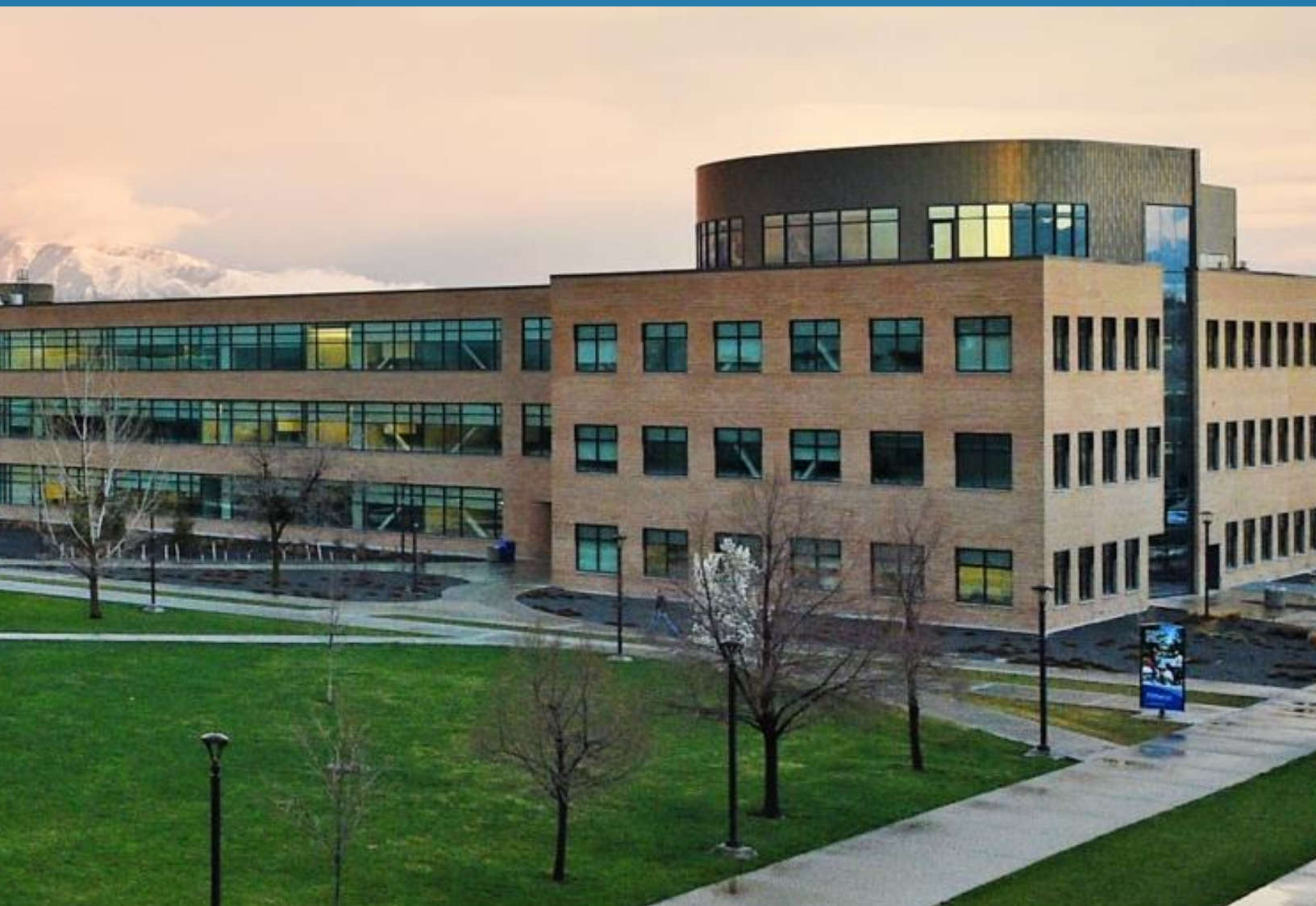


MEDIA REPORT

March 2023



News Coverage

Summary

458 stories in national and local media. An estimated 532M people had subscriber access (reach) to these articles with an estimated earned media value of \$4.9M.

Media Advisories

March 6, 2023

Champion for Women in the Trades: Salt Lake Community College Names Hall for Skilled Trades after Senator Karen Mayne

On March 9, Salt Lake Community College (SLCC) will name a key section of its Westpointe Campus after Senator Karen Mayne to honor her long career history as a strong and tireless advocate for SLCC, and particularly for her support in advancing the skilled trades at the college, including its Salt Lake Technical College.

March 14, 2023

Accomplished Poet and Author to Deliver Salt Lake Community College's 2023 Commencement Address

Poet, former attorney and author Tara M. Stringfellow will give the keynote address at Salt Lake Community College's 2023 Commencement Ceremony, scheduled for May 4 at the Maverik Center in West Valley City, Utah.

March 27, 2023

West Valley Residents Learn and Earn Locally For High Demand Healthcare Jobs

The confluence of the current demand for many healthcare positions and the anticipated comprehensive University of Utah Hospital being built in West Valley, is creating a surge of opportunities for West Valley residents to be educated and work in their city.

