

MEDIA REPORT

January 2023



News Coverage

Summary

259 stories in national and local media. An estimated 337M people had subscriber access (reach) to these articles with an estimated earned media value of \$2.9M.

Media Advisories

January 10, 2023

Salt Lake Community College Names New Hispanic Serving Initiatives Director

Salt Lake Community College (SLCC) recently named Tranquilino “Kino” Hurtado as its first Hispanic Serving Institution Initiatives Director.

January 12, 2023

Salt Lake Community College Partners with SkyWest Airlines to Provide Elite Access to Aviation Maintenance Technician Pathway

Salt Lake Community College (SLCC) and SkyWest Airlines have recently announced the launch of the SkyWest Aviation Maintenance Technician Pathway (AMT Pathway).

January 17, 2023

Salt Lake Community College Welcomes First Minority Business Center Director

Salt Lake Community College (SLCC) recently named Sidni Shorter, PsyD, as its first Minority Business Center (MBC) Director.

January 24, 2023

Salt Lake Community College Recognizes Rising Star Alumni

Tyler Jeppsen has been selected as the winner of Salt Lake Community College's (SLCC) 2023 Rising Star Award.

January 30, 2023

Salt Lake Community College Presents 75th Anniversary Proclamation to Legislators

The Utah Senate and House will read a proclamation recognizing Salt Lake Community College's 75-year anniversary serving Utah residents.

Top Stories

January 5, 2023

[Former White House photographer chronicles, shares inside the presidency](#) *THE CITY JOURNALS*

When former White House photographer Pete Souza was in fourth grade, he taped a photo from the New Bedford Standard Times on his closet door.

January 10, 2023

[SLCC appoints director to serve rising number of Hispanic students, prepares for federal funding](#)

ABC 4 News

Salt Lake City Community College, the largest community college in Utah and an emerging Hispanic Serving Institution (eHSI), has appointed its first Hispanic Serving Institution Initiatives Director, according to a press release.

January 10, 2023

[Does Criminology Have a Crime Problem? Not at All, Experts Say](#)
THE CHRONICLE OF HIGHER EDUCATION

Chris D. Bertram, an assistant professor of criminal justice at Salt Lake Community College who has over 25 years of law-enforcement experience, said that Kohberger's case is unique, and that the vast majority of criminal-justice majors aren't looking to become criminals.

January 10, 2023

[Utah veteran-owned business registry launched to encourage community support](#) *ABC 4 News*

A veteran-owned business registry was recently launched by the Utah Department of Veterans and Military Affairs and the Veterans Business Resource Center at Salt Lake Community College.

January 11, 2023

[Salt Lake Chamber and Women's Business Center of Utah Launch Diverse-Owned Business Accelerator](#) *TECHBUZZ NEWS*

A veteran-owned business registry was recently launched by the Utah Department of Veterans and Military Affairs and the Veterans Business Resource Center at Salt Lake Community College.

January 13, 2023

[New grant aims to help minority businesses & entrepreneurs at SLCC](#) *KUTV*

The U.S. Department of Commerce just awarded Salt Lake Community College a highly competitive grant to help minority businesses and entrepreneurs.

January 13, 2023

[SLCC, SkyWest Airlines partnership creates aviation technician career path](#) *KSL-TV*

Salt Lake Community College announced a new partnership with SkyWest Airlines to create an "elite access" aviation maintenance and technician career path for students.

January 14, 2023

[SLCC appoints director to serve growing Hispanic student population](#) *KSL*

Salt Lake Community College is taking steps to better serve its growing Hispanic student population by appointing Tranquilino "Kino" Hurtado as its first Hispanic-serving institution initiatives director.

January 15, 2023

[SLCC: Providing prosperity through education for 75 years](#) *KSL*

For Salt Lake Community College, 2023 marks 75 years of helping Utahns build meaningful and rewarding careers.

January 16, 2023

[Salt Lake City colleges offering pantries to help students facing food insecurity](#) *SLTRIB*

Coker, Associate Dean at the Culinary Institute at Salt Lake Community College (SLCC) joined us with the recipe.

January 16, 2023

[Salt Lake Community College Welcomes First Minority Business Center Director](#) *TECH BUZZ NEWS*

Salt Lake Community College (SLCC) recently named Sidni Shorter, PsyD, as its first Minority Business Center (MBC) Director.

January 17, 2023

[Rep. Karen Kwan elected to replace Karen Mayne's Utah Senate seat](#) *ABC 4 NEWS*

Following a special caucus election, Karen Kwan (D-Taylorsville) has been appointed on Monday, Jan. 16, to fill the vacant Utah Senate seat left by Karen Mayne (D-West Valley City) after she resigned earlier this month due to health reasons.

January 17, 2023

[New Minority Business Center bolsters Utah businesses](#) *ABC 4 NEWS*

Minority-owned businesses in Utah have just received a new advocate. Sidni Shorter has been appointed as the director of Salt Lake Community College's first Minority Business Center, according to a press release.

January 18, 2023

[Entrepreneurs spell love as “T-I-M-E”](#) *UTAH BUSINESS*

You may be familiar with the anecdote about how young children spell love as “T-I-M-E” and relish being with their parents.

January 20, 2023

[How Higher Education Became The Target Of Bots, Fake Accounts And Online Fraud](#) *FORBES*

Higher education is in a state of drastic transition.

January 23, 2023

[Utah writer-blogger finds healing — in baking bread](#) *KSL-TV*

When a Salt Lake woman needed help with physical and mental rehabilitation after a life-threatening illness, she turned to baking bread.

January 25, 2023

[Utah writer-blogger finds healing — in baking bread](#) *KSL-TV*

Refugees, political asylum seekers and their advocates urged members of the House Education Committee on Tuesday to adopt legislation that would extend in-state tuition rates at Utah's public colleges and universities.

January 26, 2023

[State History artifacts get a new home, for now, and you can go see them](#) *KSL*

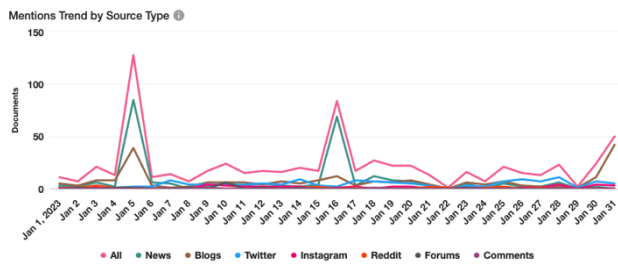
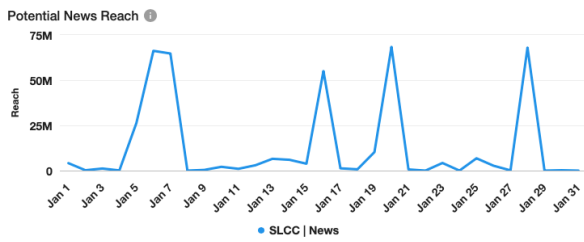
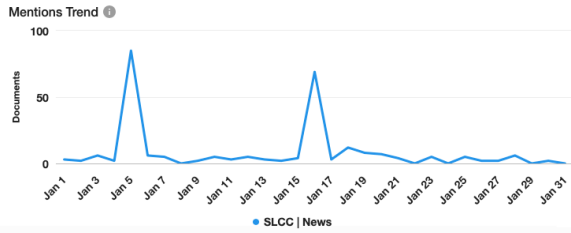
When a Salt Lake woman needed help with physical and mental rehabilitation after a life-threatening illness, she turned to baking bread.

January 28, 2023

[What how much schooling you have means for your economic opportunities in Salt Lake City](#) *KSL*

Is how much schooling a person has a good indicator of economic opportunity in the U.S.?

Media Coverage Analytics



SOCIAL MEDIA

SLCC Blog

A total of ten blog posts were created and placed on the SLCC News and Events Page. The five with the most page views were:

01/18 – [Career Services Boutique Clothing Drive](#)

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

Visits: 733

01/10 – [SLCC Welcomes Its First Hispanic Serving Initiatives Director](#)

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

Visits: 672

01/11 – [Welcome: DaSheek Akwenye, Director of the Center for Health and Counseling](#)

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

Visits: 662

01/17 – [SLCC Welcomes First Minority Business Center Director](#)

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

Visits: 390

01/23 – [Five FAFSA Facts](#)

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

Visits: 216

Twitter

Number of tweets: 18

Tweet impressions: 1.12M

Number of mentions: 32

Follower Count: 4,811

Top Tweet:

Salt Lake CC
@SaltLakeCC

SLCC Career Services is collecting gently used business clothing for students in need. Items can be dropped off at MegaFair locations January 24 - 26. slcc.edu/careerservices...

Business Clothing Drive
Career Services helps students in need prepare for new careers.
Sponsored by the SLCC's Society of Women's Engineers and the Environmental and Sustainability Clubs.

Contact:
Bonnie.Ogden@slcc.edu

SLCC

Drop off locations at the Spring 2023 Megafair, 10 a.m. to 1 p.m.
 January 24 Jordan Campus
 January 25 South City Campus
 January 26 Redwood Campus

3:15 PM - Jan 11, 2023 - 2,552 Views

Top Mention:

All-Access Network
@AllAccess_Net

Salt Lake CC Coach Kyle Taylor speaking on why he loves JUCO 🏀 and what makes @SaltLakeCC a special place!

@SLCCbasketball @JUCOShowcase

KYLE TAYLOR - Salt Lake CC Head Coach
34:43 1,491 Views
Subscribe to All-Access Network on YouTube & Your Favorite Podcast Platform

🌟 **Rising Coaches** @RisingCoaches
NEW!!! @AllAccess_Net's JUCO Hoops Insider w/ @Coachburton13! - Head Coach Kyle Taylor of Salt Lake CC - National JUCO Team of the Week

12:34 PM - Jan 3, 2023 - 2,646 Views

7 Retweets 16 Likes

Top Media Tweet:

Salt Lake CC
@SaltLakeCC

Dr. Martin Luther King, Jr. saw the Beloved Community as a realistic, achievable goal that could be attained by people like you. Make plans to join Salt Lake Community College for our annual MLK Beloved Community Celebration. slcc.edu/mlk/index.aspx

Our goal is to create a beloved community and this will require a qualitative change in our souls as well as a quantitative change in our lives.

DR. MARTIN LUTHER KING, JR.

12:09 PM - Jan 16, 2023 - 485 Views

Facebook

Number of posts: 20

Post impressions: 1.77M

Page likes: 22,434

Top post:



Salt Lake Community College
Published by Melissa Leilani Larson · January 9 at 4:12 PM · 🌐

Study abroad in Costa Rica this spring! Don't miss this fantastic opportunity. The program is May 6 - 21, but you need to apply BEFORE January 11. Apply today!
<https://www.slcc.edu/studyabroad/programs/costa-rica.aspx>.

COSTA RICA STUDY ABROAD
SLCC
Engaged Learning
SCAN QR CODE FOR MORE INFO



APPLICATION DEADLINE: JANUARY 11, 2023

2,096 People reached 87 Engagements – Distribution score **Boost post**

👍❤️ 14 5 shares

LinkedIn

Number of posts: 16

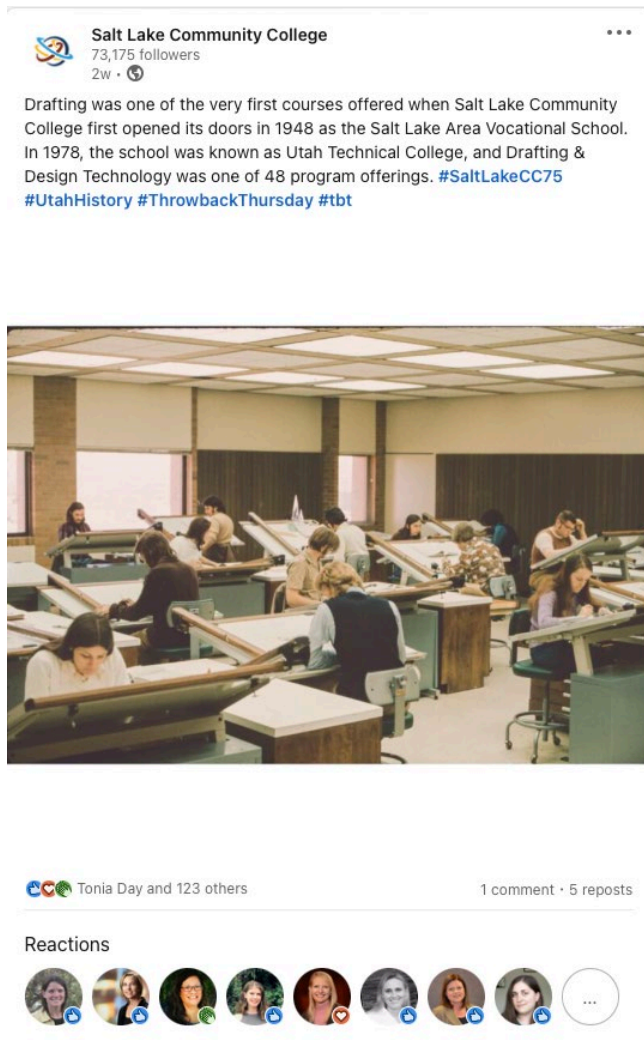
Page views: 1,361

Unique visitors: 760

Total followers: 73,142


Engagements: 1,187

Top Post:




Salt Lake Community College
73,175 followers
2w • 🌐

Drafting was one of the very first courses offered when Salt Lake Community College first opened its doors in 1948 as the Salt Lake Area Vocational School. In 1978, the school was known as Utah Technical College, and Drafting & Design Technology was one of 48 program offerings. [#SaltLakeCC75](#) [#UtahHistory](#) [#ThrowbackThursday](#) [#tbt](#)



👍❤️👏 Tonia Day and 123 others 1 comment · 5 reposts

Reactions



Instagram

Number of posts: 9

Engagements: 784

Total followers: 5,400

Top post:

The screenshot shows an Instagram post from the account 'saltlakecc'. The post features a grid of nine logos for various universities: GCU, WSU, U, UTV, UJU, Southern New Hampshire University, Ottawa University, and STATE. Below the grid are buttons for 'View insights' and 'Boost post'. The post has a caption that reads: 'If you are thinking about transferring to a 4-year program when you graduate, don't miss SLCC's first Transfer Fair of the new year. Meet reps from 12+... more'. It also shows 'Liked by thaynecenter_slcc and others', 'View 1 comment', and the date 'January 18'.