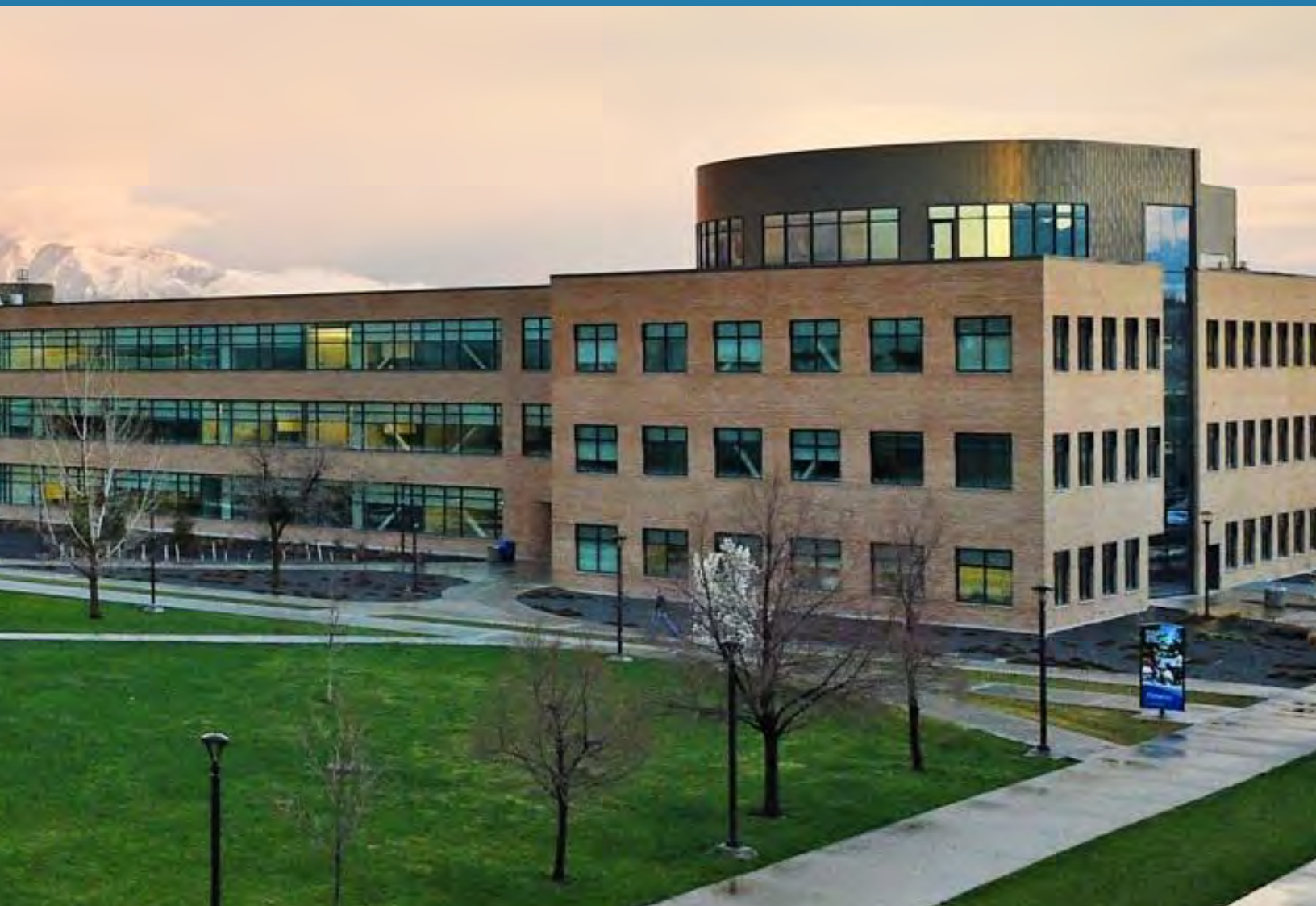


MEDIA REPORT

—
April 2021



News Coverage

Summary

307 stories in national and local media. An estimated 5,994,702 people had subscriber access (reach) to these articles with an estimated earned media value of \$416,380.61.

Top Stories

April 3, 2021

[Poll shows Utahns favor citizenship path for ‘Dreamers’](#) *DESERET.COM*

Except for the first four or five months of her life, Sinthia Rosado Veronica has spent all of her 25 years in the United States, mostly in Utah.

