

MEDIA REPORT

October 2023



News Coverage

Summary

502 mentions in national and local media. An estimated 373M people had subscriber access (reach) to these articles with an estimated earned media value of \$3.4M.

Media Outreach

October 2, 2023

Media Advisory: Latinx in the Field

In recognition of Latinx and Hispanic Heritage Month, Salt Lake Community College (SLCC) is hosting “Latinx in the Field.”

October 17, 2023

Press Release: Salt Lake Community College Sees Healthy Jump in New Student Enrollment

With the 2023-2024 academic year well underway, Salt Lake Community College’s (SLCC) new student enrollment increased by a robust 6.35% from last fall, for a total of 3,686 new students.

October 18, 2023

Press Release: National Expert will Speak About Water in the West at Salt Lake Community College’s Tanner Format

Renown water expert, Robert Glennon, will be talking about water in the West as the featured speaker for Salt Lake Community College’s (SLCC) annual Tanner Forum on Social Ethics.

October 23, 2023

Media Advisory: National Expert will Speak About Water in the West at Salt Lake Community College's Tanner Format

Renown water expert, Robert Glennon, will be talking about water in the West as the featured speaker for Salt Lake Community College's (SLCC) annual Tanner Forum on Social Ethics.

October 30, 2023

Media Advisory: Day of the Dead Celebrations – A Connection to Ancestors and to Home

Salt Lake Community College (SLCC) is celebrating Dia de los Muertos (Day of the Dead), a Mexican cultural celebration that is a joyful celebration in which deceased friends and family members are remembered.

Top Stories

October 1, 2023

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

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.

October 2, 2023

[Erin Trenbeath-Murray | 2023 Women of the Year](#) *UTAHBUSINESS.COM*

Got a problem? Erin Trenbeath-Murray will find a solution. Throughout her career, she has approached challenges with creativity and ambition, bringing an entrepreneurial spirit to nonprofit work—a skill set noted by Ernst & Young, who named her an Entrepreneur of the Year in 2013.

October 3, 2023

[Utah universities and colleges range from big research centers to smaller college-town campuses](#) *SLTRIB.COM*

Salt Lake Community College claims the state's most diverse student body — and it's working to earn a federal designation as a Hispanic-serving institution, with about a fifth of its students identifying as Hispanic and Latinx.

October 4, 2023

Two Spirit Powwow City Cast Salt Lake newsletter

The Urban Indian Center of Salt Lake is hosting their annual two spirit powwow at Salt Lake Community College. There will be an Indigenous fashion show, hoop dance, and vendor market.

October 6, 2023

[Charter school enrollment grows in Utah as some schools top state rankings](#) *SLTRIB.COM*

And while Beehive also doesn't have sports teams, it does have everything her children are interested in, Judkins said — robotics, computer programming, partnerships with Salt Lake Community College. And that works for her family.

October 6, 2023

[Two-Spirit powwow shows Native American traditions of inclusion](#) *KSLTV*

Powwows have been a long-standing tradition but one ceremony on Friday celebrated certain members of Utah's community.

October 8, 2023

[Tribune editorial: SLCC marks 75 years of being a college for everyone](#) *SLTRIB.COM*

Seventy-five years. Two name changes. Nine locations, plus a particularly robust online presence.

October 9, 2023

<https://www.telemundoutah.com/local/realizan-evento-latin-x-in-the-field-para-profesionales-hispanos/2235193/> Telemundo, Latinx in the Field

October 11, 2023

[Learn About Managing Utah's Water Supply at an Upcoming Forum](#) *KSL.COM*

After years of drought, Utah is in a much better spot after a very wet 2023. The lasting impact means water issues in our state are far from over.

October 11, 2023

[SLCC is hosting water policy expert Robert Glennon at annual Tanner Forum on Social Ethics](#) *KSTU-TV*

Salt Lake Community College is hosting renowned water policy expert Robert Glennon as a featured speaker at the college's annual Tanner Forum on Social Ethics on October 25, 2023.

October 11, 2023

[Key strategies for navigating the global marketplace](#) *UTAHBUSINESS.COM*

He also points to a global management class at Salt Lake Community College, which runs for 10 weeks. “I would recommend anyone who has never gone to go for it,” Moore says, pointing out that there are even scholarships to help cover the cost.

October 12, 2023

[FOX 13 News Good Day Utah at 9am](#) *KSTUL-SLC*

Salt lake community college has a network of pantries.

October 12, 2023

[Salt Lake Community College celebrates 75 years with brief speeches and a time capsule opening](#) *TAYLORSVILLEJOURNAL*

Initially called the Salt Lake Area Vocational School, the institution now known as Salt Lake Community College welcomed its first 246 students on Sept. 14, 1948.

October 12, 2023

[Women Tech Council Announces 2023 Women Tech Awardees](#) *TECHBUZZNEWS*

This year's Student Pathway Awardees are: Alyssa Gundersen, engineering, Salt Lake Community College.

October 12, 2023

[Costs rise for proposed University of Utah hospital in West Valley City](#) *WESTVALLEYNEWS*

The education center component of it will be for the teaching and training of nursing and other healthcare students under programs administered by the University of Utah and Salt Lake Community College.

October 15, 2023

[Gov. Spencer Cox appoints Scott Stephenson as new Board of Pardons and Parole chair](#) *UTAHPOLICY*

Stephenson was an adjunct professor at Weber State University and currently teaches at Salt Lake Community College in Utah.

October 17, 2023

[Utah colleges react to ‘destruction’ of Israel-Hamas war, while Gov. Huntsman cuts donations to Penn](#) *SLTRIB*

“Like many of you, my heart is heavy with the violence and tragic destruction occurring in Israel and Gaza,” Salt Lake Community College President Deneece Huftalin wrote in an email to students and staff Friday.

October 17, 2023

[Fall enrollment at Utah’s public colleges, universities up 1.8% over 2022](#) *DESERETNEWS*

Headcount at Utah’s public, degree-granting colleges and universities climbed to 198,432 this fall, compared to 194,921 a year ago, according to new numbers released Tuesday by the Utah System of Higher Education.

October 17, 2023

[Handcuffs and textbooks: A maximum security college degree](#) *KSLNEWSRADIO*

Almost 10 years later she’s completing classes for her associate degree in anthropology from Salt Lake Community College.

October 18, 2023

[3 Utah universities break enrollment records, new data shows](#) *SLTRIB*

Salt Lake Community College also broke a three-year streak of enrollment drops, and gained 416 students, a 1.6% bump from last fall, according to the Utah System of Higher Education data.

October 18, 2023

[Fall enrollment at Utah's public colleges, universities up 1.8% over 2022](#) *KSL-TV*

Headcount at Utah's public, degree-granting colleges and universities climbed to 198,432 this fall, compared to 194,921 a year ago, according to new numbers released Tuesday by the Utah System of Higher Education.

October 24, 2023

[No more attending classes: These community colleges let students learn at their own pace.](#) *NEWSFROMTHESTATES.COM*

