

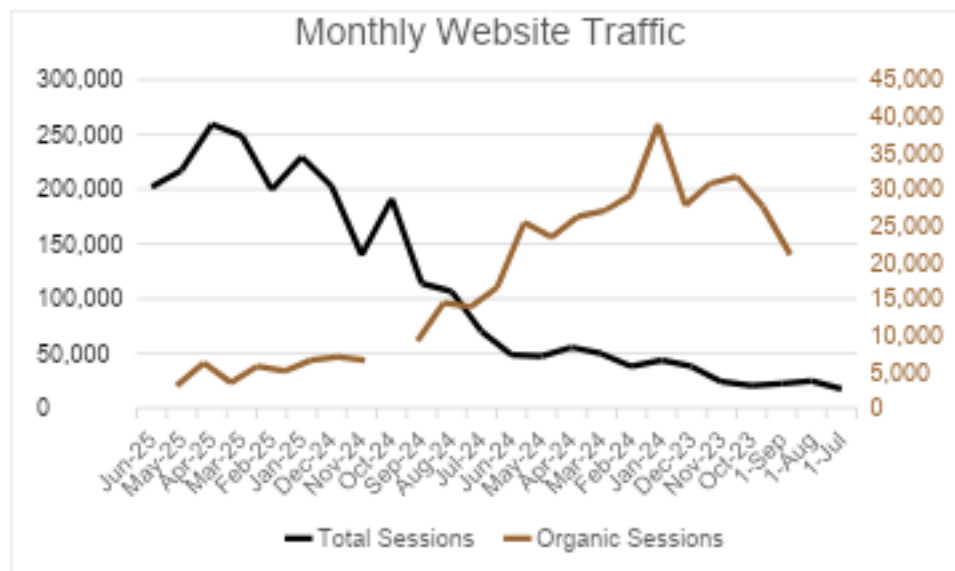


Brand Campaign and Impact Data

FY24/FY25 Campaign Metrics

Metric (All channels)	FY24	FY25	Change
Impressions	26,876,606	35,595,705	32.4%
Clicks	364,359	939,058	157.7%
Interactions	1,368,405	2,618,432	91.3%
Click through Rate	1.36%	2.64%	94.1%
Avg. Cost per Click	\$0.47	\$0.32	-31.9%
Cost	\$ 172,402	\$ 304,864	76.8%

Website Data



Online Credit Programs Application and Enrollment Data

	Academic Year 2023	Academic Year 2025	Change
Total Credit Programs Applications	3385	4515	33.4%
Total Credit Programs Enrollment Accepts	2138	2932	37.1%
STEM Credit Programs Applications	1650	2462	49.2%
STEM Credit Programs Enrollment Accepts	941	1534	63.0%
Engineering Credit Programs Applications	1197	1771	93.4%
Engineering Credit Programs Enrollment Accepts	619	1018	74.2%
Total Credit Programs Enrollment	4275	5059	18.3%
STEM Credit Programs Total Enrollment	1996	2885	44.5%
Engineering Credit Programs Enrollment	1464	1861	27.1%