April 6, 2021

[Take 5... open educational resources](#) *AGU.ORG*

It’s been some time since I’ve written a “Take 5” post, but I thought this format would be good to bring back and highlight some of the material featured in a webinar I attended from AAC&U titled Quality, Equity, Affordability: Why Open Educational Resources and Why Now.

April 8, 2021

[Ten Utah student body presidents endorse carbon dividends climate plan](#) *UTAHPOLICY.COM*

Student government presidents from colleges and universities across Utah are calling on Congressional leaders to act on climate change and support the bipartisan solution known as carbon dividends.

April 7, 2021

[SLCC - College Affordability](#) *KUTV.COM*

Kate Gildea, Director of Admissions at Salt Lake Community College, discusses how SLCC is helping to keep college expenses affordably low.

April 9, 2021

[Tuition is how much?! Here’s how one local college is making education affordable](#)
KSL.COM

College tuition is going up around the country. On the opposite end of the spectrum, one Utah school is making higher education more affordable.

April 10, 2021

[Degree For Life: UVU's Hospitality Management program made this student feel right at home](#) *HERALDEXTRA.COM*

Angie Milbourn is a single mother of three children. She's been working toward a college degree since she graduated from high school.

April 14, 2021

[Experts urge vigilance as 'Zoom bombing' disrupts virtual gatherings](#) *FOX13NOW.COM*

A disruption known as 'Zoom bombing' is becoming more prevalent during public meetings held in a virtual setting.

April 14, 2021

[SLCC is helping veterans who want to be entrepreneurs](#) *ABC4.COM*

Since 1948, Salt Lake Community College (SLCC) has been a proud supporter of those who have served in all branches of the U.S. Military.

April 15, 2021

[S.L.C.C. launches program to jumpstart veteran entrepreneurs](#) *FOX13NOW.COM*

Salt Lake Community College (S.L.C.C.) is all about helping the community in so many ways, including their launch of a program to jumpstart veteran entrepreneurs.

April 22, 2021

[The number of Utah women in higher education leadership positions improving](#) *KSLNEWSRADIO.COM*

More women are holding higher education leadership positions in Utah, but there continue to be areas of improvement, a 2021 report from the Utah Women & Leadership Project (UWLP) shows.

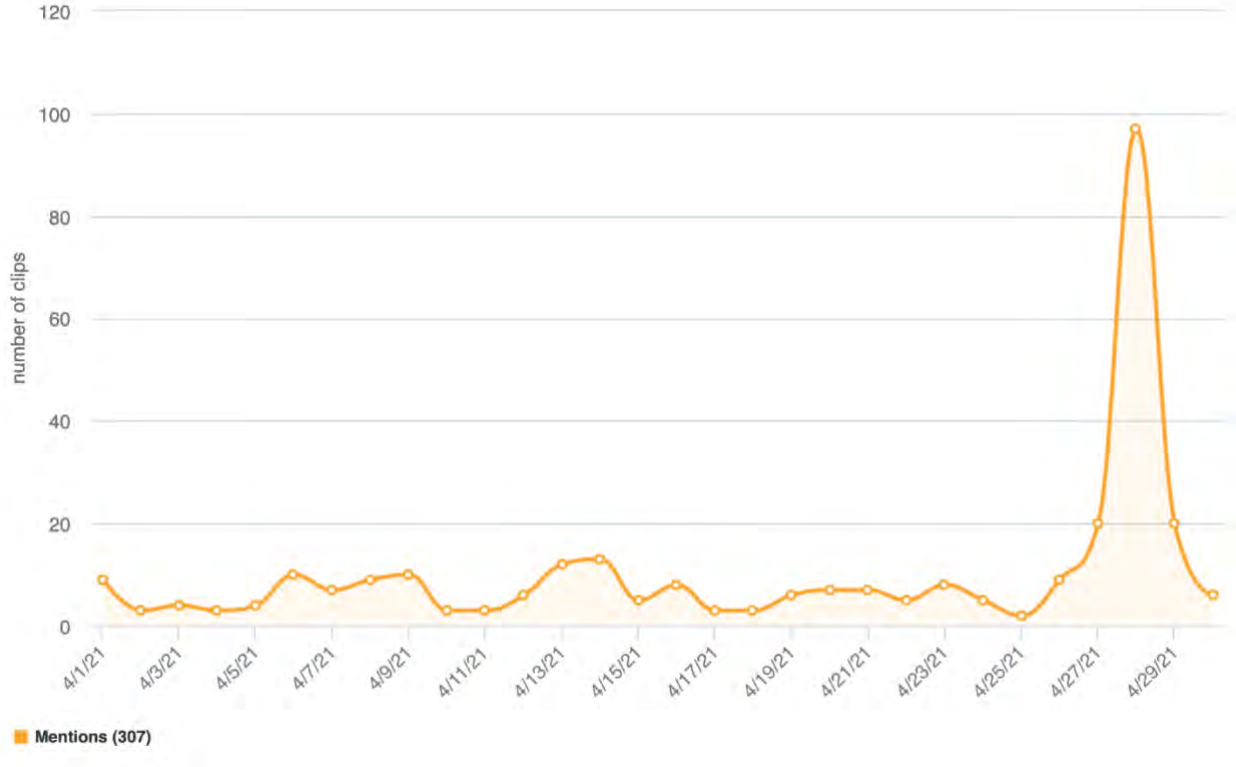
April 23, 2021

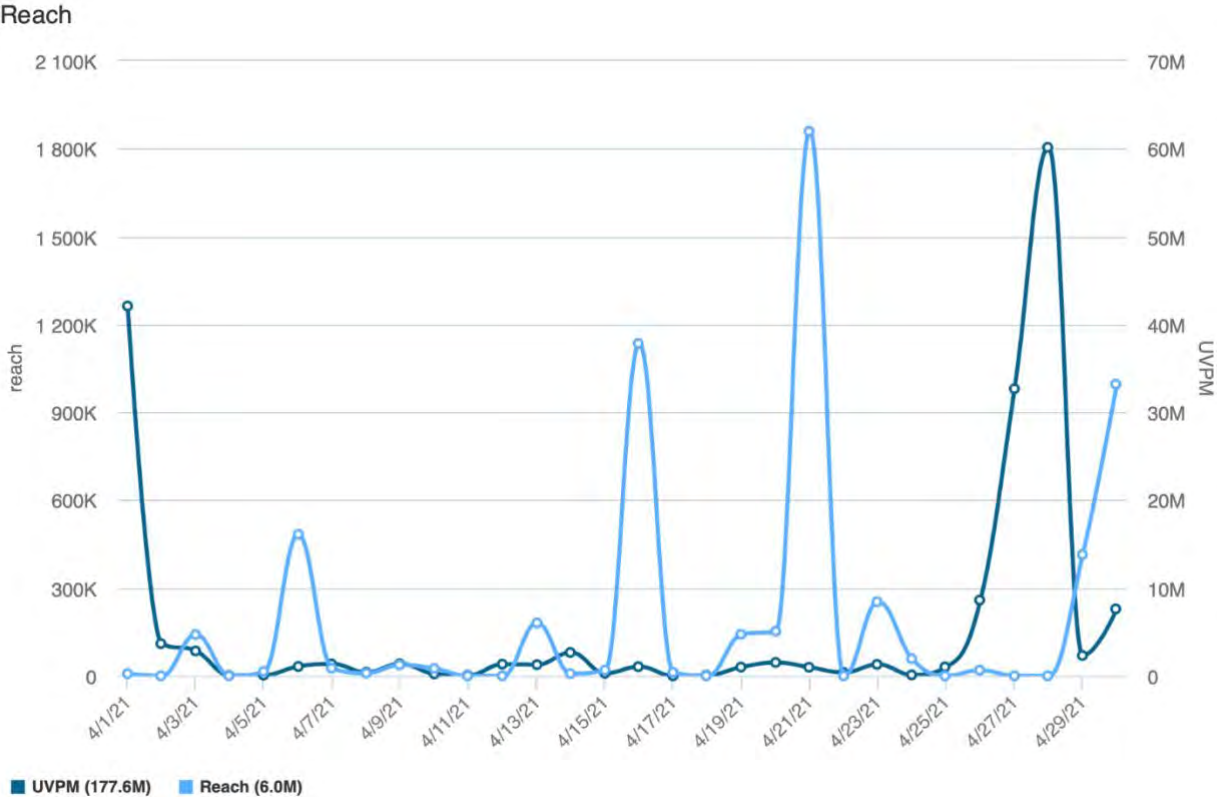
[Why SLCC hired a womxn’s coordinator and how she’s helping students](#) *SLTRIB.COM*

When Ya-Ya Fairley first saw the job listing for womxn’s coordinator at Salt Lake Community College, the deliberate spelling caught her eye.

Media Coverage Analytics

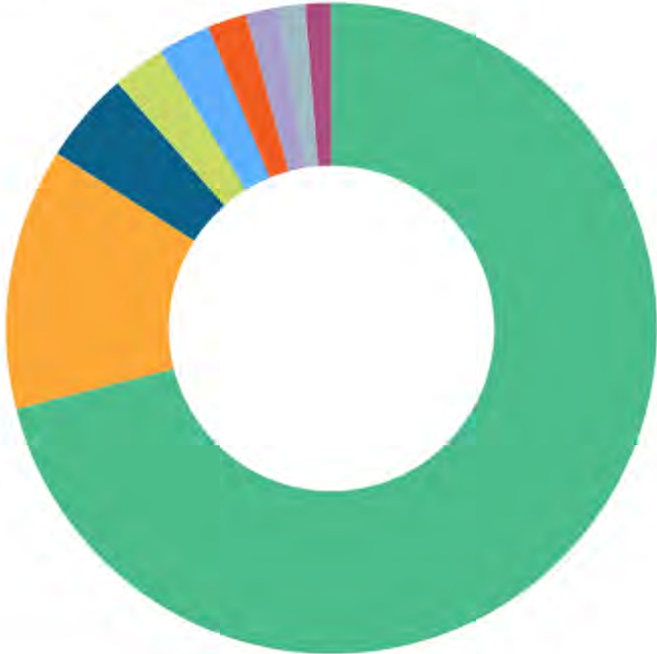
Total Mentions





Reach is the Total Number of Unique Viewers/Readers

Share of Coverage by Media Type



- Online, consumer: 71%
- Television station: 13%
- Online, trade/industry: 4.6%
- Publication, college/alumni: 2.6%
- Radio station: 2.6%
- Newspaper: 2%
- Cable/satellite - network/station: 1.6%
- Social Networking Site: 1.3%
- Online, news and business: 1.3%

Social Media

SLCC Blog

A total of 4 blog posts were created and placed on the SLCC News and Events Page.

4.6 [Meet Our Faculty: Jenni Yang-Chambers](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

4.12 [SLCC's Goldman Sachs business graduates hit \\$1B milestone](#)

Promoted on Facebook, Twitter, LinkedIn

4.21 [The Chauvin Verdict: Justice for George Floyd, but the Work Continues](#)

Promoted on SLCC Today, Facebook, Twitter, LinkedIn

4.23 [Theatre Department Performing 'Festival Dionysia' at Alder Amphitheatre](#)

Promoted on Facebook, Twitter

Twitter

Number of tweets: 23

Tweet impressions: 20.8K

Number of mentions: 193

Follower Count: 4581 (+20)

Top Tweet:

Top Tweet earned 2,016 impressions

Why is he so excited? Because we just waived our application fee.

That's right, no application fee when you apply to SLCC.

What are you waiting for? buff.ly/2OxExgv
pic.twitter.com/58DPTkWmlh



1 4 22

Top Media Tweet:

Top media Tweet earned 1,880 impressions

¡Biología 1010 ya está dado de manera bilingüe! Estudiantes de ingles como segunda lengua, cuya lengua materna es el español, pueden cumplir el requisito general education Life Science a traves de este nuevo curso. 🙌

pic.twitter.com/wZSDmmfofX



3 8

Top Mention:

Top mention earned 631 engagements

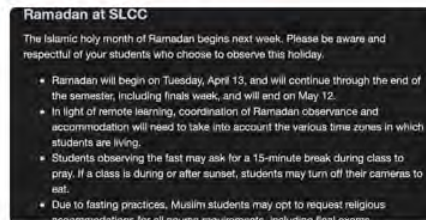


Devon Cantwell

@devon_cantwell · Apr 7

This is literally the first time I've seen any university guidance for instructors on Ramadan in 8 years at institutions of higher education. Good work @SaltLakeCC! Would love to see this for Yom Kippur and other religious/cultural holidays as well!

