



Georgia Gwinnett
COLLEGE

www.ggc.edu

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Public Affairs 2014-15

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 2011	FY 2012	FY 2013	FY 2014	FY 2015
Total Visits	2,645,993	3,308,044	3,522,370	3,944,508	4,421,225
Unique Visitors	703,220	901,176	955,849	1,055,622	1,157,586
Pageviews	7,582,624	9,484,232	10,289,215	11,454,120	12,365,687
Pages/Visit	2.87	2.87	2.92	2.90	2.80

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 2014-15

Purpose of Support

	2010-11	2011-12	2012-13	2013-14	2014-15
Total by Purpose: Outright and Deferred Combined	\$427,742	\$857,534	\$908,724	\$1,066,010	\$699,965
<i>Outright Support for Current Operations</i>	\$361,382	\$796,176	\$702,304	\$704,008	\$650,335
Unrestricted	159,553	246,825	192,095	199,939	194,256
Restricted	201,829	549,351	510,209	504,069	456,079
<i>Outright Support for Capital Purposes</i>	\$66,360	\$61,358	\$206,420	\$362,002	\$49,630
Property, Buildings, Equipment	0	0	0	0	0
Endowment: Income Restricted	66,360	61,358	206,420	362,002	49,630

Source of Support

	2009-10	2010-11	2011-12	2012-13	2014-15
Total by Source	\$427,742	\$857,534	\$908,724	\$1,066,010	\$699,965
<i>Individuals</i>	\$97,919	\$236,850	\$277,623	\$361,049	\$186,619
Alumni	1,947	3,046	2,646	2,625	4,508
Others	95,972	233,804	274,977	358,424	182,111
<i>Organizations</i>	\$329,823	\$620,684	\$631,101	\$704,961	\$513,346
Foundations	25,320	390,900	357,254	334,362	142,858
Corporations	252,543	75,521	238,832	134,439	169,688
Other Organizations	51,960	154,263	35,015	236,160	200,800

Highlighted Details

	2010-11	2011-12	2012-13	2013-14	2014-15
Alumni Giving					
Alumni of Record	387	685	1,295	1,840	2,679
Alumni Solicited	387	685	1,287	1,830	2,651
Alumni Donors	83	102	43	36	94
Sums of Three Largest Gifts from					
Living Individuals	\$21,750	\$140,500	\$138,000	\$225,882	\$67,500
Foundations	\$20,500	\$377,400	\$275,000	\$200,000	\$66,500
Corporations	\$150,430	\$31,667	\$130,000	\$42,000	\$90,000
Endowment (Market Value)	\$183,706	\$261,777	\$477,844	\$877,415	\$881,433

Source: GGC Office of Development