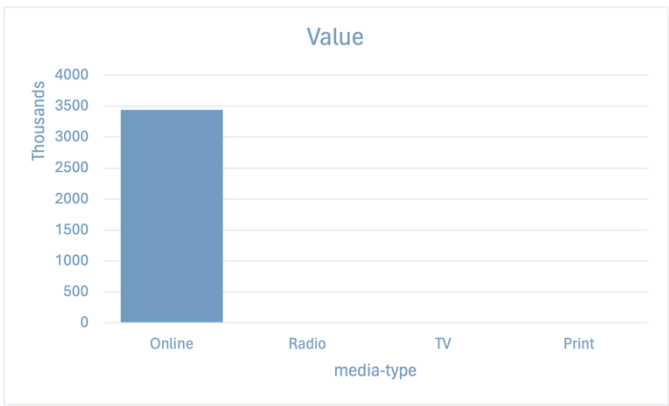
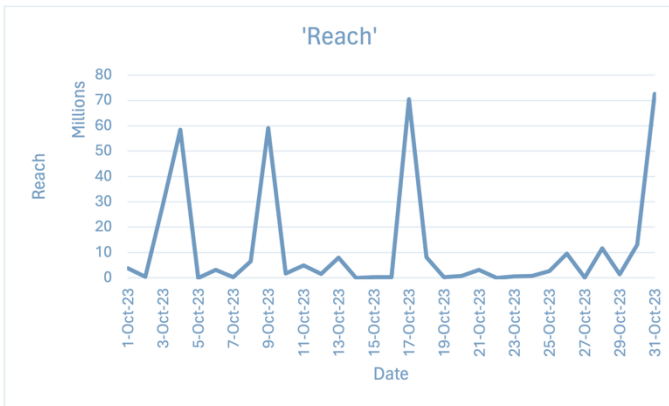
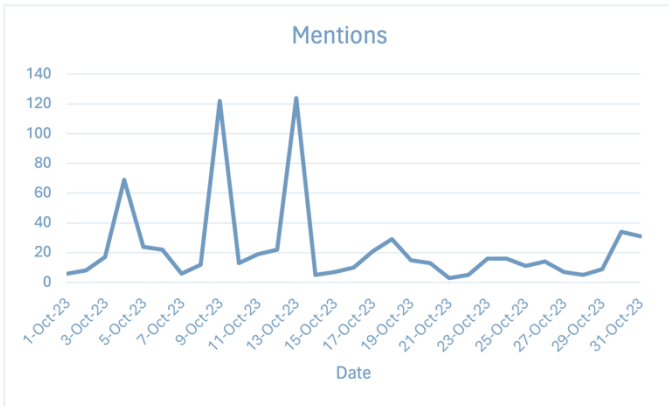
Salt Lake Community College in Utah offers 19 competency-based courses.

October 30, 2023

[How two immigrant sisters started Utah fast-fashion brand böhme](#) *STRIB*

Fernanda — who studied fashion at Salt Lake Community College — is the company’s creative director and Vivien is CEO.

Media Coverage Analytics



SOCIAL MEDIA

SLCC Blog

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

10/09 [Meet Our Students: Kimberly Chaparro-Olmos](#)

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

Visits: 498

10/20 [National Transfer Week: Transfer Student Spotlight](#)

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

Visits: 403

10/11 [SLCC's Fashion Institute Celebrates Move to South City Campus with Open House](#)

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

Visits: 375

10/19 [La Mortalidad: A Matter of Life and Death](#)

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

Visits: 315

10/12 [Latinx Heritage Event Spotlights Latinx STEM Professionals and Opportunities](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 210

Twitter

Number of posts: 29

Impressions: 6,878

Engagements: 142

Followers: 4,936

Top Tweet:



Salt Lake CC @SaltLakeCC

Thank you Representative [@CandicePierucci](#) for taking time to visit an SLCC Political Science class today! [#utgov](#)

12:52 PM · Oct 18, 2023 · **2,200** Views

Facebook

Number of posts: 59

Impressions: 1.08M

Engagements: 15,181

Followers: 24,946

Top post:

 Salt Lake Community College
October 12 · 🌐

Are you thinking about transferring to a 4-year university when you graduate? On October 16, reps from several of SLCC's university partners will be together in one place, and they want to meet you! Stop by to ask questions and learn about these awesome schools and the transfer process. See you there!

