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| April 2020 |
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media Report

News Coverage

### **Summary**

521 stories in national and local media. An estimated 5,759,562 people had subscriber access (reach) to these articles with an estimated earned media value of $460,462.34.

**Media Advisories**

**April 24, 2020**

**SLCC to honor its graduates with special online commencement ceremony (Press Calls, Media Advisory)**

**April 30, 2020**

**SLCC Announces Fundraiser for Students During #GivingTuesdayNow (Press Calls, Media Advisory)**

### **Top Stories**

# April 3, 2020

# [Former SLCC athletic director Norma Carr receives NJCAA Appreciation Award](https://www.deseret.com/sports/2020/4/3/21207504/former-slcc-athletic-director-norma-carr-receives-njcaa-appreciation-award) *DESERET.COM*

Even more than five years after her retirement, former Salt Lake Community College athletic director Norma Carr’s impact is felt. On Wednesday, she was awarded the National Junior College Athletic Association Appreciation Award for her work in providing “superior contributions to the Association.”

**April 3, 2020**

[Empty Utah: SLCC Redwood Campus](https://www.abc4.com/news/dronediaries/empty-utah-slcc-redwood-campus/) *ABC4.COM*

Places once bustling with activity, now seemingly deserted and desolate, as businesses and schools close their doors amid the COVID-19 pandemic. News Drone 4 captures the quiet Salt lake Community College Redwood Campus.

## April 12, 2020

## [SLCC to offer online-only classes for summer term](https://www.deseret.com/utah/2020/4/12/21218346/slcc-online-only-classes-summer-coronavirus-covid19) *DESERET.com*

Salt Lake Community College will offer only online classes for summer term, which starts May 18. SLCC will also defer a 1.5% tuition increase until the spring 2021 term. For the summer term, the college will waive its online course fee for all classes, including those normally delivered online.

## April 20, 2020

# [Kelly Whited Jones: Utah nurses do too much for too little](https://www.sltrib.com/opinion/commentary/2020/04/20/kelly-whited-jones-utah/) *SLTRIB.com*

We are asking too much for too little. Imagine waking up each day weighing the risk of going to work to help sick patients against protecting your own health. Now consider that you are doing it for less pay, less career mobility and less representation in health administration. The professionals on the front lines of this pandemic are overwhelmingly women. In Utah, 89% of nurses and 22% of physicians are women. Nationwide, three-quarters of full-time health workers are women. A 2015 study found that male RNs still out-earn female RNs across specialties and positions, without the pay gap narrowing over time.

**April 23, 2020**

# [COVID-19 brings convenience factor to job market](https://www.abc4.com/coronavirus/covid-19-brings-convenience-factor-to-job-market/) *ABC4.COM*

In the last five weeks, 125,150 Utahns applied for unemployment insurance benefits with the Department of Workforce Services. That’s a lot of people who may be looking for a new line of work post-COVID-19. “You just don’t want to wake up some morning and find out your career is gone, and we are there in some cases,” said Salt Lake Community College Economics Associate Professor Dennis Watson.

**April 24, 2020**

# [SLCC to honor graduates with online commencement ceremony](https://www.abc4.com/news/local-news/slcc-to-honor-graduates-with-online-commencement-ceremony/) *ABC4.COM*

Salt Lake Community College says it is proud to celebrate its graduates’ “grit and achievement” in an online ceremony posted on the school’s website starting June 26. “Although our commencement ceremony will look different this year, it will never diminish the respect and pride I have in our 2020 graduating class,” said SLCC President Deneece G. Huftalin.

## April 28, 2020

# [SLCC to observe graduation online, in print and with celebration packs mailed to grads](https://www.deseret.com/utah/2020/4/28/21240004/salt-lake-covid-19-slcc-graduation-online-in-print-and-with-celebration-packs-mailed-grads-pandemic) *DESERET.com*

Salt Lake Community College has planned 2020 commencement observances in May and June to honor graduates online, with celebration packages sent to each graduate and a public tribute to be published in Salt Lake’s daily newspapers.

