

MEDIA REPORT



Summary

352 stories in national and local media. An estimated 2,493,867 people had subscriber access (reach) to these articles with an estimated earned media value of \$780,499.14.

Press Releases

November 7, 2019

President's Art Show (Local)

November 15, 2019

Grand Theatre Holiday Collection (Local)

November 26, 2019

[SLCC, Facebook Partners in New Digital Marketing Certificate](#)

Top Stories

November 1, 2019

[Utah Advanced Manufacturing Week](#)

ABC4.COM

Salt Lake City is rapidly becoming home to more and more businesses in the manufacturing industry. Next week the city will celebrate Utah Advanced Manufacturing Week. Jake Maxwell with the Department of Economic Development and Rick Bouillon from the Salt Lake Community College joined Good Morning Utah to talk about the growth of the manufacturing industry in the state.

November 12, 2019

[Many high-paying jobs require an apprenticeship; how Natl. Apprenticeship Week gets you started fast](#) FOX13NOW.COM

Utah is celebrating a recent growth of apprenticeship programs during National Apprenticeship Week from Nov. 11-17, 2019, including an Apprenticeship Job Fair on Nov. 13. In the 2019 legislative session, a Commissioner of Apprenticeship Programs was created, the first in the nation, and available industries for apprenticeships continue to expand.

November 13, 2019

[Prison inmates receiving education lowering likelihood of return](#) ABC4.COM

Education officials in Utah say roughly 70 percent of those in prison will at some point return. However, that rate is dropping with men and women who are taking higher education courses behind bars. It's an educational opportunity and a chance to earn an associate degree.

November 18, 2019

['Prison Saved My Life': Utah Inmates Seeing New Horizons With College Coursework](#)

KUER.ORG

Utah State and Brigham Young universities both used to offer college-level instruction in Utah prisons, Castro said. But those programs fizzled out. Today, only Salt Lake Community College and the University of Utah offer on-site college classes.

November 19, 2019

[How one college is trying to meet the employment needs of 'volatile' tech companies](#)

EDUCATIONDIVE.COM

The technology sector is booming in Utah. A stretch of land in the state dubbed the "silicon slopes" has become home to thousands of technology startups, some of which are valued at more than \$1 billion. Much of that growth has happened in the past decade. Those companies have major workforce demands. In 2018, the technology sector provided one in seven of the jobs in Utah and supported one-sixth of workers' earnings in the state, according to a recent report from the University of Utah. "It's moving fast," Salt Lake Community College (SLCC) President Deneece Huftalin said of the state's technology industry.

November 21, 2019

[Deneece G. Huftalin: Salt Lake Community College to provide access for even more](#)

[low-income students](#) SLTRIB.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.

