

MEDIA REPORT



Summary

255 stories in national and local media. An estimated 2,303,803 people had subscriber access (reach) to these articles with an estimated earned media value of \$363,875.49.

Top Stories

August 2, 2019

[Salt Lake Community College opens state's second Dream Center](#) DESERET.COM

For Humberto Sanchez Conejo, the path to higher education has not been an easy one. Though South Salt Lake has been his home since before he was 2, he was born in the town of Irapuato in Guanajuato, Mexico. "There was always a plan of action for us," Sanchez Conejo said about his family, noting that he has been aware of his documentation status since he was 4 or 5 years old.

August 2, 2019

[Salt Lake Community College opens Dream Center for immigrant students](#)

SLTRIB.COM

When Humberto Sanchez tried to sign up for classes at Salt Lake Community College, he had no idea where to start. Being undocumented, he didn't have a Social Security number. He wasn't sure, either, if he should put his actual name down on the application or if that would give him away. He didn't know what scholarships he could pursue. And he didn't know who he could trust to ask for help — or who might report him and his family to immigration officials.

August 4, 2019

[Without intervention, Utah's 'opportunity gap' between white, minority students will grow, regents told](#) KSL.COM

Absent an intervention, ethnic minority students' rates of college enrollment and completion will continue to lag behind their white peers even as Utah becomes increasingly diverse. This "opportunity gap" not only has consequences for individuals' earning power and socioeconomic status, it would negatively impact the state's capacity to meet labor market demands, according to a new report by Utah System of Higher Education researchers.

August 13, 2019

[Will a musical from Air Supply's Graham Russell make it to Broadway?](#)

[Utah will help decide](#) DESERET.COM

What happens when a Jewish neuropsychologist, a Latter-day Saint filmmaker and a British musician get together? It sounds like the setup to a joke, but that unlikely combo is the creative force behind a new musical coming to Salt Lake City — a musical that the trio would eventually like to see end up on Broadway.

August 21, 2019

[SLCC "A Wall Apart" performance](#) KUTV.COM

The musical, "A Wall Apart" is currently playing at Salt Lake Community College's Grand Theatre through September 7th. Join the hosts as they meet Grand Theatre director Seth Miller and actor Vincent Ortega.

