

# FY20 Search: November 2019 Purchase for FA20 and FA21

Office of Marketing and Brand Management

4/28/2020

## Conversion Summary as of 2020-04-28

### In-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
In-State	Senior	College Board	1365	72	53	5.27%	3.88%
In-State	Senior	NRCCUA	1027	18	11	1.75%	1.07%

### Out-of-State Senior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield	App_Yield
Out-of_State	Senior	College Board	745	3	3	0.4%	0.4%
Out-of_State	Senior	NRCCUA	2882	10	9	0.35%	0.31%

### In-State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
In-State	Junior	College Board	4914	67	0	1.36%
In-State	Junior	NRCCUA	1520	11	0	0.72%

### Out-of\_State Junior

Geo	Class	Vendor	Leads	Inquiry	Applicant	Inquiry_Yield
Out-of_State	Junior	College Board	8994	31	0	0.34%
Out-of_State	Junior	NRCCUA	2960	16	1	0.54%