


|  |             |   |  |                       |  |                |
|--|-------------|---|--|-----------------------|--|----------------|
| <b>Purchase<br/>Change Request</b>   |             |   | <br>Marshall University<br>Office of Purchasing<br>One John Marshall Drive<br>Huntington, WV 25755-4100   |                       | <b>Order #</b><br>MU19MEDIABUY   |                |
| FY<br>2021   | Buyer<br>TB | Date<br>9/10/2020   | Account<br>Various   | P.O. Date<br>1/7/2019 | Contract<br>MU19MEDIABUY   |                |
| <b>Document</b><br><input type="checkbox"/> Requisition (Cancellation only)<br><input type="checkbox"/> Regular Purchase Order<br><input type="checkbox"/> Contract Purchase Order<br><input checked="" type="checkbox"/> Open End Contract Purchase<br><input type="checkbox"/> Agreement |             |   | <b>Document Action</b><br><div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Cancellation<br/> <input checked="" type="checkbox"/> Increase/Decrease<br/> <input type="checkbox"/> Unused Balance<br/> <input type="checkbox"/> Freight<br/> <input type="checkbox"/> Renewal<br/> <input type="checkbox"/> Extension Error           </div> <div> <input type="checkbox"/> Error in Total Amount<br/> <input type="checkbox"/> Change of Account<br/> <input type="checkbox"/> Change of Vendor Name/Address<br/> <input type="checkbox"/> Other           </div> </div> |                       |  |                |
| Vendor Name, Address, Phone #, etc.<br>SPI Productions Inc<br>4752 Euclid Road<br>Virginia Beach, VA 23462   |             |   | Vendor Code <b>833966155</b>   |                       | BOG Unit Name & Address<br>Marshall University<br>Office of Purchasing<br>One John Marshall Drive<br>Huntington, WV 25755-4100 |                |
| Ph# 757-473-8152   |             | Fax   |  | FEIN# 833966155       |  |                |
| Item#  | Quantity    | Description of Change   |  |                       | Unit Price   | Extended Price |
|  |             | <p style="text-align: center;"><b>Change Order # <u>6</u></b></p> <p>To amend the contract according to all terms, conditions, and specifications contained in the original contract and all authorized change orders, as per the information below and on page 2.</p> <p style="text-align: center;"><b>MEDIA BUYING SERVICES</b></p> <p>To include the rates for September, October, November, December, and January as per the 2020-2021 Media Plan for the following items:</p> <p>(1) TV Spend<br/>           (2) Out of Home I Outdoor Spend<br/>           (3) Digital Spend</p> <p>Contingent upon renewal of MU19MEDIABUY, the rates for February 2021 and March 2021 will be included in the January 2021 contract renewal.</p> <p>Effective Date of Change: 9/10/2020<br/>           Contract Effective Dates: January 7, 2020 - January 6, 2021</p> |  |                       |  |                |
| Reason for Change: To include the rates for September, October, November, December, and January as per the 2020-2021 Media Plan. Contingent upon renewal of MU19MEDIABUY, the rates for February 2021 and March 2021 will be included in the January 2021 contract renewal.                |             |   |  | Previous Total        | \$   | Open-End       |
|  |             |   |  | Increase              | \$   |                |
|  |             |   |  | Decrease              | \$   |                |
|  |             |   |  | New Total             | \$   | Open-End       |

Approved:

Authorized Signature

*Michelle Wheeler*

Date

*9/12/2020*

N/A

Attorney General if required

Date



Marshall University 2020-2021 Media Plan

| TV (30)   | Network TV - Early Morning (5a-9a)   | Aug 2020 | Sep 2020 | Oct 2020 | Nov 2020 | Dec 2020 | Jan 2021 | Feb 2021 | Mar 2021 | Apr 2021 | May 2021 | Total     |
|---|--|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|-----------|
| *Buy's focused on 5a-10a News Network Programming (breakfast & cable) | Charleston-Huntington  | 27       | 31       | 5        | 2        | 7        | 4        | 1        | 8        | 1        | 5        |           |
|   | Bluefield-Beckley-Oak Hill   | 10       | 14       | 12       | 9        | 14       | 11       | 8        | 15       | 12       | 19       |           |
|   | Clarksburg-Weston  | 17       | 21       | 19       | 16       | 21       | 18       | 15       | 22       | 19       | 26       |           |
|   | TOTAL Estimated TV Spend   | \$0      | \$27,000 | \$18,000 | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$0      | \$45,000  |
| Outdoor   | Yeager Airport & Tri-State Airport Signage* see tab (3-4) Outdoor Bulletin TBD |          |          |          |          |          |          |          |          |          |          |           |
|   | TOTAL Estimated OOH Spend  | \$0      | \$0      | \$14,800 | \$10,067 | \$10,067 | \$10,066 | \$0      | \$0      | \$0      | \$0      | \$45,000  |
| Digital   | Digital Display  |          |          |          |          |          |          |          |          |          |          |           |
|   | Online - Undergraduate   |          |          |          |          |          |          |          |          |          |          | \$16,590  |
|   | Online - Graduate  |          |          |          |          |          |          |          |          |          |          | \$18,960  |
|   | Business Leadership - Undergraduate  |          |          |          |          |          |          |          |          |          |          | \$16,590  |
|   | Business Leadership - Graduate   |          |          |          |          |          |          |          |          |          |          | \$18,960  |
|   | Healthcare - Undergraduate   |          |          |          |          |          |          |          |          |          |          | \$18,960  |
|   | Healthcare - Graduate  |          |          |          |          |          |          |          |          |          |          | \$23,700  |
|   | Cyber - Undergraduate  |          |          |          |          |          |          |          |          |          |          | \$23,700  |
|   | Cyber - Graduate   |          |          |          |          |          |          |          |          |          |          | \$61,100  |
|   | Traditional Students - Undergraduate   |          |          |          |          |          |          |          |          |          |          | \$11,850  |
|   | Aviation - Undergraduate   |          |          |          |          |          |          |          |          |          |          |           |
|   | TOTAL Estimated Digital Spend  | \$0      | \$32,429 | \$32,429 | \$32,429 | \$32,429 | \$32,429 | \$32,429 | \$32,429 | \$0      | \$0      | \$227,000 |
|   | TOTAL Estimated Spend  | \$0      | \$59,429 | \$65,229 | \$42,496 | \$42,496 | \$42,495 | \$32,429 | \$32,429 | \$0      | \$0      | \$317,000 |

|                  |  |              |      |
|------------------|--|--------------|------|
| Budget Breakdown |  | \$317,000.00 | 100% |
| Digital          |  | \$227,000.00 | 72%  |
| Traditional      |  | \$90,000.00  | 28%  |

# Marshall University

## 2020-2021 Digital Media Plan

### Online Programs: \$35,550 Budget



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| Start Date     | End Date | Geo / Market  | Ad Units  | Tactic Type                             | Placement Note   | Unit Price Type | Impressions | Gross CPM | Budget      |
|----------------|----------|---------------|---|---|--|-----------------|-------------|-----------|-------------|
| 9/1/20         | 2/28/21  | United States | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting -<br>Undergraduate | Adult students age 18-30 with interest in<br>Attending College within the next year online         | CPM             | 564,286     | \$7.00    | \$3,950.00  |
| 9/1/20         | 2/28/21  | United States | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting -<br>Graduate      | Adults with bachelor's degree age 21-40<br>interested in continuing education online               | CPM             | 620,000     | \$8.00    | \$4,960.00  |
| 9/1/20         | 2/28/21  | United States | Standard Display Ads                            | Site Re-Targeting                       | Re-engaging with site visitors who have not<br>converted   | CPM             | 1,000,000   | \$5.00    | \$5,000.00  |
| 9/1/20         | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>NewsFeed -<br>Undergraduate | Adult students age 18-30 with interest in<br>Attending College within the next year online         | CPM             | 848,889     | \$9.00    | \$7,640.00  |
| 9/1/20         | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>NewsFeed - Graduate         | Adults with bachelor's degree age 21-40<br>interested in continuing education online               | CPM             | 900,000     | \$10.00   | \$9,000.00  |
| 9/1/20         | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>NewsFeed<br>Re-Targeting    | Reaching Consumers who have visited<br>Marshall.edu or the Facebook page but have not<br>converted | CPM             | 333,333     | \$15.00   | \$5,000.00  |
| TOTAL CAMPAIGN |          |               |   |   |  |                 | 4,266,508   | \$8.33    | \$35,550.00 |



