* Reach out to Kara
* Formassembly forms using “TEST”
* Inquiry to match 22%
  + Hihg variablity based on program type
* Percentage breakdown
  + 25-26% completed interview
  + ¾ drop off
    - OUt of territoty
    - Out of age
  + Lose 3-4% from completed interview to match
  + 80% make it interview to match
* 3 big changes
  + Changed landing page
  + Changed to more aggressive outreach on VIP (6/month -> 6/week and half)
  + Changed criteria for who offered interview for (made it harder)
* Costs
  + Costs to appear at events is negligible
  + $30,000 for annual budget
* Form for feedback does not exist, might be a good idea
* Talking to BBBS network
  + Digital ad firm to ask what terms are attracting people to form
  + Brand folder