



Annual Reports
for
Fiscal Year 2019-20
for the
International Guild of Miniature Artisans, Ltd.

Annual General Meeting
September 27, 2020

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President's Message

By: Audrey Tripp, President

This year was a challenging year for the Board; we had a major change in membership in January and February with seven members resigning for personal reasons. The eight remaining members went to work and found volunteers among the Artisan, Fellows and general members willing to accept the challenge. In so many ways we benefitted by the pandemic as we have been able to get to know each other and slowly work through the business of the Guild.

Adding to the challenge was the change in the Guild Administrator position; after more than 20 years Carol Hardy retired and Sophia Harris was hired. They worked together for a week in February, then Sophia transported all the equipment and files from California to Florida. Thankfully Sophia is up to a challenge because the position is certainly that. She came with wonderful skills already in place but is still learning more as new demands are made.

We were all crushed to cancel Guild School and further disheartened to cancel the Guild Show. The year that wasn't seems to be the theme at this point. I am so happy that I was able to attend the GSP in Colonial Williamsburg in January so the year wasn't a total bust as far as learning goes.

Financially, we are challenged. Our normal fundraisers, auctions at Chicago and Hartford, did not happen. Our expenses, salaries, website, stamps, printing have been minimized as much as possible and the PPP funds we received helped tremendously with getting the budget to a minimal loss. We are in dire need of a development chair person and a fundraising effort. Currently membership dues are almost supporting the burden of the organization's costs. If you know other miniaturists please encourage them to join IGMA and we will endeavor to make it worth their money.

We are all looking forward to being able to join together in education and purchasing in 2021. In the meantime, we hope to be able to bring the miniature experience to you virtually. Stay tuned.



Auction Committees

SILENT AUCTION

By: Sandy Kraft, Chairperson

There have not been any financials to report since our Hartford Show last September.

I did receive a couple of boxes of merchandise from the Kid's Table after it was decided, by the Board, that we had almost no participation from children and the monies taken in were not enough to warrant the expense of renting tables and taking floor space that could be sold to Dealers.

After some discussion it was decided that the Kid's Table merchandise would be divided into "grab bags" and sold between Silent Auctions.

I am trying to find members from the South that will be travelling North to pick-up the remainder or some of the boxes currently stored in South Carolina. If you know of anyone please contact me for details.

LIVE AUCTION

By : Audrey Tripp, Chairperson

A live auction was held at Hartford last September. The combined auctions brought in almost \$10,000. Unfortunately, that was the only auction last year due to the Pandemic. We do have some items lined up for the next auction as several estates sent items. We have had conversations with additional estates about items they might donate in the future. Currently items are stored waiting for a show and auction to happen. We gratefully accept donations at any time whether an auction is eminent or not. Tax donation statements are issued after an auction when we have the amount a donation was sold for. After Hartford, twenty tax forms were sent to the donors.



Education Committee

By: Pete Boorum and Patricia Richards, Co-Chairpersons

Committee Members: Carol Hardy, Corky Anderson, Annelle Ferguson, Barbara Davis, Ruth Clay, Ann Pennypacker and Tori West. President Audrey Tripp and Guild Administrator, Sophia Harris are permanent members of the committee.

EDUCATION

Pete Boorum assumed the duties of Education Chairperson in February, 2020 and appointed Pat Richards as Co-Chairperson.

GUILD STUDY PROGRAM

The 2020 Williamsburg Study Program went smoothly this year and was well attended. Teachers included Phyllis Hawkes - Painting, Bob Hurd - Woodworking, Deb Mackie - Leather working and Iulia Chin-Lee - Woodworking. There were 38 students (35 members, 3 non-members, 3 guests, 4 instructors and 1 coordinator.) The Private Tour was full and very successful.

The four teachers selected for 2021 are Jeannie Anderson, Marie Wilson, Mark Murphy and Pete & Pam Boorum. Due to the COVID-19 pandemic the Guild Study Program for 2021 was cancelled and the plan is to have the program in 2022 with the same teachers if possible.

