

**Bowling Green State University
Demand Builder Summary**

Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018

7,439 total search responders for Fall 2019 provided in service data

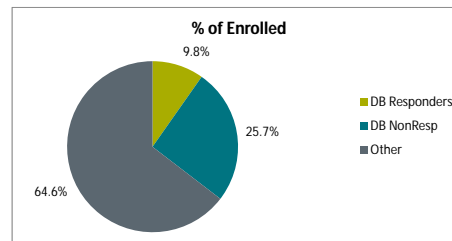
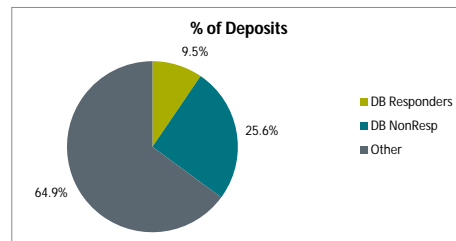
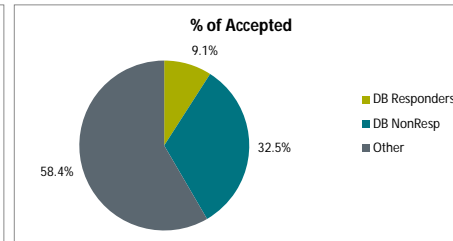
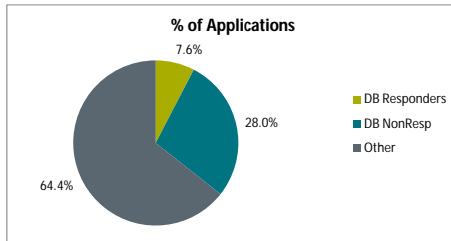
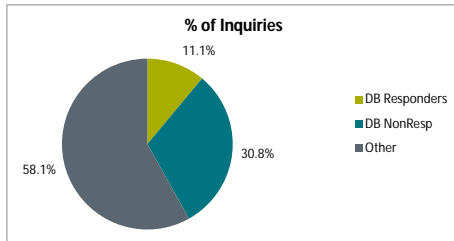
7,228 total search responders for Fall 2019 matched to institution's final data

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	5,890	5,712	-178
Direct Mail Responders	664	640	-24
Text Message Responder	44	42	-2
Telesearch Responder	841	834	-7

By Class	DB Responders Provided in Service Data to Institution	DB Responders In Institution's Final Data	Difference
Sophomore Responders	1,547	1,492	-55
Junior Responders	5,479	5,327	-152
Senior Responders	413	409	-4

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	7,228	20,064	27,292	65,161	37,869	41.9%	58.1%
Application	1,204	4,433	5,637	15,819	10,182	35.6%	64.4%
Accept	1,080	3,867	4,947	11,891	6,944	41.6%	58.4%
Deposit	334	897	1,231	3,508	2,277	35.1%	64.9%
Enrolled	315	829	1,144	3,230	2,086	35.4%	64.6%
Inq to App Rate	16.7%	22.1%	20.7%	24.3%	26.9%		
App to Acc Rate	89.7%	87.2%	87.8%	75.2%	68.2%		
Acc to Dep Rate	30.9%	23.2%	24.9%	29.5%	32.8%		
Dep to Enr Rate	94.3%	92.4%	92.9%	92.1%	91.6%		



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).

1,336 Internationals Removed

Bowling Green State University
Zip Rank and Vendor Analysis - Unique Record Count
Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018

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	% Search 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	40,209	4,210	2,180	5.42%	1,751	390	1,361	17.89%	1,530	343	1,187	87.38%	87.95%	309	92	217	20.20%	26.82%	292	88	204	94.50%	95.65%
B	23,578	3,336	1,541	6.54%	1,064	226	838	14.67%	946	199	747	88.91%	88.05%	246	64	182	26.00%	32.16%	229	61	168	93.09%	95.31%
C	20,693	4,792	1,475	7.13%	1,198	252	946	17.08%	1,057	232	825	88.23%	92.06%	261	60	201	24.69%	25.86%	238	56	182	91.19%	93.33%
D	16,165	4,536	1,124	6.95%	974	192	782	17.08%	842	175	667	86.45%	91.15%	230	60	170	27.32%	34.29%	214	54	160	93.04%	90.00%
E	11,174	3,189	908	8.13%	650	144	506	15.86%	572	131	441	88.00%	90.97%	185	58	127	32.34%	44.27%	171	56	115	92.43%	96.55%
NO RANK	1	1	0	0.00%	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	111,820	20,064	7,228	6.46%	5,637	1,204	4,433	16.66%	4,947	1,080	3,867	87.76%	89.70%	1,231	334	897	24.88%	30.93%	1,144	315	829	92.93%	94.31%

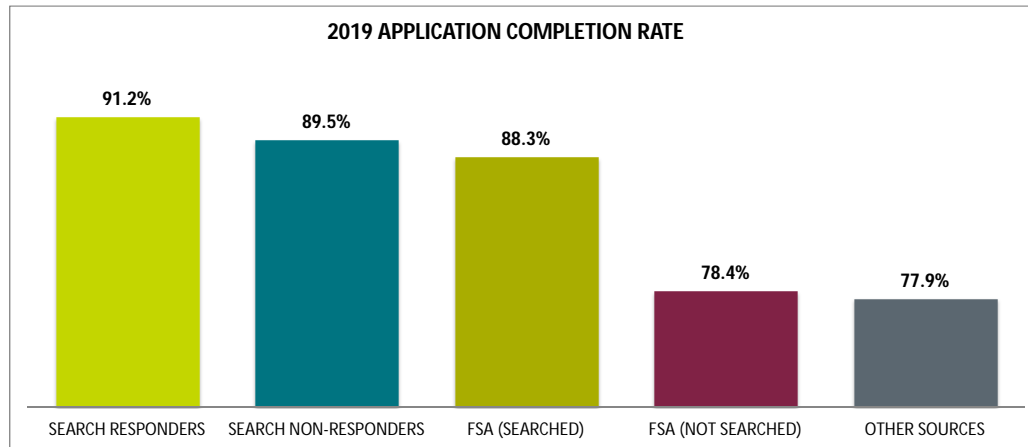
Vendor	Searched				Applied				Accepted				Deposited				Enrolled						
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Search 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	37,289	3,625	2,417	6.48%	1,584	336	1,248	13.90%	1,459	313	1,146	92.11%	93.15%	339	84	255	23.24%	26.84%	313	80	233	92.33%	95.24%
College Board	51,612	6,330	2,744	5.32%	2,655	533	2,122	19.42%	2,449	504	1,945	92.24%	94.56%	584	166	418	23.85%	32.94%	547	156	391	93.66%	93.98%
NRCCUA	22,919	10,109	2,067	9.02%	1,398	335	1,063	16.21%	1,039	263	776	74.32%	78.51%	308	84	224	29.64%	31.94%	284	79	205	92.21%	94.05%
Grand Total	111,820	20,064	7,228	6.46%	5,637	1,204	4,433	16.66%	4,947	1,080	3,867	87.76%	89.70%	1,231	334	897	24.88%	30.93%	1,144	315	829	92.93%	94.31%

**The 5,637 unique total apps are 35.6% of the 15,819 applicants
**The 1,231 unique total dep are 35.1% of the 3,508 deposits
**The 1,144 unique total enr are 35.4% of the 3,230 enrolled

**This report built off data from 10/28/2019
Inquiries to date: 65,161
Applicants to date: 15,819
Deposits to date: 3,508
Enrolled to date: 3,230

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

Demand Builder (DB) Final Conversion for 2019 Entering Class
 Sophomore Class Searched February, 2017 to November, 2017
 Junior Class Searched February, 2018 to October, 2018
 Senior Class Searched August, 2018 to October, 2018