**Marshall University**  
**2020-2021 Digital Media Plan**  
**Business & Leadership Programs: \$35,550 Budget**



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| Start Date | End Date | Geo / Market  | Ad Units  | Tactic Type                             | Placement Note   | Unit Price Type | Impressions      | Gross CPM     | Budget          |
|------------|----------|---------------|---|---|--|-----------------|------------------|---------------|-----------------|
| 9/1/20     | 2/28/21  | United States | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting -<br>Undergraduate | Adult students age 18-30 with interest in<br>Attending College within the next year online<br>AND interest in business or leadership   | CPM             | 438,889          | \$9.00        | \$3,950         |
| 9/1/20     | 2/28/21  | United States | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting -<br>Graduate      | Targeting Adults working in nursing, non-profit,<br>philanthropies, local/state/federal government,<br>military social services, or education and are<br>interested in completing their degree | CPM             | 1,125,000        | \$8.00        | \$9,000         |
| 9/1/20     | 2/28/21  | United States | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Site Re-Targeting                       | Re-engaging with site visitors who have not<br>converted   | CPM             | 1,272,727        | \$5.50        | \$7,000         |
| 9/1/20     | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>NewsFeed -<br>Undergraduate | Adult students age 18-30 with interest in<br>Attending College within the next year online<br>AND interest in business or leadership   | CPM             | 764,000          | \$10.00       | \$7,640         |
| 9/1/20     | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>NewsFeed - Graduate         | Targeting Adults working in nursing, non-profit,<br>philanthropies, local/state/federal government,<br>military social services, or education and are<br>interested in completing their degree | CPM             | 330,667          | \$15.00       | \$4,960         |
| 9/1/20     | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>NewsFeed<br>Re-Targeting    | Reaching Consumers who have visited<br>Marshall.edu or the Facebook page but have<br>not converted   | CPM             | 150,000          | \$20.00       | \$3,000         |
|            |          |               |   |   |  |                 | <b>4,081,283</b> | <b>\$8.71</b> | <b>\$35,550</b> |

**Marshall University**  
**2020-2021 Digital Media Plan**  
**HealthCare Programs: \$35,550 Budget**



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| Start Date | End Date | Geo / Market  | Ad Units  | Tactic Type                             | Placement Note  | Unit Price Type | Impressions      | Gross CPM     | Budget          |
|------------|----------|---------------|---|---|---|-----------------|------------------|---------------|-----------------|
| 9/1/20     | 2/28/21  | United States | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting -<br>Undergraduate | Adults age 18-30 with interest in Healthcare field AND an interest in online education    | CPM             | 493,750          | \$8.00        | \$3,950         |
| 9/1/20     | 2/28/21  | United States | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting -<br>Graduate      | Adults /non-traditional students looking to complete their bachelors degree in healthcare | CPM             | 620,000          | \$8.00        | \$4,960         |
| 9/1/20     | 2/28/21  | United States | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Site Re-Targeting                       | Re-engaging with site visitors who have not converted                                     | CPM             | 1,272,727        | \$5.50        | \$7,000         |
| 9/1/20     | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>Newsfeed -<br>Undergraduate | Adults age 18-30 with interest in Healthcare field AND an interest in online education    | CPM             | 955,000          | \$8.00        | \$7,640         |
| 9/1/20     | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>Newsfeed - Graduate         | Adults /non-traditional students looking to complete their bachelors degree in healthcare | CPM             | 1,058,824        | \$8.50        | \$9,000         |
| 9/1/20     | 2/28/21  | United States | Standard Image Ad<br>Carousel Ads               | Facebook<br>Newsfeed<br>Re-Targeting    | Re-engaging with site visitors who have not converted                                     | CPM             | 150,000          | \$20.00       | \$3,000         |
|            |          |               |   |   |   |                 | <b>4,550,301</b> | <b>\$7.81</b> | <b>\$35,550</b> |

# Marshall University

## 2020-2021 Digital Media Plan

### Cyber Programs: \$47,400 Budget



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| Start Date | End Date | Geo / Market                            | Ad Units  | Tactic Type                          | Placement Note  | Unit Price Type | Impressions | Gross CPM | Budget   |
|------------|----------|---|---|--------------------------------------|---|-----------------|-------------|-----------|----------|
| 9/1/20     | 2/28/21  | Within 500 miles of Marshall University | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting - Undergraduate | Adults with interest in IT, cyber-related fields, app/game development, information security, information systems, digital forensics, or data analytics | CPM             | 705,375     | \$8.00    | \$5,643  |
| 9/1/20     | 2/28/21  | Within 500 miles of Marshall University | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting - Graduate      | Adult students age 21-40 with a bachelor's degree AND interest in IT or IT career   | CPM             | 752,400     | \$7.50    | \$5,643  |
| 9/1/20     | 2/28/21  | United States                           | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Site Re-Targeting                    | Re-engaging with site visitors who have not converted   | CPM             | 1,298,182   | \$5.50    | \$7,140  |
| 9/1/20     | 2/28/21  | Within 500 miles of Marshall University | Standard Image Ad<br>Carousel Ads               | Facebook NewsFeed - Undergraduate    | Adults with interest in IT, cyber-related fields, app/game development, information security, information systems, digital forensics, or data analytics | CPM             | 1,364,625   | \$8.00    | \$10,917 |
| 9/1/20     | 2/28/21  | Within 500 miles of Marshall University | Standard Image Ad<br>Carousel Ads               | Facebook NewsFeed - Graduate         | Adult students age 21-40 with a bachelor's degree AND interest in IT or IT career   | CPM             | 1,091,700   | \$10.00   | \$10,917 |
| 9/1/20     | 2/28/21  | United States                           | Standard Image Ad<br>Carousel Ads               | Facebook NewsFeed - Re-Targeting     | Re-engaging with site visitors who have not converted   | CPM             | 357,000     | \$20.00   | \$7,140  |
|            |          |   |   |                                      |   |                 | 5,569,282   | \$8.51    | \$47,400 |



# Marshall University 2020-2021 Digital Media Plan



## Traditional Undergraduate Programs: \$61,100 Budget

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| Start Date | End Date | Geo / Market                            | Ad Units  | Tactic Type                             | Placement Note   | Unit Price Type | Impressions | Gross CPM | Budget   |
|------------|----------|---|---|---|--|-----------------|-------------|-----------|----------|
| 9/1/20     | 3/31/21  | Within 500 miles of Marshall University | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting -<br>Undergraduate | Teens age 16-19 with interest in attending college within the next year                            | CPM             | 1,466,400   | \$5.00    | \$7,332  |
| 9/1/20     | 3/31/21  | United States                           | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Site Re-Targeting                       | Re-engaging with site visitors who have not converted  | CPM             | 1,999,636   | \$5.50    | \$10,998 |
| 9/1/20     | 3/31/21  | Within 500 miles of Marshall University | Standard Image Ad<br>Carousel Ads               | Facebook<br>NewsFeed -<br>Undergraduate | Teens age 16-19 with interest in attending college within the next year                            | CPM             | 814,667     | \$9.00    | \$7,332  |
| 9/1/20     | 3/31/21  | United States                           | Standard Image Ad<br>Carousel Ads               | Facebook<br>NewsFeed<br>Re-Targeting    | Re-engaging with site visitors who have not converted  | CPM             | 549,500     | \$20.00   | \$10,998 |
| 9/1/20     | 3/31/21  | Within 500 miles of Marshall University | Text Ads  | Google Adwords                          | Persons actively searching for Marshall University, Undergraduate Programs, and college admissions | CPC             | 6,110       | \$4.00    | \$24,440 |
|            |          |   |   |   |  |                 | 4,836,713   | \$12.63   | \$61,100 |

**Marshall University**  
**2020-2021 Digital Media Plan**  
**Aviation Programs: \$11,850 Budget**



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| Start Date | End Date | Geo / Market                            | Ad Units  | Tactic Type                             | Placement Note   | Unit Price Type | Impressions | Gross CPM | Budget   |
|------------|----------|---|---|---|--|-----------------|-------------|-----------|----------|
| 9/1/20     | 1/31/21  | Within 500 miles of Marshall University | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Behavioral Targeting -<br>Undergraduate | Adults with interest in aviation and aerospace fields including transportation & logistics, mechanics and piloting, or previous/current military | CPM             | 533,250     | \$8.00    | \$4,266  |
| 9/1/20     | 1/31/21  | United States                           | Native Ad Units<br>Text Ad + Image<br>Specs TBD | Site Re-Targeting                       | Re-engaging with site visitors who have not converted  | CPM             | 284,400     | \$10.00   | \$2,844  |
| 9/1/20     | 1/31/21  | Within 500 miles of Marshall University | Standard Image Ad<br>Carousel Ads               | Facebook<br>Newsfeed -<br>Undergraduate | Adults with interest in aviation and aerospace fields including transportation & logistics, mechanics and piloting, or previous/current military | CPM             | 189,600     | \$15.00   | \$2,844  |
| 9/1/20     | 1/31/21  | United States                           | Standard Image Ad<br>Carousel Ads               | Facebook<br>Newsfeed<br>Re-Targeting    | Re-engaging with site visitors who have not converted  | CPM             | 94,800      | \$20.00   | \$1,896  |
|            |          |   |   |   |  |                 | 1,102,050   | \$10.75   | \$11,850 |





