

FY18_Search_November2017

Office of Marketing and Brand Management

Updated on 2020-04-07

Conversion Summary as of 2020-04-07

In-State Senior

Geo	Leads	Inquiries	Applicants	Admits	Confirms	Enrolls	Inquiry_Yield	App_Yield
In-State	746	141	97	87	27	23	18.9%	13%
In-State	62	16	13	12	3	2	25.81%	20.97%

Out-of-State Senior

Geo	Leads	Inquiries	Applicants	Admits	Confirms	Enrolls	Inquiry_Yield	App_Yield
Out-of-State	1,539	40	18	13	3	2	2.6%	1.17%
Out-of-State	347	4	1	1	1	1	1.15%	0.29%

In-State Junior

Geo	Leads	Inquiries	Applicants	Admits	Confirms	Enrolls	Inquiry_Yield	App_Yield
In-State	4,675	1395	885	825	222	183	29.84%	18.93%
In-State	1,016	121	62	57	19	17	11.91%	6.1%

Out-of_State Junior

Geo	Leads	Inquiries	Applicants	Admits	Confirms	Enrolls	Inquiry_Yield	App_Yield
Out-of-State	8,290	392	108	86	12	11	4.73%	1.3%
Out-of-State	1,264	32	6	5	1	1	2.53%	0.47%