

# MEDIA REPORT

November 2023



# News Coverage

## Summary

282 mentions in national and local media. An estimated 93M people had subscriber access (reach) to these articles with an estimated earned media value of \$9.2M.

## Media Outreach

November 8, 2023

Media Advisory: Title One Middle School Students Explore Robotics, Virtual Reality and AI at SLCC

Middle school students, many from local Title 1 schools, will spend a day at Salt Lake Community College's (SLCC) Verizon STEM camp exploring and experimenting with robotics, artificial intelligence, virtual reality, CAD Design, 3D Printing, and coding.

November 13, 2023

Media Advisory: We All Need Play—SLCC Provides New Program for Children with Disabilities

Salt Lake Community College (SLCC) is putting children with disabilities to play through a new grant-funded program known as SKIP, or "SLCC Kids in Play."

November 10, 2023

Press Release: Five-for-Five' SLCC Athletics has Every Fall Sport Qualify for NJCAA Tournament

It's a big deal for a team to qualify for a national tournament. The hours, the preparation, the class time, the training sessions; it's hard to truly quantify the commitment it takes for a single team to advance to compete for a national championship.

## November 11, 2023

Press Release: SLCC Women's Cross Country Claims NJCAA National Title--First-Ever in SLCC'S Women's Sports

Saturday was a landmark for the institution's athletic department, with SLCC claiming its fourth NJCAA national title in school history as the No. 1 SLCC women's cross country team won the NJCAA championship in Alabama.

## November 14, 2023

Press Release: Salt Lake Community College Scholars Program Waives Tuition for Native American Students

Salt Lake Community College (SLCC) is launching its new Native American Community Scholars & Fellowship Program that covers tuition for students who are members of Utah's federally recognized tribes.

## November 14, 2023

Media Advisory: Transgender Day of Remembrance

Salt Lake Community College's (SLCC) Gender & Sexuality Student Resource Center (GSSRC) is honoring the national Transgender Day of Remembrance (Nov. 20) with an event to pay homage to transgender individuals who have died and to celebrate those in the local transgender community.

## November 14, 2023

Press Release: Salt Lake Community College's Beloved President Deneece Huftalin Announces Retirement

Dr. Deneece Huftalin recently announced that she will retire as president of Salt Lake Community College after ten years of service in this role.

## Top Stories

November 1, 2023

[2 deaf soccer players from Utah were honored at a recent USWNT game](#) *DESERET.COM*

The U.S. women’s national soccer team honored two Utahns from the U.S. women’s national deaf soccer team before their scoreless draw with Colombia Thursday at America First Field in Sandy, Utah.

November 7, 2023

[Strategies for cultivating Utah’s fashion industry](#) *UTAHBUSINESS.COM*

The fashion industry is not just about style; it’s a robust economic engine capable of driving significant revenue and growth. In recent years, fashion capitals of the world—like New York City—have showcased the immense potential of fashion events, with New York Fashion Week (NYFW) alone generating a staggering \$887 million annually for the city. ot a problem?

November 7, 2023

[A legacy of dedication: SLCC names lab after longest-serving instructor Julie Slama](#)

*HOLLIDAYJOURNAL.COM*

As a student at Utah Technical College at Salt Lake, now Salt Lake Community College, Steve Mitchell learned how to solder rather than weld a pinhole closed in sheet metal, a technique he learned from his automotive instructor, Neal Grover.

November 7, 2023

[Celebrate the holidays with 2 classic performances](#) *KUTV.COM*

Salt Lake Community College’s holiday tradition is back with two classic performances beginning this month.

November 7, 2023

[Crafting the future of fashion: SLCC Fashion Institute celebrates new locale](#)

*SOUTHSALTLAKEJOURNAL.COM*

In the competitive world of fashion, Salt Lake Community College’s Fashion Institute has provided affordable, top-notch curriculum for students interested in a fashion career.

## November 7, 2023

[Blackfoot's Shaylee Dahle signs letter of intent to play volleyball at Salt Lake CC](#) LOCALNEWS8.COM

A standout volleyball player for the Blackfoot Broncos will compete collegiately, as Shaylee Dahle signed her NLI Tuesday to play for Salt Lake Community College.

## November 10, 2023

[President of Salt Lake Community College will retire in June](#) SLTRIB.COM

President of Salt Lake Community College Denece Huftalin has announced she'll step down in June, almost a decade after she began leading the school with the state's largest higher education enrollment.

## November 11, 2023

[SLCC adds to Utah's elite cross country tradition with JUCO national title](#) KSL.COM

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.

## November 11, 2023

[Just 18 months after its creation, SLCC wins cross-country national championship](#) DESERET.COM

A year and a half ago, Salt Lake Community College decided to start a cross-country program and handed the coaching position to Isaac Wood, a former BYU assistant.

## November 17, 2023

[Denece Huftalin stepping down as president of Salt Lake Community College after 10 years](#) KSL.COM

Denece Huftalin is stepping down as president of Salt Lake Community College after 10 years at the helm, the community college announced Thursday.

## November 24, 2023

[No More Attending Classes: These Community Colleges Let Students Learn at Their Own Pace](#) NEWS.YAHOO.COM

Salt Lake Community College in Utah offers 19 competency-based courses, and at least one Massachusetts community college offers competency-based courses in early childhood education.

## November 24, 2023

[Salt Lake Community College’s Beloved President Deneece Huftalin Announces Retirement](#)

*TECHBUZZNEWS*

Dr. Deneece Huftalin recently announced that she will retire as president of Salt Lake Community College after ten years of service in this role.

## November 28, 2023

[Success Program Launch: Scholarship and Support for Native American Learners](#)

*INSIDEHIGHERED.COM*

Indigenous and Native American students make up fewer than 1 percent of all students enrolled in postsecondary education and fewer than half a percent of all undergraduate students, according to 2021–22 data from the National Center for Education Statistics.

## November 30, 2023

[Tracy Aviary and SLCC join forces to celebrate Hispanic Heritage Month for underrepresented students](#) *SOUTHSALT LAKE JOURNAL*

In celebration of Latinx and Hispanic Heritage Month, Salt Lake City Community College hosted “Latinx in the Field,” an event, in part, sponsored by the STEM program that took place at Tracy Aviary’s Jordan River Nature Center in South Salt Lake on Oct. 5.

## November 30, 2023

[Salt Lake Community College outlasts LCCC in OT thriller](#) *NEWS.YAHOO.COM*

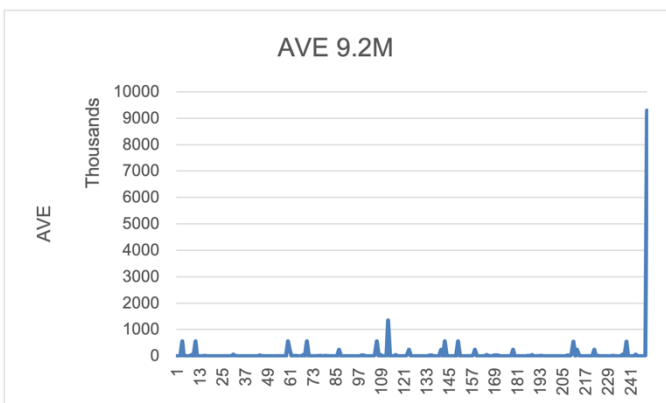
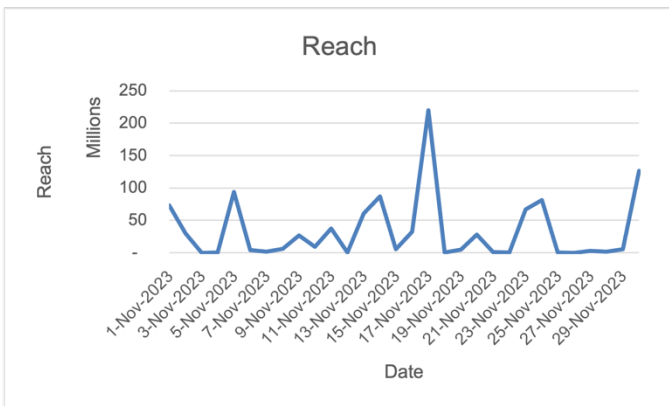
The Laramie County Community College men's basketball team gave No. 3-ranked Salt Lake Community College all it could handle Wednesday night.

## November 30, 2023

[Salt Lake Community College students create documentary about indigenous stewardship, saving Great Salt Lake](#) *FOX13NOW.COM*

Some film students at Salt Lake Community College will soon debut a documentary on one approach to saving the Great Salt Lake that they say has been overlooked.