There is consideration to have a Study Program in the Fall of 2022. The Mini Time Machine in Tucson and MESDA in Winston Salem, North Carolina are possibilities. There are currently no Guild Study Programs scheduled until 2022.

OTHER EDUCATIONAL POSSIBILITIES

The Education Committee held a Zoom meeting on August 2 regarding the possibility of expanding Guild educational efforts into on-line classes. Further investigations have included meetings with Betsy Roxby, IGMA's webmaster and Ann Pennypacker, who organized the very successful NAME online classes and theme luncheons for their recent virtual gathering. Ann has been asked to submit a proposal for the on-line program including a budget estimate.



Finance Committee

Treasury Report FY 2019-2020

By: Cary LeGeyt, Treasurer and Chairperson

Committee Members:

Pat Hartman, Audrey Tripp

I assumed the role of Treasurer and Chairperson of the Finance Committee in July 2020 and continue to familiarize myself with the role. FY 2019-2020 was impacted by COVID-19, necessitating the cancellation of many IGMA activities and the inability to increase income. Fortunately, membership income increased slightly and our new Guild Administrator was able to secure a PPP loan to help with the financial burden. We ended the year with a slightly higher deficit (\$249.08) than FY 2018-2019.

Your IGMA Board of Trustees voted to roll forward the same budgets for FY 2020-2021 as were approved for FY 2019-2020 but note that FY 2020-2021 is still an unknown regarding the types of gatherings and activities that we are used to. If we are able to return to our gatherings and activities in 2020-2021, we will have the ability to increase income through our auctions and in-person Gallery of the Guild sales. In the meantime, the Board is exploring ways to generate income during this unique time, including the offering of the Gallery of the Guild pieces through online sales (see https://www.igma.org/members/gallery_of_guild.html). If members of IGMA have suggestions of other ways to generate income or have fund raising experience, please do not hesitate to contact a member of the Board.



Fine Miniatures Forum

By: Tamra Brogdon, Chairperson



WWW.FINEMINIATURESFORUM.COM

The Fine Miniatures forum has experienced 623,003 visits since May 25, 2014. The top 10 countries and number of visits to the forum is illustrated below from Google Statistics associated with the Forum Software Provider. Top 10 visiting Countries and Percentage of visits to the forum:

USA	(55.33%)	Netherlands	(1.85%)
United Kingdom	(12.61%)	Germany	(1.81%)
Canada	(5.47%)	Spain	(1.25%)
Australia	(3.40%)	France	(1.22%)
South Africa	(2.74%)	Russia	1.18%)

As of today, there are: 1125 members, 1079 Total Topics and 8054 Total Posts. Thank you to Betsy Roxby for her continued technical support to the Fine Miniatures Forum.

The forum is a wonderful way to reach additional members for IGMA. Friendly, enthusiastic volunteers to post content about miniatures and their experiences with IGMA are welcomed!

Gallery of the Guild

By: Carol Block, Chairperson

Committee Members: Cindy Adams, Ruth Clay, Diane DeGan, Annelle Ferguson, Christina Goodman, Julie Hagel, Sandy Kraft, Audrey Tripp

The mission of the Gallery of the Guild is to provide Artisan and Fellow members of the Guild who do not have sufficient inventory to sustain a table or are not represented by a dealer, an opportunity to display and sell merchandise.

The Gallery of the Guild sponsored a table at the Guild Show, September 2019, Philadelphia Miniaturia and Handcrafters of Miniatures in Nashua NH. On average, 20 talented Artisan and Fellow members participated this year representing the following categories: flowers, dolls, needlework, paintings, turnings, metalwork, terrariums, furniture, weaving, basketry and pottery. Thank you to Julie Hagel, Sue Krzysko and Isabel Leininger for helping to man the Gallery table.

Due to the COVID-19 virus when miniature shows were cancelled, the Gallery of the Guild presented the work of Artisan and Fellow members for online sales and a new Gallery of the Guild committee was formed. It is the plan to continue to provide online sales on the IGMA website as well as returning to the traditional show venues when this option becomes available again.

