

MEDIA REPORT

August 2023



News Coverage

Summary

366 stories in national and local media. An estimated 771M people had subscriber access (reach) to these articles with an estimated earned media value of \$13M.

Media Outreach

August 1, 2023

Media Advisory: First Time in Utah History, SLCC and U of U Open New Campus

Salt Lake Community College (SLCC) and the University of Utah (the U) are joining forces to open the new Juniper Building in Herriman City.

August 7, 2023

New Collaboration in Utah Revolutionizes Higher Education Accessibility

Utah's higher education landscape is on the brink of a transformative shift as Salt Lake Community College (SLCC) and the University of Utah (the U) have joined forces to open the Juniper Building in Herriman City.

August 8, 2023

New Leadership: Salt Lake Community College Welcomes Two New Executive Cabinet Members

This summer, Salt Lake Community College (SLCC) welcomed two new individuals to leadership positions.

August 24, 2023

Harnessing the Mentoring Power of Alumni: Salt Lake Community College Welcomes New Development Director

Salt Lake Community College's (SLCC) welcomed Bob Whittaker, EdD, this summer as the new executive director of Development and the SLCC Foundation.

Top Stories

August 2, 2023

[Stackable education lets Utah students take on job training, degrees 'one bite at a time'](#) *KUER.ORG*

She started with a job training certificate in commercial foods from Salt Lake Community College. It felt more doable than a degree. The schedule was flexible and designed to take about a year to complete.

August 7, 2023

[SLCC and U of U open new Juniper Building](#) *KSLTV.COM*

Salt Lake Community College (SLCC) and the University of Utah joined forces with a ribbon cutting ceremony for the opening the Juniper Building on the new SLCC Herriman Campus.

August 7, 2023

[University of Utah and SLCC tie the knot on a new joint campus in Herriman](#) *KUER.ORG*

To celebrate the University of Utah and Salt Lake Community College coming together on a new shared campus in Herriman, leaders from both schools decided against the traditional ribbon cutting. Instead, they went with a "ribbon joining."

August 8, 2023

[Herriman is one of the fastest growing cities in Utah. Now, it will have its own college campus.](#) *STRIB.COM*

With a first-of-its-kind combination of programs for the state from Salt Lake Community College and the University of Utah, the south end of the valley will be getting its first campus this fall. That is opening in Herriman on Aug. 22.

August 8, 2023

[New collaboration in Utah revolutionizes higher education accessibility](#) *UTAHBUSINESS.COM*

Utah's higher education landscape is on the brink of a transformative shift as Salt Lake Community College (SLCC) and the University of Utah (the U) have joined forces to open the Juniper Building in Herriman City.

August 9, 2023

[Back to school also includes getting ready to drop off children at college](#) *KSLTV.COM*

As parents are preparing to drop off their children at college, experts share advice on how to get them through their freshman year.

August 10, 2023

[Utah's first, only boxing woman referee 'knows the ropes'](#) *VALLEYJOURNALS.COM*

She's Utah's first and only woman boxing referee — and she's about to step out of the ring.

August 10, 2023

[SLCC exercise science student Erin Jackson aiming to repeat speedskating gold medal at 2026 Olympics](#) *MIDVALEJOURNAL.COM*

Erin Jackson is the first Black American woman to win a winter Olympic gold medal in an individual sport. She claimed the 500-meter speed skating gold at Beijing in 2022.

August 10, 2023

[Local professional businesswomen mentor high school girls in scholarship program](#)
RIVERTONJOURNAL.COM

Salt Lake Community College President Deneece Huftalin shared how she uses her leadership style to lead the state's largest two-year school.

August 16, 2023

[Positive Partnership: College and University Share Campus, Strengthen Transfer Pipeline](#)
INSIDEHIGHERED.COM

Salt Lake Community College and the University of Utah will provide associate and bachelor's degree courses to SLCC students at the Herriman Campus starting this fall.

August 16, 2023

[SLCC's Trans Sports Ball Day provides a space for all to exercise and have fun](#) *HEADTOPICS.COM*

The June 26 event was a response to the political climate surrounding transgender participation in sports, said Peter Moosman, coordinator for the college's Gender and Sexuality Student Resource Center (GSSRC).