pic.twitter.com/ZqabXstCJA



7 12 83

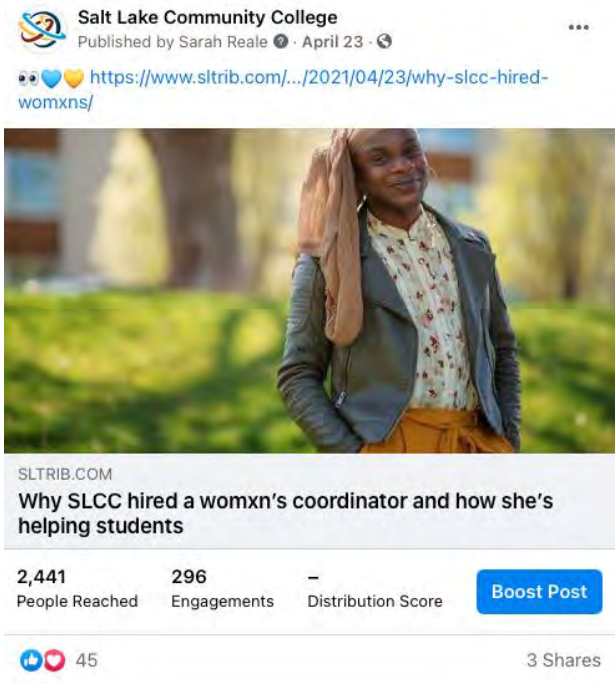
Facebook

Number of posts: 26

Post impressions: 75K


Page likes: 21,152 (+34)

Top post:



Salt Lake Community College
Published by Sarah Reale · April 23 ·

<https://www.sltrib.com/.../2021/04/23/why-slcc-hired-womxns/>



SLTRIB.COM
Why SLCC hired a womxn's coordinator and how she's helping students

2,441 People Reached 296 Engagements – Distribution Score **Boost Post**

45 3 Shares

LinkedIn

Number of posts: 1

Page views: 1204

Unique visitors: 683

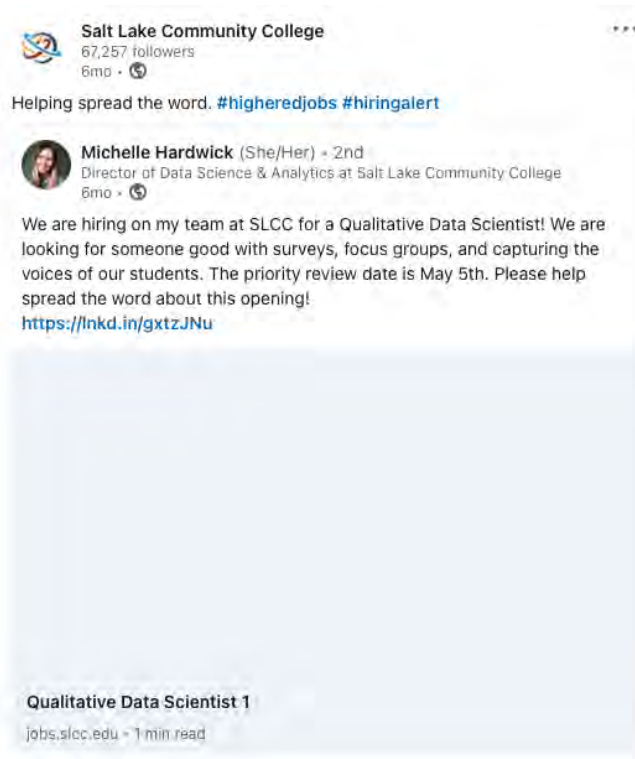
Total followers: 64,683 (+155)

Reactions: 16

Comments: 1

Shares: 0

Top Post:



Instagram

Number of posts: 5

Number of stories: 21

Post likes: 385

Total followers: 4021 (+29)

Top post:

← SALT LAKECC Posts

[View Insights](#) [Boost Post](#)

♥ 💬 📍 📌

👤 Liked by slccgsrc and 156 others

saltlakecc It's a beautiful day, Bruins!

[View all 3 comments](#)

April 29