March 29, 2023

Olympian Erin Jackson Discusses Top Athletic Performance Strategies

U.S. Speedskating Olympic Gold Medalist Erin Jackson will be discussing how she prepared for the Olympics and the exercise science she relies on to attain her top performance.

Top Stories

March 1, 2023

[There's a lot of solar power in Salt Lake City, but you might not notice](#) *SALT LAKE CITY WEEKLY*

The demand for solar is so high, Salt Lake Community College—through their Workforce and Economic Development Energy Institute—has a Solar Training Program at their Westpointe Center location, where students can work on solar panel mock-ups of all varieties.

March 2, 2023

[Bills challenging diversity, equity and inclusion efforts get pushback in Utah](#) *DESERET NEWS*

Salt Lake Community College President Deneece Huftalin has had a similar experience during her career in higher education. "We've had efforts related to (diversity, equity and inclusion) in our budget for as long as I can remember, and I've been part of the college for almost 31 years," she said.

March 3, 2023

[Salt Lake CC beats Snow College to repeat as Region 18 champions](#) *MAGICVALLEY.COM*

Salt Lake Community College got all the way to the NJCAA men's basketball championship game last season.

March 4, 2023

[Challenging stereotypes: Utah lowrider community a source of culture, family](#) *KSL-TV*

Lowriding has been a lifelong passion for Salt Lake native Nick Peck.

March 6, 2023

[New West Valley City eatery melds cuisines of the Americas and the Pacific](#) *SLTRIB*

He learned to cook in kitchens across the valley, and through a chef apprenticeship program at Salt Lake Community College and his catering business, Coco Limón.

March 7, 2023

[Wellness Tip: Using Polls to Get a Pulse on Students' Mental Health](#) *INSIDE HIGHER ED*

A professor interviews students for a mental health screening.

March 8, 2023

[Mind the Gap Music Festival Unveils Lineup for Inaugural Festival at the Gateway](#) ABC4

A portion of each ticket sold will be contributed to a scholarship fund for individuals interested in pursuing a degree in an entertainment-related industry through Salt Lake Community College.

March 9, 2023

[Salt Lake Community College Opens Minority Business Development Center](#) ABC4

To help minority-owned businesses in Utah, Salt Lake Community College recently named Sidni Shorter as its first Minority Business Center Director.

March 11, 2023

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

Salt Lake Community College (SLCC) is opening doors to these fields through its new Salt Lake Technical College (Salt Lake Tech) by providing a faster route to meaningful employment.

March 16, 2023

[Are more kids choosing apprenticeships over college?](#) KSLNEWS-RADIO

As the numbers of attendees continue to grow, Salt Lake Community College administration says there is more to offer than affordable tuition.

March 19, 2023

[Canvas, connections and community colleges — a conversation](#) CAMPUS NEWS

Community colleges like Salt Lake Community College, for instance, which is a very large community college in Utah, has really been doing a lot trying to understand the competency-based model at scale, which is not easy.

March 29, 2023

[Park City police officer honored for community outreach](#) THE PARK RECORD

While working, Libertini also has been attending school. He earned associate degrees in criminal justice and general education from Salt Lake Community College and a bachelor's degree in international studies from the University of Utah.

March 31, 2023

[U of U organization seeks to expand job and educational opportunities for west side residents](#)
THE CITY JOURNALS

UNP has formed a steering committee made up of West Valley City residents, community and government leaders, and representatives from the University of Utah and Salt Lake Community College to exchange ideas on what is wanted and needed in the area and how public entities and the schools can deliver.

March 31, 2023

[Utah's real-life 'Doogie' is a consultant on the Disney+ reboot 'Doogie Kameāloha, M.D.'](#) *WEST VALLEY CITY JOURNAL*

That summer, her mother had her take a college placement test at Salt Lake Community College “because I was getting some complaints from teachers at West that I, perhaps, was not the best at listening or following directions.

March 31, 2023

[SLCC student learns to 'Pass the mic'](#) *SOUTH JORDAN JOURNAL*

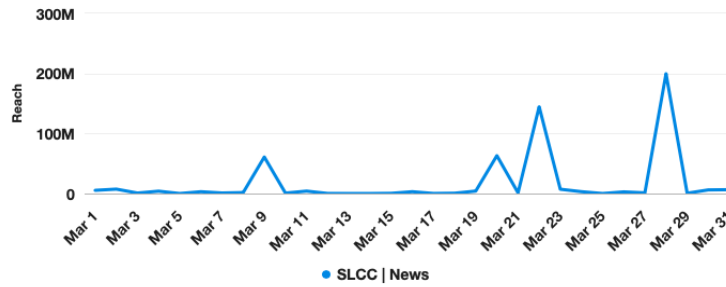
After several stints in various jobs and career paths, Peratrovich went in search of a way to tell stories. It was during this time of returning to school at Salt Lake Community College that Peratrovich was diagnosed with Thyroid cancer.