**April 28, 2020**

# [Julie Stewart and Leonel Nieto: Not everyone can weather this storm the same way](https://www.sltrib.com/opinion/commentary/2020/04/28/julie-stewart-leonel/) *SLTRIB.COM*

For many Utahns, the coronavirus pandemic has meant working from home, caring for kids and trying to remain sane when most outlets for fun, recreation and socializing are closed. But this reality is far from universal.

**April 29, 2020**

# [SLCC to observe graduation online, in print and with celebration packs mailed to grads](https://www.ksl.com/article/46746603/slcc-to-observe-graduation-online-in-print-and-with-celebration-packs-mailed-to-grads)

# *KSL.COM*

Salt Lake Community College has planned 2020 commencement observances in May and June to honor graduates online, with celebration packages sent to each graduate and a public tribute to be published in Salt Lake’s daily newspapers.

**April 29, 2020**

[**Dual enrollment carries on virtually**](https://www.ccdaily.com/2020/04/dual-enrollment-carries-on-virtually/)  *CCDAILY.COM*

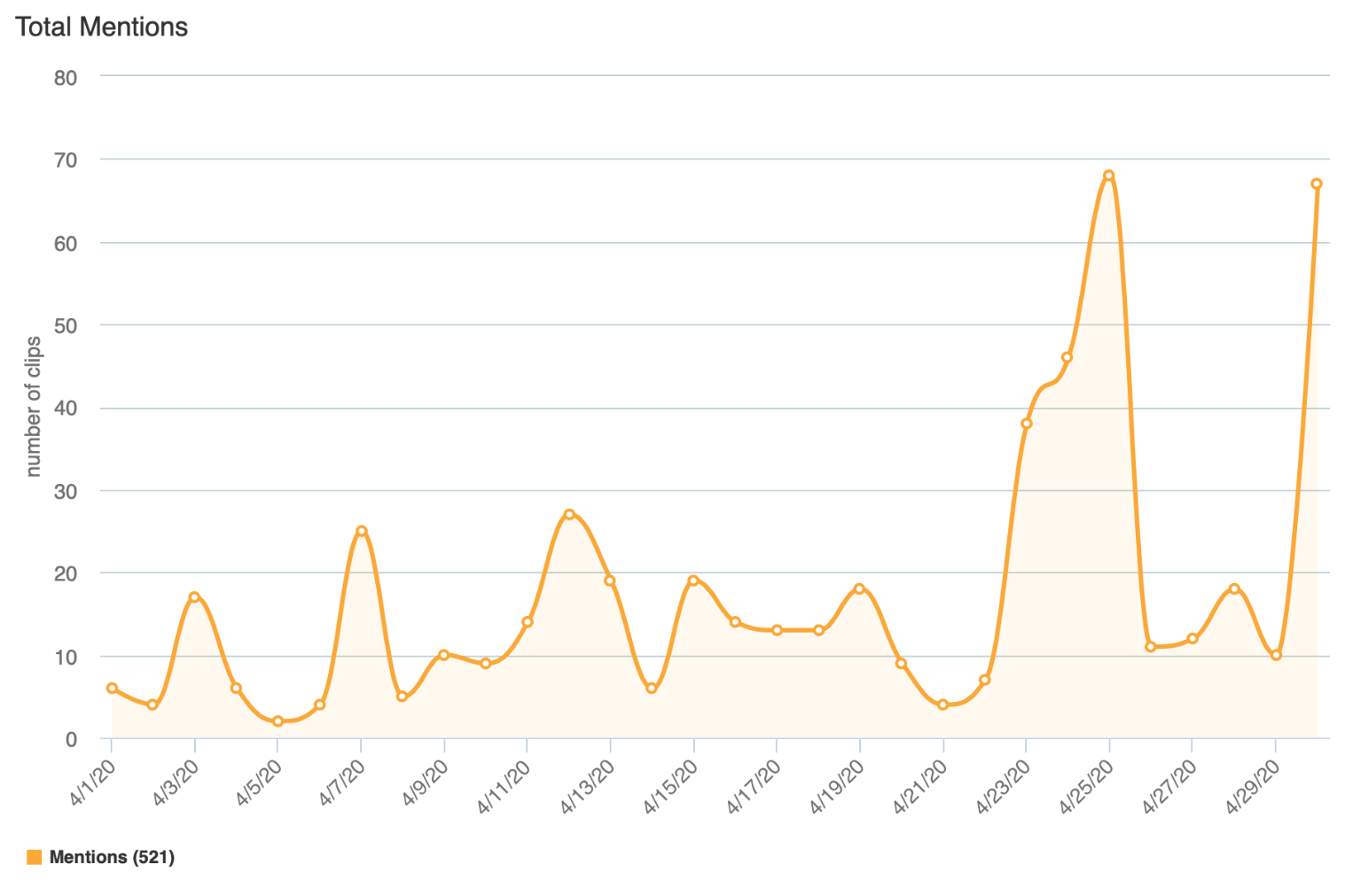
In general, community colleges seem to be working well with their high school partners to adapt their courses to a distance learning environment for dual-enrollment students.