August 17, 2023

[SLCC student promotes 'Indigenous excellence' through community radio](#) *HEADTOPICS.COM*

Valene Peratrovich, known to listeners of her KRCL show as 'Valene MC,' says she aims to use her radio platform to elevate Indigenous people and cultures — including her own story of breaking a multi-generational cycle of trauma and finding her home in broadcasting.

August 21, 2023

[Mind The Gap Music Festival on Women's Equality Day](#) *ABC4.COM*

The festival took a portion of each ticket sale to contribute to a scholarship set up in partnership with Salt Lake Community College for individuals interested in pursuing a degree in an entertainment-related industry.

August 21, 2023

[New Fashion Brand Chelsea Reece Valued at \\$1 Million After Only Three Months](#)
GLOBALREPORTERJOURNAL.COM

A college project turned viral sensation, Chelsea Reece is making waves in the fashion world.

August 28, 2023

[SLCC's program at Utah State Prison has its first graduating class](#) *SLTRIB.COM*

The Prison Education Program (PEP) at Salt Lake Community College recently produced its first class of graduates.

August 29, 2023

[SLCC Prison Education Program gives students more than a degree](#) *KSLNEWSRADIO.COM*

Twenty-three graduates were awarded with associate degrees or certificates of completion this summer, as Salt Lake Community College's Prison Education Program took off.

August 29, 2023

[Is college worth it? Where in Utah you can get the most out of your education](#) *ABC4.COM*

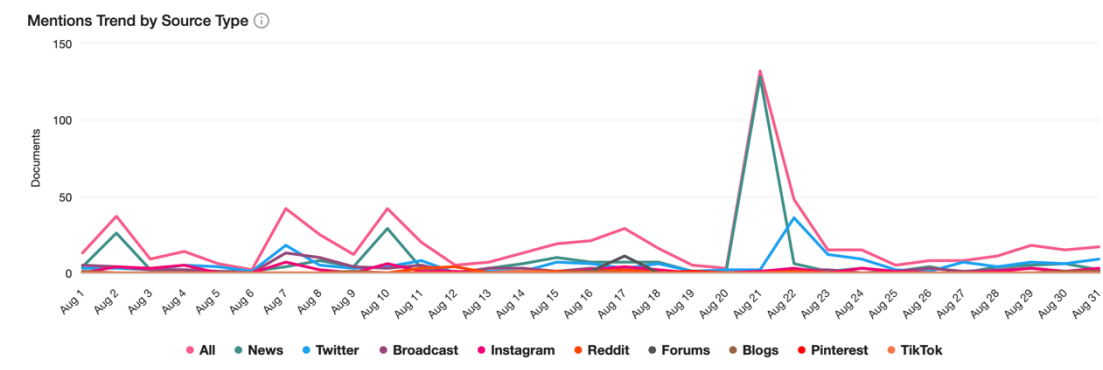
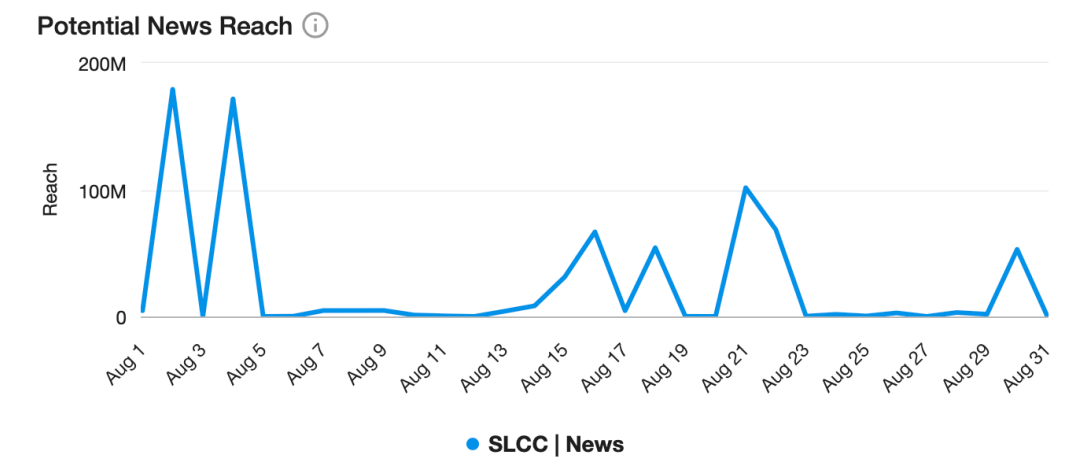
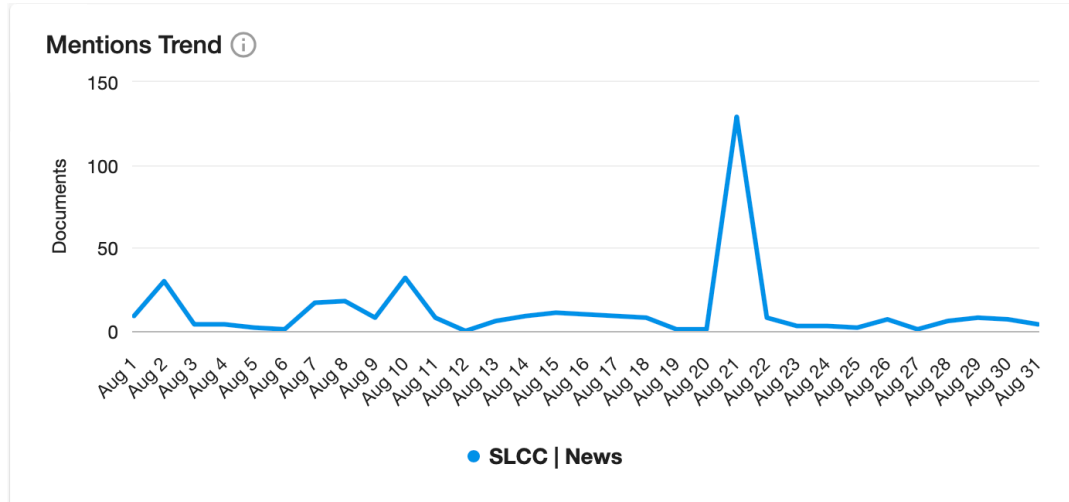
As the cost of college continues to rise exponentially, many degree-seekers are wondering if education beyond high school is worth the money. Others just want to get the most education at the lowest cost.

August 30, 2023

[Anti-LGBTQ flyers at Salt Lake Community College, and the school's response, raise alarms](#) *STRIB.COM*

A series of anti-LGBTQ+ flyers seen around Salt Lake Community College during Pride month — and a response from school officials that one advocate called “vague, almost cryptic” — have sparked discussion at the college.

Media Coverage Analytics



SOCIAL MEDIA

SLCC Blog

A total of 11 blog posts were created and placed on the SLCC News and Events Page. Here are the five posts with the most visits:

08/01 [SLCC Campus Construction Update](#)

Promoted via SLCC Today

Visits: 536

08/23 [Nerves and Excitement: The First Day of School at SLCC's New Herriman Campus](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 468

08/15 [Be a part of the Employee Extravaganza during Convocation](#)

Promoted via SLCC Today

Visits: 309

08/25 [Alumni Spotlight: Kirby Saxton](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 301

08/28 [75 Years of Nursing](#)

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

Visits: 270

Twitter

Followers: 4,914

Posts: 34

Impressions: 18,711

Engagements: 394

Top Tweet:



We are still buzzing with excitement over yesterday's ribbon joining. Such an honor to partner with [@uutah](#) in providing new and innovative opportunities for our students in [@HerrimanCity](#). Thanks to all who made this event possible. [#SaltLakeCC](#) [#slcc75](#) [#BruinsMakeTheBestUtes](#)



12:13 PM · Aug 8, 2023 · 3,184 Views

Facebook

Followers: 24,055

Posts: 50

Impressions: 2.84M

Engagements: 27,638

Top post:

Salt Lake Community College
August 7 · 🌐

The future starts now in Herriman.

Lorin Palmer - Herriman City Mayor is in Herriman.
August 4 · 🌐

A city has very few "momentous" occasions, but today was one of them! The joint SLCC/UofU campus opened its doors to the public today with an amazing open house event. Judging by the impressive turnout, this community can feel the excitement of this opportunity! We are so grateful for this campus and so fortunate to have this level of education right here in Herriman! Thank you to all those who played a part over the past 10+ years to make this happen!

(And check out those views and the gorgeous building...wow!!)

[Salt Lake Community College](#) [The University of Utah](#) [Herriman](#) [Yeti](#) [Herriman City](#)

Julie Hirschi, Erika Hosfelt Shubin and 50 others · 4 comments · 2 shares

LinkedIn

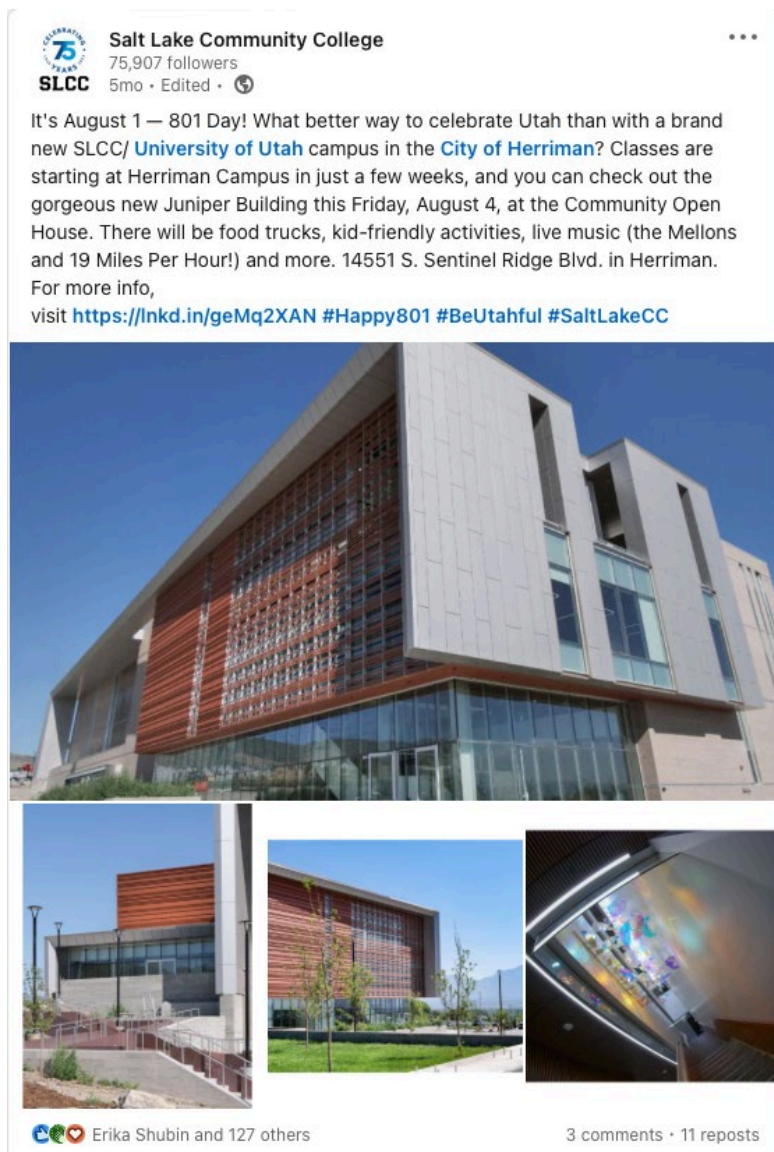
Followers: 76,150

Posts: 33

Impressions: 51,392



Engagements: 1,469

Top Post:



Salt Lake Community College
75,907 followers
5mo • Edited •

It's August 1 — 801 Day! What better way to celebrate Utah than with a brand new SLCC/ **University of Utah** campus in the **City of Herriman**? Classes are starting at Herriman Campus in just a few weeks, and you can check out the gorgeous new Juniper Building this Friday, August 4, at the Community Open House. There will be food trucks, kid-friendly activities, live music (the Mellons and 19 Miles Per Hour!) and more. 14551 S. Sentinel Ridge Blvd. in Herriman. For more info, visit <https://lnkd.in/geMq2XAN> #Happy801 #BeUtahful #SaltLakeCC



Erika Shubin and 127 others
3 comments · 11 reposts

Instagram

Followers: 6,130

Posts: 12

Impressions: 2.08M

Engagements: 1,601

Top post:

