Quarterly Inquiries by Program and Audience

Office of Marketing and Brand Management

5/12/2020

Different ways to see the number of inquiries generated by Agency Campaigns year over year.
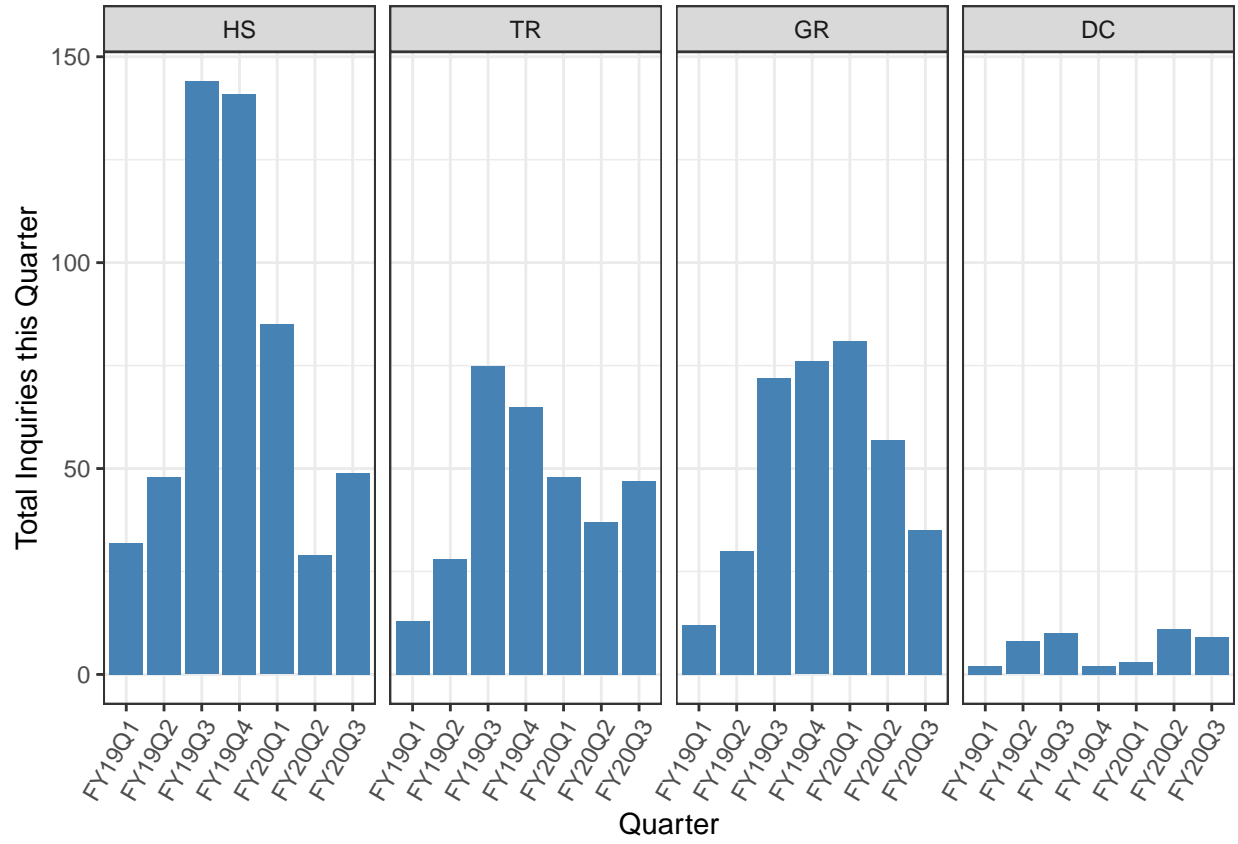
1.

FY	Total Inquiries this Quarter
FY19	758
FY20	492

FY	Quarter	HS	TR	GR	DC
FY19	FY19Q3	144	75	72	10
FY20	FY20Q3	49	47	35	9

2.

Quarter	HS	TR	GR	DC
FY19Q1	32	13	12	2
FY19Q2	48	28	30	8
FY19Q3	144	75	72	10
FY19Q4	141	65	76	2
FY20Q1	85	48	81	3
FY20Q2	29	37	57	11
FY20Q3	49	47	35	9

3.

4.

Year Over Year Inquiry Comparison by Quarter and Program
FY19 vs FY20

FY20 Q4 to be determined
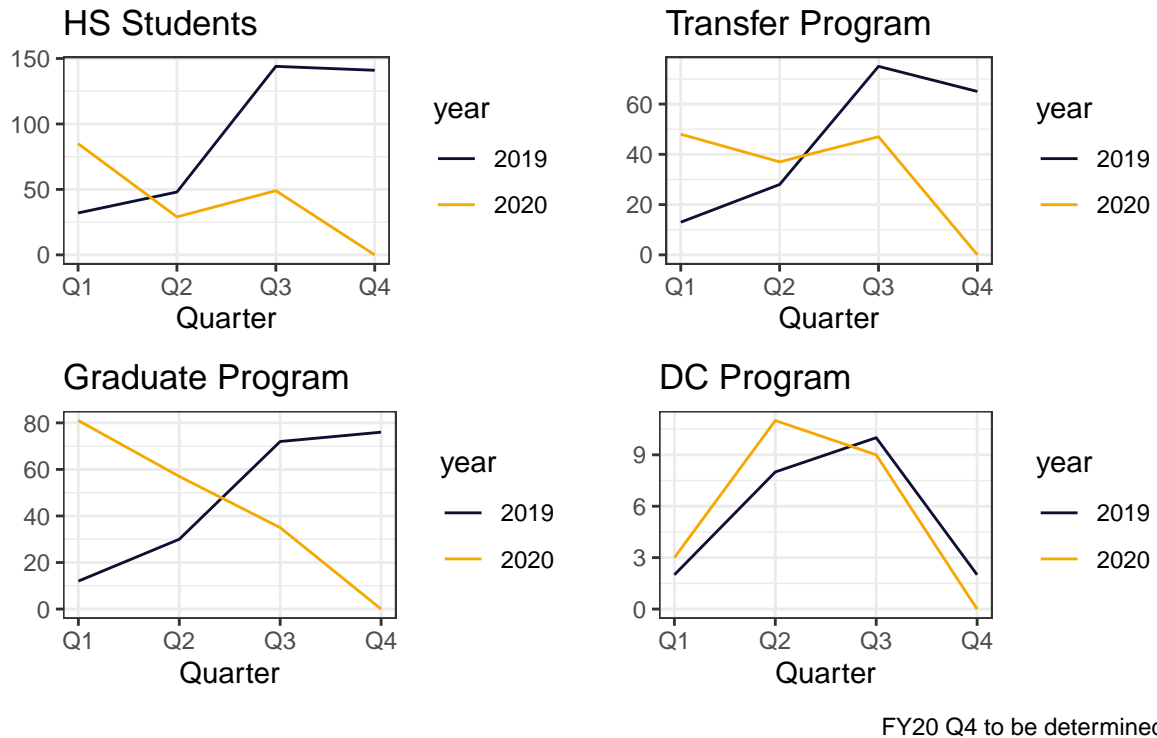
Conclusions

- Comparing FY20 Q3 to FY19 Q3, we are down.

- When looking at the cumulative sums, we are currently ahead of where we were at the end of Q3 FY19.