

MEDIA REPORT

July 2019



News Coverage

Summary

129 stories in national and local media. An estimated 2,527,302 people had subscriber access (reach) to these articles with an estimated earned media value of \$397,942.19.

Top Stories

July 2, 2019

[SGIA Supports Print's Future Workforce at 2019 SkillsUSA Competition](#) *PIWORLD.COM*

Last week marked the eighth year the Specialty Graphic Imaging Association (SGIA) and industry leaders teamed up to support students participating in the Graphics Imaging–Sublimation and Screen Printing Technology competitions at the SkillsUSA National Leadership and Skills Conference (NLSC).

July 7, 2019

[SLCC awarded grant to help guide students on intentional 'pathways' of learning, completion](#) *PIWORLD.COM*

If college courses could be likened to a Las Vegas-style buffet, it's hardly surprising that students are overwhelmed by their academic choices. How does one select among seemingly endless options such as prime rib, crab legs and shrimp, not to mention the salad bar, pasta station and dessert bar?

July 8, 2019

[SLCC often sees higher enrollment interest on Monday after holiday](#) *KSLNEWSRADIO.COM*

As the holiday weekend winds down, college enrollment interest is going up. Salt Lake Community College reports that it is typical for them to see an increase in enrollment interest on the working Monday after a major holiday.

July 8, 2019

[4th of July weekend brings spike in registrations at SLCC](#) *ABC4.COM*

The Monday after the 4th of July at Salt Lake Community College's peak registration day. Curt Larsen, Associate VP of Student Success at SLCC says, "You get together with friends and family, around the BBQ eating some watermelon and the topic of 'what are you doing for the rest of your life comes up.'"

July 10, 2019

[SLCC dean speaks on enrollment spike](#) *FOX13NOW.COM*

Richard Scott, the dean of Salt Lake Community College's School of Arts, Communication and Media, visited the FOX 13 Studio Monday morning to talk about a recent enrollment spike at the school.

July 15, 2019

[Guest opinion: In building sustainable and inclusive communities, Utah's youth will lead the way](#) *DESERETNEWS.COM*

The United Nations chose Salt Lake City to host its 68th Civil Society Conference next month for many of the same reasons scores of people are choosing to build families in Utah: our strong economy, vibrant communities, pathways for upward mobility, one of the lowest education costs in the nation and beautiful environment.

July 19, 2019

[10 books Utah's business leaders recommend reading](#) *KSL.COM*

Whether you're into reading from a fresh, unopened book or prefer to listen to audiobooks, reading is an excellent tool to grow as a person and a leader. Aside from improving one's vocabulary, reading improves discipline and memory, builds self-esteem, and increases one's ability to concentrate, says One World Literacy Foundation.

Below are six leaders in the Utah community you might be familiar with, along with some of their favorite reads. See if any titles on this list inspire you to make a stop at your local library.

July 22, 2019

[Having More Women at the Helm Can Create Positive Change](#) *CHRONICLE.COM*

The percentage of women college presidents in the United States had been stalled at 26 percent for a decade and then finally increased to 30 percent in 2017. Although the progress nationally related to gender seems to move at a glacial rate, there are pockets of more substantial gains. Utah has always been behind the national average in terms of the percentage of women presidents, but over the past two years things have changed dramatically.

[Got a business idea? This place helps you get it off the ground](#) *FOX13NOW.COM*

Timothy Cooley, manager of The Mill at Salt Lake Community College's Miller Campus, stopped by to share how you can get help with your business. They work with founders and business owners that work in fields ranging from consumer products to medical devices. They are typically people who have a home office, but are looking for a new work space. They've found that a community of founders help build good businesses.

