

MEDIA REPORT

—
April 2022



News Coverage

Summary

354 stories in national and local media. An estimated 4,239,945 people had subscriber access (reach) to these articles with an estimated earned media value of \$282,754.

Media Advisory's

April 1, 2022

Visualizing Religion & Philosophy Through the Sand Mandala

Over 4 days, three Tibetan monks will create a “compassion” sand mandala. This will include an opening Initiation Ceremony and, on the final day, a closing Dissolution Ceremony, in which monks will chant and then the art piece will be destroyed.

April 26, 2022

SLCC Fashion Institute Fashion Show

Professional models will present original designs curated from collections developed by students in their final year of Salt Lake Community College's (SLCC) Fashion Institute.

April 28, 2022

Head Over Heels Completes 2021-2022 Season at Grand Theatre [EMAIL](#)

The Grand Theatre is proud to present Head Over Heels. the bold new musical comedy from the visionaries that rocked Broadway with Hedwig and the Angry Inch, Avenue Q and Spring Awakening.

Press Releases

April 5, 2022

[Champion for Immigrants and SLCC Leader Selected as one of USA Today's Women of the Year](#) *PRWEB*

Salt Lake Community College's Luz Gamarra was selected as one of USA Today's Women of the Year for her work mentoring students, and many of whom are Latinx students and international students who are striving to improve their lives through higher education.

April 7, 2022

[Salt Lake Community College Recognizes Exceptional Young Alumna for Local and Global Accomplishments](#) *PRWEB*

Former Fulbright Scholar, Oxford Consortium Fellowship recipient, Rotary Peace Fellow, TEDx speaker, and former Salt Lake Community College (SLCC) student Elizabeth Gamarra has received the college's inaugural Rising Star Award.

April 28, 2022

[Jane Seegmiller Named 2022 New Century Workforce Scholar](#) *PRWEB*

Jane Seegmiller, a student at Salt Lake Community College, has been named a 2022 New Century Workforce Scholar and will receive a \$1,250 scholarship.

April 28, 2022

[Brandon Lovell Named a 2022 New Century Transfer Scholar](#) *PRWEB*

Brandon Lovell, a student at Salt Lake Community College, has been named a 2022 New Century Transfer Scholar and will receive a \$2,250 scholarship.

Top Stories

April 1, 2022

[Feds investigate fake applications for admission, financial aid at Utah college](#) *SLTRIB.COM*

Salt Lake Community College says it did not release any money to the flagged accounts.

April 3, 2022

[University of Utah Health plans major medical campus for West Valley City](#)
WVCJOURNAL.COM

Besides medical care, the complex will also be a center for teaching and training students in various health care professions in partnership with Salt Lake Community College and could create about 1,400 jobs from nursing assistants to doctors.

April 3, 2022

[Short-term training at SLCC provides skills that lead to jobs](#) *KSL.COM*

For many, the experiences of the last two years have profoundly impacted nearly every aspect of people's lives, leaving many Utah residents unemployed, underemployed, or simply looking for an opportunity to sharpen their skills, enhance their careers or start a new one.

April 4, 2022

[2 News at 10:00pm](#) *KUTV-TV*

Check out this project that's happening right now at Salt Lake Community College. Three Tibetan monks are creating what they call a compassion sand mandala over the course of four different days.

April 5, 2022

[Mortuary science professor Jeff Zealley at the American Cemetery, but not to rest](#)

NATCHITOTIMES.COM

A traveler arrived in Natchitoches recently with an unusual hobby: cleaning years of accumulated grime from the surfaces of tombstones lining the paths of the American Cemetery.

April 5, 2022

[SLCC looks to become Hispanic serving. A collaborative work team and school groups are leading that goal](#) *GLOBESLCC.COM*

For Richard Diaz and his family, immigrants from Peru, Salt Lake Community College has been an educational cornerstone.

April 6, 2022

[California weighs \\$100M for community college cybersecurity amid application fraud](#)

HIGHEREDDIVE.COM

Salt Lake Community College said last week that it has also received fraudulent applications after the institution waived application fees, but officials have not specified how many they've received.