The Gallery of the Guild information is available on the IGMA website. The application to participate can also be found on the IGMA website – www.igma.org under the Members tab.



Guild Council for Artisan Selection

By: Sally Manwell, Artisan Selection Chairperson

Committee Members: Jeanne Anderson, Kaye Browning, Hope Elliott, Phyllis Hawkes, Peggy Meyers, Mark Murphy, Susan Robbins (Co-Chairperson), Audrey Tripp and Marie Wilson

New Artisans for 2019:

Tineke Beiler – Needlework
Alexandra Cantatore – Accessories
Marie Creutz – Accessories/Shoes
Terri Davis – Animals Figures
Giovanna Guerrero Reyes – Needlework/Crochet
Ewelina Hasnik – Animal Figures
Cheryl Hubbard – Smaller Scales/Wicker
Sue Krzysko – Needlework/knitting
Nora Mazonson – Food
Hong McKinsey – Needlework
Victoria Morozova – Furniture
Natalie Naumenko – Animal Figures
Christine Pratt – Needlework & Textiles/Weaving

All applicants were notified in writing of the results of the committee's findings. They all received both positive and constructive comments from the committee.

Submission pieces were returned to the applicants either at the show or were sent back by mail or UPS, which ever was requested. I had one problem with the package to Russia. It was returned because the applicant did not want to pay the duty on it. There should not have been any duty because it was the applicants own pieces. It might help to have an outside organization handle overseas packages. The package was finally resent and accepted.

All new Artisans received their certificates signed by IGMA President, Karon Cunningham.

The Artisan Selection Committee did not meet this year due to COVID-19. We had five people interested in applying early in the year, but then the meeting was cancelled. I have had one inquiry for next year (2021).

Dates for 2021 are as follows:

August 16 - Deadline for notification of application for Artisan
September 7 - Deadline for submission pieces
September 21 - Council Meeting for Artisan Selection



Guild Council for Fellow Selection

By: Susan Robbins, Fellow Selection Chairperson

At the business meeting 2019, all successful applicants' names for both Artisan and Fellow were presented by Susan Robbins to attending members. Fellow Award certificates were printed by Carol Hardy, IGMA and signed by President, Karon Cunningham.

New Fellows for 2019:

Gideon Wolf - Furniture

Susan Van Tuppergen - Porcelain and Pottery

Tine Krijnen - Book Binding

Valeria Bonomi - Accessories Shoes and Handbags

The list of applicants was submitted to Carol Hardy with application fees, and credit card numbers to cover return postage. That list was removed from my computer so that information remains confidential.

All applicants for Fellow were formally notified by mail of the results of their participation in the Fellow selection. All comments, both positive and negative were included.

All submission pieces were carefully repacked for return. These were taken to an area post office familiar with the paperwork needed for overseas shipping. I was reimbursed by Carol Hardy for fees that I covered for postage to be paid for by credit card. These should be entered in the Annual Treasurer's Report.

Engraving Awards and Gifts, Laconia NH, were sent the names of our New Fellows for 2019. They were received, corrected engraved and the invoice was sent to Carole Hardy for payment. This invoice should be included in the Annual Treasurer's Report.

Four presentation folders were purchased for Fellow Award Certificates and these were shipped to recipients along with their IGMA Cubes.

Applications, score sheets, comment sheets and submissions documentation were filled at the Council Meeting no additions or corrections were made to application and guidelines for 2020 except the new dates for council meeting and deadlines.

Only two members notified me of their intentions to apply before the cancellation of this year's Show and Council Meeting due to the COVID-19 pandemic. With no meeting this year, there are no changes to the application and guidelines.

Dates for 2021 are as follows:

August 16 - Deadline for formal notification to apply for Fellow

September 7 - Deadline for applications and submission pieces

September 21- Council Meeting for Artisan Selection

September 22 - Council Meeting for Fellow Selection

September 24 - IGMA Board Meeting



Guild Office

By: Sophia Harris, Guild Administrator

This past year has presented many challenges (for everyone), Carol Hardy retired. I was hired, we moved the Guild Office across the country from California to Florida. Then COVID-19 stepped in, and all of our miniature shows (worldwide) and our beloved Guild School were cancelled.