FIRST SOURCE APPS NOT SEARCHED

	Market 1	Market 2	Market 3	Market 4
A	3.90%	3.53%	4.02%	2.31%
B	12.55%	5.60%	1.46%	2.44%
C	11.94%	4.14%	2.80%	2.07%
D	13.15%	1.83%	4.87%	1.10%
E	17.78%	1.58%	1.95%	0.97%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
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Senior Class Searched August, 2018 to October, 2018**

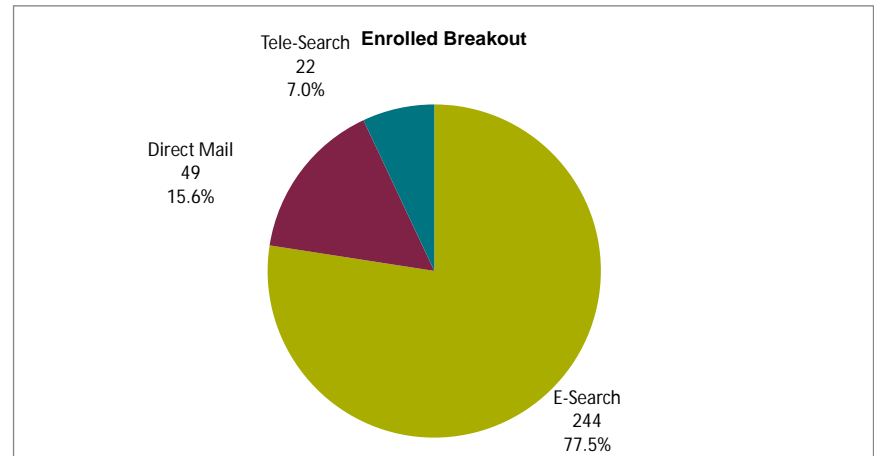
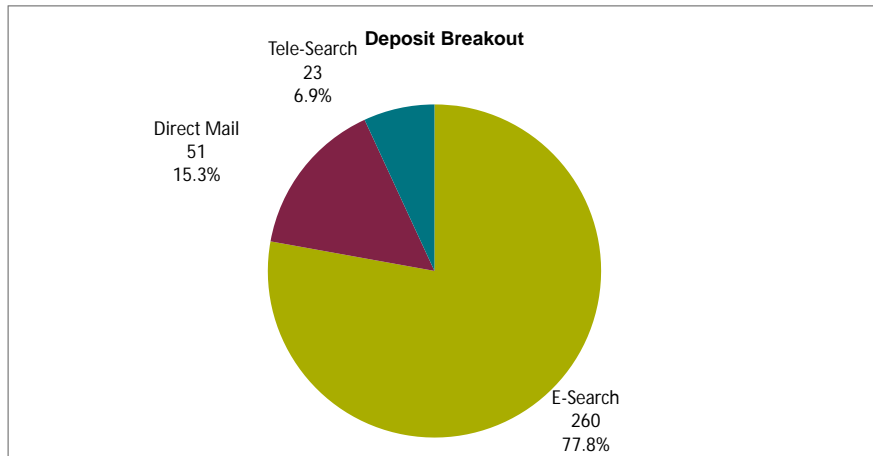
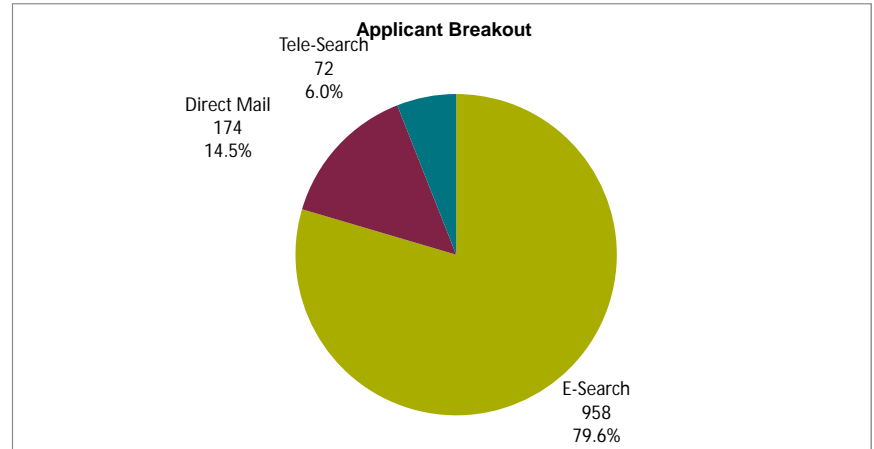
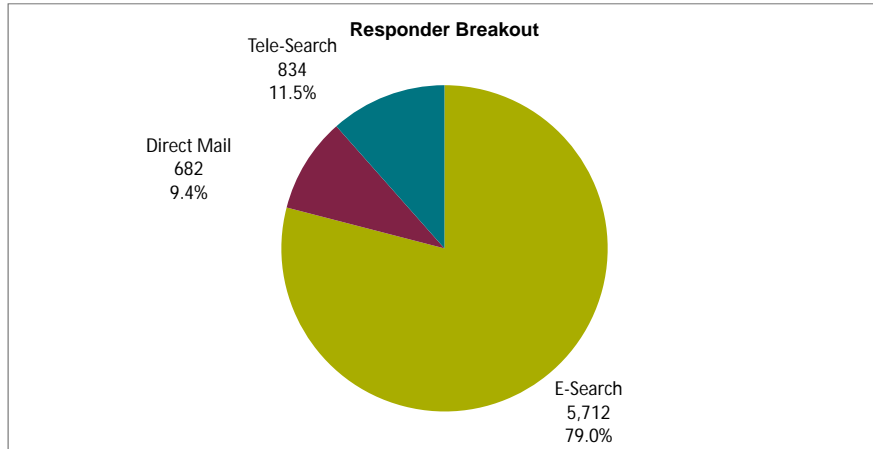
	Searched				Applied					Accepted				
	Searched Students	Inquiry Search Non-Responders	Search Response	Search Response Rate	Total Apps from Searched Records	Total Apps from Search Responders	Total Apps from Search Non-Responders	% Searched to App Rate	% Search Responder to App Rate	Total Acc from Searched Records	Total Acc from Search Responders	Total Acc from Search Non-Responders	% Searched App to Acc Rate	% Search Responders App to Acc Rate
SOPHOMORE	25,187	9,660	1,548	6.15%	1,558	218	1,340	6.2%	14.08%	1,272	176	1,096	81.64%	80.73%
JUNIOR	89,048	17,666	5,479	6.15%	4,664	923	3,741	5.2%	16.85%	4,176	849	3,327	89.54%	91.98%
SENIOR	13,434	1,530	413	3.07%	396	64	332	2.9%	15.50%	355	56	299	89.65%	87.50%

	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
SOPHOMORE	339	51	288	26.65%	28.98%	313	47	266	92.3%	92.2%
JUNIOR	1,035	274	761	24.78%	32.27%	968	259	709	93.5%	94.5%
SENIOR	54	9	45	15.21%	16.07%	48	9	39	88.9%	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 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018