April 7, 2022

[Podcast: A Conversation about Talent Ready Utah's 2022 TRAC Week](#) *BUSSINESS.UTAH.GOV*

This episode spotlights the 2022 Talent Ready Apprenticeship Connection (TRAC) Week, which takes place April 11-15 at the Westpointe Workforce Training & Education Center on the Salt Lake Community College campus.

April 8, 2022

[How Salt Lake Community College's gardens are benefiting the community](#) *KUTV.COM*

Salt Lake Community College Gardens are here to teach the SLCC community about sustainable gardening practices and empower them to grow their own fresh produce for both themselves and the SLCC community.

April 11, 2022

[Congolese students become first all-refugee graduating class of SLCC entrepreneur program](#) *GLOBESLCC.COM*

The first all-refugee class of the Everyday Entrepreneur Program completed a major milestone last fall, and celebrated their graduation in February.

April 12, 2022

[Salt Lake Community College ranked one of the most inclusive Latinx colleges in the country](#) *ABC4.COM*

Diversity and inclusion are at the core of Salt Lake Community College's mission for success.

April 12, 2022

[SLCC is in the top 100 community colleges in the country as an emerging Hispanic Serving Institution](#) *FOX13.COM*

Salt Lake Community College (SLCC) is ranked as one of the top 100 community colleges in the country as an emerging Hispanic Serving Institution.

April 15, 2022

[Recycling can be simple! Here's how to get started...](#) *KSL.COM*

Rhiannon Gardner, Recycling Coordinator for Salt Lake Community College, shares details about their recycling program, and some things you can recycle that you wouldn't expect.

April 15, 2022

[SLCC Proves it Cares About Art Students in 2022 Student Showcase](#)

DAILYUTAHCHRONICLE.COM

The 2022 Student Art Showcase at Salt Lake Community College opened last week, marking the end of the school year and a return to in-person gallery events and showcases across the valley.

April 15, 2022

[After two years off, SLCC's powwow brings Indigenous people back together](#) *SLTRIB.COM*

For the first time since the COVID-19 pandemic began two years ago, powwow season has emerged in the Mountain West.

April 17, 2022

['Indigenous and Empowered' pow-wow returns to SLCC](#) *FOX13.COM*

Utah's Native American culture was front and center Saturday at the Salt Lake Community College's Bruin Arena.

April 20, 2022

[Campus safety concerns in a new audit 'echo' problems revealed after Lauren McCluskey's murder](#) *DESERET.COM*

The audit included numerous recommendations for police agencies on each of the public colleges and universities that are part of the Utah System of Higher Education. Except Salt Lake Community College, all have campus law enforcement agencies. SLCC contracts with the Utah Highway Patrol.

April 21, 2022

[How a lifelong struggle paved the way for Gary Payton II's success with the Golden State Warriors](#) *ABC.COM*

From Westwind Preparatory Academy in Phoenix, Gary landed at Salt Lake Community College.

April 24, 2022

[Your Ukrainian neighbors: These 3 Utahns share their stories, struggles as war rages in their homeland](#) *SLTRIB.COM*

She moved to Utah after attending architecture school in Ukraine, and continued her studies at Salt Lake Community College, on the advice of a friend who invited her to the U.S.

April 24, 2022

[Utah universities should think about getting out of the policing business, the Editorial Board writes](#) *SLTRIB.COM*

Now the only Utah public college without its own law enforcement agency is Salt Lake Community College, which contracts with the Utah Highway Patrol for public safety services, and the audit says 98% of public universities nationwide have their own police.

April 25, 2022

[A controversial symbol shows up at SLCC's safety office, and then disappears](#) *SLTRIB.COM*

It was a small sticker, a black-and-white image of an American flag with a single stripe, colored blue.

April 25, 2022

[How to assess a community's resilience](#) *SCIENMAG.COM*

The team also included Eric Schniter from California State University Fullerton, Juan Jose Garcia from Salt Lake Community College and Liliana Caughman from Arizona State University.

April 27, 2022

[SLCC's Latinx population is growing, and officials aim to serve that community better](#) *SLTRIB.COM*

Richard Diaz and his family, immigrants from Peru, have made Salt Lake Community College a tradition that crosses generations.

April 27, 2022

[Positiva Radio 1490 Pablo Tellechea y su Periodismo Independiente](#) *POSITIVA RADIO*

En la entrevista central nos acompaña Luz Gamarra, Advisor de Salt Lake Community College y recientemente premiada por el USA TODAY como 'Women of the Year' por el estado de Utah.

(Translation - In the central interview, we are joined by Luz Gamarra, Advisor of Salt Lake Community College and recently awarded by USA TODAY as 'Women of the Year' for the state of Utah.)

April 27, 2022

[SLCC's Latinx population is growing, and officials aim to serve that community better](#)
SLTRIB.COM

Richard Diaz and his family, immigrants from Peru, have made Salt Lake Community College a tradition that crosses generations.

April 28, 2022

[We traveled from Salt Lake City to Provo using only public transportation. Here's what we learned.](#) *SLTRIB.COM*

For instance, Yenny Jeri said the bus system is a safe and affordable way for her to attend English as a Second Language classes at Salt Lake Community College five days a week.

April 28, 2022

[2 News at 6:00pm](#) *KUTV-TV*

Salt Lake Community College, announcing today is dropping its covid vaccine requirement as of today.

April 28, 2022

[Romney, Hickenlooper, Barrasso introduce bill to more accurately measure student success at community colleges](#) *UTAHPOLICY.COM*

U.S. Senator Mitt Romney (R-UT), John Hickenlooper (D-CO), and John Barrasso (R-WY) today introduced the Graduation Reporting for Accuracy and Decision-Making (GRAD) Act, bipartisan legislation that would improve transparency and inform the decision-making of prospective students by ensuring the reporting of graduation rates accurately reflect the success of community colleges.

