



Advancement



Georgia Gwinnett
COLLEGE

www.ggc.edu

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Public Affairs 2012-13

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	FY 2013
Total Visits	1,751,172	2,645,993	3,308,044	3,522,370
Unique Visitors	516,772	703,220	901,176	955,849
Pageviews	4,702,860	7,582,624	9,484,232	10,289,215
Pages/Visit	2.69	2.87	2.87	2.92

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 2012-13

Purpose of Support

	2008-09	2009-10	2010-11	2011-12	2012-13
Total by Purpose: Outright and Deferred Combined	\$444,001	\$670,660	\$427,742	\$857,534	\$908,724
<i>Outright Support for Current Operations</i>	<i>\$444,001</i>	<i>\$452,950</i>	<i>\$361,382</i>	<i>\$796,176</i>	<i>\$702,304</i>
Unrestricted	345,126	313,188	159,553	246,825	192,095
Restricted	98,875	139,762	201,829	549,351	510,209
<i>Outright Support for Capital Purposes</i>	<i>\$0</i>	<i>\$217,710</i>	<i>\$66,360</i>	<i>\$61,358</i>	<i>\$206,420</i>
Property, Buildings, Equipment	0	150,000	0	0	0
Endowment: Income Restricted	0	67,710	66,360	61,358	206,420

Source of Support

	2008-09	2009-10	2010-11	2011-12	2012-13
Total by Source	\$444,001	\$670,660	\$427,742	\$857,534	\$908,724
<i>Individuals</i>	<i>\$158,676</i>	<i>\$304,005</i>	<i>\$97,919</i>	<i>\$236,850</i>	<i>\$277,623</i>
Alumni	0	1,528	1,947	3,046	2,646
Others	158,676	302,477	95,972	233,804	274,977
<i>Organizations</i>	<i>\$285,325</i>	<i>\$366,655</i>	<i>\$329,823</i>	<i>\$620,684</i>	<i>\$631,101</i>
Foundations	10,000	39,083	25,320	390,900	357,254
Corporations	202,650	300,692	252,543	75,521	238,832
Other Organizations	72,675	26,880	51,960	154,263	35,015

Highlighted Details

	2008-09	2009-10	2010-11	2011-12	2012-13
Alumni Giving					
Alumni of Record	86	195	387	685	1,295
Alumni Solicited	0	194	387	685	1,287
Alumni Donors	0	63	83	102	43
Sums of Three Largest Gifts from					
Living Individuals	\$117,100	\$240,000	\$21,750	\$140,500	\$138,000
Foundations	\$10,000	\$39,083	\$20,500	\$377,400	\$275,000
Corporations	\$172,500	\$220,000	\$150,430	\$31,667	\$130,000
Endowment (Market Value)	\$21,212	\$92,919	\$183,706	\$261,777	\$477,844

Source: GGC Office of Development