### Marshall University - 2020-2021

|   | Sep-20      | Oct-20      | Nov-20      | Dec-20      | Jan-20      | Feb-20      | Mar-20      |              |
|---|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Display Banner  |             |             |             |             |             |             |             |              |
| Online Students - Undergraduate                         | \$ 917.00   | \$ 917.00   | \$ 917.00   | \$ 199.00   | \$ 500.00   | \$ 500.00   | \$ -        | \$3,950.00   |
| Online Students - Graduate                              | \$ 1,151.00 | \$ 1,151.00 | \$ 1,151.00 | \$ 249.00   | \$ 629.00   | \$ 629.00   | \$ -        | \$4,960.00   |
| Online Students - Relating                              | \$ 1,160.00 | \$ 1,160.00 | \$ 1,160.00 | \$ 251.00   | \$ 634.50   | \$ 634.50   | \$ -        | \$5,000.00   |
| Business Leadership Online Students - Undergraduate     | \$ 917.00   | \$ 917.00   | \$ 917.00   | \$ 199.00   | \$ 500.00   | \$ 500.00   | \$ -        | \$3,950.00   |
| Business Leadership Online Students - Graduate/Non-Trad | \$ 2,089.00 | \$ 2,089.00 | \$ 2,089.00 | \$ 453.00   | \$ 1,140.00 | \$ 1,140.00 | \$ -        | \$9,000.00   |
| Business Leadership Relating                            | \$ 1,625.00 | \$ 1,625.00 | \$ 1,625.00 | \$ 352.00   | \$ 886.50   | \$ 886.50   | \$ -        | \$7,000.00   |
| Healthcare Online Students - Undergraduate              | \$ 917.00   | \$ 917.00   | \$ 917.00   | \$ 199.00   | \$ 500.00   | \$ 500.00   | \$ -        | \$3,950.00   |
| Healthcare Online Students - Graduate/Non-Trad          | \$ 1,151.00 | \$ 1,151.00 | \$ 1,151.00 | \$ 249.00   | \$ 629.00   | \$ 629.00   | \$ -        | \$4,960.00   |
| Healthcare Online Students - Relating                   | \$ 1,160.00 | \$ 1,160.00 | \$ 1,160.00 | \$ 251.00   | \$ 634.50   | \$ 634.50   | \$ -        | \$5,000.00   |
| Cyber Program Students Undergraduate                    | \$ 1,310.00 | \$ 1,310.00 | \$ 1,310.00 | \$ 284.00   | \$ 714.50   | \$ 714.50   | \$ -        | \$5,643.00   |
| Cyber Program Students Graduate                         | \$ 1,657.00 | \$ 1,657.00 | \$ 1,657.00 | \$ 359.00   | \$ 905.00   | \$ 905.00   | \$ -        | \$7,140.00   |
| Cyber Programs - Relating                               | \$ 1,702.00 | \$ 1,702.00 | \$ 1,702.00 | \$ 389.00   | \$ 619.00   | \$ 619.00   | \$ -        | \$7,332.00   |
| Undergraduate Relating                                  | \$ 2,553.00 | \$ 2,553.00 | \$ 2,553.00 | \$ 553.50   | \$ 928.50   | \$ 928.50   | \$ 928.50   | \$10,998.00  |
| Aviation  | \$ 1,100.00 | \$ 1,100.00 | \$ 1,100.00 | \$ 350.00   | \$ 616.00   | \$ -        | \$ -        | \$4,265.00   |
| Aviation Relating                                       | \$ 733.00   | \$ 733.00   | \$ 733.00   | \$ 233.00   | \$ 412.00   | \$ -        | \$ -        | \$2,844.00   |
|   | \$21,917.00 | \$21,917.00 | \$21,917.00 | \$4,935.50  | \$11,215.00 | \$10,187.00 | \$1,547.50  | \$93,636.00  |
| Social Media  |             |             |             |             |             |             |             |              |
| Facebook  |             |             |             |             |             |             |             |              |
| Online Students - Undergraduate                         | \$ 1,773.00 | \$ 1,773.00 | \$ 1,773.00 | \$ 383.00   | \$ 969.00   | \$ 969.00   | \$ -        | \$7,640.00   |
| Online Students - Graduate                              | \$ 2,089.00 | \$ 2,089.00 | \$ 2,089.00 | \$ 453.00   | \$ 1,140.00 | \$ 1,140.00 | \$ -        | \$9,000.00   |
| Online Students - Relating                              | \$ 1,160.00 | \$ 1,160.00 | \$ 1,160.00 | \$ 251.00   | \$ 634.50   | \$ 634.50   | \$ -        | \$5,000.00   |
| Business Leadership Online Students - Undergraduate     | \$ 1,773.00 | \$ 1,773.00 | \$ 1,773.00 | \$ 383.00   | \$ 969.00   | \$ 969.00   | \$ -        | \$7,640.00   |
| Business Leadership Online Students - Graduate/Non-Trad | \$ 1,151.00 | \$ 1,151.00 | \$ 1,151.00 | \$ 249.00   | \$ 629.00   | \$ 629.00   | \$ -        | \$4,960.00   |
| Business Leadership Relating                            | \$ 656.00   | \$ 656.00   | \$ 656.00   | \$ 151.00   | \$ 380.50   | \$ 380.50   | \$ -        | \$3,000.00   |
| Healthcare Online Students - Undergraduate              | \$ 1,773.00 | \$ 1,773.00 | \$ 1,773.00 | \$ 383.00   | \$ 969.00   | \$ 969.00   | \$ -        | \$7,640.00   |
| Healthcare Online Students - Graduate/Non-Trad          | \$ 2,089.00 | \$ 2,089.00 | \$ 2,089.00 | \$ 453.00   | \$ 1,140.00 | \$ 1,140.00 | \$ -        | \$9,000.00   |
| Healthcare Online Students - Relating                   | \$ 656.00   | \$ 656.00   | \$ 656.00   | \$ 151.00   | \$ 380.50   | \$ 380.50   | \$ -        | \$3,000.00   |
| Cyber Program Students Undergraduate                    | \$ 2,533.00 | \$ 2,533.00 | \$ 2,533.00 | \$ 549.00   | \$ 1,384.50 | \$ 1,384.50 | \$ -        | \$10,917.00  |
| Cyber Program Students Graduate                         | \$ 1,657.00 | \$ 1,657.00 | \$ 1,657.00 | \$ 389.00   | \$ 905.00   | \$ 905.00   | \$ -        | \$7,140.00   |
| Cyber Programs - Relating                               | \$ 1,702.00 | \$ 1,702.00 | \$ 1,702.00 | \$ 389.00   | \$ 619.00   | \$ 619.00   | \$ -        | \$7,332.00   |
| Undergraduate Relating                                  | \$ 2,553.00 | \$ 2,553.00 | \$ 2,553.00 | \$ 553.50   | \$ 928.50   | \$ 928.50   | \$ 928.50   | \$10,998.00  |
| Aviation  | \$ 733.00   | \$ 733.00   | \$ 733.00   | \$ 233.00   | \$ 412.00   | \$ -        | \$ -        | \$2,844.00   |
| Aviation Relating                                       | \$ 499.00   | \$ 499.00   | \$ 499.00   | \$ 155.00   | \$ 274.00   | \$ -        | \$ -        | \$1,996.00   |
|   | \$25,400.00 | \$25,400.00 | \$25,400.00 | \$5,624.50  | \$13,119.00 | \$12,433.00 | \$1,547.50  | \$108,924.00 |
| Total Social Spend                                      |             |             |             |             |             |             |             |              |
| SEM   |             |             |             |             |             |             |             |              |
| Undergraduate   | \$ 5,673.00 | \$ 5,673.00 | \$ 5,673.00 | \$ 1,230.00 | \$ 2,063.00 | \$ 2,063.00 | \$ 2,064.00 | \$24,440.00  |
| Total SEM Spend   | \$5,673.00  | \$5,673.00  | \$5,673.00  | \$1,230.00  | \$2,063.00  | \$2,064.00  | \$2,064.00  | \$24,440.00  |
| Totals  | \$52,990.00 | \$52,990.00 | \$52,990.00 | \$11,790.00 | \$26,397.00 | \$24,684.00 | \$5,159.00  | \$227,000.00 |