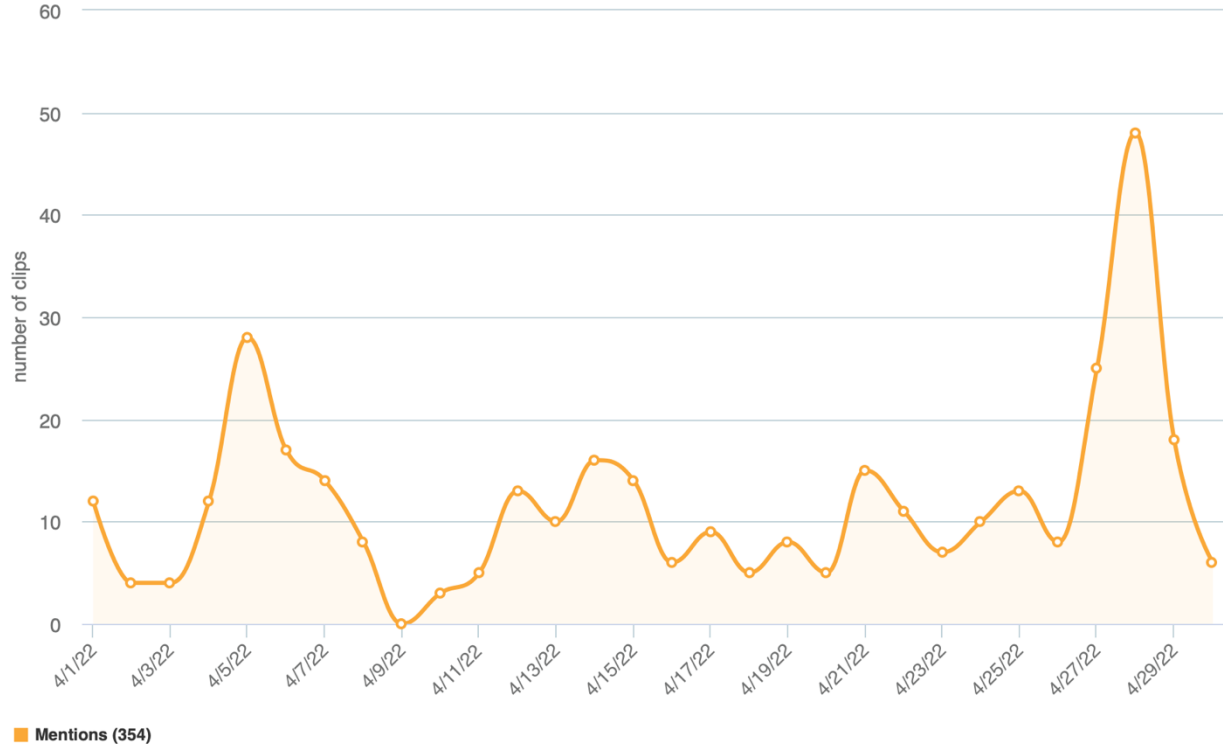
April 29, 2022

[Nielsen: Our Work is Far From Done — The Importance of Collegiate Investigative Journalism](#) *DAILYUTAHCHRONICLE.COM*

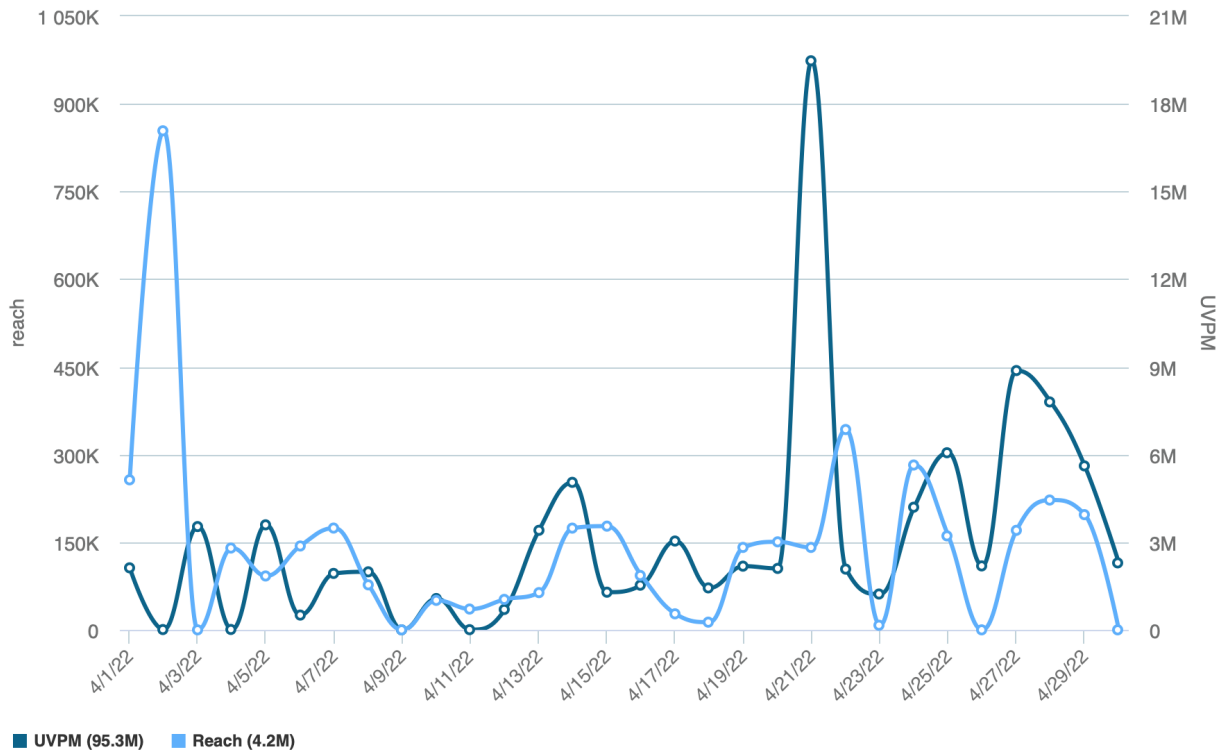
Post fortune cookie, I left the University of Utah, moved to Thailand and enrolled in online classes at Salt Lake Community College. After taking some time off to work on myself, I was able to make the full transition and enroll in Intro to News Writing. It was there that my professor, Marcie Young-Cancio, taught me every foundational skill of journalism.

