

COMMUNICATIONS AND MARKETING OFFICE
FISCAL YEAR 2004/2005

DOCKET SUMMARY

By Type of Job	
Print	186
Web	84
Print and web	54
Other	3
Total	327

By Client

Language, Literature and Performing Arts	49
Continuing Education	34
Registrar's Office	35
Student Development	20
Foundation	15
Health Sciences	21
Administration	21
Child, Family and Community Studies	17
Communications and Marketing Office	16
Commerce and Business Administration	11
Training Group	9
Amelia Douglas Gallery	6
Facilities	6
All others	67
Total	327

WEB TRENDS

	2000	2001	2002	2003	2004
<i>Average hits per day</i>	71,835	159,694	128,264	150,678	176,340
<i>Most downloaded files: (average per month)</i>					
Map of New Westminster Campus	390	1,028	749	812	1,092
Map of David Lam Campus	205	453	368	526	259
Employee Relations Postings					2,738
APA Style Guide - Library					1,746
<i>Most accessed directories: (average per month)</i>					
Douglas College home page	7%	5%	4%	6%	8%
College Calendar	2%	0%	1%	9%	7%
Library	5%	4%	9%	4%	1%
Continuing Education	2%	1%	2%	3%	2%
Employee Relations	1%	1%	3%	2%	2%
Centre for International Education	1%	0%	1%	1%	1%
Department of Psychology	1%	0%	1%		
Centre for Sport, Rec, and Wellness					7%
Feature stories (Recruitment)					6%
Business					8%
<i>Most requested pages: (average per month)</i>					
Douglas College home page				26%	26%
Programs, Courses and Depts				25%	3%
Calendar				3%	2%
Continuing Education				1%	1%
Employee Relations postings				1%	1%

Source: Communications and Marketing Office