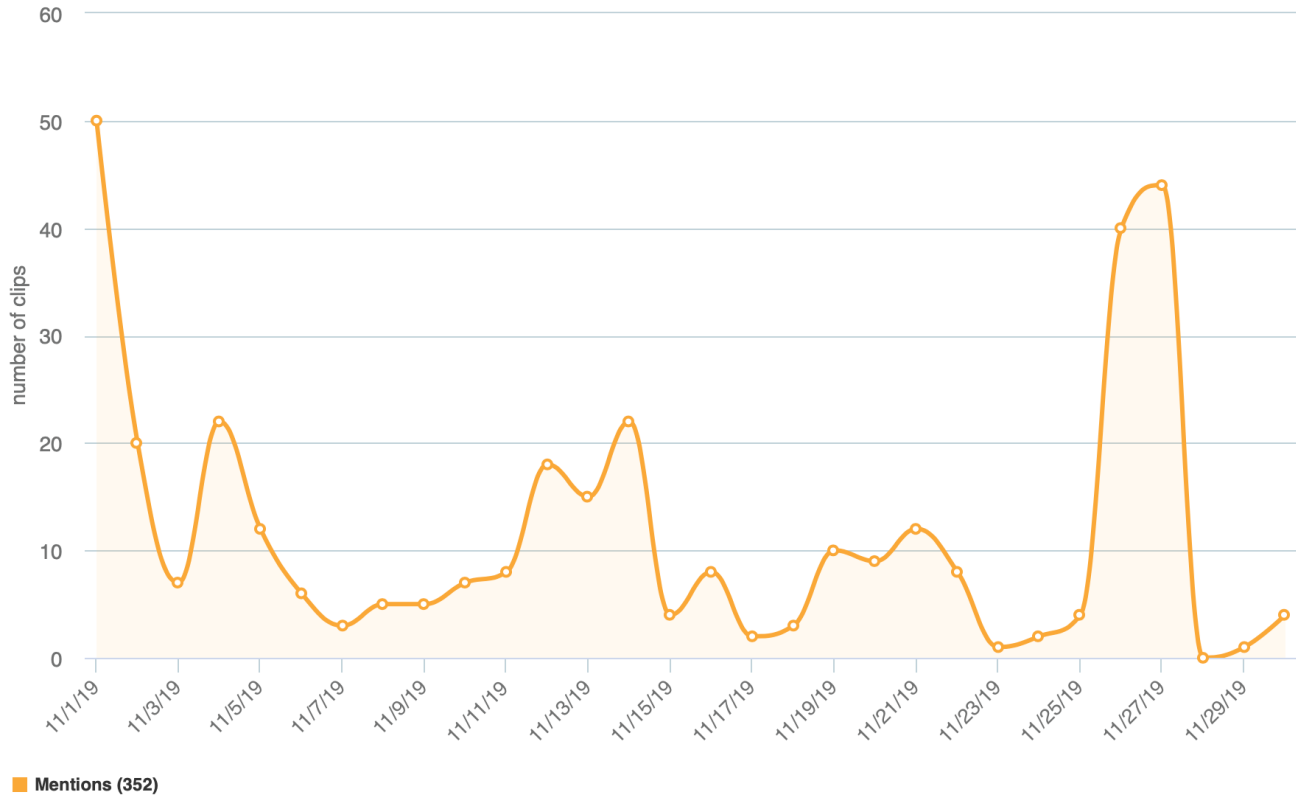
November 25, 2019

[Tips for college planning ahead of the biggest college enrollment day](#) ABC4.COM

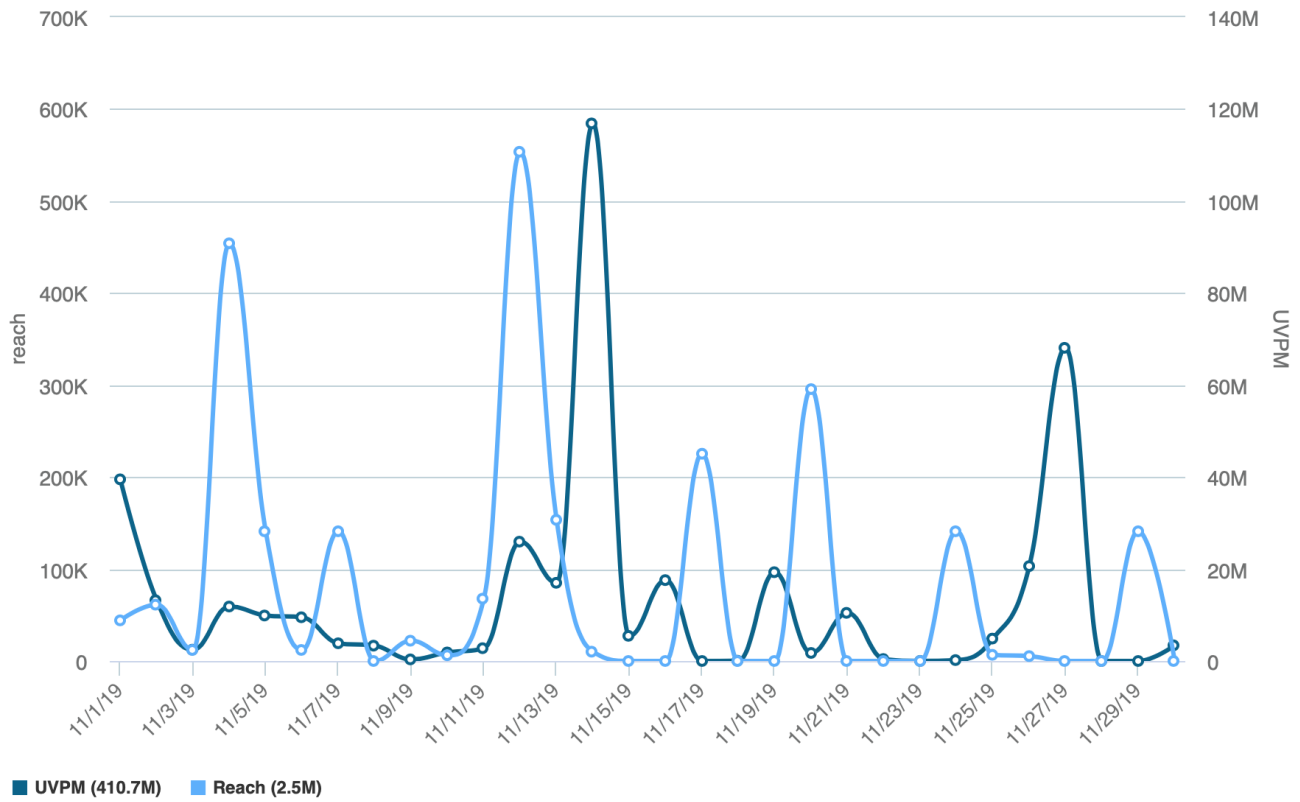
You might not know it but the Monday after Thanksgiving is the biggest day for college enrollment in the U.S. If you or someone you know is getting ready to enroll Kate Gildea, director of admissions at Salt Lake Community College has some tips to keep in mind. She joined Good Morning Utah to share those tips.