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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
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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	% 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	4,831	717	723	14.97%	356	117	239	7.4%	16.18%	306	107	199	85.96%	91.45%
RC: ESS 18 19 FALL P1 IN STATE	5,762	659	598	10.38%	288	88	200	5.0%	14.72%	188	59	129	65.28%	67.05%
RC: ESS 18 19 FALL P1 OUT OF STATE	1,424	40	72	5.06%	22	4	18	1.5%	5.56%	10	2	8	45.45%	50.00%
RC: ESS 18 19 FALL P2 HONORS	761	91	99	13.01%	52	13	39	6.8%	13.13%	41	12	29	78.85%	92.31%
RC: ESS 18 19 FALL P2 OUT OF STATE	1	0	1	100.00%	0	0	0	0.0%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 18 19 FALL P3 HONORS	1	0	1	100.00%	0	0	0	0.0%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 18 19 FALL P3 IN STATE	3	0	3	100.00%	0	0	0	0.0%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 19 20 FALL P1 HONORS LOCAL	509	340	59	11.59%	91	20	71	17.9%	33.90%	84	20	64	92.31%	100.00%
RC: ESS 19 20 FALL P1 HONORS NON-LOCAL	15,576	3,290	884	5.68%	431	101	330	2.8%	11.43%	379	94	285	87.94%	93.07%
RC: ESS 19 20 FALL P1 IN STATE LOCAL	1,319	963	129	9.78%	377	75	302	28.6%	58.14%	359	73	286	95.23%	97.33%
RC: ESS 19 20 FALL P1 IN STATE NON-LOCAL	20,271	4,353	1,431	7.06%	1,893	357	1,536	9.3%	24.95%	1,774	343	1,431	93.71%	96.08%
RC: ESS 19 20 FALL P1 OUT OF STATE LOCAL	516	457	37	7.17%	37	9	28	7.2%	24.32%	33	9	24	89.19%	100.00%
RC: ESS 19 20 FALL P1 OUT OF STATE NON-LOCAL	20,959	5,166	969	4.62%	579	102	477	2.8%	10.53%	445	78	367	76.86%	76.47%
RC: ESS 19 20 FALL P2 HONORS LOCAL	89	74	5	5.62%	27	2	25	30.3%	40.00%	24	2	22	88.89%	100.00%
RC: ESS 19 20 FALL P2 HONORS NON-LOCAL	2,741	242	183	6.68%	69	20	49	2.5%	10.93%	60	18	42	86.96%	90.00%
RC: ESS 19 20 FALL P2 IN STATE LOCAL	444	322	43	9.68%	96	16	80	21.6%	37.21%	84	15	69	87.50%	93.75%
RC: ESS 19 20 FALL P2 IN STATE NON-LOCAL	6,223	1,171	551	8.85%	459	90	369	7.4%	16.33%	413	85	328	89.98%	94.44%
RC: ESS 19 20 FALL P2 OUT OF STATE LOCAL	16	14	2	12.50%	2	1	1	12.5%	50.00%	0	0	0	0.00%	0.00%
RC: ESS 19 20 FALL P2 OUT OF STATE NON-LOCAL	3,059	53	148	4.84%	36	14	22	1.2%	9.46%	31	12	19	86.11%	85.71%
RC: ESS 19 20 FALL P3 HONORS LOCAL	31	6	2	6.45%	5	1	4	16.1%	50.00%	5	1	4	100.00%	100.00%
RC: ESS 19 20 FALL P3 HONORS NON-LOCAL	2,535	29	154	6.07%	22	7	15	0.9%	4.55%	20	7	13	90.91%	100.00%
RC: ESS 19 20 FALL P3 IN STATE LOCAL	417	58	26	6.24%	36	8	28	8.6%	30.77%	36	8	28	100.00%	100.00%
RC: ESS 19 20 FALL P3 IN STATE NON-LOCAL	7,072	447	435	6.15%	334	86	248	4.7%	19.77%	277	72	205	82.93%	83.72%
RC: ESS 19 20 FALL P3 OUT OF STATE LOCAL	5	0	0	0.00%	0	0	0	0.0%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 19 20 FALL P3 OUT OF STATE NON-LOCAL	3,836	55	265	6.91%	34	10	24	0.9%	3.77%	28	8	20	82.35%	80.00%
RC: SESS 19 FALL P1 GENERAL	8,915	1,106	300	3.37%	324	56	268	3.6%	18.67%	294	48	246	90.74%	85.71%
RC: SESS 19 FALL P1 HONORS	4,504	411	108	2.40%	67	7	60	1.5%	6.48%	56	7	49	83.58%	100.00%
Grand Total	111,820	20,064	7,228	6.46%	5,637	1,204	4,433	5.0%	16.66%	4,947	1,080	3,867	87.76%	89.70%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018**

	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	83	25	58	27.12%	23.36%	75	23	52	90.36%	92.00%
RC: ESS 18 19 FALL P1 IN STATE	64	22	42	34.04%	37.29%	55	20	35	85.94%	90.91%
RC: ESS 18 19 FALL P1 OUT OF STATE	2	1	1	20.00%	50.00%	2	1	1	100.00%	100.00%
RC: ESS 18 19 FALL P2 HONORS	11	4	7	26.83%	33.33%	11	4	7	100.00%	100.00%
RC: ESS 18 19 FALL P2 OUT OF STATE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 18 19 FALL P3 HONORS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 18 19 FALL P3 IN STATE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 19 20 FALL P1 HONORS LOCAL	26	10	16	30.95%	50.00%	24	10	14	92.31%	100.00%
RC: ESS 19 20 FALL P1 HONORS NON-LOCAL	90	26	64	23.75%	27.66%	84	23	61	93.33%	88.46%
RC: ESS 19 20 FALL P1 IN STATE LOCAL	130	39	91	36.21%	53.42%	120	36	84	92.31%	92.31%
RC: ESS 19 20 FALL P1 IN STATE NON-LOCAL	462	121	341	26.04%	35.28%	441	117	324	95.45%	96.69%
RC: ESS 19 20 FALL P1 OUT OF STATE LOCAL	9	3	6	27.27%	33.33%	8	3	5	88.89%	100.00%
RC: ESS 19 20 FALL P1 OUT OF STATE NON-LOCAL	86	18	68	19.33%	23.08%	82	17	65	95.35%	94.44%
RC: ESS 19 20 FALL P2 HONORS LOCAL	5	0	5	20.83%	0.00%	5	0	5	100.00%	0.00%
RC: ESS 19 20 FALL P2 HONORS NON-LOCAL	14	3	11	23.33%	16.67%	12	3	9	85.71%	100.00%
RC: ESS 19 20 FALL P2 IN STATE LOCAL	25	6	19	29.76%	40.00%	23	6	17	92.00%	100.00%
RC: ESS 19 20 FALL P2 IN STATE NON-LOCAL	101	30	71	24.46%	35.29%	94	28	66	93.07%	93.33%
RC: ESS 19 20 FALL P2 OUT OF STATE LOCAL	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 19 20 FALL P2 OUT OF STATE NON-LOCAL	3	1	2	9.68%	8.33%	3	1	2	100.00%	100.00%
RC: ESS 19 20 FALL P3 HONORS LOCAL	1	1	0	20.00%	100.00%	1	1	0	100.00%	100.00%
RC: ESS 19 20 FALL P3 HONORS NON-LOCAL	1	0	1	5.00%	0.00%	1	0	1	100.00%	0.00%
RC: ESS 19 20 FALL P3 IN STATE LOCAL	15	4	11	41.67%	50.00%	12	3	9	80.00%	75.00%
RC: ESS 19 20 FALL P3 IN STATE NON-LOCAL	42	10	32	15.16%	13.89%	36	9	27	85.71%	90.00%
RC: ESS 19 20 FALL P3 OUT OF STATE LOCAL	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
RC: ESS 19 20 FALL P3 OUT OF STATE NON-LOCAL	7	1	6	25.00%	12.50%	7	1	6	100.00%	100.00%
RC: SESS 19 FALL P1 GENERAL	46	7	39	15.65%	14.58%	41	7	34	89.13%	100.00%
RC: SESS 19 FALL P1 HONORS	8	2	6	14.29%	28.57%	7	2	5	87.50%	100.00%
Grand Total	1,231	334	897	24.88%	30.93%	1,144	315	829	92.93%	94.31%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
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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	12,440	2,318	751	6.04%	1,008	201	807	26.76%	910	189	721	90.28%	94.03%	210	61	149	23.08%	32.28%	204	60	144	97.14%	98.36%
B	7,395	1,936	578	7.82%	724	139	585	24.05%	645	124	521	89.09%	89.21%	154	38	116	23.88%	30.65%	143	36	107	92.86%	94.74%
C	9,102	3,103	759	8.34%	918	169	749	22.27%	811	159	652	88.34%	94.08%	191	41	150	23.55%	25.79%	177	38	139	92.67%	92.68%
D	7,690	2,727	639	8.31%	715	131	584	20.50%	614	121	493	85.87%	92.37%	148	39	109	24.10%	32.23%	139	36	103	93.92%	92.31%
E	7,029	2,361	577	8.21%	534	113	421	19.58%	474	106	368	88.76%	93.81%	156	51	105	32.91%	48.11%	144	49	95	92.31%	96.08%
Grand Total	43,656	12,445	3,304	7.57%	3,899	753	3,146	22.79%	3,454	699	2,755	88.59%	92.83%	859	230	629	24.87%	32.90%	807	219	588	93.95%	95.22%

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	3,541	1,192	331	9.35%	279	72	207	21.75%	254	62	192	91.04%	86.11%	76	26	50	29.92%	41.94%	66	23	43	86.84%	88.46%
B	3,900	1,074	338	10.24%	263	69	194	20.41%	232	58	174	88.21%	84.06%	84	23	61	36.21%	39.66%	78	22	56	92.86%	95.65%
C	3,585	1,284	341	9.51%	223	66	157	19.35%	194	56	138	87.00%	84.85%	66	18	48	34.02%	32.14%	57	17	40	86.36%	94.44%
D	3,111	922	242	7.78%	173	37	136	15.29%	150	31	119	86.71%	83.78%	63	16	47	42.00%	51.61%	58	14	44	92.06%	87.50%
E	2,768	533	262	9.47%	93	25	68	9.54%	78	20	58	83.87%	80.00%	21	5	16	26.92%	25.00%	20	5	15	95.24%	100.00%
Grand Total	16,305	5,005	1,514	9.29%	1,031	269	762	17.77%	908	227	681	88.07%	84.39%	310	88	222	34.14%	38.77%	279	81	198	90.00%	92.05%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018**

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	23,426	688	1,062	4.53%	460	117	343	11.02%	362	92	270	78.70%	78.63%	23	5	18	6.35%	5.43%	22	5	17	95.65%	100.00%
B	11,402	308	570	5.00%	66	15	51	2.63%	59	14	45	89.39%	93.33%	5	1	4	8.47%	7.14%	5	1	4	100.00%	100.00%
C	7,325	397	347	4.74%	55	16	39	4.61%	50	16	34	90.91%	100.00%	4	1	3	8.00%	6.25%	4	1	3	100.00%	100.00%
D	5,090	885	227	4.46%	86	24	62	10.57%	78	23	55	90.70%	95.83%	19	5	14	24.36%	21.74%	17	4	13	89.47%	80.00%
E	1,296	294	66	5.09%	23	6	17	9.09%	20	5	15	86.96%	83.33%	8	2	6	40.00%	40.00%	7	2	5	87.50%	100.00%
Grand Total	48,539	2,572	2,272	4.68%	690	178	512	7.83%	569	150	419	82.46%	84.27%	59	14	45	10.37%	9.33%	55	13	42	93.22%	92.86%

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	802	12	36	4.49%	4	0	4	0.00%	4	0	4	100.00%	0.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
B	1,481	18	55	3.71%	11	3	8	5.45%	10	3	7	90.91%	100.00%	3	2	1	30.00%	66.67%	3	2	1	100.00%	100.00%
C	681	8	28	4.11%	2	1	1	3.57%	2	1	1	100.00%	100.00%	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
D	274	2	16	5.84%	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	81	1	3	3.70%	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	3,319	41	138	4.16%	17	4	13	2.90%	16	4	12	94.12%	100.00%	3	2	1	18.75%	50.00%	3	2	1	100.00%	100.00%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018**

	# Inquiries	# Apps	Inq to App Rate	# Acc	App to Acc Rate	# Dep	Acc to Dep Rate	# Enr	Dep to Enr Rate
ACADEMIC CLUSTER PROGRAMS	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
ACT PURCHASE	1	1	100.00%	0	0.00%	0	0.00%	0	0.00%
ACT TEST SCORES	143	51	35.66%	46	90.20%	16	34.78%	16	100.00%
APPLICATION FOR ADMISSION	220	162	73.64%	142	87.65%	46	32.39%	40	86.96%
AVIATION STUDIES	10	1	10.00%	1	100.00%	0	0.00%	0	0.00%
BUSINESS PROSPECT	14	1	7.14%	1	100.00%	0	0.00%	0	0.00%
CAMPUSEXPLORER.COM	1	1	100.00%	1	100.00%	0	0.00%	0	0.00%
CARNEGIE MAGAZINE	330	68	20.61%	56	82.35%	10	17.86%	10	100.00%
CBA DECA	2	0	0.00%	0	0.00%	0	0.00%	0	0.00%
COLLEGE FAIR	180	52	28.89%	44	84.62%	17	38.64%	17	100.00%
COLLEGE RECRUITMENT	3	0	0.00%	0	0.00%	0	0.00%	0	0.00%
COMMON APP PROSPECT	738	449	60.84%	397	88.42%	82	20.65%	72	87.80%
CONTINUING EDUCATION	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
EMAIL SENT	12	4	33.33%	3	75.00%	1	33.33%	1	100.00%
EVENT WITH BG CODE	122	26	21.31%	22	84.62%	4	18.18%	4	100.00%
FALCON MILLIONAIRE	4	4	100.00%	4	100.00%	2	50.00%	2	100.00%
HIGH SCHOOL RECRUITMENT	261	106	40.61%	88	83.02%	28	31.82%	26	92.86%
HOBSONS.COM	104	39	37.50%	34	87.18%	4	11.76%	4	100.00%
MAIL RECEIVED	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
MINORITY ACTIVITY	2	0	0.00%	0	0.00%	0	0.00%	0	0.00%
MUSIC	5	4	80.00%	4	100.00%	1	25.00%	1	100.00%
NATIONAL COLLEGE FAIR	84	12	14.29%	7	58.33%	1	14.29%	1	100.00%
NOT PROVIDED	429	322	75.06%	246	76.40%	61	24.80%	54	88.52%
NRCCUA PURCHASE	98	8	8.16%	7	87.50%	3	42.86%	3	100.00%
PHONE CALL RECEIVED	1	0	0.00%	0	0.00%	0	0.00%	0	0.00%
REQUEST INFORMATION	288	11	3.82%	8	72.73%	2	25.00%	2	100.00%
RETURN WEB: ACT 18-22	555	210	37.84%	197	93.81%	42	21.32%	42	100.00%
RETURN WEB: ACT 23-26	266	101	37.97%	97	96.04%	26	26.80%	24	92.31%
RETURN WEB: ACT 27-29	56	19	33.93%	19	100.00%	3	15.79%	2	66.67%
RETURN WEB: ACT 30-36	26	4	15.38%	4	100.00%	0	0.00%	0	0.00%
RETURN WEB: NRCCUA	9,701	716	7.38%	584	81.56%	129	22.09%	121	93.80%
RNL NON RESPONDERS	2,335	497	21.28%	413	83.10%	86	20.82%	75	87.21%
SAT PURCHASE	3,446	1,297	37.64%	1,197	92.29%	244	20.38%	227	93.03%
SAT TEST SCORES	32	13	40.63%	12	92.31%	1	8.33%	1	100.00%
STUDENTPATHS.COM	94	10	10.64%	8	80.00%	4	50.00%	3	75.00%
SUMMER CAMP FOR RESIDENCE LIFE	5	3	60.00%	2	66.67%	1	50.00%	0	0.00%
TECHNOLOGY	4	0	0.00%	0	0.00%	0	0.00%	0	0.00%
VISIT REGISTRATION: PHONE	8	3	37.50%	3	100.00%	0	0.00%	0	0.00%
VISIT REGISTRATION: SPECIAL GROUP	34	11	32.35%	10	90.91%	3	30.00%	3	100.00%
VISIT REGISTRATION: WALK-IN	21	8	38.10%	7	87.50%	3	42.86%	3	100.00%
VISIT REGISTRATION: WEB	416	214	51.44%	198	92.52%	74	37.37%	72	97.30%
WOMEN IN SCIENCE DAY	10	5	50.00%	5	100.00%	3	60.00%	3	100.00%
Grand Total	20,064	4,433	22.09%	3,867	87.23%	897	23.20%	829	92.42%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018**

	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
CONNECTICUT	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
FLORIDA	2	2	0	0.00%	1	0	1	0.00%	1	0	1	100.00%	0.00%
ILLINOIS	22,405	283	1,090	4.86%	118	45	73	4.13%	91	34	57	77.12%	75.56%
INDIANA	6,225	412	255	4.10%	37	13	24	5.10%	33	11	22	89.19%	84.62%
MICHIGAN	16,814	1,696	803	4.78%	514	114	400	14.20%	424	99	325	82.49%	86.84%
MISSOURI	1	1	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
NEVADA	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
NEW YORK	4,082	59	188	4.61%	19	6	13	3.19%	18	6	12	94.74%	100.00%
OHIO	59,962	17,451	4,818	8.04%	4,930	1,022	3,908	21.21%	4,362	926	3,436	88.48%	90.61%
PENNSYLVANIA	2,323	159	71	3.06%	17	4	13	5.63%	17	4	13	100.00%	100.00%
TEXAS	1	1	0	0.00%	1	0	1	0.00%	1	0	1	100.00%	0.00%
VIRGINIA	2	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
WEST VIRGINIA	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
Grand Total	111,820	20,064	7,228	6.46%	5,637	1,204	4,433	16.66%	4,947	1,080	3,867	87.76%	89.70%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018**

	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
CONNECTICUT	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
FLORIDA	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ILLINOIS	5	2	3	5.49%	5.88%	5	2	3	100.00%	100.00%
INDIANA	3	1	2	9.09%	9.09%	3	1	2	100.00%	100.00%
MICHIGAN	47	10	37	11.08%	10.10%	43	9	34	91.49%	90.00%
MISSOURI	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
NEVADA	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
NEW YORK	2	2	0	11.11%	33.33%	2	2	0	100.00%	100.00%
OHIO	1,169	318	851	26.80%	34.34%	1,086	300	786	92.90%	94.34%
PENNSYLVANIA	4	1	3	23.53%	25.00%	4	1	3	100.00%	100.00%
TEXAS	1	0	1	100.00%	0.00%	1	0	1	100.00%	0.00%
VIRGINIA	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
WEST VIRGINIA	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
Grand Total	1,231	334	897	24.88%	30.93%	1,144	315	829	92.93%	94.31%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018**

	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	59,970	11,050	3,956	6.60%	3,403	730	2,673	5.7%	18.45%	2,996	660	2,336	88.04%	90.41%
MALE	50,661	8,666	3,183	6.28%	2,142	462	1,680	4.2%	14.51%	1,879	410	1,469	87.72%	88.74%
UNKNOWN	1,189	348	89	7.49%	92	12	80	7.7%	13.48%	72	10	62	78.26%	83.33%
Grand Total	111,820	20,064	7,228	6.46%	5,637	1,204	4,433	5.0%	16.66%	4,947	1,080	3,867	87.76%	89.70%

	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	730	207	523	24.37%	31.36%	686	194	492	93.97%	93.72%
MALE	482	125	357	25.65%	30.49%	439	119	320	91.08%	95.20%
UNKNOWN	19	2	17	26.39%	20.00%	19	2	17	100.00%	100.00%
Grand Total	1,231	334	897	24.88%	30.93%	1,144	315	829	92.93%	94.31%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018**

	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	10,816	1,960	848	7.84%	957	210	747	8.8%	24.76%	731	164	567	76.38%	78.10%
AMERICAN INDIAN/ALASKA NATIVE	2,661	759	210	7.89%	142	33	109	5.3%	15.71%	113	30	83	79.58%	90.91%
ASIAN	8,646	562	327	3.78%	175	40	135	2.0%	12.23%	153	35	118	87.43%	87.50%
CAUCASIAN	73,431	13,447	4,718	6.43%	3,592	781	2,811	4.9%	16.55%	3,317	729	2,588	92.34%	93.34%
HAWAIIAN/PACIFIC ISLANDER	118	13	15	12.71%	12	4	8	10.2%	26.67%	11	4	7	91.67%	100.00%
HISPANIC	6,926	818	450	6.50%	248	47	201	3.6%	10.44%	211	43	168	85.08%	91.49%
OTHER/NA	9,222	2,505	660	7.16%	511	89	422	5.5%	13.48%	411	75	336	80.43%	84.27%
Grand Total	111,820	20,064	7,228	6.46%	5,637	1,204	4,433	5.0%	16.66%	4,947	1,080	3,867	87.76%	89.70%

	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	89	30	59	12.18%	18.29%	83	30	53	93.26%	100.00%
AMERICAN INDIAN/ALASKA NATIVE	34	9	25	30.09%	30.00%	33	9	24	97.06%	100.00%
ASIAN	26	8	18	16.99%	22.86%	23	8	15	88.46%	100.00%
CAUCASIAN	936	249	687	28.22%	34.16%	869	232	637	92.84%	93.17%
HAWAIIAN/PACIFIC ISLANDER	1	0	1	9.09%	0.00%	1	0	1	100.00%	0.00%
HISPANIC	43	16	27	20.38%	37.21%	38	14	24	88.37%	87.50%
OTHER/NA	102	22	80	24.82%	29.33%	97	22	75	95.10%	100.00%
Grand Total	1,231	334	897	24.88%	30.93%	1,144	315	829	92.93%	94.31%

