

COMMUNICATIONS & MARKETING OFFICE
FISCAL YEAR 2005/2006

BIGGEST PRINT INITIATIVES	Copies Printed
Go! Douglas College 16-page overview of programs, services and amenities	20,000
Douglas College Program Guide 8-page foldout guide to all programs	35,000
Express 2005 and 2006 4-page newsletter targeted at high school students	30,000 in 2005 35,000 in 2006
PE Specialist Program Promotion of new program	16,000 brochures 2,200 posters
Health Care Support Worker Program Promotion of new program	3,000 brochures 1,500 program information cards

ADVERTISEMENTS

Funder	
Communications and Marketing Office	\$298,400
The Training Group	36,400
Continuing Education	39,500
Total	\$374,300

Number of Ads	
Quarterly	
Apr - June	97
July - Sept	81
Oct - Dec	118
Jan - Mar	218
Subtotal	514
Ongoing general awareness	95
Targeted recruitment	419
Total	1,028

WEB TRENDS

	2001	2002	2003	2004	2005
Average hits per day	159,694	128,264	150,678	176,340	236,000
Average visitors per day					9,300
Average page views per day					29,000

Most Accessed Directories: (avg / month)

Douglas College home page	5%	4%	6%	8%	13%
Centre for Sport, Rec, and Wellness				7%	8%
College Calendar	0%	1%	9%	7%	5%
Continuing Education	1%	2%	3%	2%	2%
Employee Relations	1%	3%	2%	2%	2%
Centre for International Education	0%	1%	1%	1%	1%
Library	4%	9%	4%	1%	0%
Department of Psychology	0%	1%			0%
Feature stories (Recruitment)				6%	0%
Business				8%	0%

Source: Communications and Marketing Office