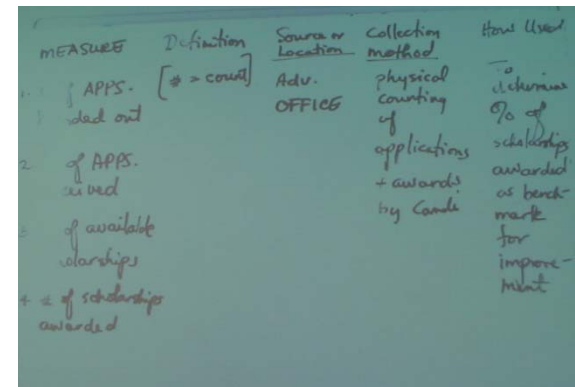


# MEASURE

## Data Collection Plan

Measure	Definition	Source or Location	Collection Method by Whom	How Used?
Number of applications mailed out  Number of applications received  Number of available scholarships  Number of scholarships awarded	Counts of each item	Advancement Office	Physical counting of applications and awards by Candi	Determine per cent of scholarships awarded as benchmark for improvement



objectives for the project.

## 2008 Scholarship data listed below:

- 3,000 scholarship applications ordered
- The Scholarship Application and procedures was posted to the Gordon website in early January 2008
- I was unable to determine the number of scholarship applications distributed or leftover
- 100 scholarships available
- 70 scholarships awarded (some scholarships awarded to several students)
- 180 scholarship applicants
- 108 scholarship recipients
- I have asked Troy Stout for a report on the hits to the Scholarship page. Will send the data later.

+1200

**Report for Foundation Scholarship**

Time range: 2/1/2008 06:31:24 - 7/31/2008 18:11:36

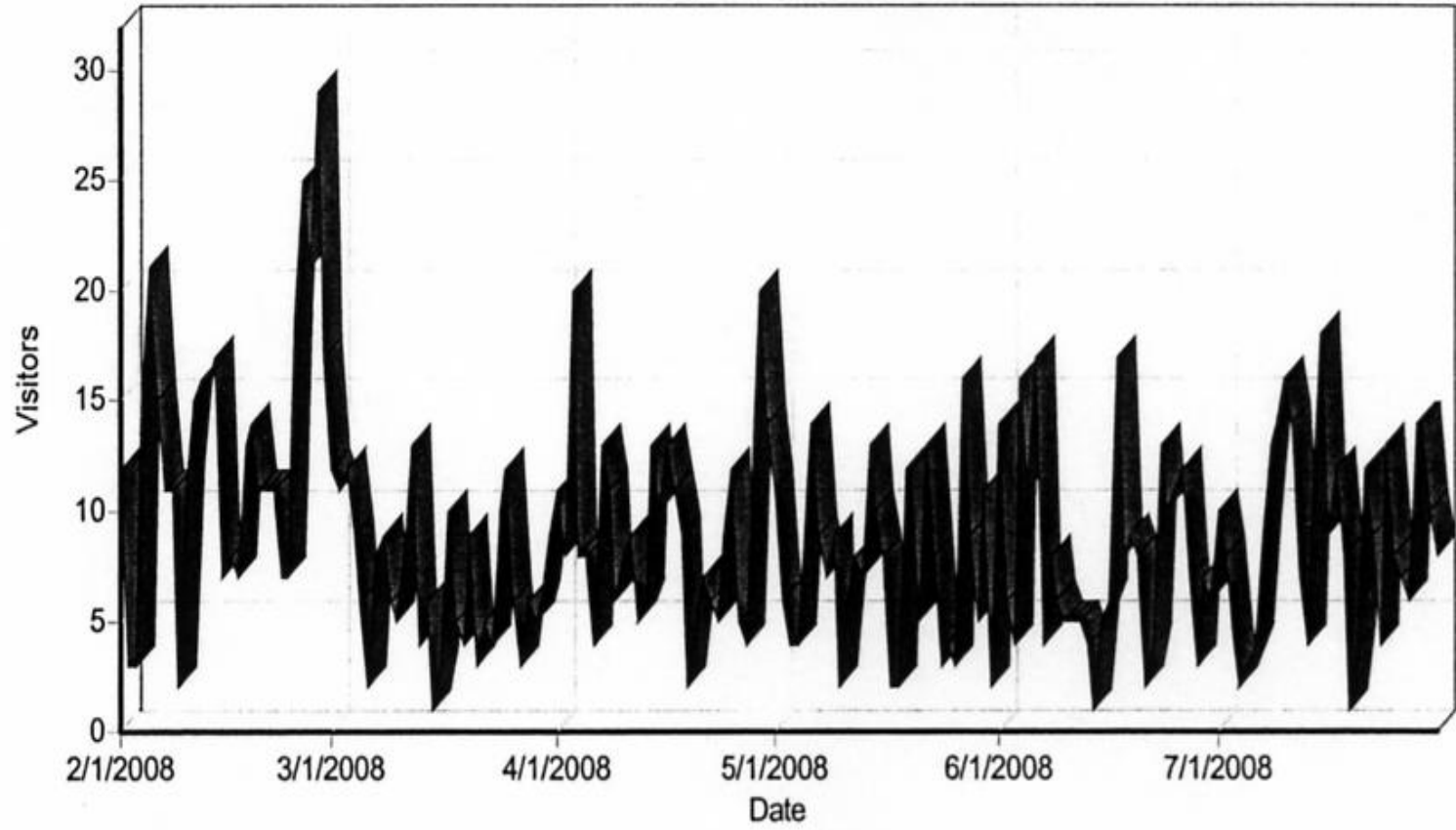
Generated on Tue Aug 12, 2008 - 11:43:06

**General Statistics****Summary****Summary**

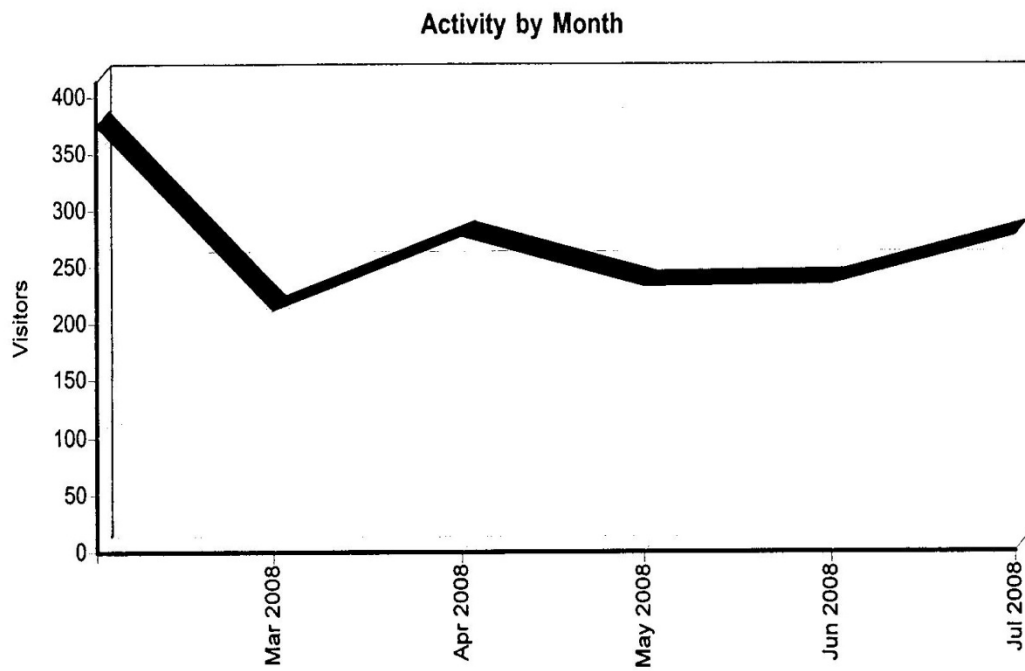
<b>Hits</b>	
Total Hits	2,758
Average Hits per Day	15
Average Hits per Visitor	1.72
Cached Requests	68
Failed Requests	1
<b>Page Views</b>	
Total Page Views	1,942
Average Page Views per Day	10
Average Page Views per Visitor	1.21
<b>Visitors</b>	
Total Visitors	1,606
Average Visitors per Day	8
Total Unique IPs	1,217
<b>Bandwidth</b>	
Total Bandwidth	142.57 MB
Average Bandwidth per Day	802.16 KB
Average Bandwidth per Hit	52.93 KB
Average Bandwidth per Visitor	90.90 KB

**MEASURE**

Daily Visitors



# MEASURE



Activity by Month

Month	Hits	PageViews	Visitors	Bandwidth(KB)
Feb 2008	816	520	375	43,919
Mar 2008	331	231	212	17,855
Apr 2008	424	326	276	22,567
May 2008	375	292	233	19,901
Jun 2008	375	267	234	18,393
Jul 2008	437	306	276	23,354
<b>Total</b>	<b>2,758</b>	<b>1,942</b>	<b>1,606</b>	<b>145,992</b>