

GA4 REPORTING • PHASE 9

Site Metrics → Thriving Together

The refreshed **guilford.edu** and its GA4 analytics are the engine of the plan's fifth pillar — **Telling Our Story** — which names the website upgrade directly and ties storytelling to measurable outcomes. Each outcome is mapped here to the site behavior that moves it and the metric that proves it, so the reporting speaks in the trustees' language.

CLIENT

Guilford College

ENGAGEMENT

Website & Analytics
Refresh

PREPARED

Jul 2026 • Ellis Agency

STATUS

Internal • Confidential

A Four KPIs, four site engines

Telling Our Story lists the plan's measurable outcomes — **inquiries · applications · yield · retention · alumni engagement · donor participation · media visibility · campaign readiness**. Every one has a GA4 metric; the target chips are the Board's own figures from “Measuring Progress.”

01 Inquiries, applications & yield

1,200 students · \$23.5K net/student

WHAT THE SITE MOVES

Prospective-student journey: program pages → Request Info → Apply Start → Apply Submit; visit scheduling.

GA4 METRIC / KEY EVENT

request_info, schedule_visit, apply_start, apply_submit (cross-domain); Admissions funnel; program-page engaged sessions; assisted conversions by channel.

BUILDS ON P4 · P5 · P7 · P8

02 Geographic diversification

> 40% out-of-state by 2030

WHAT THE SITE MOVES

Reach + convert non-NC prospects; surface out-of-state-relevant content.

GA4 METRIC / KEY EVENT

Region/metro on **conversions** (not just traffic); out-of-state share of inquiries / applications; campaign geo; audience “**Out-of-state prospects.**”

BUILDS ON P7 · P8 · P9

03 Retention & student experience

≥ 80% fall-to-fall

WHAT THE SITE MOVES

Current-student & family self-service (the ~60% direct/repeat) + belonging + findability.

GA4 METRIC / KEY EVENT

Current-student engagement (My Guilford, resources, calendar), search-success proxy, returning-user engagement, service-page bounce. *Leading indicators — retention itself is an SIS number.*

BUILDS ON P3 · P7 · P9

04 Alumni, donors & campaign readiness

\$75M campaign by 2030

WHAT THE SITE MOVES

Give journey + the newly prominent Give CTA; alumni / events engagement.

GA4 METRIC / KEY EVENT

donation_start → **donation_complete** with **value** (cross-domain); giving funnel; average gift; alumni/events engagement; campaign attribution.

BUILDS ON P4 · P5 · P7 · P8

THE CROSS-CUT — MEDIA VISIBILITY & THE BOARD VIEW

The plan's eighth outcome, **media visibility**, is the reputation layer — organic + branded search, direct traffic, and news/referral engagement, the same signals the parallel branding project moves. Phase 9's Looker dashboard rolls all of the above into a one-page “**Thriving Together**” **board view**, refreshed weekly to senior leaders and shaped to the trustees' “Measuring Progress” dashboard.

B What changes in the plan

Folds into the Analytics Measurement Plan (#2) and the GA4 runbook (#6) — and reports up to the Board's “Measuring Progress” dashboard.

BOARD TARGETS · MEASURING PROGRESS (BY FY2030)

Net revenue / student \$23,500+

Net enrollment revenue \$28.2M

1,200 students

Out-of-state >40%

Retention ≥80% fall-to-fall

Campaign ≥\$75M by 6/30/2030

1. **Phase 9 gains a “Thriving Together” board view** — one page, these KPIs, weekly, emailed to senior leaders, shaped to the trustees' dashboard (enrollment · retention · fundraising · reputation).
2. **Phase 3/4 events + custom definitions are checked** so every plan outcome has a backing metric: inquiries / applications, geo on conversions, donation value, current-student engagement.
3. **Phase 7 audiences explicitly include** *Out-of-state prospects*, *Current students*, and *Donors / alumni*.
4. **A reputation / media-visibility panel** (organic + branded search, direct, referrals) is added, so the site's brand signals — and the parallel branding work — are measured on the same view.

To confirm

- Which figures are near-term site KPIs vs. FY2030 institutional endpoints — most Board targets are multi-year; the site reports the leading indicators that ladder toward them.
- Giving platform and application system for the cross-domain events (Phases 0 / 5, gated on Gloria Thornton / IT access).
- Retention leading-indicators to surface, and whether the Board wants media visibility on the same one-page view.

WHY IT MATTERS

The plan itself asks to **“connect storytelling to measurable outcomes.”** Reporting in the Board's language — inquiries, applications, yield, retention, giving, and visibility — gives the website a visible seat at the *Thriving Together* table, not just a traffic chart.