**April 30, 2020**

[**SLCC announces fundraiser for students during #GivingTuesdayNow**](https://utahpolicy.com/index.php/features/featured-articles/23721-slcc-announces-fundraiser-for-students-during-givingtuesdaynow) *UTAHPOLICY.COM*

Salt Lake Community College will participate in #GivingTuesdayNow, a special global day of giving during which the college aims to raise $10,000 on May 5 for its students who have been impacted by COVID-19.

**Media Coverage Analytics**



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Reach is the Total Number of Unique Viewers/Readers, UVPM is the Total Number of Viewers Across All Social Platforms

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**Social Media**

**SLCC Blog**

A total of 32 blog posts were created and placed on the SLCC News and Events Page.

4.2 [**Softball Athletes Coping with Distance and Life Without Competition**](https://saltlakecommunitycollege.blogspot.com/2020/04/softball-athletes-coping-with-distance.html)

*Promoted on Twitter, Facebook, SLCC Today*

4.3 [**The Show Must Go On - Online**](https://saltlakecommunitycollege.blogspot.com/2020/04/the-show-must-go-on-online.html)

*Promoted on Twitter, Facebook, SLCC Today*

4.3 [**Former Athletic Director Awarded National Honor**](https://saltlakecommunitycollege.blogspot.com/2020/04/former-athletic-director-awarded.html)

*Promoted on Twitter, Facebook, SLCC Today*

4.3 [**Take Part In a Virtual Day of Service**](https://saltlakecommunitycollege.blogspot.com/2020/04/take-part-in-virtual-day-of-service.html)

*Promoted on Twitter, Facebook, SLCC Today*

4.6 [**All SLCC Summer Courses Will Be Offered Online**](https://saltlakecommunitycollege.blogspot.com/2020/04/all-slcc-summer-courses-will-be-offered.html)

*Promoted on Twitter, Facebook, SLCC Today*

4.6 [**Professional Development opportunities for the week of April 6–10**](https://saltlakecommunitycollege.blogspot.com/2020/04/professional-development-opportunities.html)

*Promoted on SLCC Today*

4.8 [**Retirement sessions**](https://saltlakecommunitycollege.blogspot.com/2020/04/retirement-sessions.html)

*Promoted on SLCC Today*

4.13 [**College Donates Supplies, Brainpower to Help Community During Pandemic**](https://saltlakecommunitycollege.blogspot.com/2020/04/college-donates-supplies-brainpower-to.html)

*Promoted on Twitter, Facebook, LinkedIn, SLCC Today*

4.13 [**Biology Professor Honored for Service, Dedication**](https://saltlakecommunitycollege.blogspot.com/2020/04/biology-professor-honored-for-service.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.13 [**Professional development opportunties for the week of April 13–17**](https://saltlakecommunitycollege.blogspot.com/2020/04/professional-development-opportunties.html)

*Promoted on SLCC Today*

4.13 [**On Quieted Campuses, Facilities Keeps the Fire Burning**](https://saltlakecommunitycollege.blogspot.com/2020/04/on-quieted-campuses-facilities-keeps.html)

*Promoted on Twitter, SLCC Today*

4.14 [**Innovations in Teaching: Culinary Arts**](https://saltlakecommunitycollege.blogspot.com/2020/04/innovations-in-teaching-culinary-arts.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.14 [**Innovations in Teaching: Social Media Tools and Strategies**](https://saltlakecommunitycollege.blogspot.com/2020/04/innovations-in-teaching-social-media.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.15 [**Faculty Development Opportunities: April 16–17**](https://saltlakecommunitycollege.blogspot.com/2020/04/faculty-development-opportunities-april.html)