# Media Coverage Analytics





# SOCIAL MEDIA

## SLCC Blog

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

**11/08 [PWC Halloween Costume Winners!](#)**

Promoted via SLCC Today

Visits: 587

**11/06 [Meet Our Students: Sean Stetson](#)**

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

Visits: 444

**11/15 [Meet Our Staff: Kam Howell, Army Veteran](#)**

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 432

**11/03 [Renowned Water Expert Dr. Robert Glennon Speaks on Water Challenges in the West](#)**

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

Visits: 354

**11/22 [SLCC Commemorates Transgender Day of Remembrance with Monument](#)**

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

Visits: 233



## Twitter

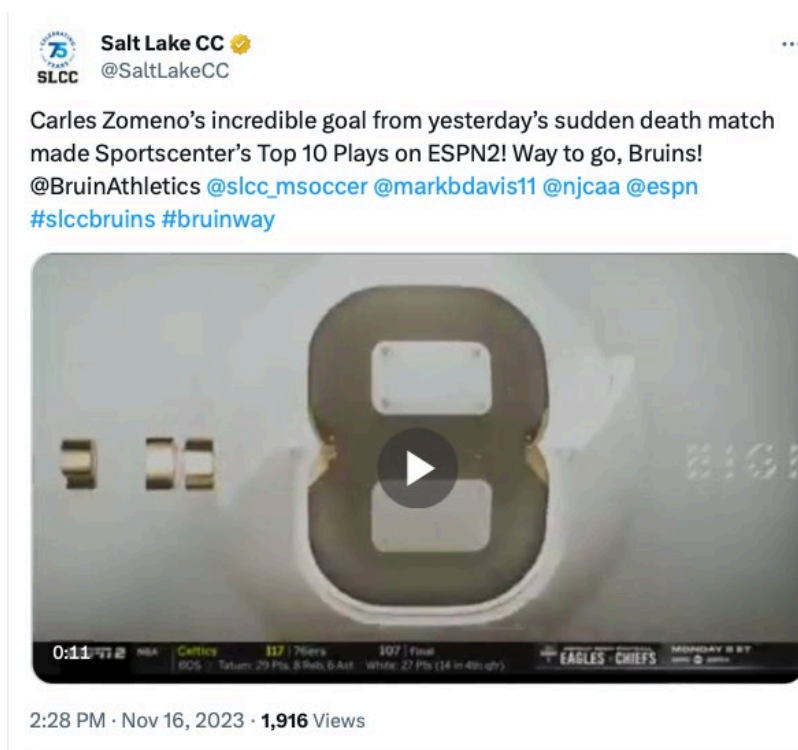
Number of posts: 28

Impressions: 10,941

Engagements: 224

Followers: 4,936

Top Tweet:



The image shows a tweet from Salt Lake CC (@SaltLakeCC) with a video player. The tweet text reads: "Carles Zomeno's incredible goal from yesterday's sudden death match made Sportscenter's Top 10 Plays on ESPN2! Way to go, Bruins! @BruinAthletics @slcc\_msoccer @markbdavis11 @njcaa @espn #slccbruins #bruinway". The video player shows a soccer goal with a large number '8' on the net. The video player interface includes a play button, a progress bar at 0:11, and a scoreboard at the bottom showing "Celtics 117 76ers 107 Four" and "EAGLES CHIEFS MONDAY 8 ET". Below the video player, the tweet metadata shows "2:28 PM · Nov 16, 2023 · 1,916 Views".

# Facebook

Number of posts: 68

Impressions: 991,471

Engagements: 12,555

Followers: 24,962

Top post:

Salt Lake Community College  
November 2 ·

SLCC Office of Diversity and Multicultural Affairs  
November 2 ·  
Halloween Dance! @slccgssrc @saltlakecc

Julie Hirschi, Lisa Greenhalgh and 17 others · 4 comments 1 share

## LinkedIn

Number of posts: 18

Impressions: 32,416

Engagements: 887

Followers: 75,654

Top Post:

**Salt Lake Community College**  
75,907 followers  
SLCC 1mo

#SaltLakeCC women's cross country team are national champions! The men's team came in a close second place, helped by a fantastic individual 8K win by JaQuavious Harris. Congrats, Bruins! #slccbruins #bruinfam #bruinway #njcaa

<https://lnkd.in/gMcdaFBY>

John Fackler and 60 others  
2 comments · 1 repost

# Instagram

Number of posts: 10

Impressions: 853,802

Engagements: 673

Total followers: 6,332

Top post:



saltlakeecc



Liked by hirschikisses and others

saltlakeecc Congratulations to our outstanding men's soccer team on a fantastic season, claiming the Region 18 championship and Scenic West title. Excellent work, gentlemen! #SaltLakeCC #bruinway

[View all 5 comments](#)

November 17