Media Coverage Analytics

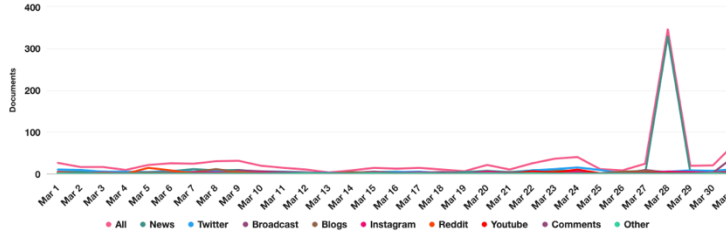
Mentions Trend ⓘ



Potential News Reach ⓘ



Mentions Trend by Source Type ⓘ



SOCIAL MEDIA

SLCC Blog

A total of 15 blog posts were created and placed on the SLCC News and Events Page. Here are the five posts with the most visits:

03/14 [Accomplished Poet and Author to Deliver SLCC's 2023 Commencement Address](#)

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

Visits: 519

03/09 [Dalia Salloum Awarded the \(HAPS\) Diversity, Equity and Inclusion Grant](#)

Promoted via SLCC Today, Twitter, LinkedIn, Instagram

Visits: 341

03/13 [Peek into The Lives of Former Students in the New "Then and Now" Photo-Story Exhibit](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 300

03/08 [SLCC Honors Provost Clifton Sanders](#)

Promoted via SLCC Today, Twitter, LinkedIn

Visits: 249

03/10 [SLCC Names Hall for Skilled Trades after Senator Karen Mayne](#)

Promoted via SLCC Today, Facebook, Twitter, LinkedIn

Visits: 242

Twitter

Number of tweets: 52

Tweet impressions: 1.73M

Number of mentions: 137

Follower Count: 4,891

Top Tweet:

Salt Lake CC @SaltLakeCC · Mar 9

Dr. Sanders is an incredible leader and mentor, and we are thrilled for this chance to honor him.

University of Utah @UUtah · Mar 9

Last week we honored various alumni as part of our Founders Day celebration. One of those Distinguished Alumni recipients is Clifton Gregory Sanders.

He currently serves as Chief Academic Officer at @SaltLakeCC and is a mentor for minority graduate students at the U.



CLIFTON GREGORY SANDERS
PHD'90

Founders Day
UNIVERSITY OF UTAH

1,044 views 0:05 / 4:03

3 retweets 17 likes 1,529 views

Top Mention:

University of Utah @UUtah

In August, we'll be welcoming our first students in conjunction with @SaltLakeCC at the Herriman Campus.



attheu.utah.edu

Herriman Campus on track to open in fall 2023 - @theU
In August 2023, the University of Utah and Salt Lake Community College will welcome their first students at the Juniper Building at the Herriman Campus.

3:21 PM · Mar 25, 2023 · 6,255 Views

Top Media Tweet:

Salt Lake CC @SaltLakeCC

Do you have questions about SLCC? Do you know someone who could benefit from what SLCC has to offer? Come by and check us out! Tuesday, March 14, from 4 - 7 p.m. You can even apply for free! Register to attend at slcc.edu/exploreslcc.



You are invited to **Explore SLCC** 2023

Tuesday, March 14, 2023 · 4-7 p.m.

Explore majors and meet faculty, academic advisors and campus leaders.

Explore resources to help you:

- Get started at SLCC
- Choose an academic or technical program
- Learn about financial aid and SLCC Promise
- Get involved in clubs and activities
- Find bridges between school and future careers
- Succeed in college

Campus tours in person at the Taylorville Redwood Campus, Student Center.
Pre-registration is requested at: slcc.edu/exploreslcc

APPLY FOR FREE

Salt Lake Community College

9:04 AM · Mar 10, 2023 · 559 Views


Facebook

Number of posts: 31

Post impressions: 450,583

Page likes: 22,541

Top post:



Salt Lake Community College
Published by Sarah Reale · March 9 at 9:45 AM · 🌐

A beautiful morning at our Westpointe Campus for the Karen Mayne Naming Ceremony in recognition of her unwavering support of Salt Lake Community College and advancement of the Skilled Trades. Thank you, Karen Mayne! ❤️



2,444
People reached

159
Engagements

-
Distribution score

[Boost post](#)

👍❤️ 41

1 comment 4 shares

LinkedIn

Number of posts: 26

Page views: 1,349

Unique visitors: 731

Total followers: 73,919

Engagements: 1,206

Top Post:



Salt Lake Community College
73,946 followers
1w · 🌐

#SaltLakeCC is excited to spotlight one of our amazing alumni, Lianna Kinard. Lianna studied business marketing at SLCC and now serves as VP of Marketing at the Buckner Company. #BruinsInTheWild #SLCCalumni
<https://lnkd.in/gKQVbdWc>



👍👍👍 Sharlee Smith and 131 others 5 comments · 1 repost

Instagram

Number of posts: 10

Engagements: 892

Total followers: 5,547

Top post:

