



Advancement



Georgia Gwinnett
COLLEGE

www.ggc.edu

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Public Affairs 2011-12

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	FY 2011	FY 2012
Total Visits	1,751,172	2,645,993	3,308,044
Unique Visitors	516,772	703,220	901,176
Pageviews	4,702,860	7,582,624	9,484,232
Pages/Visit	2.69	2.87	2.87

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 2011-12

Purpose of Support

	2007-08	2008-09	2009-10	2010-11	2011-12
Total by Purpose: Outright and Deferred Combined	\$407,963	\$444,001	\$670,660	\$427,742	\$857,534
<i>Outright Support for Current Operations</i>	<i>\$386,751</i>	<i>\$444,001</i>	<i>\$452,950</i>	<i>\$361,382</i>	<i>\$796,176</i>
Unrestricted	371,816	345,126	313,188	159,553	246,825
Restricted	14,935	98,875	139,762	201,829	549,351
<i>Outright Support for Capital Purposes</i>	<i>\$21,212</i>	<i>\$0</i>	<i>\$217,710</i>	<i>\$66,360</i>	<i>\$61,358</i>
Property, Buildings, Equipment	N/A	0	150,000	0	0
Endowment: Income Restricted	21,212	0	67,710	66,360	61,358

Source of Support

	2007-08	2008-09	2009-10	2010-11	2011-12
Total by Source	\$407,963	\$444,001	\$670,660	\$427,742	\$857,534
<i>Individuals</i>	<i>\$168,283</i>	<i>\$158,676</i>	<i>\$304,005</i>	<i>\$97,919</i>	<i>\$236,850</i>
Alumni	1,189	0	1,528	1,947	3,046
Others	167,094	158,676	302,477	95,972	233,804
<i>Organizations</i>	<i>\$239,680</i>	<i>\$285,325</i>	<i>\$366,655</i>	<i>\$329,823</i>	<i>\$620,684</i>
Foundations	22,280	10,000	39,083	25,320	390,900
Corporations	141,600	202,650	300,692	252,543	75,521
Other Organizations	75,800	72,675	26,880	51,960	154,263

Highlighted Details

	2007-08	2008-09	2009-10	2010-11	2011-12
Alumni Giving					
Alumni of Record	17	86	195	387	685
Alumni Solicited	17	0	194	387	685
Alumni Donors	17	0	63	83	102
Sums of Three Largest Gifts from					
Living Individuals	\$92,040	\$117,100	\$240,000	\$21,750	\$140,500
Foundations	\$10,000	\$10,000	\$39,083	20,500	\$377,400
Corporations	\$100,000	\$172,500	\$220,000	\$150,430	\$31,667
Endowment (Market Value)	\$21,212	\$21,212	\$92,919	\$183,706	\$261,777

Source: GGC Office of Development