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

Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018

	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
ACCOUNTING	1,345	319	109	8.10%	72	27	45	24.77%	64	26	38	88.89%	96.30%
ADOLESCENT TO YOUNG ADULT (SECONDARY) EDUCATION	1,394	162	78	5.60%	89	25	64	32.05%	81	24	57	91.01%	96.00%
AFRICANA STUDIES	2	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
AMERICAN CULTURE STUDIES	1	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
APPAREL MERCHANDISING AND PRODUCT DEVELOPMENT	524	162	32	6.11%	27	2	25	6.25%	19	1	18	70.37%	50.00%
APPLIED HEALTH SCIENCE	2	0	2	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
ARCHITECTURE AND ENVIRONMENTAL DESIGN	1,420	400	99	6.97%	83	20	63	20.20%	75	17	58	90.36%	85.00%
ART AND FINE ARTS	2,294	787	144	6.28%	118	21	97	14.58%	101	18	83	85.59%	85.71%
ART/ART EDUCATION	660	44	19	2.88%	22	2	20	10.53%	20	1	19	90.91%	50.00%
ART/ART HISTORY	159	25	7	4.40%	12	0	12	0.00%	12	0	12	100.00%	0.00%
ART/DIGITAL ARTS	604	215	33	5.46%	26	6	20	18.18%	21	5	16	80.77%	83.33%
ART/GRAPHIC DESIGN	588	155	48	8.16%	32	8	24	16.67%	29	8	21	90.63%	100.00%
ART/STUDIO	2	0	2	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
ART/TWO-DIMENSIONAL STUDIES	98	18	1	1.02%	9	0	9	0.00%	9	0	9	100.00%	0.00%
ASIAN STUDIES	61	7	3	4.92%	3	1	2	33.33%	2	1	1	66.67%	100.00%
ATHLETIC TRAINING	122	42	19	15.57%	7	4	3	21.05%	6	3	3	85.71%	75.00%
AVIATION STUDIES	503	194	58	11.53%	38	14	24	24.14%	35	14	21	92.11%	100.00%
BIOLOGY	4,138	451	290	7.01%	155	29	126	10.00%	139	28	111	89.68%	96.55%
BUSINESS ANALYTICS AND INTELLIGENCE	13	0	12	92.31%	2	2	0	16.67%	2	2	0	100.00%	100.00%
BUSINESS AND MARKETING EDUCATION	69	0	54	78.26%	19	19	0	35.19%	14	14	0	73.68%	73.68%
BUSINESS, GENERAL/INDIVIDUALIZED	4,694	1,251	291	6.20%	299	74	225	25.43%	248	61	187	82.94%	82.43%
CHEMISTRY	907	139	63	6.95%	40	10	30	15.87%	36	10	26	90.00%	100.00%
COMMUNICATION	334	75	37	11.08%	18	9	9	24.32%	16	7	9	88.89%	77.78%
COMMUNICATION SCIENCES AND DISORDERS	67	3	12	17.91%	9	6	3	50.00%	9	6	3	100.00%	100.00%
COMPUTER SCIENCE	2,769	355	191	6.90%	118	26	92	13.61%	113	25	88	95.76%	96.15%
CONSTRUCTION MANAGEMENT	91	16	6	6.59%	6	3	3	50.00%	4	2	2	66.67%	66.67%
CRIMINAL JUSTICE	2,091	587	186	8.90%	146	45	101	24.19%	123	39	84	84.25%	86.67%
DATA SCIENCE	399	61	14	3.51%	21	1	20	7.14%	21	1	20	100.00%	100.00%
DIETETICS	19	1	1	5.26%	0	0	0	0.00%	0	0	0	0.00%	0.00%
EARLY CHILDHOOD EDUCATION - INCLUSIVE	2,288	664	168	7.34%	153	35	118	20.83%	126	35	91	82.35%	100.00%
ECOLOGY AND CONSERVATION BIOLOGY	69	7	9	13.04%	6	2	4	22.22%	6	2	4	100.00%	100.00%
ECONOMICS	332	38	24	7.23%	7	2	5	8.33%	7	2	5	100.00%	100.00%
ELECTRO-MECHANICAL SYSTEMS TECHNOLOGY	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
ELECTRONICS AND COMPUTER ENGINEERING TECHNOLOGY	83	2	24	28.92%	6	5	1	20.83%	5	5	0	83.33%	100.00%
ENGINEERING TECHNOLOGY	2,633	238	199	7.56%	99	21	78	10.55%	84	19	65	84.85%	90.48%
ENGLISH	793	245	68	8.58%	45	10	35	14.71%	42	9	33	93.33%	90.00%
ENGLISH/CREATIVE WRITING	194	10	22	11.34%	13	5	8	22.73%	12	5	7	92.31%	100.00%
ENTREPRENEURSHIP	8	0	7	87.50%	3	3	0	42.86%	2	2	0	66.67%	66.67%
ENVIRONMENTAL POLICY AND ANALYSIS	686	81	20	2.92%	22	0	22	0.00%	18	0	18	81.82%	0.00%
ENVIRONMENTAL SCIENCE	2,094	250	95	4.54%	83	12	71	12.63%	79	11	68	95.18%	91.67%
EXERCISE SCIENCE (ATHLETIC TRAINING)	404	48	33	8.17%	23	3	20	9.09%	20	2	18	86.96%	66.67%
FILM PRODUCTION	475	45	31	6.53%	31	3	28	9.68%	28	3	25	90.32%	100.00%

Bowling Green State University
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Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018

	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
FILM STUDIES	4	0	4	100.00%	1	1	0	25.00%	1	1	0	100.00%	100.00%
FINANCE	2,080	177	81	3.89%	85	9	76	11.11%	77	7	70	90.59%	77.78%
FIRE ADMINISTRATION	3	0	3	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
FORENSIC SCIENCE SPECIALIZATIONS	131	4	41	31.30%	21	19	2	46.34%	20	18	2	95.24%	94.74%
FRENCH	26	1	2	7.69%	1	0	1	0.00%	1	0	1	100.00%	0.00%
GEOGRAPHY	34	4	3	8.82%	1	0	1	0.00%	1	0	1	100.00%	0.00%
GEOLOGY	269	41	13	4.83%	14	2	12	15.38%	14	2	12	100.00%	100.00%
GERMAN	17	3	1	5.88%	0	0	0	0.00%	0	0	0	0.00%	0.00%
GERONTOLOGY	4	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
HEALTH CARE ADMINISTRATION	106	8	14	13.21%	7	2	5	14.29%	7	2	5	100.00%	100.00%
HEALTH SCIENCE - RELATED PROGRAMS	4,464	445	209	4.68%	208	29	179	13.88%	195	28	167	93.75%	96.55%
HISTORY	682	138	41	6.01%	42	7	35	17.07%	37	7	30	88.10%	100.00%
HUMAN DEVELOPMENT AND FAMILY STUDIES	118	3	7	5.93%	2	2	0	28.57%	2	2	0	100.00%	100.00%
INFORMATION SYSTEMS AUDITING AND CONTROL	3	0	3	100.00%	1	1	0	33.33%	1	1	0	100.00%	100.00%
INSURANCE	12	0	0	0.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
INTERIOR DESIGN	276	116	24	8.70%	24	4	20	16.67%	22	4	18	91.67%	100.00%
INTERNATIONAL BUSINESS	756	136	30	3.97%	35	6	29	20.00%	31	6	25	88.57%	100.00%
INTERNATIONAL STUDIES	133	6	9	6.77%	2	1	1	11.11%	2	1	1	100.00%	100.00%
INTERVENTION SPECIALIST (SPECIAL EDUCATION)	179	16	12	6.70%	11	1	10	8.33%	11	1	10	100.00%	100.00%
JOURNALISM	667	160	46	6.90%	35	11	24	23.91%	32	9	23	91.43%	81.82%
LEARNING DESIGN AND TECHNOLOGY	90	9	3	3.33%	3	0	3	0.00%	3	0	3	100.00%	0.00%
LIBERAL STUDIES	207	23	13	6.28%	12	2	10	15.38%	12	2	10	100.00%	100.00%
MANAGEMENT	6	0	6	100.00%	2	2	0	33.33%	2	2	0	100.00%	100.00%
MANAGEMENT INFORMATION SYSTEMS	46	2	0	0.00%	1	0	1	0.00%	1	0	1	100.00%	0.00%
MARINE AND AQUATIC BIOLOGY	683	205	46	6.73%	33	10	23	21.74%	24	9	15	72.73%	90.00%
MARKETING	906	103	61	6.73%	41	13	28	21.31%	38	12	26	92.68%	92.31%
MATHEMATICS	374	82	44	11.76%	14	4	10	9.09%	12	4	8	85.71%	100.00%
MATHEMATICS/ACTUARIAL SCIENCE	174	11	14	8.05%	10	6	4	42.86%	10	6	4	100.00%	100.00%
MECHATRONICS ENGINEERING TECHNOLOGY	10	0	10	100.00%	1	1	0	10.00%	1	1	0	100.00%	100.00%
MEDIA PRODUCTION	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
MEDIA STUDIES	337	130	21	6.23%	23	4	19	19.05%	21	3	18	91.30%	75.00%
MEDICAL LABORATORY SCIENCE	311	29	26	8.36%	14	2	12	7.69%	12	2	10	85.71%	100.00%
MICROBIOLOGY	3	0	3	100.00%	1	1	0	33.33%	1	1	0	100.00%	100.00%
MIDDLE CHILDHOOD EDUCATION	749	149	46	6.14%	43	8	35	17.39%	41	8	33	95.35%	100.00%
MUSIC	1,299	362	90	6.93%	64	13	51	14.44%	58	12	46	90.63%	92.31%
MUSIC COMPOSITION	313	38	23	7.35%	28	7	21	30.43%	27	6	21	96.43%	85.71%
MUSIC EDUCATION	124	14	31	25.00%	19	13	6	41.94%	17	11	6	89.47%	84.62%
MUSIC PERFORMANCE	161	20	11	6.83%	13	2	11	18.18%	13	2	11	100.00%	100.00%
MUSIC/JAZZ STUDIES	1	0	1	100.00%	1	1	0	100.00%	1	1	0	100.00%	100.00%
MUSICAL THEATRE	5	0	5	100.00%	2	2	0	40.00%	2	2	0	100.00%	100.00%
NEUROSCIENCE	127	6	16	12.60%	6	4	2	25.00%	4	3	1	66.67%	75.00%
NOT PROVIDED	20,316	2,710	885	4.36%	980	124	856	14.01%	884	116	768	90.20%	93.55%

Bowling Green State University
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NURSING	3,272	669	325	9.93%	152	52	100	16.00%	125	43	82	82.24%	82.69%
NUTRITION SCIENCE	182	14	10	5.49%	9	1	8	10.00%	9	1	8	100.00%	100.00%
PHILOSOPHY	252	51	13	5.16%	21	2	19	15.38%	20	2	18	95.24%	100.00%
PHILOSOPHY, POLITICS, ECONOMICS, AND LAW	4	0	4	100.00%	3	3	0	75.00%	3	3	0	100.00%	100.00%
PHYSICAL EDUCATION AND HEALTH EDUCATION	227	35	15	6.61%	14	4	10	26.67%	14	4	10	100.00%	100.00%
PHYSICAL THERAPY	1,293	322	126	9.74%	88	32	56	25.40%	80	30	50	90.91%	93.75%
PHYSICS	864	81	46	5.32%	34	2	32	4.35%	31	2	29	91.18%	100.00%
POLITICAL SCIENCE	447	51	43	9.62%	19	4	15	9.30%	16	4	12	84.21%	100.00%
POPULAR CULTURE	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
PRE-DENTISTRY	733	218	40	5.46%	41	7	34	17.50%	34	7	27	82.93%	100.00%
PRE-ENGINEERING	6,519	1,102	345	5.29%	165	22	143	6.38%	141	17	124	85.45%	77.27%
PRE-LAW	1,691	290	107	6.33%	91	14	77	13.08%	70	11	59	76.92%	78.57%
PRE-MEDICINE	5,503	1,433	392	7.12%	277	59	218	15.05%	227	53	174	81.95%	89.83%
PRE-OCCUPATIONAL THERAPY	524	74	27	5.15%	45	7	38	25.93%	42	7	35	93.33%	100.00%
PRE-OPTOMETRY	56	2	5	8.93%	3	3	0	60.00%	1	1	0	33.33%	33.33%
PRE-PHARMACY	680	106	33	4.85%	23	0	23	0.00%	23	0	23	100.00%	0.00%
PRE-PHYSICIAN ASSISTANT	5	0	4	80.00%	2	2	0	50.00%	2	2	0	100.00%	100.00%
PRE-VETERINARY MEDICINE	1,304	158	94	7.21%	66	14	52	14.89%	60	12	48	90.91%	85.71%
PSYCHOLOGY	1,791	301	166	9.27%	117	34	83	20.48%	101	29	72	86.32%	85.29%
RUSSIAN	1	0	1	100.00%	1	1	0	100.00%	1	1	0	100.00%	100.00%
SALES AND SERVICES MARKETING	604	34	23	3.81%	19	6	13	26.09%	15	5	10	78.95%	83.33%
SCIENCES	225	53	22	9.78%	20	5	15	22.73%	19	5	14	95.00%	100.00%
SOCIAL WORK	548	94	34	6.20%	39	4	35	11.76%	34	4	30	87.18%	100.00%
SOCIOLOGY	341	55	30	8.80%	38	9	29	30.00%	35	8	27	92.11%	88.89%
SPANISH	42	1	4	9.52%	1	0	1	0.00%	1	0	1	100.00%	0.00%
SPORT MANAGEMENT	2,019	825	173	8.57%	117	30	87	17.34%	86	20	66	73.50%	66.67%
STATISTICS	61	0	3	4.92%	1	1	0	33.33%	1	1	0	100.00%	100.00%
SUPPLY CHAIN MANAGEMENT	1	0	1	100.00%	0	0	0	0.00%	0	0	0	0.00%	0.00%
THEATRE	935	263	70	7.49%	61	14	47	20.00%	50	11	39	81.97%	78.57%
TOURISM, LEISURE, AND EVENT PLANNING	1,003	129	47	4.69%	62	10	52	21.28%	55	10	45	88.71%	100.00%
UNDECLARED MAJORS	8,393	1,342	579	6.90%	404	86	318	14.85%	349	80	269	86.39%	93.02%
VISUAL COMMUNICATION TECHNOLOGY	191	15	10	5.24%	10	3	7	30.00%	8	3	5	80.00%	100.00%
WOMEN'S, GENDER, AND SEXUALITY STUDIES	22	1	2	9.09%	2	1	1	50.00%	2	1	1	100.00%	100.00%
WORLD LANGUAGE EDUCATION	449	97	22	4.90%	29	3	26	13.64%	26	3	23	89.66%	100.00%
Grand Total	111,820	20,064	7,228	6.46%	5,637	1,204	4,433	16.66%	4,947	1,080	3,867	87.76%	89.70%

**Bowling Green State University
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ACCOUNTING	25	11	14	39.06%	42.31%	22	9	13	88.00%	81.82%
ADOLESCENT TO YOUNG ADULT (SECONDARY) EDUCATION	26	10	16	32.10%	41.67%	24	9	15	92.31%	90.00%
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%
APPLIED HEALTH SCIENCE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ARCHITECTURE AND ENVIRONMENTAL DESIGN	21	4	17	28.00%	23.53%	21	4	17	100.00%	100.00%
ART AND FINE ARTS	26	3	23	25.74%	16.67%	21	2	19	80.77%	66.67%
ART/ART EDUCATION	4	0	4	20.00%	0.00%	3	0	3	75.00%	0.00%
ART/ART HISTORY	1	0	1	8.33%	0.00%	1	0	1	100.00%	0.00%
ART/DIGITAL ARTS	9	3	6	42.86%	60.00%	9	3	6	100.00%	100.00%
ART/GRAPHIC DESIGN	7	1	6	24.14%	12.50%	7	1	6	100.00%	100.00%
ART/STUDIO	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ART/TWO-DIMENSIONAL STUDIES	3	0	3	33.33%	0.00%	3	0	3	100.00%	0.00%
ASIAN STUDIES	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ATHLETIC TRAINING	1	0	1	16.67%	0.00%	1	0	1	100.00%	0.00%
AVIATION STUDIES	11	5	6	31.43%	35.71%	11	5	6	100.00%	100.00%
BIOLOGY	32	10	22	23.02%	35.71%	30	9	21	93.75%	90.00%
BUSINESS ANALYTICS AND INTELLIGENCE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
BUSINESS AND MARKETING EDUCATION	6	6	0	42.86%	42.86%	5	5	0	83.33%	83.33%
BUSINESS, GENERAL/INDIVIDUALIZED	58	17	41	23.39%	27.87%	55	17	38	94.83%	100.00%
CHEMISTRY	11	5	6	30.56%	50.00%	10	5	5	90.91%	100.00%
COMMUNICATION	6	3	3	37.50%	42.86%	4	2	2	66.67%	66.67%
COMMUNICATION SCIENCES AND DISORDERS	3	2	1	33.33%	33.33%	3	2	1	100.00%	100.00%
COMPUTER SCIENCE	23	5	18	20.35%	20.00%	20	5	15	86.96%	100.00%
CONSTRUCTION MANAGEMENT	1	1	0	25.00%	50.00%	1	1	0	100.00%	100.00%
CRIMINAL JUSTICE	36	16	20	29.27%	41.03%	32	16	16	88.89%	100.00%
DATA SCIENCE	6	1	5	28.57%	100.00%	5	1	4	83.33%	100.00%
DIETETICS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
EARLY CHILDHOOD EDUCATION - INCLUSIVE	37	17	20	29.37%	48.57%	37	17	20	100.00%	100.00%
ECOLOGY AND CONSERVATION BIOLOGY	1	1	0	16.67%	50.00%	1	1	0	100.00%	100.00%
ECONOMICS	1	1	0	14.29%	50.00%	0	0	0	0.00%	0.00%
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	20.00%	20.00%	1	1	0	100.00%	100.00%
ENGINEERING TECHNOLOGY	18	6	12	21.43%	31.58%	18	6	12	100.00%	100.00%
ENGLISH	8	2	6	19.05%	22.22%	7	2	5	87.50%	100.00%
ENGLISH/CREATIVE WRITING	4	1	3	33.33%	20.00%	3	0	3	75.00%	0.00%
ENTREPRENEURSHIP	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
ENVIRONMENTAL POLICY AND ANALYSIS	8	0	8	44.44%	0.00%	8	0	8	100.00%	0.00%
ENVIRONMENTAL SCIENCE	14	3	11	17.72%	27.27%	13	3	10	92.86%	100.00%
EXERCISE SCIENCE (ATHLETIC TRAINING)	6	1	5	30.00%	50.00%	4	1	3	66.67%	100.00%
FILM PRODUCTION	7	1	6	25.00%	33.33%	7	1	6	100.00%	100.00%