Media Coverage Analytics

Total Mentions

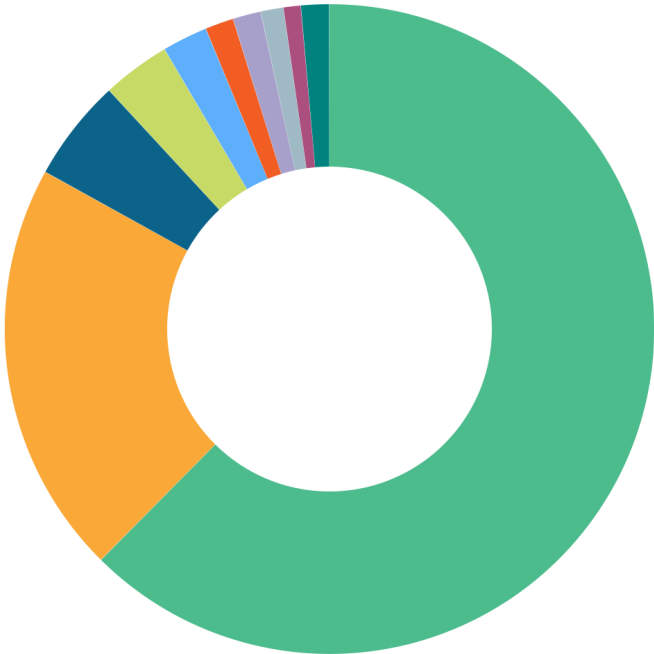


Reach



Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



Online, consumer: 62.4% Television station: 20.6% Newspaper: 5.1% Online, trade/industry: 3.4%
Online, news and business: 2.3% Radio station: 1.4% Blog, consumer: 1.4% News/Release Distribution Service: 1.1%
Publication, college/alumni: 0.8% Other: 1.4%

Social Media

SLCC Blog

A total of 22 blog posts were created and placed on the SLCC News and Events Page.

04.04 [Meet Our Students: Belen Castro Ruiz](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.04 [Assistant Professor Presents at College Media Association Conference](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.06 [Commencement 2022: Honorary Doctorate Recipients](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.06 [Commencement 2022: Distinguished Alumni](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.06 [Champion for Immigrants and SLCC Leader Selected as one of USA Today's Women of the Year](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.07 [Salt Lake Community College Recognizes Exceptional Young Alumna for Local and Global Accomplishments](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.08 [Community Writing Center Staff Encourages Everyone to Write](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

04.11 [Meet Our Staff: Jayel Kirby](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.13 [Students Learn Radio Ropes by Taking Control of KRCL's RadioACTIVE](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.13 [Commencement 2022: Distinguished Faculty Lecturer](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.13 [Commencement 2022: Teaching Excellence Award](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.13 [Symposium on Equity and Inclusion features Stories of Transformation](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

04.18 [Meet Our Students: Laura Archila](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.19 [Augmented Reality Becomes a Part of SLCC's Recycling Efforts](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

04.20 [Commencement 2022: Legislative Champion](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.20 [Commencement 2022: Provost's Graduates of Excellence](#) (Part 1 of 2)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.26 [Looking at College Workforce Programs and Apprenticeships for 'Community College Month'](#)

Promoted on SLCC Today, Twitter, LinkedIn

04.27 [Meet Our Staff: Hilda M. Sandi](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.27 [Brandon Loveall and Jane Seegmiller Named as 2022 New Century Scholars](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

04.27 [Vaccine requirement lifted for students, starting now](#)

