

**COMMUNICATIONS & MARKETING OFFICE
FISCAL YEAR 2006/2007**

TOP 5 PRINT INITIATIVES	Copies Printed
Douglas College Program Guide 24-page overview of programs and services	40,000
Express Newsletter 4-page newsletter targeted at high school students	20,000
Bachelor of Physical Education & Coaching Promotion Brochures	2,000
Volunteer Cards	1,000
Course Planners	500
Stagecraft & Theatre Promotion 12-page Brochure	4,000
Posters	500
Animal Health Technology Promotion Brochures	1,500
Posters	500
High School Counsellor Handouts	100
Direct bulletins and mailouts to Veterinary Offices	1,000

ADVERTISEMENTS

Number of Ads by Quarter

Apr - June	181
July - Sept	145
Oct - Dec	148
Jan - Mar	523
Total	997

Number of Ads by Type

Ongoing general awareness	88
Targeted recruitment	909
Total	997

WEB TRENDS

	2001	2002	2003	2004	2005	2006
Average hits per day	159,694	128,264	150,678	176,340	236,000	305,000
Average visitors per day					9,300	8,700
Average page views per day					29,000	37,500
Most Accessed Directories: (avg / month)						
Douglas College home page	5%	4%	6%	8%	13%	22%
Centre for Sport, Rec, and Wellness				7%	8%	3%
College Calendar	0%	1%	9%	7%	5%	16%
Continuing Education	1%	2%	3%	2%	2%	3%
Employee Relations	1%	3%	2%	2%	2%	5%
Centre for International Education	0%	1%	1%	1%	1%	1%
Library	4%	9%	4%	1%	0%	3%

Source: Communications and Marketing Office