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FILM STUDIES	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
FINANCE	17	3	14	22.08%	42.86%	16	2	14	94.12%	66.67%
FIRE ADMINISTRATION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
FORENSIC SCIENCE SPECIALIZATIONS	5	5	0	25.00%	27.78%	5	5	0	100.00%	100.00%
FRENCH	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
GEOGRAPHY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
GEOLOGY	4	1	3	28.57%	50.00%	4	1	3	100.00%	100.00%
GERMAN	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
GERONTOLOGY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
HEALTH CARE ADMINISTRATION	1	1	0	14.29%	50.00%	1	1	0	100.00%	100.00%
HEALTH SCIENCE - RELATED PROGRAMS	51	5	46	26.15%	17.86%	48	5	43	94.12%	100.00%
HISTORY	7	1	6	18.92%	14.29%	7	1	6	100.00%	100.00%
HUMAN DEVELOPMENT AND FAMILY STUDIES	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
INFORMATION SYSTEMS AUDITING AND CONTROL	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
INSURANCE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
INTERIOR DESIGN	4	1	3	18.18%	25.00%	3	1	2	75.00%	100.00%
INTERNATIONAL BUSINESS	2	0	2	6.45%	0.00%	2	0	2	100.00%	0.00%
INTERNATIONAL STUDIES	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
INTERVENTION SPECIALIST (SPECIAL EDUCATION)	3	0	3	27.27%	0.00%	2	0	2	66.67%	0.00%
JOURNALISM	8	1	7	25.00%	11.11%	8	1	7	100.00%	100.00%
LEARNING DESIGN AND TECHNOLOGY	1	0	1	33.33%	0.00%	1	0	1	100.00%	0.00%
LIBERAL STUDIES	3	0	3	25.00%	0.00%	3	0	3	100.00%	0.00%
MANAGEMENT	2	2	0	100.00%	100.00%	2	2	0	100.00%	100.00%
MANAGEMENT INFORMATION SYSTEMS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MARINE AND AQUATIC BIOLOGY	5	2	3	20.83%	22.22%	5	2	3	100.00%	100.00%
MARKETING	9	2	7	23.68%	16.67%	9	2	7	100.00%	100.00%
MATHEMATICS	2	1	1	16.67%	25.00%	2	1	1	100.00%	100.00%
MATHEMATICS/ACTUARIAL SCIENCE	4	3	1	40.00%	50.00%	4	3	1	100.00%	100.00%
MECHATRONICS ENGINEERING TECHNOLOGY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MEDIA PRODUCTION	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MEDIA STUDIES	3	1	2	14.29%	33.33%	3	1	2	100.00%	100.00%
MEDICAL LABORATORY SCIENCE	4	1	3	33.33%	50.00%	3	1	2	75.00%	100.00%
MICROBIOLOGY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
MIDDLE CHILDHOOD EDUCATION	10	3	7	24.39%	37.50%	9	3	6	90.00%	100.00%
MUSIC	12	5	7	20.69%	41.67%	12	5	7	100.00%	100.00%
MUSIC COMPOSITION	10	1	9	37.04%	16.67%	10	1	9	100.00%	100.00%
MUSIC EDUCATION	6	5	1	35.29%	45.45%	6	5	1	100.00%	100.00%
MUSIC PERFORMANCE	2	0	2	15.38%	0.00%	2	0	2	100.00%	0.00%
MUSIC/JAZZ STUDIES	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
MUSICAL THEATRE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
NEUROSCIENCE	2	2	0	50.00%	66.67%	2	2	0	100.00%	100.00%
NOT PROVIDED	215	43	172	24.32%	37.07%	201	41	160	93.49%	95.35%

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

**Demand Builder (DB) Final Conversion for 2019 Entering Class
Sophomore Class Searched February, 2017 to November, 2017
Junior Class Searched February, 2018 to October, 2018
Senior Class Searched August, 2018 to October, 2018**

	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
NURSING	32	11	21	25.60%	25.58%	29	10	19	90.63%	90.91%
NUTRITION SCIENCE	3	0	3	33.33%	0.00%	3	0	3	100.00%	0.00%
PHILOSOPHY	7	1	6	35.00%	50.00%	7	1	6	100.00%	100.00%
PHILOSOPHY, POLITICS, ECONOMICS, AND LAW	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PHYSICAL EDUCATION AND HEALTH EDUCATION	3	1	2	21.43%	25.00%	2	1	1	66.67%	100.00%
PHYSICAL THERAPY	20	4	16	25.00%	13.33%	16	4	12	80.00%	100.00%
PHYSICS	8	0	8	25.81%	0.00%	7	0	7	87.50%	0.00%
POLITICAL SCIENCE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
POPULAR CULTURE	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PRE-DENTISTRY	10	3	7	29.41%	42.86%	10	3	7	100.00%	100.00%
PRE-ENGINEERING	32	2	30	22.70%	11.76%	30	2	28	93.75%	100.00%
PRE-LAW	11	3	8	15.71%	27.27%	8	2	6	72.73%	66.67%
PRE-MEDICINE	47	12	35	20.70%	22.64%	43	12	31	91.49%	100.00%
PRE-OCCUPATIONAL THERAPY	9	4	5	21.43%	57.14%	8	3	5	88.89%	75.00%
PRE-OPTOMETRY	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
PRE-PHARMACY	3	0	3	13.04%	0.00%	3	0	3	100.00%	0.00%
PRE-PHYSICIAN ASSISTANT	1	1	0	50.00%	50.00%	1	1	0	100.00%	100.00%
PRE-VETERINARY MEDICINE	15	3	12	25.00%	25.00%	14	3	11	93.33%	100.00%
PSYCHOLOGY	20	5	15	19.80%	17.24%	19	4	15	95.00%	80.00%
RUSSIAN	1	1	0	100.00%	100.00%	1	1	0	100.00%	100.00%
SALES AND SERVICES MARKETING	4	2	2	26.67%	40.00%	4	2	2	100.00%	100.00%
SCIENCES	8	3	5	42.11%	60.00%	8	3	5	100.00%	100.00%
SOCIAL WORK	5	0	5	14.71%	0.00%	5	0	5	100.00%	0.00%
SOCIOLOGY	11	2	9	31.43%	25.00%	11	2	9	100.00%	100.00%
SPANISH	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
SPORT MANAGEMENT	28	11	17	32.56%	55.00%	25	10	15	89.29%	90.91%
STATISTICS	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
SUPPLY CHAIN MANAGEMENT	0	0	0	0.00%	0.00%	0	0	0	0.00%	0.00%
THEATRE	17	6	11	34.00%	54.55%	16	5	11	94.12%	83.33%
TOURISM, LEISURE, AND EVENT PLANNING	17	3	14	30.91%	30.00%	16	3	13	94.12%	100.00%
UNDECLARED MAJORS	96	26	70	27.51%	32.50%	91	25	66	94.79%	96.15%
VISUAL COMMUNICATION TECHNOLOGY	2	0	2	25.00%	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	4	1	3	15.38%	33.33%	4	1	3	100.00%	100.00%
Grand Total	1,231	334	897	24.88%	30.93%	1,144	315	829	92.93%	94.31%