Promoted on SLCC Today, Facebook, Twitter

04.27 [Commencement 2022: Provost's Graduates of Excellence](#) (part 2 of 2)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

04.29 [Soccer Goalkeeper to Represent Team USA in 'Deaflympics'](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn, Instagram

Twitter

Number of tweets: 29

Tweet impressions: 11.6K

Number of mentions: 170

Follower Count: 4,725

Top Tweet:

Top Tweet earned 702 impressions

SLCC Jordan Campus Update:

There is a gas leak near SLCC's Jordan campus. Campus is open and safe, but due to lane closures plan for traffic. Find updates for travel at [@UDOTTRAFFIC](#).

🔄 1 ❤️ 4

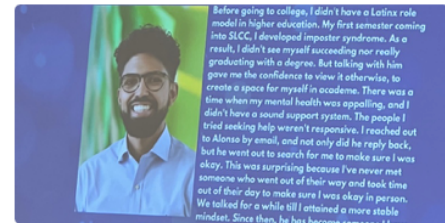
Top Mention:

Top mention earned 450 engagements



Alonso
[@areynarivarola](#) · Apr 21

It is an honor to be named supervisor of the year for our college internship program and even a bigger honor to work with the incredible students I get to serve at [@SaltLakeCC](#). [pic.twitter.com/NamSo736Aj](#)



🔄 20 🗨️ 14 ❤️ 199

Top Media Tweet:

Top media Tweet earned 639 impressions

See some amazing edible art designed by students at the Redwood Campus Library today. Check out these cool book-themed cakes and vote for your favorites at the link below! Winners announced at 3:15 p.m.

[#EdibleBooks](#)

[slccir.az1.qualtrics.com/jfe/form/SV_6L...](#)

[pic.twitter.com/oabjzHJZQS](#)



🔄 1 ❤️ 8

Facebook

Number of posts: 44

Post impressions: 146,578

Page likes: 21,523

Top post:

Salt Lake Community College
Published by Sprout Social
April 27 at 7:24 AM

SLCC is pleased to announce its 2022 Teaching Excellence Award recipients: Dr. Craig Ferrin, professor of fine arts; Dr. Hau Moy Kwan, assistant professor of computer science; and Michael Young, assistant professor of sociology and associate dean of General Education, Honors & Interdisciplinary Studies.
<https://saltlakecommunitycollege.blogspot.com/.../commenc...>

57 likes · 8 Comments · 7 Shares

Like Comment Share

Most relevant

Joselyn Nelson Toledo
Congratulations!
Like Reply Hide 3w

Marzio Battistella

Like Reply Hide 3w

Most Relevant is selected, so some comments may have

LinkedIn

Number of posts: 16

Page views: 1368

Unique visitors: 803

Total followers: 69,403

Reactions: 1,335

Comments: 164

Shares: 33

Top Post:



Salt Lake Community College
69,657 followers
1mo • Edited • 

SLCC is pleased to announce its 2022 Honorary Doctorate Recipients: Shawn Newell, and Mark and Kathie Miller. Newell currently serves as VP of the NAACP Salt Lake Chapter and a Program Advisory Committee member for SLCC's Business Marketing department, and the Millers have a longstanding history of supporting higher education and SLCC's PACE program. Read more: <https://lnkd.in/gt4TriNf>



   Anthony J. Nocella II, Ph.D. and 350 others 80 comments · 7 shares

Instagram

Number of posts: 21

Post likes: 1,324

Total followers: 4,742

Top post:



saltlakecc • Following
Salt Lake Community College

saltlakecc Sometimes books are good enough to eat. See some amazing edible art designed by students at the Redwood Campus Library today. Check out these cool book-themed cakes and vote for your favorites at the link in our bio! Winners announced at 3:15 p.m. [#EdibleBooks](#) [#LibraryAppreciation](#)

6w

slccsa.pres Nancy drew! Classic

6w Reply

Liked by erikashubin and 112 others

APRIL 7

Add a comment... [Post](#)