

# MEDIA REPORT

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September 2023



# News Coverage

## Summary

224 mentions in national and local media. An estimated 371M people had subscriber access (reach) to these articles with an estimated earned media value of \$3.4M.

## Media Outreach

September 11, 2023

Media Advisory: Time Capsule Opening & Celebration

Salt Lake Community College 75th Anniversary Tribute. Time capsule Opening. Sealed in 1988. Contents reflect when the school transformed from a technical college to a community college (1986-1987).

September 28, 2023

Salt Lake Community College Renews All Within My Hands' Metallica Scholars Initiative

Metallica's foundation, All Within My Hands, has invited Salt Lake Community College (SLCC) to return for another year of grant funding that will support SLCC's Surgical Technology Program.

## Top Stories

September 6, 2023

[Abby McNulty](#) *DIVERSEEDUCATION.COM*

Abby McNulty has been named vice president of institutional advancement at Salt Lake Community College in Utah.

## September 7, 2023

[New collaborative college campus in Herriman is turning heads](#) *HERRIMANJOURNAL.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.

## September 8, 2023

[Fiestas, food, dance and more: Celebrating Hispanic Heritage Month in Utah](#) *KSL.COM*

There is something for Utahns of all ages to enjoy during Hispanic Heritage Month from live music performances and exhibits to festivals and farmers markets.

## September 8, 2023

[Teachers to learn creating inclusive classrooms at educators conference](#) *KSLTV*

This weekend, teachers from around the state will become students as they learn how to better support kids in their classrooms from all different backgrounds.

## September 9, 2023

[Report: Which Utah university gives the best bang for the buck?](#) *DESERETNEWS*

A new Utah Foundation report affirms the more postsecondary education a person has, there's a better return on investment.

## September 10, 2023

[These Utah schools have the best return on investment, report finds](#) *ABC4.COM*

The return on investment for higher education beyond high school is generally worth the time and effort, according to a report by the Utah Foundation.

## September 14, 2023

[Salt Lake Community College celebrates 75 years of providing pathways to higher education](#) *KSL.COM*

Seventy-five years ago, Salt Lake Community College opened its doors to 246 students to help them open their own doors to bright futures.

## September 15, 2023

[Summer Bridges Build First-Gen Connections](#) *INSIDEHIGHERED.COM*

Student Voice survey data on new-student orientation experiences indicate that summer bridge program participants who are first generation feel more comfortable accessing resources, more prepared for college and more socially connected than other first-gen and even continuing-generation students.

## September 18, 2023

[Water Documenters brings notes from Utah water meetings to the public](#) *SLTRIB.COM*

The Salt Lake Tribune is pleased to announce a new program called Water Documenters that will help publicize what happens in public meetings involving water.

## September 21, 2023

[Previous Next Confidence, Courage, Connection: President Denece Huftalin Visits the Business Women's Forum](#) *SLCHAMBER.COM*

The first thing Salt Lake Community College President Denece Huftalin did when she came on stage to speak to the Business Women's Forum was tell everyone to close their eyes.

## September 26, 2023

[Utah high school seniors left \\$42 million in free college aid on the table in 2022](#) *KSL.COM*