The good points were, I had time to set-up the office and get acquainted with my position. We sent out the Spring Issue of The CUBE and are currently working on a Fall Issue. Members are still registering and I am helping miniaturists and collectors with their varied requests.

I thank the Guild and its members for the opportunity to serve as the Guild Administrator. Let's hope 2021 is a great year for everyone!



Guild School

By: Barbara Davis, Guild School Director

The 2020 Guild School, *Minis Make Me Smile*, scheduled to be held June 13-19, was canceled due to the pandemic COVID-19. The instructors, all Artisans and Fellows of the Guild, and classes were rolled over to Guild School 2021 with the same theme, *Minis Make Me Smile*. Students registered at the time of cancelation have priority to remain in their 2020 classes. Fees paid by students were refunded or forwarded towards their 2021 registration.

Plans for the 2021 Guild School began in June, 2020 with the virtual convening of the Guild School Committee for the purpose of selecting instructors for the following year. The *Catalogue of Class Offerings* was available in August. Throughout the year, the school is marketed through various means: pre-registration (former students and word-of-mouth); postings on Facebook and Instagram, and the IGMA websites. Current student enrollment is the highest it has ever been in the 39 years of the school.

2020 GUILD SCHOOL COMMITTEE

Director	Barbara Davis
Office Manager	Annelle Ferguson
Guild Administrator	Sophia Harris
Scholarship Chairperson	Peggy Bugg
Auction Coordinator	Wendy Rosenthal
IGMA President & Exhibit Coordinator	Audrey Tripp
IGMA Education Chairperson & Tool Pool Coordinator	Pete Boorum
Social Media Liaison	Pat Richards
Students at Large	Vivi Chionilos
	Steve Davies
Instructors at Large	Diane Almeyda
	Elizabeth Gazmuri
	Mary Grady O'Brien
International Representative	Daniela Keifhaber

2020 GUILD SCHOOL SCHOLARSHIP COMMITTEE

Peggy Bugg, Chairperson
Cheryl Kerfoot
Bill Robertson
Mariella Vitale
Linda Zechel



Guild Show

By: Carol Block, Chairperson

Committee Members: Annelle Ferguson and Pat Richards

This year the Guild Show both honored and celebrated the 40th anniversary of the Guild Show and the International Guild of Miniature Artisans (IGMA). In addition to the Show Guide, all dealers and show attendees received a 40th Anniversary pamphlet.

It all began on Wednesday with a tour of Historic Deerfield Village. The first of 16 classes began on Wednesday continuing through Friday with 105 students registered. Classes included projects in various mediums. There were opportunities for students to learn about doll making, furniture construction, metal work, painting techniques, and in making other accessories suitable for their miniature settings. Instructors included Jeanne Rullie, Fran Sussman, Marcia McClain, Mark Murphy, Bill Studebaker, Deb Mackie, Pam and Pete Boorum, Jeannie Anderson, and Sue Veeder from the United States and Geoffrey Wonnacott from England, Beth Freeman-Kane from South Africa, Daniela Kiefhaber from Germany, and Mariella Vitale from Italy.

The Desserts and Demonstration held during the Gathering of the Guild on Friday evening, became a successful addition when Show Director, Diane Kendall introduced it in 2012. Her vision was to provide a social setting for miniaturists to observe how artists create their work, illustrating their methods and materials. Demonstrations included techniques on lighting, painting landscapes, furniture finishing, textiles, pottery, pyrography decoration, the importance of using the proper glue and information about inventorying miniature collections by Guild Members, Christina Goodman (A), Tim Kraft (A), Sue Krzysko (A), Bradley Meinke (A), Susan Milmore (G), Ann Pennypacker (G), Bill Studebaker (A), Nancy Summers (F) and Lee-Ann Chellis-Wessel (F).

Saturday morning the sales room doors opened promptly at 9 am for an IGMA Member exclusive one-hour preview, a perk of Guild Membership. Dealers representing the US, South Africa, Germany, Spain, UK, Italy and Canada offered exquisitely crafted miniatures for sale. As shoppers explored their options inside the sales room, Sandy Kraft and her auction helpers were setting up the second of four (the first held on Friday evening) silent auctions just outside the sales room doors. At the registration desk four Show Stoppers were on display and if that wasn't enough, a gorgeous room box was on display inside the sales room containing the work of Artisan, Fellow and General Members, curated by Marcia McClain, and designed to raise funds for IGMA educational programs.

In the Hartford Room, room boxes, vignettes, individual pieces, the new Artisan/Fellow submissions and a special tribute to Julian Biggers, a Fellow Member and long-time instructor at Guild School were set up for viewing through the close of the show on Sunday. Footprints were placed on the floor from the sales room to the exhibit room leading all to this wonderful display of miniatures.



GUILD SHOW – CONTINUED

At the close of sales on Saturday, the live auction kicked off with auctioneers Duffy Wineman and Darren Scala. Debi Weisler (IGMA Board Member) and her husband Cliff entertained during dinner and the 40th anniversary program.

In addition to a varied and creative selection of dealers in the sales room, there was also the sales table for children under 14 called Small Beginnings. Complimentary make-it-take-it workshops were offered on Sunday afternoon. When the show closed, all thought, what a wonderful week of making, selling and buying miniatures and spending time with friends from around the world. To coin a familiar phrase, “It Takes a Village”, so thank you to all dealers, attendees, volunteers and donors who made the Guild Show a success.

GUILD SHOW AND 40TH ANNIVERSARY COMMITTEES – Carol Block, Annelle Ferguson, Pat Richards, Cindy Adams, Ruth Clay, Barbara Davis, Julie Hagel, Carol Kubrican, Lissa Loosemore, Susan Milmore and Kate Ünver

Anniversary Room Box - Marcia McClain and the more than 40 donors

Complimentary Crafting – Marty Anderson, Sandy Ingmanson

Door Prize and Showstopper donors and the Red Apron Volunteers

Exhibits – Ruth Clay

Gallery of the Guild – Julie Hagel

Live Auction, - Audrey Tripp, Barbara Davis, Carol and Dick Hardy, Darren Scala and Duffy Wineman

Photography – Jean Scribner

Registration – Dorothy Crovo, Marty Anderson, Sandy Ingmanson

Security – John Francis

Silent Auctions - Sandy Kraft and Tim Kraft

Small Beginnings - Lissa Loosemore and Paula Francis

Social Media – Cindy Adams, Kate Ünver, Carol Kubrican, Julie Hagel

Guild Study Program Tool Pool Report

By Tim Kraft, Chairperson

Tools were cleaned and verified for next request. They are in working condition and are being stored until the next program.



Independent Study Committee

By: Stuart Kleeman, Chairperson

Our committee has not met since the beginning of the COVID-19 era. I felt that with the uncertainty about future travel (among many more important issues) caused by the lifestyle changes, worldwide, that it was not an auspicious time to relaunch the program despite the generous funding by the Board.

Once life begins to return to a new routine, we should be able to meet again to consider possible grants if the the funding were to continue.

Membership Committee

By: Toni Ballenger, Chairperson

For the year August 1, 2019 to July 31, 2020 IGMA had 777 paid members. We had more than 48 new members during this time. Due in part because one must be a member to imbed store information in their Facebook post on the IGMA Community page.

With the current pandemic situation, our membership is the main source of income. Please encourage any miniature lovers to become a part of our community so that we can continue to provide educational opportunities.

We recognize that one of the first questions people ask when thinking about paying dues, is "what do I get for my money". We are exploring more ways to make it beneficial to be a member and we welcome any suggestions.



Nominating Committee

By: Cindy Adams, Chairperson

Committee Members: Toni Ballinger, Ruth Clay, Annelle Ferguson, Debbi Weisler

The Board of Trustees selected the following nominees to serve for the 2020-2023 term.

Cindy Adams
Ruth Clay
Pat Hartman
Isabel Leininger
Kate Ünver

The ballots were sent to all Guild members, via mail or email, in June 2020. The deadline for returned ballots is August 15, 2020. Of the ballots received and counted, all nominees were accepted. Thank you to Julie Hagle and Dorothy Corvo for giving their time to count them.

The Board of Trustees appointed the following to serve as officers on the Board for the coming year 2020-2021. This has certainly been an unusual year. Because of this, the Board chose to keep the same Executive Officers through the year. They are as follows:

President: Audrey Tripp
1st Vice President: Cindy Adams
2nd Vice President: Ruth Clay
3rd Vice President: Peggy Tyler
Treasurer: Cary LeGeyt
Corresponding Secretary: Sandy Kraft
Recording Secretary: Diane DeGan

This is a volunteer organization. We are always looking for members willing to help. If you are interested please contact someone on the Nominating Committee or the Board. We always welcome good help.



Public Relations Committee

By: Diane DeGan, Chairperson

Committee Members: Cindy Adams

Toni Ballinger

Karon Cunningham

Isabel Leininger

Audrey Tripp

Kate Ünver

SOCIAL MEDIA / FACEBOOK

By: Cindy Adams, Administrator

Facebook: As of today, we have 13,485 members on the Community page. We do expect to reach 14000 by the time the year end meeting takes place.

We have had to decline many to the page because there is not enough information about them to accept them. (Some people keep their page very private) We have had to be very careful as we have started to get a lot of spam. When this happens, the person is removed and blocked from the group.

Facebook is now under a new format which will be permanent in September. I am finding as a group administrator it is not as user friendly as before. Facebook is working with us to find out our needs. Like anything new the “kinks” need to be worked out. The year has been amazing when it comes to some of the creations people have posted on the page. Some have joined the Guild so that they may apply for their artisan in the future.

Karon Cunningham - International: Nothing new to report.

INSTAGRAM

By: Kate Ünver, Administrator

@igmaguildschool - Instagram account has 11,200+ followers and promotion of the Virtual Guild School this year was met with solid engagement. The most successful post this season was Audrey's welcome video. @guild_of_miniature_artisans Instagram account has 4,500+ followers and has been growing at a slower pace than the School account.



THE CUBE

By: Isabel Leininger, Editor

In 2018, the last printing of *The Cube* cost \$943.38, but unfortunately the records do not show how many copies were printed or mailed.

Sophia requested quotes from our previous printer, Community Printers in California, and two others: Minute Man Press near her home in Florida, and Printing Center USA in Montana, which Bev Gelfand had used to print the Williamsburg brochure. Sophia's quote request was based on printing 875 units of 16 pages long on 100 lb. glossy paper.

Printing Center USA's quote was significantly lower in price, and allowed us to print color photographs throughout the whole *Cube*, instead of just the front and back pages, which was lovely.

The actual cost of printing the Spring issue of the *Cube* was \$557.75 for 500 units. Postage for 387 units to be mailed was \$182.59.

For the Autumn issue, we of course were missing the regular Guild School and Guild Show reports, as well as any information about an upcoming Williamsburg program. People stepped up to provide plenty of articles about our Virtual Guild School celebration, last year's Guild Show, informative articles for people thinking of applying for Artisan or Fellow, and an article about Study Programs past and future. Audrey sent out a letter Bill Studebaker had composed requesting submissions and articles from the membership, and we got a number of excellent responses, including some proposals for future articles.

I'd like to offer many thanks to everyone who contributed to both the Spring and Autumn issues: to Sophia for great work on the layout and for finding the new printer, the writers of all the articles, and the proofreaders who make the *Cube* as good as we can make it.



IGMA WEBSITE – WWW.IGMA.ORG

By: Betsy Roxby, Web Designer

The website continues to be a successful way of communicating with members and potential members. The site has been maintained and updated regularly.

Google Analytics from August 1, 2019 to July 31, 2020 report is attached. The main driver of traffic to the website is the school, followed by artisan and membership page. This year Virtual Guild School drove the #3 spot in traffic.

Acquisition shows 17,818 users with 7,315 coming to the site through inputting the address, 6,020 from search engines, and 4,017 from social media. 66% of users were from the U.S. followed by almost 6% from the U.K. and followed by Canada, Australia, Germany, Netherlands, Spain, France, Italy and South Korea.

As usual, updates to the site included the 2020 Guild School catalog, Guild Show information and classes, 2020 Guild Study Program in Colonial Williamsburg, Gallery of the Guild and new Artisans and Fellow information.

Because of COVID-19 both Guild School and the Guild Show were cancelled and announcements and changes made to the site with relevant information. I worked with Barbara Davis to create a Virtual Guild School experience with postings each day. After Virtual School the 2020 online class listing was converted for use for the 2021 school.

In addition, I worked with Carol Black to post work for sale from the Gallery of the Guild since shows where that work would be displayed were cancelled.

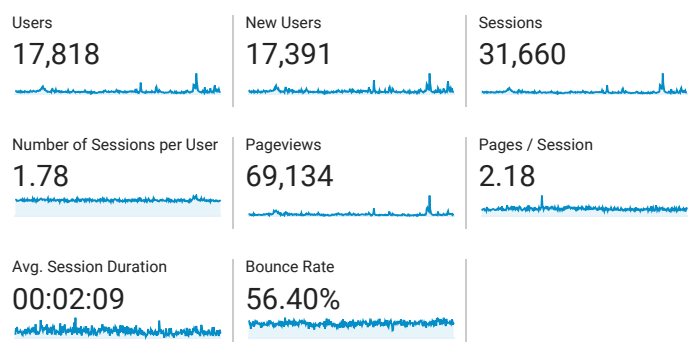
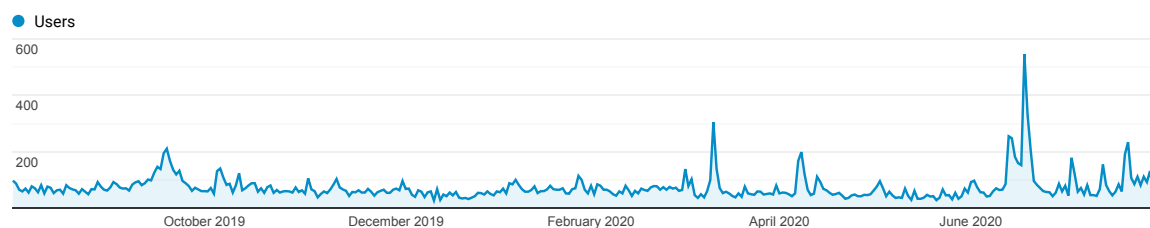


Audience Overview

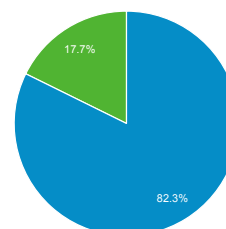
All Users
100.00% Users

Aug 1, 2019 - Jul 31, 2020

Overview



■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	11,829	65.58%
2. en	1,414	7.84%
3. en-gb	1,171	6.49%
4. en-ca	354	1.96%
5. es-es	303	1.68%
6. nl-nl	241	1.34%
7. en-au	228	1.26%
8. it-it	222	1.23%
9. fr-fr	212	1.18%
10. de-de	202	1.12%

Location

All Users
100.00% Users

Aug 1, 2019 - Jul 31, 2020

Map Overlay

Summary



Country	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	17,818 % of Total: 100.00% (17,818)	17,405 % of Total: 100.00% (17,391)	31,660 % of Total: 100.00% (31,660)	56.40% Avg for View: 56.40% (0.00%)	2.18 Avg for View: 2.18 (0.00%)	00:02:09 Avg for View: 00:02:09 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. United States	11,973 (66.73%)	11,562 (66.43%)	23,218 (73.34%)	53.84%	2.24	00:02:14	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. United Kingdom	1,018 (5.68%)	986 (5.67%)	1,331 (4.20%)	61.61%	1.98	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Canada	826 (4.60%)	807 (4.64%)	1,388 (4.36%)	57.20%	2.30	00:02:34	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Australia	366 (2.04%)	362 (2.08%)	688 (2.17%)	52.62%	2.42	00:03:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Germany	345 (1.92%)	344 (1.98%)	416 (1.31%)	76.92%	1.75	00:01:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Netherlands	307 (1.71%)	301 (1.73%)	444 (1.40%)	62.84%	2.09	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Spain	290 (1.62%)	286 (1.64%)	375 (1.18%)	64.53%	2.06	00:01:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. France	272 (1.52%)	264 (1.52%)	395 (1.25%)	67.09%	1.95	00:01:38	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Italy	258 (1.44%)	249 (1.43%)	384 (1.21%)	65.62%	2.18	00:02:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. South Korea	146 (0.81%)	146 (0.84%)	154 (0.49%)	91.56%	1.17	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)

Rows 1 - 10 of 118

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Acquisition Overview

All Users
100.00% Users

Aug 1, 2019 - Jul 31, 2020

Primary Dimension:

Conversion:

Top Channels

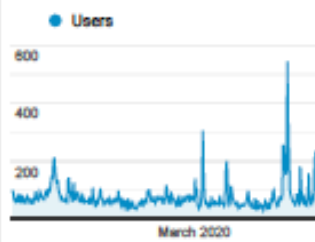
All Goals

[Edit Channel Grouping](#)

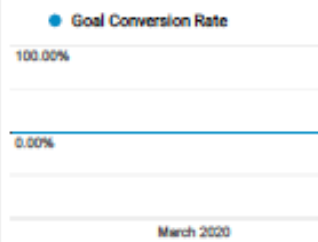
Top Channels



Users



Conversions



Acquisition				Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	17,818	17,391	31,660	56.40%	2.18	00:02:09
1 Direct	7,315			59.26%		
2 Organic Search	6,020			45.60%		
3 Social	4,017			70.99%		
4 Referral	1,417			54.70%		



Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

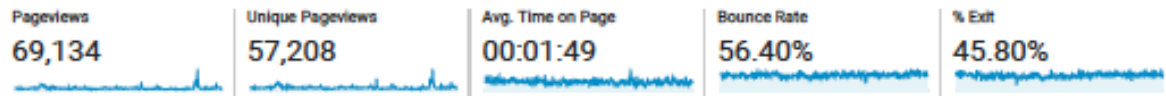
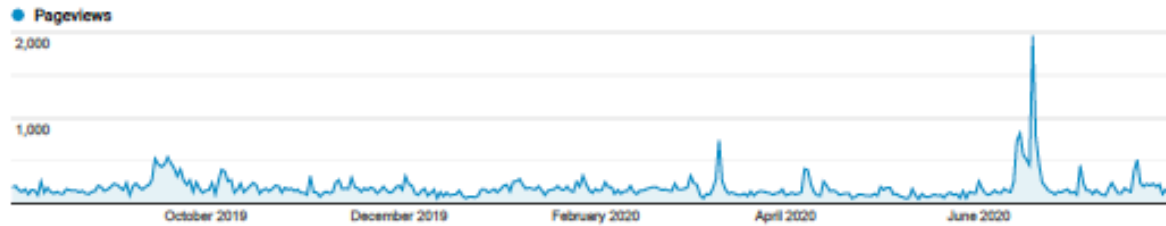
To see all 4 Channels click [here](#).

Overview

All Users
100.00% Pageviews

Aug 1, 2019 - Jul 31, 2020

Overview



Page	Pageviews	% Pageviews
1. /	17,859	25.83%
2. /guild_school/index.html	6,394	9.25%
3. /guild_school/virtual.html	4,183	6.05%
4. /guild_school/	2,804	4.06%
5. /members/artisan.html	2,596	3.76%
6. /members/join.html	2,558	3.70%
7. /guild_school/2020/12-hour-classes.html	2,255	3.26%
8. /guild_school/2020/36-hour-classes.html	2,060	2.98%
9. /guild_school/2020/24-hour-classes.html	2,019	2.92%
10. /education/study_program_williamsburg.html	1,993	2.88%