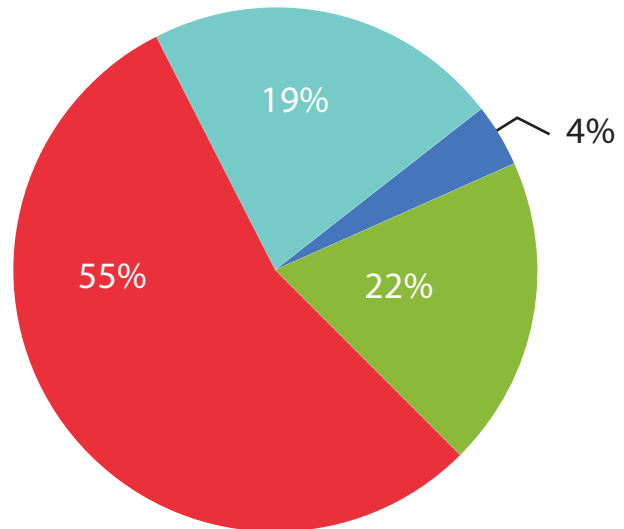


## Total Student Inquiries

The following chart represents the derivation of student inquiries for fiscal year 2014.

- 55% Outreach Events: Lead Cards
- 22% eCore Information Request Form
- 19% Phone Calls
- 4% Emails



*eCore is transitioning to a new Customer Relations Management system to better collect, track and report data regarding student inquiries and outreach.*

## Inquiries from Outreach Events

The following chart represents the derivation of student inquiries from lead cards collected at outreach events for fiscal year 2014.

- 60% Affiliate On-Campus Events
- 21% Probe Fairs
- 18% Homeschool Events
- 1% Non-Affiliate Recruitment Event

