

# FY19\_Search\_October2018

Office of Marketing and Brand Management

2/13/2020

## Conversion Summary as of 2020-04-06

### In-State Senior

Vendor	Geo	Leads	Inquiries	Applicants	Admits	Confirms	Enrolls	Inquiry_Yield	App_Yield
College Board	In-State	1,177	153	111	92	28	20	13%	9.43%
NRCCUA	In-State	104	16	15	13	3	1	15.38%	14.42%

### Out-of-State Senior

Vendor	Geo	Leads	Inquiries	Applicants	Admits	Confirms	Enrolls	Inquiry_Yield	App_Yield
College Board	Out-of-State	33,456	254	156	107	14	12	0.76%	0.47%
NRCCUA	Out-of-State	2,533	24	13	10	3	3	0.95%	0.51%