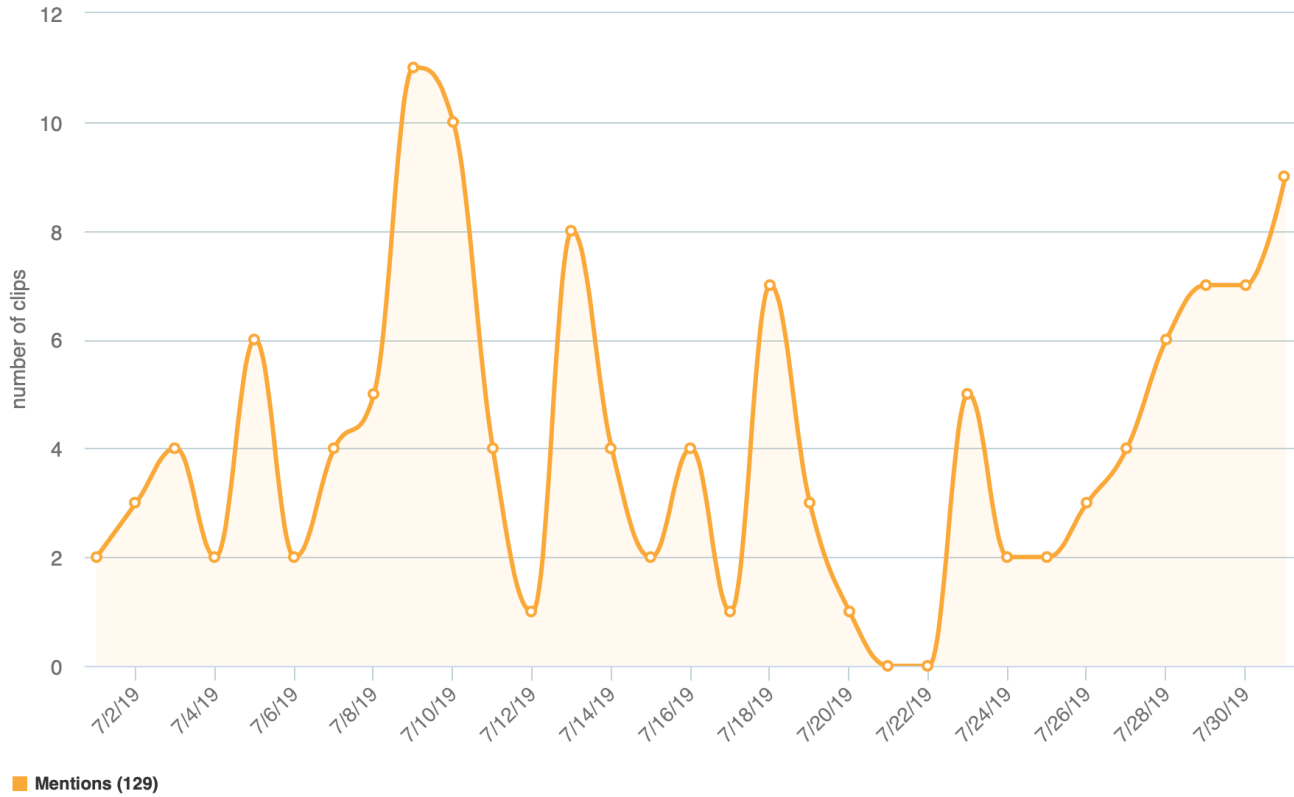
[Find out how to build up your business](#) *ABC4.COM*

Do you have a business in place but you're not quite sure how to make it grow? Salt Lake Community College's Goldman Sach's Business Program might be the solution you're looking for.

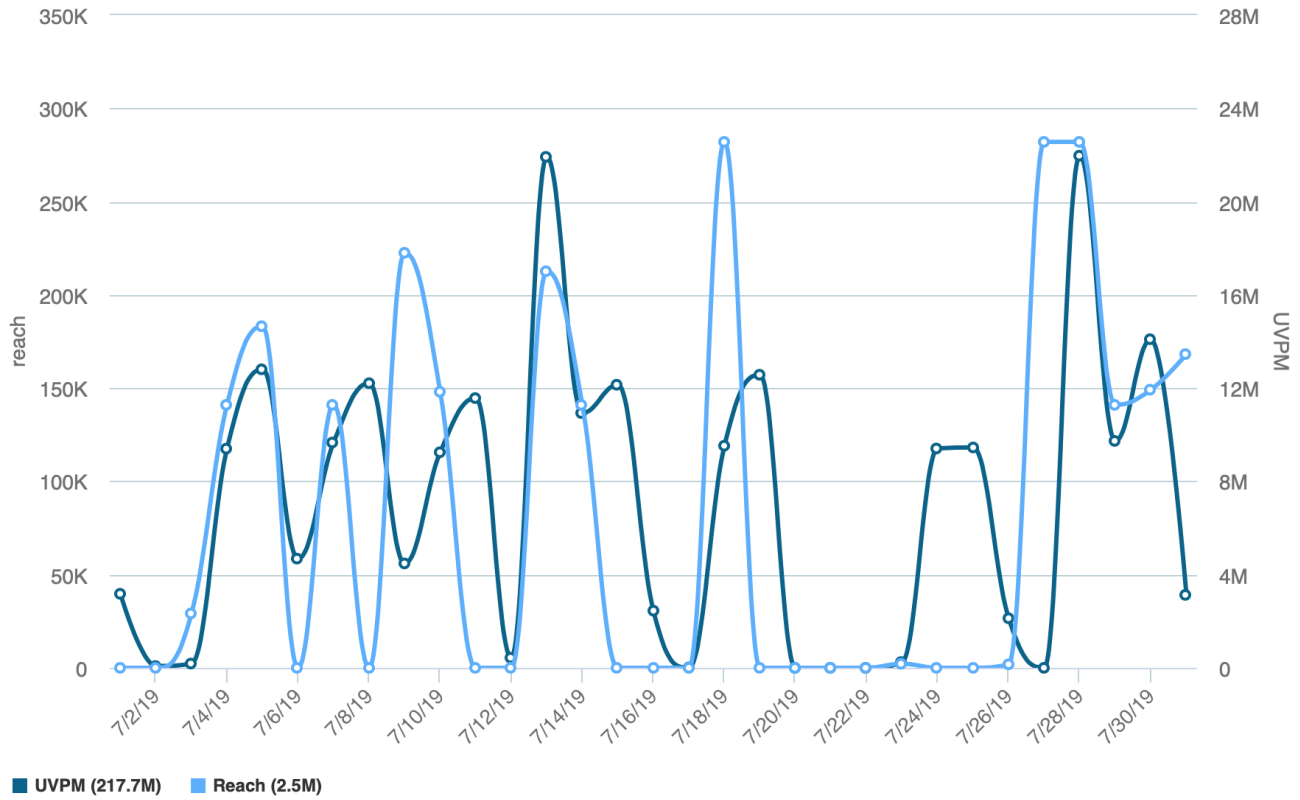
Deb Bilbao, Director of Business Support Services for the program told us everything worth knowing when considering to take the plunge into the program.

