



## **Advancement**



**Georgia Gwinnett**  
COLLEGE

[www.ggc.edu](http://www.ggc.edu)



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## Public Affairs 2009-10

The Office of Public Affairs serves as the college-wide hub for communications, marketing, creative services, publications and media relations. Whether developing unique relationships with the community, communicating to Georgia Gwinnett College's vast array of external and internal constituencies, or creating a broader, deeper and more complete understanding of GGC, each and every activity of the office supports the College's mission.

Source: Office of Public Affairs

WEB SITE USAGE	FY 2010
Total Visits	1,751,172
Unique Visitors	516,772
Pageviews	4,702,860
Pages/Visit	2.69

GGC Website Usage information, provided by the Office of Public Affairs, is generated by Google Analytics. The selected date range of the statistics is based on a fiscal year July 1-June 30.

**Visits:** A visit is a group of interactions that take place on a website within a given time frame. A single visit starts when the Google Analytics tracking code is triggered on a user's entrance to the site. It ends when one of the following situations occurs: user leaving the site; expiring of a session (after 30 minutes of inactivity); end of day expiry.

**Unique Visitors:** The number of individual (non-duplicate) visitors to a site over the course of a specific time period. This data is determined by cookies that are stored in visitor browsers.

**Pageviews:** A pageview, a view of a page, is an instance of a page being loaded by a browser. Repeated views of a single page are also counted.

**Pages per Visit:** This shows how many pages a visitor makes in one visit, measuring how deep the average visits to your site is.

*Source: Office of Public Affairs*

## Development 2009-10

### Purpose of Support

	2006-07	2007-08	2008-09	2009-10
<b>Total by Purpose: Outright and Deferred Combined</b>	<b>\$565,018</b>	<b>\$407,963</b>	<b>\$444,001</b>	<b>\$670,660</b>
<i>Outright Support for Current Operations</i>	<i>\$465,018</i>	<i>\$386,751</i>	<i>\$444,001</i>	<i>\$452,950</i>
Unrestricted	448,896	371,816	345,126	313,188
Restricted	16,122	14,935	98,875	139,762
<i>Outright Support for Capital Purposes</i>	<i>\$100,000</i>	<i>\$21,212</i>	<i>\$0</i>	<i>\$217,710</i>
Property, Buildings, Equipment	100,000	NA	0	150,000
Endowment: Income Restricted	NA	21,212	0	67,710

### Source of Support

	2006-07	2007-08	2008-09	2009-10
<b>Total by Source</b>	<b>\$565,018</b>	<b>\$407,963</b>	<b>\$444,001</b>	<b>\$670,660</b>
<i>Individuals</i>	<i>\$283,916</i>	<i>\$168,283</i>	<i>\$158,676</i>	<i>\$304,005</i>
Alumni	NA	1,189	0	1,528
Others	283,916	167,094	158,676	302,477
<i>Organizations</i>	<i>\$281,102</i>	<i>\$239,680</i>	<i>\$285,325</i>	<i>\$366,655</i>
Foundations	4,502	22,280	10,000	39,083
Corporations	271,500	141,600	202,650	300,692
Other Organizations	5,100	75,800	72,675	26,880

### Highlighted Details

	2006-07	2007-08	2008-09	2009-10
<b>Alumni Giving</b>				
Alumni of Record		17	86	195
Alumni Solicited		17	0	194
Alumni Donors		17	0	63
<b>Sums of Three Largest Gifts from</b>				
Living Individuals	\$283,345	\$92,040	\$117,100	\$240,000
Foundations	\$4,502	\$10,000	\$10,000	\$39,083
Corporations	\$260,000	\$100,000	\$172,500	\$220,000
Endowment (Market Value)	NA	\$21,212	\$21,212	\$92,919

*Source: Office of GGC Foundation*