



Advancement



Georgia Gwinnett
COLLEGE

www.ggc.edu

Table of Contents

Public Affairs 2010-11	1
Development 2010-11	2
Purpose of Support	2
Source of Support	2
Highlighted Details	2

This page is intentionally left blank.

Public Affairs 2010-11

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
Total Visits	1,751,172	2,645,993
Unique Visitors	516,772	703,220
Pageviews	4,702,860	7,582,624
Pages/Visit	2.69	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 2010-11

Purpose of Support

	2006-07	2007-08	2008-09	2009-10	2010-11
Total by Purpose: Outright and Deferred Combined	\$565,018	\$407,963	\$444,001	\$670,660	\$427,742
<i>Outright Support for Current Operations</i>	<i>\$465,018</i>	<i>\$386,751</i>	<i>\$444,001</i>	<i>\$452,950</i>	<i>\$361,382</i>
Unrestricted	448,896	371,816	345,126	313,188	159,553
Restricted	16,122	14,935	98,875	139,762	201,829
<i>Outright Support for Capital Purposes</i>	<i>\$100,000</i>	<i>\$21,212</i>	<i>\$0</i>	<i>\$217,710</i>	<i>\$66,360</i>
Property, Buildings, Equipment	100,000	N/A	0	150,000	0
Endowment: Income Restricted	NA	21,212	0	67,710	66,360

Source of Support

	2006-07	2007-08	2008-09	2009-10	2010-11
Total by Source	\$565,018	\$407,963	\$444,001	\$670,660	\$427,742
<i>Individuals</i>	<i>\$283,916</i>	<i>\$168,283</i>	<i>\$158,676</i>	<i>\$304,005</i>	<i>\$97,919</i>
Alumni	NA	1,189	0	1,528	1,947
Others	283,916	167,094	158,676	302,477	95,972
<i>Organizations</i>	<i>\$281,102</i>	<i>\$239,680</i>	<i>\$285,325</i>	<i>\$366,655</i>	<i>\$329,823</i>
Foundations	4,502	22,280	10,000	39,083	25,320
Corporations	271,500	141,600	202,650	300,692	252,543
Other Organizations	5,100	75,800	72,675	26,880	51,960

Highlighted Details

	2006-07	2007-08	2008-09	2009-10	2010-11
Alumni Giving					
Alumni of Record		17	86	195	387
Alumni Solicited		17	0	194	387
Alumni Donors		17	0	63	83
Sums of Three Largest Gifts from					
Living Individuals	\$283,345	\$92,040	\$117,100	\$240,000	\$21,750
Foundations	\$4,502	\$10,000	\$10,000	\$39,083	\$20,500
Corporations	\$260,000	\$100,000	\$172,500	\$220,000	\$150,430
Endowment (Market Value)	NA	\$21,212	\$21,212	\$92,919	\$183,706

Source: GGC Office of Development