Media Coverage Analytics

Total Mentions



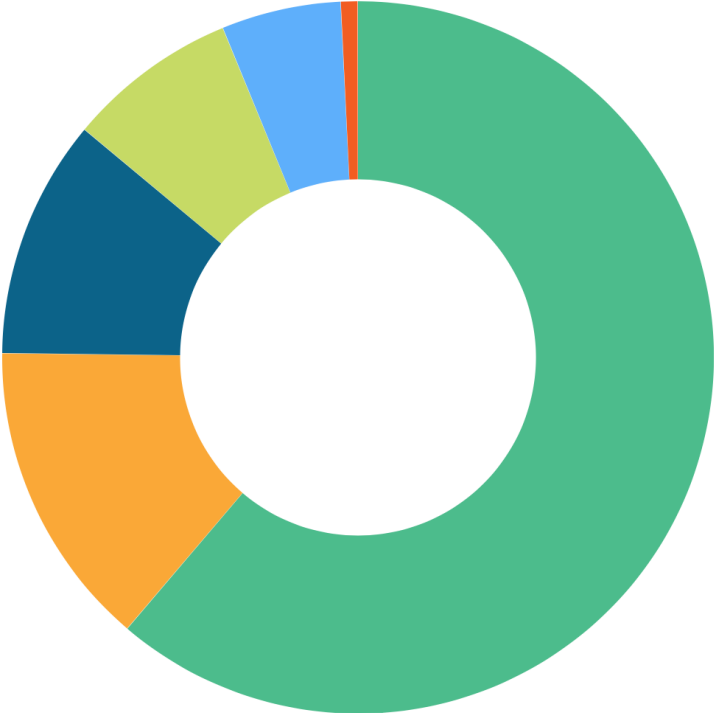
Reach



Reach is the total number of unique viewers/readers

UVPM is the number of unique viewers/readers per month across all social platforms

Share of Coverage by Media Type



■ Online, consumer: 61.2% ■ Newspaper: 14% ■ Television station: 10.9% ■ Online, trade/industry: 7.8%
■ Online, news and business: 5.4% ■ Radio station: 0.8%

Social Media

SLCC Blog

A total of 10 blogs were created and placed on SLCC's News and Events Page.

7.1 [Grand Youth Dazzles with Final Performance](#)

Promoted in SLCC Today

7.2 [Cool Classes: Sand Volleyball](#)

Promoted in SLCC Today

7.2 [College Chosen as One of 20 in Guided Pathways Project](#)

Promoted on Twitter, LinkedIn, and in SLCC Today

7.8 [Cool Classes: Pickleball](#)

Promoted in SLCC Today

7.10 [Student Athletes Make NJCAA All-Academic List](#)

Promoted in SLCC Today, on Twitter, on Facebook

7.15 [Cool Classes: Hiking](#)

Promoted in SLCC Today

7.19 [New Staff Association Executive Board Elected for 2019-20](#)

Promoted in SLCC Today, LinkedIn and on Twitter

7.19 [Westpointe Center Receives Community Partner Award from Horizonte](#)

Promoted on LinkedIn and in SLCC Today

7.22 [Cool Classes: Climbing](#)

Promoted in SLCC Today

7.29 [Men's Basketball Hires New Assistant Coach](#)

Promoted on Twitter, Facebook and in SLCC Today

Twitter

- Number of tweets: 20
- Tweet Impressions: 40.3K
- Number of mentions: 56
- Follower count: 4024 (-7)
- Top Tweet:

Top Tweet earned 2,752 impressions

The Grand Theatre is hosting a concert Thursday night to raise funds for ALS research. Ryan Innes and GENTRI will be there. Get your tickets now and help [#BeatALS](#).

abc4.com/gtu/here-comes...

