|  |
| --- |
| December 2019 |
|  |



media Report

News Coverage

### **Summary**

275 stories in national and local media. An estimated 692,737 people had subscriber access (reach) to these articles with an estimated earned media value of $466,693.49.

**Press Releases**

**December 6, 2019**

[**SLCC Emergency Medical Technician Students Receive $11,000 in Scholarships from AT&T**](http://www.prweb.com/releases/slcc_emergency_medical_technician_students_receive_11_000_in_scholarships_from_at_t/prweb16772066.htm)

**December 12, 2019**

**Good Taste (Local Press Calls and Media Invitations)**

### **Top Stories**

## December 2, 2019

## [New Programs: Cybersecurity, Engineering, Digital Marketing](https://www.insidehighered.com/news/2019/12/02/colleges-start-new-programs) *INSIDEHIGHERED.COM*

* Bob Jones University is starting an undergraduate major in cybersecurity.
* New York University and the Indian Institute of Technology, Kanpur, are starting dual doctoral degrees in computer and electrical engineering.
* Salt Lake Community College, in collaboration with Facebook, is starting a certificate in digital marketing.

## December 4, 2019

# [Pan Fried Pork Cutlets With Red Cabbage Slaw](https://studio5.ksl.com/serve-up-a-dressed-up-pork-cutlet-at-your-next-christmas-color/) *KSL.com*

Every party needs a menu, and this one will have you practicing all the culinary skills! Serve up a tasty pork cutlet to your guests, and they’ll be racing for seconds. Jeffrey Coker, with the Culinary Arts Program at Salt Lake Community College, and one of his students, Jake Smith, share how to make this holiday dish.

December 6, 2019

# [SLCC Emergency Medical Technician Students Receive $11,000 in Scholarships from AT&T](https://finance.yahoo.com/news/slcc-emergency-medical-technician-students-200000771.html?guccounter=1) *YAHOO.COM*

In a ceremony where words like "commitment," "bravery" and "gratitude" were used frequently, six students in [Salt Lake Community College's](https://c212.net/c/link/?t=0&l=en&o=2663664-1&h=1669729660&u=http%3A%2F%2Fwww.slcc.edu%2F&a=Salt+Lake+Community+College%27s) (SLCC) Emergency Medical Technician (EMT) Program—Maria Mazzel Delgado, Jake Fisher, Justine Hanscom, Hevelyn Cidade Klegues, Mark Rodgersand Chelise Schaefer—were awarded the AT&T Public Safety Hero Scholarship to support their first responder training. Four scholarship recipients are graduating from SLCC's EMT program this month and two are prepared to begin the 13-week program in January.

**December 12, 2019**

# [SLCC Men’s Basketball Team Visits Local Elementary School](https://kslsports.com/424242/slcc-mens-basketball-team-visits-local-elementary-school/) *KSLSPORTS.ORG*

The Salt Lake Community College men’s basketball team visited Taylorsville Elementary to spend time visiting and participating in activities with the students. The Bruins basketball team visited the local elementary school on Wednesday, December 11.

# December 11, 2019

# [Utah women work part time at highest rate in U.S.](https://www.sltrib.com/news/2019/12/11/utah-women-work-part-time/) *SLTRB.COM*

Nile Checketts had reached “the final straw.” More than half of her salary was going to the nanny, and her job wasn’t flexible enough for her to be home with her two kids on days the nanny didn’t show up. So, Checketts quit her daytime office position and got a part-time gig at night at an ice cream shop. “I just felt such a sense of relief not trying to work on child care anymore,” she said.

## December 13, 2019

## [How to Save Money on a Higher Education](file:///Users/joytlou/Desktop/How%20to%20Save%20Money%20on%20a%20Higher%20Education) *KSL.COM*

As an open-access institution, Salt Lake Community College is committed to the idea that higher education should be available to anyone who wishes to obtain it, and we are dedicated to developing ways to make college affordable. Keeping costs down is essential for student success and helps minimize their student loan debt, which can often cripple them financially.

**December 15, 2019**

[**Distinguished Geospatial Speaker Series: Implementing Open Geography Education**](https://www.directionsmag.com/webinar/9446)*DIRECTIONSMAG.COM*

Open Education Global (OEG), an international network for open education, recently announced Adam Dastrup, Professor of Geosciences at Salt Lake Community College (SLCC), won OEG’s prestigious Open Geography award. In 2014, Adam Dastrup started the Open Geography Education initiative as a way to provide educators with OER textbooks to students. The philosophy of the initiative is to provide open resources, products and services to anybody interested in learning about the earth, its places and the relationships between people and their environments.