Media Coverage Analytics

Total Mentions

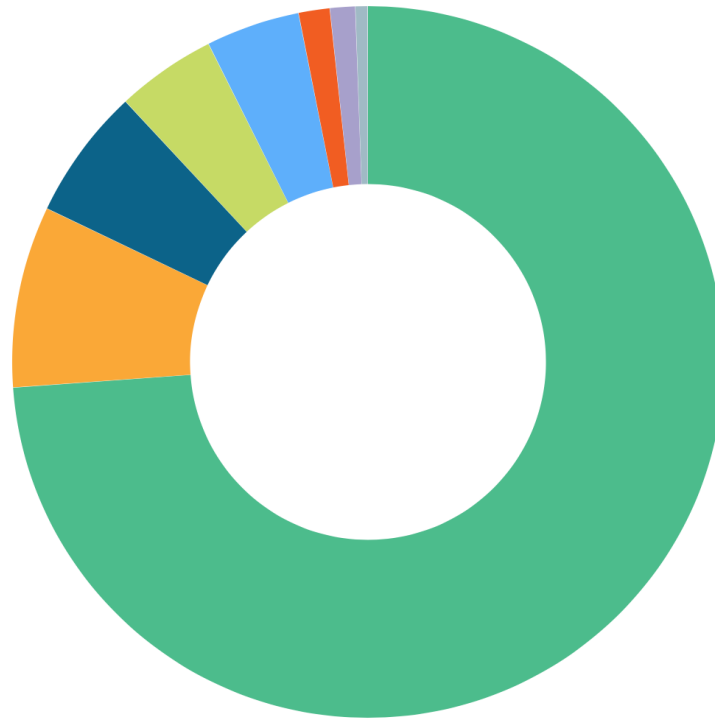


Reach



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

Share of Coverage by Media Type



Online, consumer: 73.9% Online, trade/industry: 8.2% Television station: 6% Online, news and business: 4.5%
Newspaper: 4.3% Cable/satellite - network/station: 1.4% Blog, consumer: 1.1% Publication, college/alumni: 0.6%

Social Media

A total of 16 blog posts were created and placed on the SLCC News and Events Page.

11.1 [Cool Classes: Film Directing](#)

Promoted in SLCC Today, LinkedIn, Twitter

11.1 [Single Mom, First-Gen Student Paving Way for Her Son](#)

Promoted in SLCC Today, LinkedIn, Twitter, Facebook

11.1 [Meet Our Faculty: Todd Baird](#)

Promoted in SLCC Today, LinkedIn, Twitter

11.4 [First-Generation Student Eyes PhD, Owning a Business](#)

Promoted in SLCC Today, LinkedIn, Twitter, Facebook

11.6 [Holocaust Lecturer, Chemist Brings Her Story of WWII Survival to SLCC](#)

Promoted SLCC Today, LinkedIn, Twitter

11.6 [SLCC Kicks Off Public Art Show](#)

Promoted SLCC Today, LinkedIn, Twitter

11.6 [Fortinbras Brings Laughs, Drama to Black Box Theatre](#)

Promoted in SLCC Today, Twitter

11.13 [Students Shine in Grand Youth Showcase](#)