↻ 2 ♥ 3

- Top Mention:

Top mention earned 211 engagements

 **U of U Dream Center**
@UofUDreamCenter · Jul 8

Exciting news! [@SaltLakeCC](#) is partnering with the [@UUtah](#) Dream Center to increase access and improve learning opportunities for Dreamers in the Salt Lake Valley. The first major step in this collaboration is the opening of a new Dream Center at SLCC! Details below & our insta! pic.twitter.com/wROqtDm4Yj



↻ 1 ↻ 19 ♥ 62

- Top Media Tweet:

Top media Tweet earned 2,299 impressions

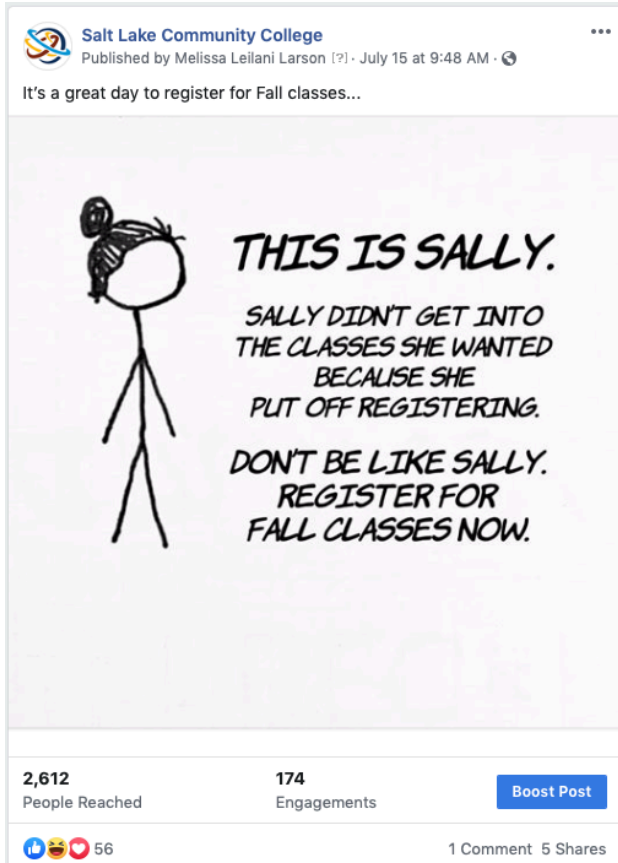
Loving the new [#slcc](#) sign at our Jordan Campus. [#shiny](#) [#goodtobeabruin](#)
pic.twitter.com/PKrokDFODA



🔗 1 ❤️ 18

Facebook

- Number of posts: 9
- Post Impressions: 87,600
- Page Likes: 20080 (+39)
- Top post:



Salt Lake Community College
Published by Melissa Leilani Larson [?] · July 15 at 9:48 AM · 🌐

It's a great day to register for Fall classes...

THIS IS SALLY.
SALLY DIDN'T GET INTO
THE CLASSES SHE WANTED
BECAUSE SHE
PUT OFF REGISTERING.
DON'T BE LIKE SALLY.
REGISTER FOR
FALL CLASSES NOW.

2,612
People Reached

174
Engagements

Boost Post

👍 🤔 🍷 56

1 Comment 5 Shares

LinkedIn

- Number of posts: 10
- Page Views: 1073
- Unique Visitors: 584
- Total Followers: 59,220 (+388)
- Likes: 730
- Comments: 12
- Shares: 19
- Top Post:



Instagram

- Number of posts: 13
- Number of stories: 32
- Post Likes: 1,102
- Total Followers: 2,597 (+38)
- Top Posts:



[View Insights](#)

[Promote](#)



Liked by photographybystephen and 201 others

saltlakecc Shiny.
#slcc #goodtobeabruin

View 1 comment
July 8



[View Insights](#)

[Promote](#)



Liked by photographybystephen and 121 others

saltlakecc Meanwhile, on Jordan Campus... #slcc #goodtobeabruin

lonschiffbauer Is this maybe what they're planning for Taylorsville?! 🍌 ❤️

saltlakecc @lonschiffbauer Yes! It's happening in the very near future. 🙌🐻 ❤️

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