

Fall 2010  
 First Source of Contact and  
 Admission Yields

How Students Heard of DCAD

	A	B	C	D	E	F	G	H	I	J
1	Source 1 (First Contact)	Prospects	Applications	Accepted	Deposits	Yield of Prospects to Applicants	Yield of Prospects to Deposits	Yield of Applicants to Accepts	Yield of Accepts to Deposits	Notes
2	ACT Scores	73	5	4	1	6.80%	1.30%	80.00%	25.00%	
3	Art Teacher	14	13	7	3	92.80%	21.40%	53.80%	42.80%	
4	Continuing Education (doesn't include pre college or Young Artist Workshops)	3	2	2	1	66.60%	33.30%	100.00%	50.00%	Only first contact is "CE" (does not include all students who attended Pre College or Young Artist Workshop)
5	College Fair	158	12	7	5	7.50%	3.00%	58.30%	71.40%	
6	Collegeboard.com	5	2	2	1	40.00%	20.00%	100.00%	50.00%	
7	Creative Outlook	22	0	0	0	0.00%	0.00%	0.00%	0.00%	first year advertising with CO (mostly junior inquiries)
8	DCAD Employee	2	0	0	0	0.00%	0.00%	0.00%	0.00%	
9	DCAD Student	3	3	2	1	100.00%	33.30%	66.60%	50.00%	
10	Friend	49	13	12	3	26.50%	6.00%	92.30%	25.00%	
11	HS Counselor/Teacher	40	12	8	4	30.00%	10.00%	66.60%	50.00%	
12	HS Transcript Sent	24	10	8	1	41.67%	4.17%	80.00%	12.50%	
13	HS Visit	718	49	37	21	6.82%	2.92%	75.51%	56.76%	
14	Hobson's International	24	0	0	0	0.00%	0.00%	0.00%	0.00%	First year advertising with Hobson's
15	Internet Search	25	12	8	5	48.00%	20.00%	66.67%	62.50%	Google search, Campus Explorer, "thehighschoolgraduate.com", dcadevents.com, Corcoran Website
16	ISIR	84	2	1	1	2.38%	1.19%	50.00%	100.00%	
17	Mail (uncoded)	12	4	2	0	33.33%	0.00%	50.00%	0.00%	
18	NPD (National Portfolio Day)	134	25	22	6	18.66%	4.48%	88.00%	27.27%	
19	NRCCUA search	382	23	18	6	6.02%	1.57%	78.26%	33.33%	
20	NRCCUA Late Search	702	6	4	1	0.85%	0.14%	66.67%	25.00%	
21	Online App	19	19	10	5	100.00%	26.32%	52.63%	50.00%	
22	Phone In	55	19	15	9	34.55%	16.36%	78.95%	60.00%	
23	Pratt / Pratt App	86	74	17	5	86.05%	5.81%	22.97%	29.41%	
24	SAT Scores	81	13	8	2	16.05%	2.47%	61.54%	25.00%	
25	Student Search SAT	772	31	21	6	4.02%	0.78%	67.74%	28.57%	
26	Web Page Inq/Website	498	69	48	20	13.86%	4.02%	69.57%	41.67%	
27	Word of Mouth	17	11	8	5	64.71%	29.41%	72.73%	62.50%	