Promoted in SLCC Today

11.13 [Move Over Men, Females Making Mark in Male-dominated Field](#)

Promoted in SLCC Today, LinkedIn, Twitter

11.14 [Students Organize 'Keep A Bruin Warm' Winter Clothing Drive](#)

Promoted in SLCC Today, Twitter, Facebook

11.14 [Time for Students to Apply for DC Internships](#)

Promoted in SLCC Today, Twitter, Facebook

11.15 [Native American Heritage Month: A Navajo Student Shares Her Story](#)

Promoted in SLCC Today, LinkedIn, Twitter, Facebook

11.15 [Grand Theatre to Present Three Special Performances for the Holidays](#)

Promoted in SLCC Today, Twitter

11.26 [Meet Our Faculty: Anne Cannon](#)

Promoted in SLCC Today, LinkedIn, Twitter

11.26 [Male Cheerleader Finds 'Family' in Newly-revived Squad](#)

11.26 [SLCC, Facebook Partners in New Digital Marketing Certificate](#)

Promoted in SLCC Today, LinkedIn, Twitter

- Number of tweets: 22
- Tweet Impressions: 27.3
- Number of mentions: 101
- Follower count: 4102 (+7)

Top Tweet:

Top Tweet earned 2,523 impressions

“Swoop into the U” transfer event today in the Student Event Center. Stop by and find out more about transferring to a 4-year program at the University of Utah.

[#BruinsMakeTheBestUtes](#)
pic.twitter.com/PnHl68CcgZ



↻ 3 ❤️ 19

Top Mention:

Top mention earned 106 engagements



Adam Dastrup
[@opengeographer](#) · Nov 26

I received my [#opengeography](#) award today at the [#OEGlobal19](#) today!

[@SaltLakeCC](#) [@SLCCHuftalin](#)
[@DrChuckLepper](#) [@jpickava](#)
[@acorbettscott](#) [@DrMaura_Science](#)
[@evolprof](#) [@opencontent](#)
[@open_textbooks](#) [@brenda_utah](#)
[@CNBlank](#) [@LumenLearning](#)
pic.twitter.com/TbHHntfK9N



↻ 8 ↻ 1 ❤️ 30

Top Media Tweet:

Top media Tweet earned 1,756 impressions

Hey, Bruins! "Keep a bruin warm" by donating new and gently used coats, socks, gloves and footwear. Bring your donations to the 2nd floor of the Student Center TOMORROW, November 20.

saltlakecommunitycollege.blogspot.com/2019/11/studen... pic.twitter.com/Qucibfi2q6



↻ 1 ❤️ 4

- Number of posts: 19
- Post Impressions: 109,101
- Page Likes: 20,229 (+16)

Top Post:

 **Salt Lake Community College** ...
Published by Melissa Leilani Larson [?] · November 27 at 12:07 PM · 

Leilani Lee is one of roughly 200 SLCC students who identify as American Indian. She is currently working toward associate degrees in Non-Destructive Testing and Welding Fabrication and Inspection. Check out her story. #naheritage #NativeAmericanMonth
<https://saltlakecommunitycollege.blogspot.com/.../native-amer...>



SALTLAKECOMMUNITYCOLLEGE.BLOGSPOT.COM
Native American Heritage Month: Navajo Student Shares Her Story

2,246 People Reached **112** Engagements [Boost Post](#)

  37 6 Shares

- Number of posts: 8
- Page Views: 1,176
- Unique Visitors: 589
- Total Followers: 60,874 (+382)
- Likes: 347
- Comments: 10
- Shares: 17

Top Post:



Salt Lake Community College

60,874 followers

1w • 🌐



Leilani Lee is one of roughly 200 SLCC students who identify as American Indian. She is currently working toward associate degrees in Non-Destructive Testing and Welding Fabrication and Inspection. Check out her story.

[#naheritage](#) [#NativeAmericanMonth](#)

<https://lnkd.in/gpemh8h>



Native American Heritage Month: Navajo Student Shares Her Story

saltlakecommunitycollege.blogspot.com

   29

- Number of posts: 6
- Number of stories: 30
- Post Likes: 471
- Total Followers: 2,970 (+72)

Top Posts:

 **saltlakecc**
Salt Lake Community College



[View Insights](#) [Promote](#)

 Liked by **photographybystephen** and **126 others**

saltlakecc #SaltLakeCC always has your back.
#goodtobeabruin

November 19