

July, 2009

Case V contest entry

Central Michigan University

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Abstract: 34a, Excellence in Design – posters

- **Title of entry:** CMU Biological Station on Beaver Island Course Poster
- **Budget:** 4,000 posters were printed at a cost of \$2,368.
- **Staff involved:** Writer/editor Mark Lagerwey; Designer Amy Gouin; Photographer Peggy Brisbane; Project manager Monica Mull; Printer Chris Bradshaw.
- **Measures of effectiveness:**

- 1) Several print pieces were combined into the single course poster for a cost savings of almost \$5,000
- 2) Audience was pushed to the web to receive additional information
- 3) Web metrics:

For the period of March 10, 2009 [launch date] – June 1, 2009:

1,559 visits

1,100 visitors

7,294 page views

4.68 pages per visit

32.97% bounce rate

3 min 15 sec was the avg time spent on the site

37.46% was direct traffic

Page per visit: The site average is 1.81 pages per visit, so this is an increase of 158.56%.

Bounce rate: The site average is 78.49%, so this is a decrease of -93.88%.

Avg time spent on site: The site average is 1 min 49 sec, so this is an increase of 78.90%.