*Promoted on SLCC Today*

4.17 [**Innovations in Teaching: Live Radio Lives On**](https://saltlakecommunitycollege.blogspot.com/2020/04/innovations-in-teaching-live-radio.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.20 [**SLCC Alumna Wins Prestigious Truman Scholarship**](https://saltlakecommunitycollege.blogspot.com/2020/04/slcc-alumna-wins-prestigious-truman.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.20 [**Benefits Open Enrollment for Full-time Employees**](https://saltlakecommunitycollege.blogspot.com/2020/04/benefits-open-enrollment-for-full-time.html)

*Promoted on SLCC Today*

4.20 [**Benefits Information for Part-time Employees**](https://saltlakecommunitycollege.blogspot.com/2020/04/benefits-information-for-part-time.html)

*Promoted on SLCC Today*

4.20 [**Professional Development Opportunities for the week of April 20–24**](https://saltlakecommunitycollege.blogspot.com/2020/04/professional-development-opportunities_20.html)

*Promoted on SLCC Today*

4.20 [**Innovations in Teaching: Art Lessons in a Virtual Environment**](https://saltlakecommunitycollege.blogspot.com/2020/04/innovations-in-teaching-art-lessons-in.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.21 [**Innovations in Teaching: Anatomy and Physiology**](https://saltlakecommunitycollege.blogspot.com/2020/04/innovations-in-teaching-anatomy-and.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.22 [**Basketball Ended Abruptly: And A New Way of Life Began**](https://saltlakecommunitycollege.blogspot.com/2020/04/basketball-ended-abruptly-and-new-way.html)

*Promoted on Twitter, SLCC Today*

4.22 [**Message to Students from Student Association Senate: Vote in November**](https://saltlakecommunitycollege.blogspot.com/2020/04/message-to-students-from-student.html)

*Promoted on Facebook, SLCC Today*

4.23 [**Stress-management Tools You Can Use**](https://saltlakecommunitycollege.blogspot.com/2020/04/stress-management-tools-you-can-use.html)

*Promoted on SLCC Today*

4.24 [**College to honor graduates with special online commencement ceremony**](https://saltlakecommunitycollege.blogspot.com/2020/04/college-to-honor-graduates-with-special.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.27 [**Innovations in Teaching: Transmissions transition to virtual**](https://saltlakecommunitycollege.blogspot.com/2020/04/innovations-in-teaching-transmissions.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.27 [**Professional Development Opportunities for the Week of April 27–May 1**](https://saltlakecommunitycollege.blogspot.com/2020/04/professional-development-opportunities_27.html)

*Promoted on SLCC Today*

4.28 [**Innovations in Teaching: English as a Second Language**](https://saltlakecommunitycollege.blogspot.com/2020/04/esl-associate-dean-dr.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.29 [**Innovations in Teaching: STEM Tutors**](https://saltlakecommunitycollege.blogspot.com/2020/04/innovations-in-teaching-stem-tutors.html)

*Promoted on Twitter, LinkedIn, SLCC Today*

4.29 [**Masks, Shields Being Offered to SLCC Employees**](https://saltlakecommunitycollege.blogspot.com/2020/04/masks-shields-being-offered-to-slcc.html)

*Promoted on SLCC Today*

4.29 [**SLCC Announces Fundraiser for Students During #GivingTuesdayNow**](https://saltlakecommunitycollege.blogspot.com/2020/04/slcc-announces-fundraiser-for-students.html)

*Promoted on Twitter, SLCC Today*

**Twitter**

Number of tweets: 36

Tweet impressions: 78K

Number of mentions: 272

Follower Count: 4353 (+23)

Top Tweet: Top Mention:

Top Media Tweet:



**Facebook**

Number of posts: 14

Post impressions: 76K

Page likes: 20,734 (+66)

Top post:



**LinkedIn**

Number of posts: 8

Page views: 806

Unique visitors: 490

Total followers: 60,650 (-43)

Likes: 103

Comments: 0

Shares: 10

Top Post:



**Instagram**

Number of posts: 6

Number of stories: 37

Post likes: 502

Total followers: 3465 (+73)

Top post:

