	0	0.00%	0	0.00%
SCORE_SAT_15YR	145	121	83.45%	116	95.87%	18	15.52%	16	88.89%
STUDENT ENROLLMENT COMMUNICATION CENTER	1	1	100.00%	1	100.00%	0	0.00%	0	0.00%
TECHNOLOGY	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
VISIT REGISTRATION: SPECIAL GROUP	12	5	41.67%	2	40.00%	0	0.00%	0	0.00%
VISIT REGISTRATION: WALK-IN	2	1	50.00%	1	100.00%	1	100.00%	0	0.00%
VISITOR	547	310	56.67%	289	93.23%	91	31.49%	84	92.31%
WOMEN IN SCIENCE DAY	2	1	50.00%	1	100.00%	0	0.00%	0	0.00%
Grand Total	5,228	2,524	48.28%	2,285	90.53%	424	18.56%	388	91.51%

**Bowling Green State University
State Analysis - Unique Record Count**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

	Searched				Applied				Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate
ARIZONA	2	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
COLORADO	1	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
ILLINOIS	20,921	146	575	2.75%	75	23	52	4.00%	64	18	46	85.33%	78.26%
INDIANA	3,780	24	118	3.12%	19	10	9	8.47%	17	8	9	89.47%	80.00%
KANSAS	1	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
MICHIGAN	10,437	328	315	3.02%	233	53	180	16.83%	191	48	143	81.97%	90.57%
MISSOURI	2	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
NORTH CAROLINA	2	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
NEW YORK	3,714	51	105	2.83%	21	5	16	4.76%	19	4	15	90.48%	80.00%
OHIO	37,509	4,663	1,782	4.75%	2,716	454	2,262	25.48%	2,494	426	2,068	91.83%	93.83%
PENNSYLVANIA	1,039	16	20	1.92%	7	2	5	10.00%	6	2	4	85.71%	100.00%
TEXAS	1	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
VIRGINIA	8	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
WASHINGTON	1	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
Grand Total	77,418	5,228	2,915	3.77%	3,071	547	2,524	18.77%	2,791	506	2,285	90.88%	92.50%

**Bowling Green State University
State Analysis - Unique Record Count**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

	Deposited					Enrolled				
	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
ARIZONA	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
COLORADO	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ILLINOIS	9	3	6	14.06%	16.67%	9	3	6	100.00%	100.00%
INDIANA	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
KANSAS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MICHIGAN	17	4	13	8.90%	8.33%	12	4	8	70.59%	100.00%
MISSOURI	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
NORTH CAROLINA	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
NEW YORK	4	1	3	21.05%	25.00%	3	1	2	75.00%	100.00%
OHIO	524	123	401	21.01%	28.87%	480	109	371	91.60%	88.62%
PENNSYLVANIA	1	0	1	16.67%	0.00%	1	0	1	100.00%	0.00%
TEXAS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
VIRGINIA	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
WASHINGTON	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
Grand Total	555	131	424	19.89%	25.89%	505	117	388	90.99%	89.31%

**Bowling Green State University
Gender Analysis - Unique Record Count**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

	Searched				Applied					Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Searched to App Rate	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate
FEMALE	42,017	3,057	1,681	4.00%	1,886	352	1,534	4.5%	20.94%	1,711	327	1,384	90.72%	92.90%
MALE	35,358	2,166	1,234	3.49%	1,183	195	988	3.3%	15.80%	1,078	179	899	91.12%	91.79%
UNKNOWN	43	5	0	0.00%	2	0	2	4.7%	0.00%	2	0	2	100.00%	0.00%
Grand Total	77,418	5,228	2,915	3.77%	3,071	547	2,524	4.0%	18.77%	2,791	506	2,285	90.88%	92.50%

	Deposited					Enrolled				
	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
FEMALE	331	89	242	19.35%	27.22%	306	83	223	92.45%	93.26%
MALE	223	42	181	20.69%	23.46%	198	34	164	88.79%	80.95%
UNKNOWN	1	0	1	50.00%	0.00%	1	0	1	100.00%	0.00%
Grand Total	555	131	424	19.89%	25.89%	505	117	388	90.99%	89.31%

