

MEDIA REPORT

February 2023



News Coverage

Summary

499 stories in national and local media. An estimated 496M people had subscriber access (reach) to these articles with an estimated earned media value of \$3.89M.

Media Advisories

February 3, 2023

Salt Lake Community College: Black History Month Events

In recognition of Black History Month the Beloved Community film, followed by a panel discussion along with several other events, will be presented at Salt Lake Community College (SLCC).

February 14, 2023

Sop-ed piece in SL Trib

Aaron Starks: Helping students afford higher education benefits all of us SLCC's PACE program helps first-generation college students.

February 15, 2023

Salt Lake Community College: This Giving Day Help Students Access Affordable Education

On Thursday, February 16, Salt Lake Community College (SLCC) will host its annual Giving Day to raise funds to help make college more affordable to many students who otherwise would not be able to access higher education or workforce training.

February 21, 2023

Radio program: Positiva, 1490 am radio

Enrique spoke about the Hispanic population and SLCC.

February 27, 2023

Salt Lake CityCast Newsletter

The evening will include live music, 35 lowriders on display, and a panel discussion by Utah lowriders who will speak on the importance of Chicano/a/x Culture and Familia. [Free, SLCC South City Campus].

Top Stories

February 1, 2023

[Salt Education Department ramping up Title IX enforcement on pregnancy issue](#) *HIGHER ED DIVE*

In June, the Education Department found Salt Lake Community College, in Utah, violated Title IX after officials encouraged a pregnant student to drop out of a course.

February 2, 2023

[Utah has its 1st minority business center — but it's sparking some discontent](#) *KSL*

Salt Lake City Community College is opening Utah's first Minority Business Center after being awarded a \$1.5 million grant from the U.S. Department of Commerce.

February 8, 2023

[SLCC to open new Herriman campus in August](#) *KSL*

In August 2023, Salt Lake Community College is opening a new campus in Herriman, making it easier than ever for nearby residents to access higher education.

February 9, 2023

[Salt Lake Community College: the selling points beyond affordability](#) *KSL*

As the numbers of attendees continue to grow, Salt Lake Community College administration says there is more to offer than affordable tuition.

February 9, 2023

[How You Can Help Utah Students Get a Higher Education](#) *KSL*

As the numbers of attendees continue to grow, Salt Lake Community College administration says there is more to offer than affordable tuition.

February 10, 2023

[SLCC celebrates Black History Month with MLK Jr. Commemorative Week](#) *ABC 4*

Salt Lake Community College is celebrating Black History Month with an MLK Jr. Commemorative week of events.

February 11, 2023

[Marist Hoops Offers Salt Lake CC Guard Andre Mulibea](#) *BROOKLYNSPORTSWORLD.COM*

Class of 2023 Salt Lake Community College (Utah) guard/forward Andre Mulibea has received an offer from Division I Marist Mens' basketball program (N.Y.), today VerbalCommits.com Tweeted.

February 14, 2023

[New on the Job: Q&A With SLCC's First Hispanic-Serving Institution Initiatives Director](#)
INSIDE HIGHER ED

Salt Lake Community College's Kino Hurtado, the institution's first HSI director, will be helping Hispanic and Latino students reach their definitions of success.

February 14, 2023

[Special art exhibit captures 'beloved community' during Black History Month](#) *FOX 13*

In conjunction with Black History Month, Salt Lake Community College is preparing for a special art exhibit featuring photos taken by children that show what they feel is their "beloved community."

February 14, 2023

[SLCC's PACE program helps first-generation college students](#) *Op-ed piece in SALT LAKE TRIBUNE*

Aaron Starks: Helping students afford higher education benefits all of us.

February 16, 2023

[Scholarship opportunities abound for SLCC students](#) *KSL*

Salt Lake Community College student Aye immigrated to Utah with his family from a refugee camp in Thailand in 2016.

February 16, 2023

[Sundance Film Festival 2023](#) *The Tech*

From the first Saturday (Jan. 21) to Tuesday (Jan. 23), I was stationed at the Grand Theatre[2]down in Salt Lake as part of the theater crew.

February 16, 2023

[FatPipe Networks Announces that Sanchaita Datta Awarded Silicon Slopes Hall of Fame CTO of the Year](#) *Fox 8*

Ms. Datta was appointed by Governor Spencer Cox to serve as a Trustee of Utah System of Higher Education and earlier by Governor Gary Herbert to the Board of Regents. She is also a Member of the International Advisory Board for Utah Valley University and served as Trustee for Salt Lake Community College.

February 20, 2023

[Ashley “AC” Cox: Conquering the Unconquerable](#) *Greater Diversity News*

When I mention to people that I work for Salt Lake Community College (SLCC), they immediately assume that I serve as a coach for the golf team.

February 24, 2023

[Utah students celebrate Black History Month with art exhibit](#) *KSL TV*

Utah students are celebrating Black History Month by carrying out the vision of Martin Luther King Jr. through a special art project on display at Salt Lake Community College.

February 26, 2023

[“She Said:” A way to amplify Utah women’s voices](#) *THE SALT LAKE TRIBUNE*

The Community Writing Center is affiliated with Salt Lake Community College, and runs several writing workshops a year for various groups.

February 27, 2023

[Winter Lowrider Bicycle Show](#) *SALT LAKE CITYCAST NEWSLETTER*

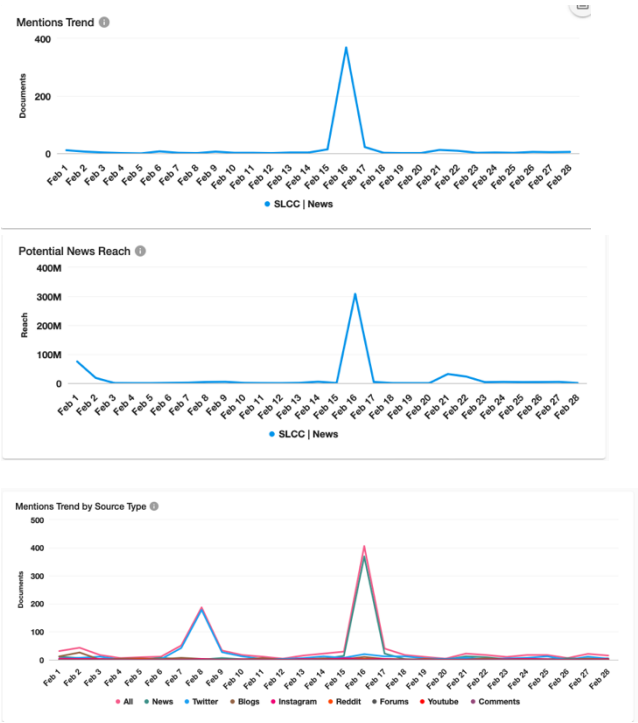
The evening will include live music, 35 lowriders on display, and a panel discussion by Utah lowriders who will speak on the importance of Chicano/a/x Culture and Familia.

February 28, 2023

[Riverton Native Named President of an Arizona Community College District](#) *WYOTODAY*

He spent six years at Salt Lake Community College as an Associate Dean and Dean and built one of the nation’s largest Competency-Based Education programs, from which the college was recognized nationally by multiple outlets.

Media Coverage Analytics



SOCIAL MEDIA

SLCC Blog

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

02/01 [Higher Ed Residency Amendment Passes](#)

Promoted via SLCC Today, Twitter, LinkedIn

Visits: 322

02/02 [Dental Hygiene Students Update Tobacco Signage](#)

Promoted via SLCC Today, Twitter, LinkedIn

Visits: 291

02/22 [Debunking Financial Aid Myths](#)

Promoted via SLCC Today, Twitter, Facebook, Instagram

Visits: 121

02/02 [Desmontando Los Mitos de la Ayuda Financiera](#)

Promoted via SLCC Today, Twitter, Facebook, Instagram

Visits: 92

Twitter

Number of tweets: 40

Tweet impressions: 2.48M

Number of mentions: 432

Follower Count: 4,831

Top Tweet:

Top Tweet

earned 6,151 impressions

🇺🇸 ❄️ Winter Storm Update: All SLCC campuses and sites will be closed for in-person classes on Wed., Feb. 22. Students, please check Canvas for remote learning class options.

Employees: SLCC will be open working remote and online. Please check with supervisors for instructions.

👤 1 🔄 9 ❤️ 29

Top Mention:

Top mention

earned 1,039 engagements



Mike Lee
@SenMikeLee · Feb 8

This year, @SaltLakeCC will celebrate 75 years of serving Utahns seeking an education. After meeting with @SLCCHuftalin, I can say that Utah's students are in good hands.
pic.twitter.com/ZvbfTTedhe



👤 217 🔄 8 ❤️ 60

Top Media Tweet:

Top media Tweet

earned 2,195 impressions

Giving is as easy as 1-2-3! If you haven't had a chance to donate, please make your gift today. Be INvested. Be INVolved. Be all IN. slcc.edu/givingday
[#slccgivingday](https://twitter.com/hashtag/slccgivingday) [#slccscholarships](https://twitter.com/hashtag/slccscholarships)
[#slccbruins](https://twitter.com/hashtag/slccbruins) pic.twitter.com/kD7sRJj2sg



🔄 1 ❤️ 12

Facebook

Number of posts: 34

Post impressions: 1.4M

Page likes: 22,482

Top post:

 **Salt Lake Community College** ...
Posted by Meltwater Engage
Feb 10 · 🌐

Did you know [#SaltLakeCC](#) once offered courses in barbering and cosmetology? [#SatLakeCC75](#)
[#FlashbackFriday](#) [#UtahHistory](#)



  29 7 comments 1 share 

LinkedIn

Number of posts: 31

Page views: 1,235

Unique visitors: 696

Total followers: 73,546

Engagements: 1,894

Top Post:



Salt Lake Community College

73,665 followers

1mo · 🌐



Salt Lake Community College is pleased to announce Sidni Shorter, PsyD, as our first Minority Business Center (MBC) Director. Welcome to SLCC, Sidni!! We are so glad to have you here. [#peopleofslcc](#) [#saltlakecc](#)
<https://lnkd.in/gpXp3iwQ>



Anthony J. Nocella II, Ph.D. and 311 others

9 comments · 6 reposts

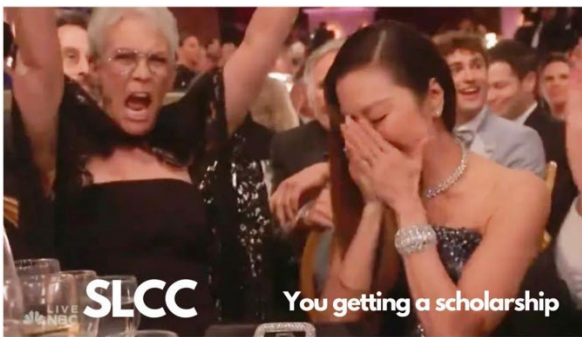
Instagram

Number of posts: 17

Engagements: 5,477

Total followers: 5,179

Top post:



[View insights](#)

[Boost post](#)



Liked by [aisl.slcc](#) and **others**

saltlakecc It's award season, and we want to be the Jamie Lee to your Michelle. Apply for a Fall scholarship today! The deadline for continuing students to apply is March 1—you have ONE WEEK—so don't wait. <https://www.slcc.edu/scholarships/index.aspx>

[View all 2 comments](#)