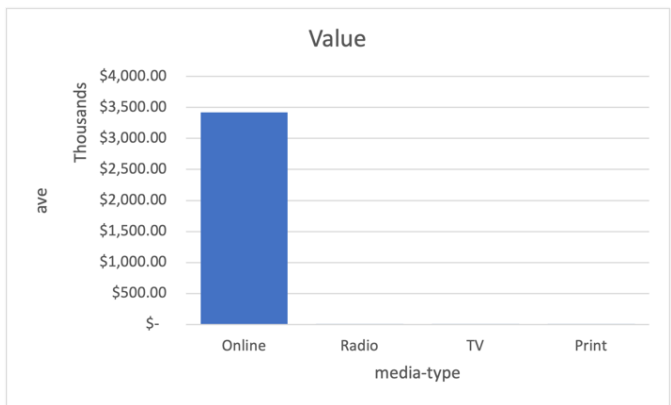
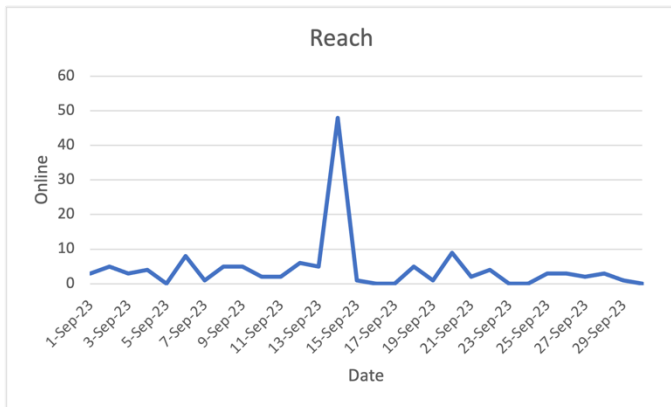
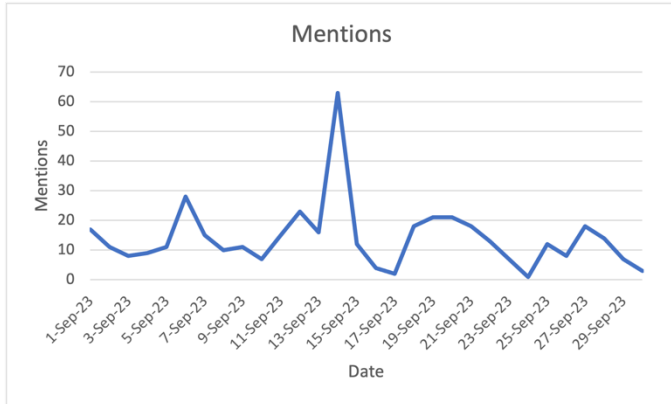
Utah high school seniors are lagging behind the rest of the nation when it comes to completing the Free Application for Federal Student Aid.

## September 28, 2023

[After years of on-time payments, these Utah educators' student loans have been forgiven](#) *DESERETNEWS*

Like the tens of millions of student loan borrowers across the country, Utah educators John Arthur and Sarah Reale's loan payments were on hold as part of pandemic relief.

# Media Coverage Analytics



# SOCIAL MEDIA

## SLCC Blog

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

**09/19 [Meet Our Staff: Idolina Quijada](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram  
Visits: 544

**09/28 [Meet Our Faculty: N. Carolina Bloem](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn, Instagram  
Visits: 410

**09/27 [Facilities: Fostering Employee Growth One Person at A Time](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn  
Visits: 373

**09/11 [75 Years of Culinary Arts](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn  
Visits: 160

**09/12 [Latinx and Hispanic Heritage Month Events](#)**

Promoted via SLCC Today  
Visits: 141

# Twitter


Number of posts: 26

Impressions: 8,598

Engagements: 173

Followers: 4,924

Top Tweet:

 **Salt Lake CC** ✓  
@SaltLakeCC

We can't wait! #GoBruins

 **SLCC Women's Basketball** @slccbruins\_wbb · Sep 19  
lights. camera. action. 📸



12:11 PM · Sep 19, 2023 · 2,229 Views



## Facebook

Number of posts: 40

Impressions: 427,416

Engagements: 7,340

Followers: 24,249

Top post:



Salt Lake Community College  
September 25 · 🌐

"I think about others who have helped my parents and family. I want to pay it forward. I want people to know that they belong here at SLCC."

Get to know Idolina Quijada, one of our outstanding staff and the manager of the West Valley Center. #saltlakecc #peopleofslcc

<https://saltlakecommunitycollege.blogspot.com/.../meet...>

Boost this post to reach up to 421 more people daily if you spend \$42. [Boost post](#)

Julie Hirschi and 38 others 8 comments 3 shares



## LinkedIn

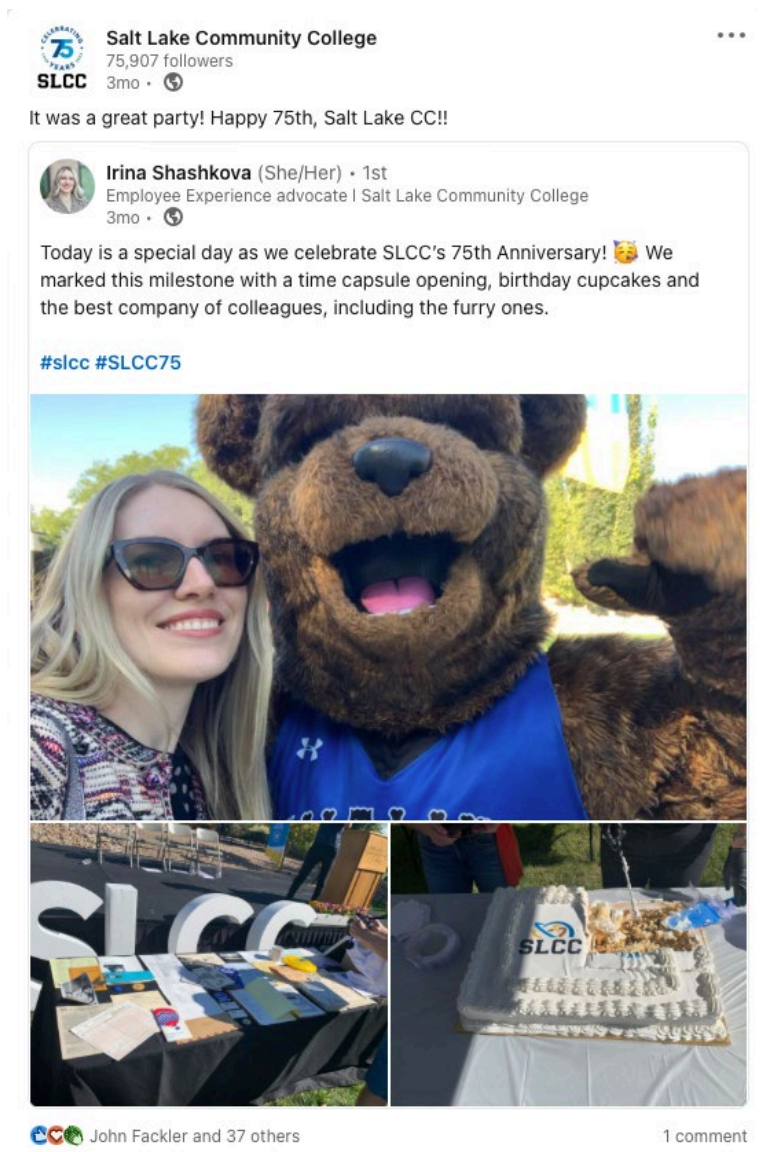
Number of posts: 35

Impressions: 56,017

Engagements: 1,373

Followers: 76,618

Top Post:




**Salt Lake Community College**  
75,907 followers  
3mo · 🌐

It was a great party! Happy 75th, Salt Lake CC!!

**Irina Shashkova** (She/Her) · 1st  
Employee Experience advocate | Salt Lake Community College  
3mo · 🌐

Today is a special day as we celebrate SLCC's 75th Anniversary! 🎉 We marked this milestone with a time capsule opening, birthday cupcakes and the best company of colleagues, including the furry ones.

[#slcc](#) [#SLCC75](#)



👍❤️🌱 John Fackler and 37 others · 1 comment

# Instagram

Number of posts: 14

Impressions: 127,457

Engagements: 899

Followers: 6,190

Top post:



The image shows an Instagram post from the account 'saltlakeecc' (Salt Lake Community College). The post features a photograph of a modern brick building at dusk, with a bench and a lamppost in the foreground. The caption reads: "You made it through another week, Bruins. Be safe and enjoy your holiday weekend! #BruinLife #SaltLakeCC #beutahful". The post is dated September 1 and has been liked by 'hirschikisses and others'.

**saltlakeecc**  
Salt Lake Community College



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Liked by **hirschikisses** and **others**

**saltlakeecc** You made it through another week, Bruins. Be safe and enjoy your holiday weekend! #BruinLife #SaltLakeCC #beutahful

September 1