**December 16, 2019**

# [Ed Dept ends competency-based education experiments](https://www.educationdive.com/news/ed-dept-ends-competency-based-education-experiments/569291/) *EDUCATIONDIVE.COM*

The U.S. Department of Education is ending experiments that allowed participating colleges with competency-based education (CBE) programs to receive federal aid, according to an agency letter obtained by Education Dive. Launched in 2014, the experiments [waived](https://experimentalsites.ed.gov/exp/pdf/CBEGuideComplete.pdf) federal aid rules for some colleges with CBE programs, which allow students to complete coursework mostly at their own pace instead of on a fixed schedule. The aim was to collect data to inform policy decisions on CBE. Inside Higher Ed first reported the Ed Department was halting the experiments.

**December 20, 2019**

[**How Salt Lake Community College keeps college affordable**](https://www.abc4.com/gtu/how-salt-lake-community-college-keeps-college-affordable/)  *ABC4.COM*

Keeping college affordable is a big deal these days. Keeping costs down is the number one thing [Salt Lake City Community College](http://slcc.edu) does to make college affordable. Affordability is essential for student success and helps minimize student loan debt. In fact, students wanting to earn four-year degrees can save about $10,000 by first earning their associate’s degree at SLCC and then transferring to one of the state’s universities. SLCC tuition assistance program started in 2016 and has helped full-time students cover the cost of tuition when federal grants fall short. When a student is eligible for only some federal financial aid, SLCC promises to pay the rest. To date, their Promise program has awarded $2.75 million to more than 2,000 full-time students.

**Media Coverage Analytics**

A close up of text on a white background

Description automatically generated

#### A close up of text on a black background Description automatically generated

Reach is the Total Number of Unique Viewers/Readers, UVPM is the Total Number of Unique Viewers/Readers Across All Social Platforms.

A picture containing vector graphics

Description automatically generated

**Social Media**

**SLCC Blog**

A total of 9 blog posts were created and place on the SLCC News and Events Page.

12.3 [**20 Tips to Help You Survive Finals Week**](http://saltlakecommunitycollege.blogspot.com/2019/12/20-tips-to-help-you-survive-finals-week.html)

*Promoted on SLCC Today, Twitter, Facebook*

12.3 [**Athletes Excited to Compete in New Beach Volleyball Program**](http://saltlakecommunitycollege.blogspot.com/2019/12/athletes-excited-to-compete-in-new.html)

*Promoted on SLCC Today, Twitter*

12.6 [**EMT Students Receive $11,000 in Scholarships From AT&T**](http://saltlakecommunitycollege.blogspot.com/2019/12/emt-students-receive-11000-in.html)

*Promoted on SLCC Today, LinkedIn*

12.11 [**For Three Generations of Nurses in One Family, Graduation is Special**](http://saltlakecommunitycollege.blogspot.com/2019/12/for-three-generations-of-nurses-in-one.html)

*Promoted on SLCC Today, Twitter, LinkedIn*

12.12 [**Chemical Society Students Raise Money for Children’s Hospital**](http://saltlakecommunitycollege.blogspot.com/2019/12/chemical-society-students-raise-money.html)

*Promoted on SLCC Today, Twitter, LinkedIn*

12.16 [**Bookstore’s “Shop By Author” Makes Searching, Finding Titles Easier**](http://saltlakecommunitycollege.blogspot.com/2019/12/bookstores-shop-by-author-makes.html)

*Promoted on SLCC Today*

12.16 [**Dream Center: Helping Students From Access to Graduation**](http://saltlakecommunitycollege.blogspot.com/2019/12/dream-center-helping-students-from.html)

*Promoted on SLCC Today, Twitter, LinkedIn*

12.19 [**Culinary, Fashion Institutes Collaborate on Unique Creations**](http://saltlakecommunitycollege.blogspot.com/2019/12/culinary-fashion-institutes-collaborate.html)

*Promoted on SLCC Today, Twitter, Facebook*

12.20 [**SLCC, U of U Collaborate on Electric Car Made of Composite Materials**](http://saltlakecommunitycollege.blogspot.com/2019/12/slcc-u-of-u-collaborate-on-electric-car.html)

*Promoted on SLCC Today, Twitter, LinkedIn*

**Twitter**

Number of tweets: 9

Tweet impressions: 38.5K

Number of mentions: 68

Follower Count: 4115 (+13)

Top Tweet: Top Mention:

People around each other

Description automatically generated A screenshot of a social media post with text and people in the background

Description automatically generated

Top Media Tweet:  
A screenshot of a cell phone

Description automatically generated

**Facebook**

Number of posts: 6

Post impressions: 83,113

Page likes: 20,309

Top post:

A screenshot of text

Description automatically generated

**LinkedIn**

Number of posts: 3

Page views: 954

Unique visitors: 497

Total followers: 60,842 (-32)

Likes: 134

Comments: 1

Shares: 3

Top Post:

A screenshot of a computer

Description automatically generated

**Instagram**

Number of posts: 1

Number of stories: 16

Post likes: 138

Total followers: 3017 (+47)

Top post:

A screenshot of text

Description automatically generated