University Transfer Fair
Monday, October 16, 10 a.m. - 2 p.m.
Student Event Center, Taylorsville Campus

		
Monday, October 16 10 a.m. - 2 p.m. Student Event Center	SALT LAKE COMMUNITY COLLEGE UNIVERSITY TRANSFER FAIR	<ul style="list-style-type: none">• Meet reps from 4-year programs• Learn about the transfer process• Ask questions• Plan your future
		

📣 Boost this post to reach up to 828 more people daily if you spend \$28. [Boost post](#)

👍 Julie Hirschi and 8 others 8 shares

LinkedIn

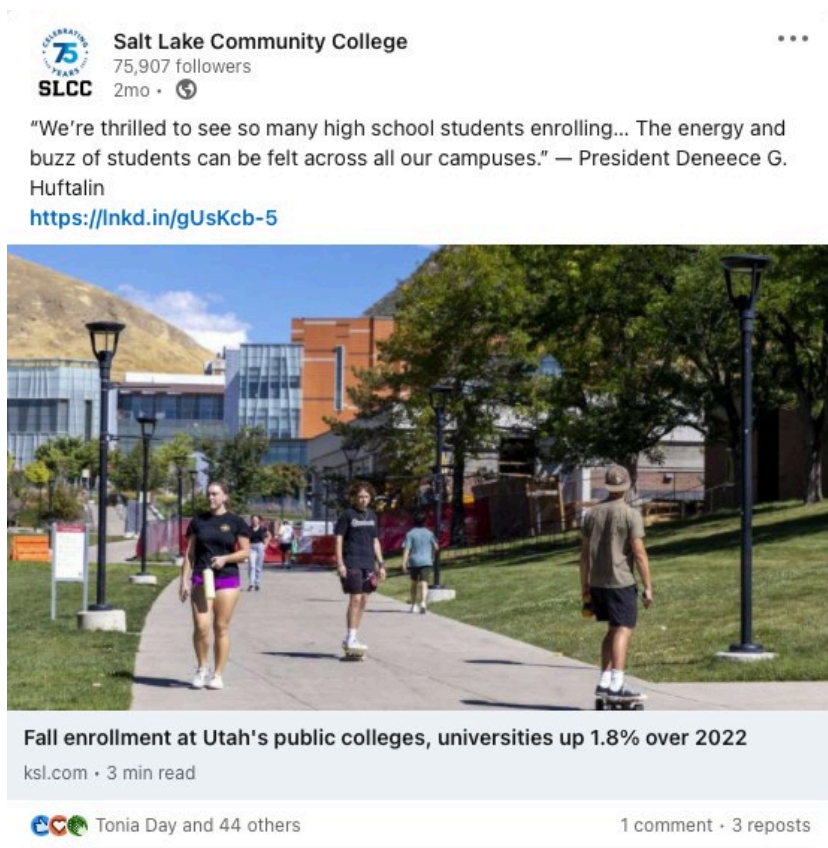
Number of posts: 32

Impressions: 59,341

Engagements: 1,218


Followers: 77,076

Top Post:



Salt Lake Community College
75,907 followers
2mo · 🌐

"We're thrilled to see so many high school students enrolling... The energy and buzz of students can be felt across all our campuses." — President Deneece G. Huftalin
<https://lnkd.in/gUsKcb-5>



Fall enrollment at Utah's public colleges, universities up 1.8% over 2022
ksl.com · 3 min read

👍❤️🌱 Tonia Day and 44 others 1 comment · 3 reposts

Instagram

Number of posts: 4

Impressions: 315,638

Engagements: 342

Total followers: 6,261

Top post:

saltlakecc

Monday, October 16
10 a.m. - 2 p.m.
Student Event Center

SALT LAKE COMMUNITY COLLEGE
**UNIVERSITY
TRANSFER
FAIR**

- Meet reps from 4-year programs
- Learn about the transfer process
- Ask questions
- Plan your future

WSU COLUMBIA SOUTHERN UNIVERSITY GCU

Liked by hirschikisses and others

saltlakecc Are you thinking about transferring to a 4-year university when you graduate? On October 16, reps from several of SLCC's university partners will be... more

View 1 comment

October 12