**Bowling Green State University
Ethnicity Analysis - Unique Record Count**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

	Searched				Applied					Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Searched to App Rate	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate
AFRICAN-AMERICAN	6,370	634	398	6.25%	496	99	397	7.8%	24.87%	410	87	323	82.66%	87.88%
AMERICAN INDIAN/ALASKA NATIVE	699	66	28	4.01%	31	3	28	4.4%	10.71%	28	3	25	90.32%	100.00%
ASIAN	7,301	190	131	1.79%	99	16	83	1.4%	12.21%	88	14	74	88.89%	87.50%
CAUCASIAN	53,532	3,842	2,025	3.78%	2,131	376	1,755	4.0%	18.57%	1,986	353	1,633	93.20%	93.88%
HAWAIIAN/PACIFIC ISLANDER	90	7	2	2.22%	4	0	4	4.4%	0.00%	4	0	4	100.00%	0.00%
HISPANIC	5,134	227	150	2.92%	139	14	125	2.7%	9.33%	124	13	111	89.21%	92.86%
OTHER/NA	4,292	262	181	4.22%	171	39	132	4.0%	21.55%	151	36	115	88.30%	92.31%
Grand Total	77,418	5,228	2,915	3.77%	3,071	547	2,524	4.0%	18.77%	2,791	506	2,285	90.88%	92.50%

	Deposited					Enrolled				
	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
AFRICAN-AMERICAN	48	14	34	11.71%	16.09%	41	13	28	85.42%	92.86%
AMERICAN INDIAN/ALASKA NATIVE	3	1	2	10.71%	33.33%	3	1	2	100.00%	100.00%
ASIAN	12	3	9	13.64%	21.43%	11	3	8	91.67%	100.00%
CAUCASIAN	449	105	344	22.61%	29.75%	419	96	323	93.32%	91.43%
HAWAIIAN/PACIFIC ISLANDER	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
HISPANIC	19	2	17	15.32%	15.38%	13	1	12	68.42%	50.00%
OTHER/NA	24	6	18	15.89%	16.67%	18	3	15	75.00%	50.00%
Grand Total	555	131	424	19.89%	25.89%	505	117	388	90.99%	89.31%

Bowling Green State University
Academic Program of Interest - Unique Record Count

Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017

	Searched				Applied				Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Search App to Acc Rate	% Search Responders App to Acc Rate
ACCOUNTING	1,027	65	39	3.80%	40	9	31	23.08%	36	9	27	90.00%	100.00%
ADOLESCENT TO YOUNG ADULT (SECONDARY) EDUCATION	10	0	9	90.00%	6	6	0	66.67%	5	5	0	83.33%	83.33%
AFRICANA STUDIES	5	1	1	20.00%	1	1	0	100.00%	1	1	0	100.00%	100.00%
AMERICAN CULTURE STUDIES	2	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
APPAREL MERCHANDISING AND PRODUCT DEVELOPMENT	343	32	14	4.08%	19	3	16	21.43%	19	3	16	100.00%	100.00%
ARCHITECTURE AND ENVIRONMENTAL DESIGN	928	81	43	4.63%	56	10	46	23.26%	48	10	38	85.71%	100.00%
ART AND FINE ARTS	535	34	28	5.23%	23	6	17	21.43%	22	6	16	95.65%	100.00%
ART/ART EDUCATION	28	3	4	14.29%	5	2	3	50.00%	4	1	3	80.00%	50.00%
ART/ART HISTORY	30	3	0	0.00%	2	0	2	0.00%	2	0	2	100.00%	0.00%
ART/DIGITAL ARTS	182	19	10	5.49%	15	4	11	40.00%	13	3	10	86.67%	75.00%
ART/GRAPHIC DESIGN	564	51	19	3.37%	31	4	27	21.05%	30	4	26	96.77%	100.00%
ART/TWO-DIMENSIONAL STUDIES	66	4	0	0.00%	1	0	1	0.00%	1	0	1	100.00%	0.00%
ASIAN STUDIES	57	2	4	7.02%	2	1	1	25.00%	2	1	1	100.00%	100.00%
ATHLETIC TRAINING	729	70	44	6.04%	45	11	34	25.00%	40	10	30	88.89%	90.91%
AVIATION STUDIES	39	6	6	15.38%	8	3	5	50.00%	5	1	4	62.50%	33.33%
BIOLOGY	4,629	219	130	2.81%	127	22	105	16.92%	117	22	95	92.13%	100.00%
BUSINESS ANALYTICS AND INTELLIGENCE	1	0	1	100.00%	1	1	0	100.00%	1	1	0	100.00%	100.00%
BUSINESS AND MARKETING EDUCATION	25	1	16	64.00%	5	4	1	25.00%	4	3	1	80.00%	75.00%
BUSINESS, GENERAL/INDIVIDUALIZED	2,461	177	87	3.54%	94	15	79	17.24%	82	13	69	87.23%	86.67%
CHEMISTRY	674	46	30	4.45%	27	7	20	23.33%	25	6	19	92.59%	85.71%
CLASSICAL CIVILIZATION	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
COMMUNICATION	308	23	12	3.90%	14	4	10	33.33%	13	4	9	92.86%	100.00%
COMMUNICATION SCIENCES AND DISORDERS	188	16	8	4.26%	10	1	9	12.50%	10	1	9	100.00%	100.00%
COMPUTER SCIENCE	2,879	138	79	2.74%	66	10	56	12.66%	60	9	51	90.91%	90.00%
CONSTRUCTION MANAGEMENT	35	3	6	17.14%	4	2	2	33.33%	4	2	2	100.00%	100.00%
CRIMINAL JUSTICE	1,105	103	55	4.98%	57	12	45	21.82%	50	10	40	87.72%	83.33%
DATA SCIENCE	18	1	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
DIETETICS	42	5	4	9.52%	5	2	3	50.00%	5	2	3	100.00%	100.00%
EARLY CHILDHOOD EDUCATION - INCLUSIVE	1,013	92	56	5.53%	74	19	55	33.93%	69	18	51	93.24%	94.74%
ECOLOGY AND CONSERVATION BIOLOGY	55	3	0	0.00%	2	0	2	0.00%	2	0	2	100.00%	0.00%
ECONOMICS	355	11	12	3.38%	5	2	3	16.67%	5	2	3	100.00%	100.00%
ELECTRO-MECHANICAL SYSTEMS TECHNOLOGY	1	0	1	100.00%	1	1	0	100.00%	0	0	0	0.00%	0.00%
ELECTRONICS AND COMPUTER ENGINEERING TECHNOLOGY	66	0	9	13.64%	3	3	0	33.33%	3	3	0	100.00%	100.00%
ENGINEERING TECHNOLOGY	953	46	57	5.98%	35	7	28	12.28%	33	7	26	94.29%	100.00%
ENGLISH	529	32	23	4.35%	19	2	17	8.70%	17	2	15	89.47%	100.00%
ENGLISH/CREATIVE WRITING	389	25	16	4.11%	14	3	11	18.75%	13	3	10	92.86%	100.00%
ENTREPRENEURSHIP	2	0	2	100.00%	2	2	0	100.00%	2	2	0	100.00%	100.00%
ENVIRONMENTAL POLICY AND ANALYSIS	79	3	0	0.00%	2	0	2	0.00%	2	0	2	100.00%	0.00%
ENVIRONMENTAL SCIENCE	279	20	13	4.66%	13	2	11	15.38%	13	2	11	100.00%	100.00%
EXERCISE SCIENCE (ATHLETIC TRAINING)	21	2	4	19.05%	2	2	0	50.00%	2	2	0	100.00%	100.00%
FILM PRODUCTION	476	48	21	4.41%	31	6	25	28.57%	31	6	25	100.00%	100.00%
FINANCE	887	33	29	3.27%	16	2	14	6.90%	14	2	12	87.50%	100.00%
FIRE ADMINISTRATION	1	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%

Bowling Green State University
Academic Program of Interest - Unique Record Count

Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
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	Searched				Applied				Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate
FORENSIC SCIENCE SPECIALIZATIONS	242	22	14	5.79%	17	6	11	42.86%	14	6	8	82.35%	100.00%
FRENCH	22	1	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
GEOGRAPHY	2	2	0	0.00%	1	0	1	0.00%	1	0	1	100.00%	0.00%
GEOLOGY	90	5	3	3.33%	4	1	3	33.33%	4	1	3	100.00%	100.00%
GERMAN	18	0	1	5.56%	1	1	0	100.00%	0	0	0	0.00%	0.00%
HEALTH CARE ADMINISTRATION	172	14	3	1.74%	7	0	7	0.00%	6	0	6	85.71%	0.00%
HEALTH SCIENCE - RELATED PROGRAMS	3,607	260	112	3.11%	134	18	116	16.07%	126	18	108	94.03%	100.00%
HISTORY	315	27	12	3.81%	16	2	14	16.67%	13	1	12	81.25%	50.00%
HUMAN DEVELOPMENT AND FAMILY STUDIES	146	15	4	2.74%	11	2	9	50.00%	10	1	9	90.91%	50.00%
INSURANCE	16	0	2	12.50%	1	1	0	50.00%	1	1	0	100.00%	100.00%
INTERIOR DESIGN	143	16	5	3.50%	11	0	11	0.00%	10	0	10	90.91%	0.00%
INTERNATIONAL BUSINESS	415	17	9	2.17%	13	2	11	22.22%	12	1	11	92.31%	50.00%
INTERNATIONAL STUDIES	139	2	2	1.44%	0	0	0	0.00%	0	0	0	0.00%	0.00%
INTERVENTION SPECIALIST (SPECIAL EDUCATION)	276	32	14	5.07%	17	3	14	21.43%	16	3	13	94.12%	100.00%
JOURNALISM	792	61	27	3.41%	42	7	35	25.93%	40	7	33	95.24%	100.00%
LATIN	1	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
LEARNING DESIGN AND TECHNOLOGY	3	0	1	33.33%	1	1	0	100.00%	1	1	0	100.00%	100.00%
LIBERAL STUDIES	281	18	4	1.42%	11	0	11	0.00%	9	0	9	81.82%	0.00%
MANAGEMENT	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
MANAGEMENT INFORMATION SYSTEMS	44	4	1	2.27%	3	1	2	100.00%	3	1	2	100.00%	100.00%
MARINE AND AQUATIC BIOLOGY	453	43	18	3.97%	24	6	18	33.33%	22	5	17	91.67%	83.33%
MARKETING	1,099	81	42	3.82%	55	8	47	19.05%	48	6	42	87.27%	75.00%
MATHEMATICS	177	6	11	6.21%	4	1	3	9.09%	4	1	3	100.00%	100.00%
MATHEMATICS/ACTUARIAL SCIENCE	335	24	5	1.49%	8	0	8	0.00%	7	0	7	87.50%	0.00%
MEDIA PRODUCTION	1	0	1	100.00%	1	1	0	100.00%	1	1	0	100.00%	100.00%
MEDIA STUDIES	182	16	6	3.30%	11	2	9	33.33%	10	2	8	90.91%	100.00%
MEDICAL LABORATORY SCIENCE	286	18	14	4.90%	10	2	8	14.29%	10	2	8	100.00%	100.00%
MICROBIOLOGY	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
MIDDLE CHILDHOOD EDUCATION	1,427	173	58	4.06%	105	13	92	22.41%	100	13	87	95.24%	100.00%
MUSIC	629	69	23	3.66%	46	8	38	34.78%	42	8	34	91.30%	100.00%
MUSIC COMPOSITION	56	3	2	3.57%	1	1	0	50.00%	1	1	0	100.00%	100.00%
MUSIC EDUCATION	127	13	12	9.45%	16	7	9	58.33%	15	7	8	93.75%	100.00%
MUSIC PERFORMANCE	226	19	12	5.31%	17	4	13	33.33%	16	4	12	94.12%	100.00%
MUSICAL THEATRE	1	0	1	100.00%	1	1	0	100.00%	1	1	0	100.00%	100.00%
NEUROSCIENCE	235	9	9	3.83%	7	3	4	33.33%	7	3	4	100.00%	100.00%
NOT PROVIDED	6,961	466	279	4.01%	245	28	217	10.04%	219	24	195	89.39%	85.71%
NURSING	2,963	208	149	5.03%	116	33	83	22.15%	98	29	69	84.48%	87.88%
NUTRITION SCIENCE	84	8	2	2.38%	4	1	3	50.00%	4	1	3	100.00%	100.00%
PHILOSOPHY	86	8	1	1.16%	3	0	3	0.00%	3	0	3	100.00%	0.00%
PHILOSOPHY, POLITICS, ECONOMICS, AND LAW	2	0	1	50.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
PHYSICAL EDUCATION AND HEALTH EDUCATION	53	2	5	9.43%	0	0	0	0.00%	0	0	0	0.00%	0.00%
PHYSICAL THERAPY	1,033	89	56	5.42%	47	9	38	16.07%	46	9	37	97.87%	100.00%
PHYSICS	613	27	20	3.26%	13	3	10	15.00%	11	2	9	84.62%	66.67%

Bowling Green State University
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Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017

	Searched				Applied				Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Search App to Acc Rate	% Search Responders App to Acc Rate
POLITICAL SCIENCE	642	33	26	4.05%	27	5	22	19.23%	23	4	19	85.19%	80.00%
PRE-DENTISTRY	540	34	14	2.59%	15	3	12	21.43%	12	3	9	80.00%	100.00%
PRE-ENGINEERING	6,176	290	171	2.77%	125	11	114	6.43%	111	11	100	88.80%	100.00%
PRE-LAW	1,741	156	59	3.39%	100	8	92	13.56%	84	7	77	84.00%	87.50%
PRE-MEDICINE	4,065	198	134	3.30%	115	20	95	14.93%	107	20	87	93.04%	100.00%
PRE-MORTUARY SCIENCE	2	0	2	100.00%	2	2	0	100.00%	2	2	0	100.00%	100.00%
PRE-OCCUPATIONAL THERAPY	233	17	14	6.01%	11	6	5	42.86%	11	6	5	100.00%	100.00%
PRE-OPTOMETRY	60	5	4	6.67%	3	1	2	25.00%	3	1	2	100.00%	100.00%
PRE-OSTEOPATHY	7	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
PRE-PHARMACY	626	40	16	2.56%	26	5	21	31.25%	22	5	17	84.62%	100.00%
PRE-PHYSICIAN ASSISTANT	1	0	1	100.00%	1	1	0	100.00%	1	1	0	100.00%	100.00%
PRE-VETERINARY MEDICINE	1,158	94	48	4.15%	53	6	47	12.50%	44	5	39	83.02%	83.33%
PSYCHOLOGY	2,501	228	105	4.20%	136	19	117	18.10%	120	17	103	88.24%	89.47%
RUSSIAN	4	1	0	0.00%	1	0	1	0.00%	1	0	1	100.00%	0.00%
SALES AND SERVICES MARKETING	1,475	104	29	1.97%	63	6	57	20.69%	58	6	52	92.06%	100.00%
SCIENCES	120	5	4	3.33%	2	0	2	0.00%	2	0	2	100.00%	0.00%
SOCIAL WORK	220	18	12	5.45%	7	1	6	8.33%	7	1	6	100.00%	100.00%
SOCIOLOGY	300	18	11	3.67%	17	4	13	36.36%	14	3	11	82.35%	75.00%
SPANISH	71	3	2	2.82%	2	1	1	50.00%	2	1	1	100.00%	100.00%
SPORT MANAGEMENT	195	25	17	8.72%	14	5	9	29.41%	14	5	9	100.00%	100.00%
STATISTICS	51	0	4	7.84%	1	1	0	25.00%	1	1	0	100.00%	100.00%
THEATRE	902	91	24	2.66%	51	8	43	33.33%	46	7	39	90.20%	87.50%
TOURISM, LEISURE, AND EVENT PLANNING	153	10	6	3.92%	6	1	5	16.67%	6	1	5	100.00%	100.00%
UNDECLARED MAJORS	10,012	634	361	3.61%	367	61	306	16.90%	345	58	287	94.01%	95.08%
VISUAL COMMUNICATION TECHNOLOGY	271	21	11	4.06%	15	4	11	36.36%	15	4	11	100.00%	100.00%
WOMEN'S, GENDER, AND SEXUALITY STUDIES	49	5	2	4.08%	3	1	2	50.00%	3	1	2	100.00%	100.00%
WORLD LANGUAGE EDUCATION	71	2	2	2.82%	1	0	1	0.00%	1	0	1	100.00%	0.00%
Grand Total	77,418	5,228	2,915	3.77%	3,071	547	2,524	18.77%	2,791	506	2,285	90.88%	92.50%

**Bowling Green State University
Academic Program of Interest - Unique Record Count**

**Demand Builder (DB) Final Conversion for 2018 Entering Class
Junior Class Searched February, 2017 to November, 2017
Senior Class Searched September, 2017 to October, 2017**

	Deposited					Enrolled				
	Total Dep from Searched Records	Total Dep from Search Responders	Total Dep from Search Non-Responders	% Search Acc to Dep Rate	% Search Responders Acc to Dep Rate	Total Enr from Searched Records	Total Enr from Search Responders	Total Enr from Search Non-Responders	% Search Dep to Enr Rate	% Search Responders Dep to Enr Rate
ACCOUNTING	9	3	6	25.00%	33.33%	7	3	4	77.78%	100.00%
ADOLESCENT TO YOUNG ADULT (SECONDARY) EDUCATION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
AFRICANA STUDIES	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
AMERICAN CULTURE STUDIES	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
APPAREL MERCHANDISING AND PRODUCT DEVELOPMENT	1	0	1	5.26%	0.00%	1	0	1	100.00%	0.00%
ARCHITECTURE AND ENVIRONMENTAL DESIGN	7	1	6	14.58%	10.00%	5	1	4	71.43%	100.00%
ART AND FINE ARTS	4	1	3	18.18%	16.67%	4	1	3	100.00%	100.00%
ART/ART EDUCATION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ART/ART HISTORY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ART/DIGITAL ARTS	4	2	2	30.77%	66.67%	4	2	2	100.00%	100.00%
ART/GRAPHIC DESIGN	11	1	10	36.67%	25.00%	10	1	9	90.91%	100.00%
ART/TWO-DIMENSIONAL STUDIES	1	0	1	100.00%	0.00%	1	0	1	100.00%	0.00%
ASIAN STUDIES	2	1	1	100.00%	100.00%	2	1	1	100.00%	100.00%
ATHLETIC TRAINING	7	3	4	17.50%	30.00%	6	3	3	85.71%	100.00%
AVIATION STUDIES	1	1	0	20.00%	100.00%	0	0	0	0.00%	0.00%
BIOLOGY	25	4	21	21.37%	18.18%	23	3	20	92.00%	75.00%
BUSINESS ANALYTICS AND INTELLIGENCE	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
BUSINESS AND MARKETING EDUCATION	1	0	1	25.00%	0.00%	1	0	1	100.00%	0.00%
BUSINESS, GENERAL/INDIVIDUALIZED	9	2	7	10.98%	15.38%	9	2	7	100.00%	100.00%
CHEMISTRY	5	2	3	20.00%	33.33%	5	2	3	100.00%	100.00%
CLASSICAL CIVILIZATION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
COMMUNICATION	2	2	0	15.38%	50.00%	2	2	0	100.00%	100.00%
COMMUNICATION SCIENCES AND DISORDERS	4	0	4	40.00%	0.00%	4	0	4	100.00%	0.00%
COMPUTER SCIENCE	15	0	15	25.00%	0.00%	15	0	15	100.00%	0.00%
CONSTRUCTION MANAGEMENT	1	1	0	25.00%	50.00%	1	1	0	100.00%	100.00%
CRIMINAL JUSTICE	11	6	5	22.00%	60.00%	9	6	3	81.82%	100.00%
DATA SCIENCE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
DIETETICS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
EARLY CHILDHOOD EDUCATION - INCLUSIVE	20	7	13	28.99%	38.89%	17	6	11	85.00%	85.71%
ECOLOGY AND CONSERVATION BIOLOGY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ECONOMICS	2	1	1	40.00%	50.00%	2	1	1	100.00%	100.00%
ELECTRO-MECHANICAL SYSTEMS TECHNOLOGY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ELECTRONICS AND COMPUTER ENGINEERING TECHNOLOGY	1	1	0	33.33%	33.33%	1	1	0	100.00%	100.00%
ENGINEERING TECHNOLOGY	6	1	5	18.18%	14.29%	4	0	4	66.67%	0.00%
ENGLISH	4	1	3	23.53%	50.00%	4	1	3	100.00%	100.00%
ENGLISH/CREATIVE WRITING	3	2	1	23.08%	66.67%	3	2	1	100.00%	100.00%
ENTREPRENEURSHIP	1	1	0	50.00%	50.00%	1	1	0	100.00%	100.00%
ENVIRONMENTAL POLICY AND ANALYSIS	1	0	1	50.00%	0.00%	1	0	1	100.00%	0.00%
ENVIRONMENTAL SCIENCE	3	0	3	23.08%	0.00%	3	0	3	100.00%	0.00%
EXERCISE SCIENCE (ATHLETIC TRAINING)	2	2	0	100.00%	100.00%	1	1	0	50.00%	50.00%
FILM PRODUCTION	5	0	5	16.13%	0.00%	5	0	5	100.00%	0.00%
FINANCE	3	0	3	21.43%	0.00%	3	0	3	100.00%	0.00%
FIRE ADMINISTRATION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%

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FORENSIC SCIENCE SPECIALIZATIONS	5	3	2	35.71%	50.00%	5	3	2	100.00%	100.00%
FRENCH	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
GEOGRAPHY	1	0	1	100.00%	0.00%	1	0	1	100.00%	0.00%
GEOLOGY	1	0	1	25.00%	0.00%	1	0	1	100.00%	0.00%
GERMAN	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
HEALTH CARE ADMINISTRATION	2	0	2	33.33%	0.00%	2	0	2	100.00%	0.00%
HEALTH SCIENCE - RELATED PROGRAMS	25	4	21	19.84%	22.22%	19	4	15	76.00%	100.00%
HISTORY	5	0	5	38.46%	0.00%	5	0	5	100.00%	0.00%
HUMAN DEVELOPMENT AND FAMILY STUDIES	3	0	3	30.00%	0.00%	3	0	3	100.00%	0.00%
INSURANCE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
INTERIOR DESIGN	2	0	2	20.00%	0.00%	2	0	2	100.00%	0.00%
INTERNATIONAL BUSINESS	1	0	1	8.33%	0.00%	1	0	1	100.00%	0.00%
INTERNATIONAL STUDIES	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
INTERVENTION SPECIALIST (SPECIAL EDUCATION)	8	1	7	50.00%	33.33%	8	1	7	100.00%	100.00%
JOURNALISM	9	4	5	22.50%	57.14%	8	3	5	88.89%	75.00%
LATIN	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
LEARNING DESIGN AND TECHNOLOGY	1	1	0	100.00%	100.00%	0	0	0	0.00%	0.00%
LIBERAL STUDIES	1	0	1	11.11%	0.00%	1	0	1	100.00%	0.00%
MANAGEMENT	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MANAGEMENT INFORMATION SYSTEMS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MARINE AND AQUATIC BIOLOGY	5	0	5	22.73%	0.00%	5	0	5	100.00%	0.00%
MARKETING	9	3	6	18.75%	50.00%	9	3	6	100.00%	100.00%
MATHEMATICS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MATHEMATICS/ACTUARIAL SCIENCE	1	0	1	14.29%	0.00%	1	0	1	100.00%	0.00%
MEDIA PRODUCTION	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
MEDIA STUDIES	2	0	2	20.00%	0.00%	2	0	2	100.00%	0.00%
MEDICAL LABORATORY SCIENCE	2	1	1	20.00%	50.00%	2	1	1	100.00%	100.00%
MICROBIOLOGY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MIDDLE CHILDHOOD EDUCATION	25	6	19	25.00%	46.15%	23	5	18	92.00%	83.33%
MUSIC	7	1	6	16.67%	12.50%	6	0	6	85.71%	0.00%
MUSIC COMPOSITION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MUSIC EDUCATION	3	1	2	20.00%	14.29%	2	0	2	66.67%	0.00%
MUSIC PERFORMANCE	2	1	1	12.50%	25.00%	2	1	1	100.00%	100.00%
MUSICAL THEATRE	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
NEUROSCIENCE	2	1	1	28.57%	33.33%	2	1	1	100.00%	100.00%
NOT PROVIDED	41	7	34	18.72%	29.17%	36	6	30	87.80%	85.71%
NURSING	22	9	13	22.45%	31.03%	18	7	11	81.82%	77.78%
NUTRITION SCIENCE	1	1	0	25.00%	100.00%	1	1	0	100.00%	100.00%
PHILOSOPHY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PHILOSOPHY, POLITICS, ECONOMICS, AND LAW	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PHYSICAL EDUCATION AND HEALTH EDUCATION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PHYSICAL THERAPY	7	2	5	15.22%	22.22%	6	2	4	85.71%	100.00%
PHYSICS	1	1	0	9.09%	50.00%	1	1	0	100.00%	100.00%

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POLITICAL SCIENCE	1	0	1	4.35%	0.00%	1	0	1	100.00%	0.00%
PRE-DENTISTRY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PRE-ENGINEERING	14	1	13	12.61%	9.09%	12	1	11	85.71%	100.00%
PRE-LAW	10	1	9	11.90%	14.29%	10	1	9	100.00%	100.00%
PRE-MEDICINE	20	4	16	18.69%	20.00%	18	4	14	90.00%	100.00%
PRE-MORTUARY SCIENCE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PRE-OCCUPATIONAL THERAPY	2	2	0	18.18%	33.33%	2	2	0	100.00%	100.00%
PRE-OPTOMETRY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PRE-OSTEOPATHY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PRE-PHARMACY	4	2	2	18.18%	40.00%	4	2	2	100.00%	100.00%
PRE-PHYSICIAN ASSISTANT	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
PRE-VETERINARY MEDICINE	9	1	8	20.45%	20.00%	8	1	7	88.89%	100.00%
PSYCHOLOGY	14	3	11	11.67%	17.65%	14	3	11	100.00%	100.00%
RUSSIAN	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
SALES AND SERVICES MARKETING SCIENCES	14	2	12	24.14%	33.33%	14	2	12	100.00%	100.00%
SOCIAL WORK	1	0	1	14.29%	0.00%	1	0	1	100.00%	0.00%
SOCIOLOGY	3	0	3	21.43%	0.00%	3	0	3	100.00%	0.00%
SPANISH	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
SPORT MANAGEMENT	4	2	2	28.57%	40.00%	4	2	2	100.00%	100.00%
STATISTICS	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
THEATRE	12	1	11	26.09%	14.29%	11	1	10	91.67%	100.00%
TOURISM, LEISURE, AND EVENT PLANNING	3	0	3	50.00%	0.00%	3	0	3	100.00%	0.00%
UNDECLARED MAJORS	72	14	58	20.87%	24.14%	67	13	54	93.06%	92.86%
VISUAL COMMUNICATION TECHNOLOGY	2	0	2	13.33%	0.00%	2	0	2	100.00%	0.00%
WOMEN'S, GENDER, AND SEXUALITY STUDIES	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
WORLD LANGUAGE EDUCATION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
Grand Total	555	131	424	19.89%	25.89%	505	117	388	90.99%	89.31%