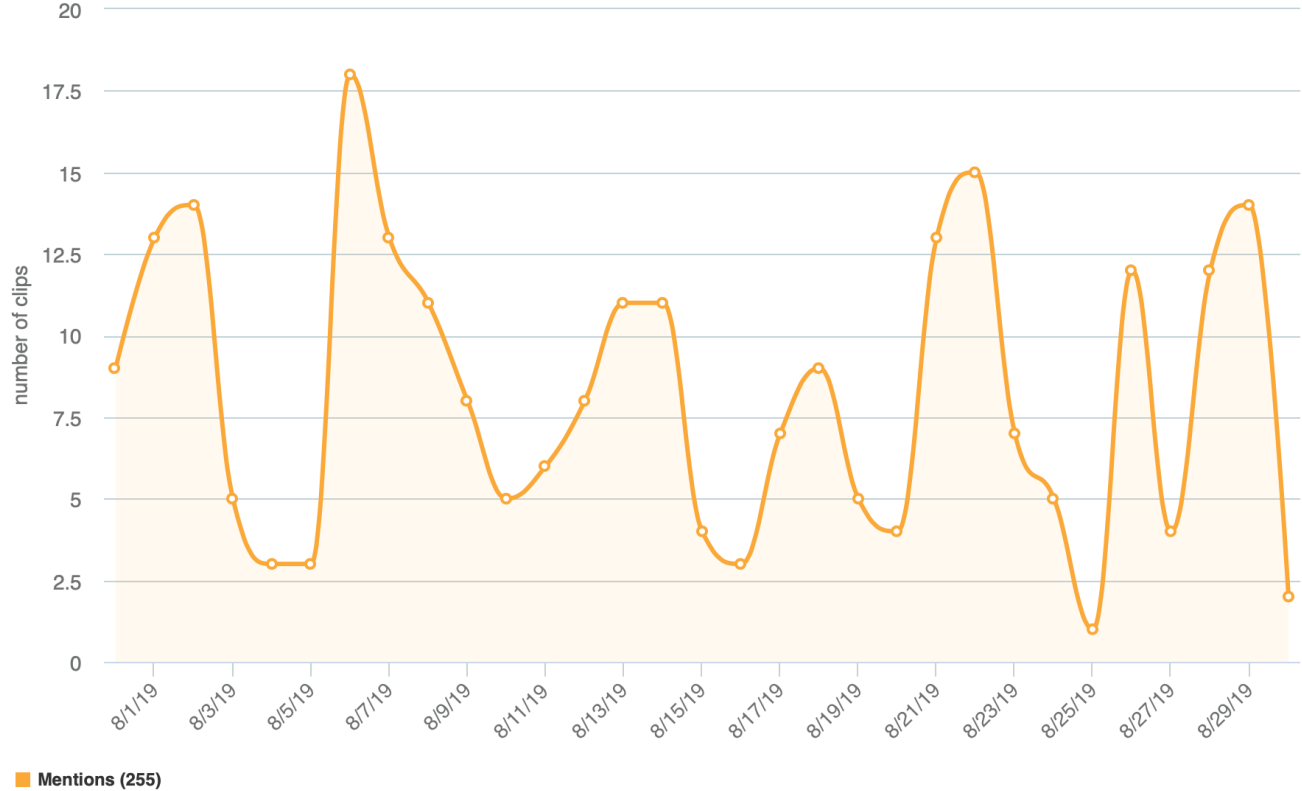
August 22, 2019

[Apprenticeships in Salt Lake City](#) ABC4.COM

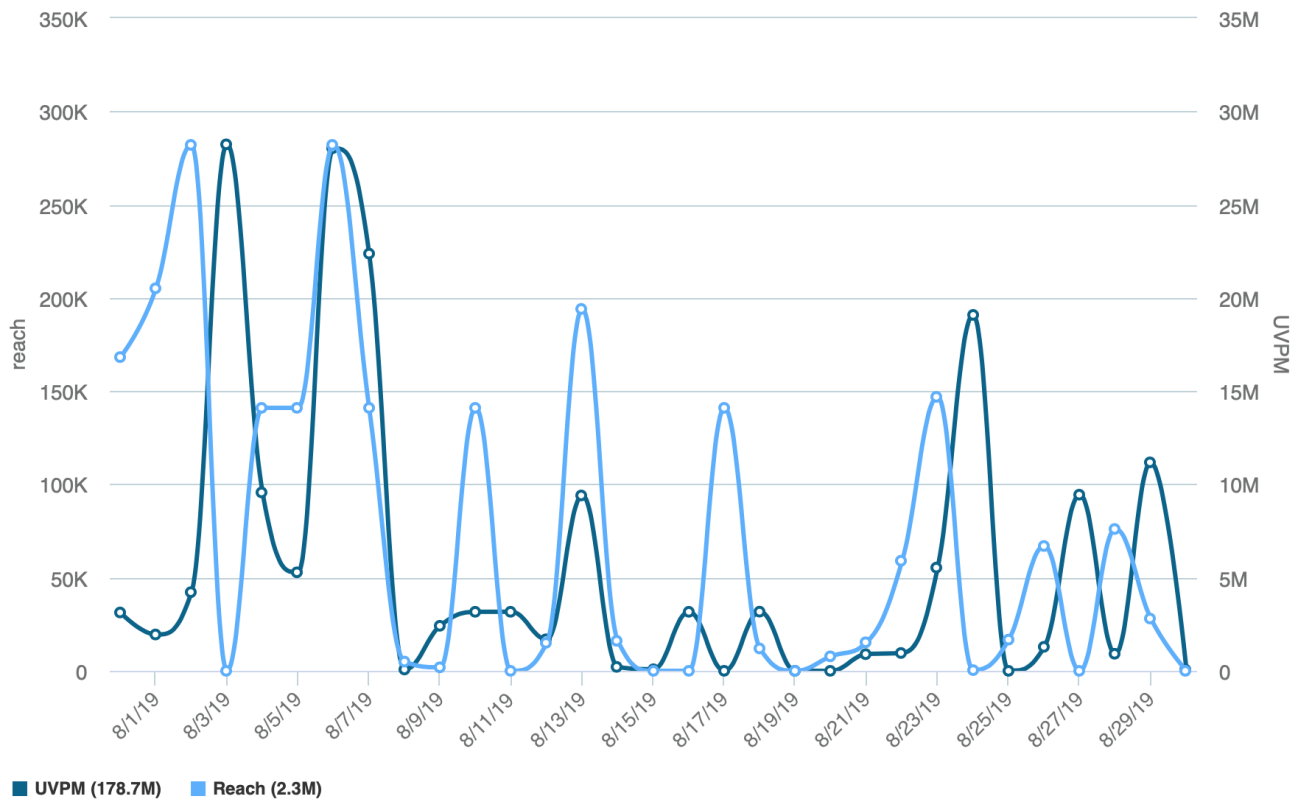
Apprenticeships have been used for job training since the middle ages. In a tight labor market, we need mechanisms like this to grow our talent pipeline and lately, Utah has several great apprenticeship initiatives to do just that.

Rick Bouillon from Salt Lake Community College, Martin Ritter the CEO of Stadler US, and Jake Maxwell from Salt Lake City joined Good Morning Utah to discuss opportunities for apprenticeships in Salt Lake City.

Total Mentions



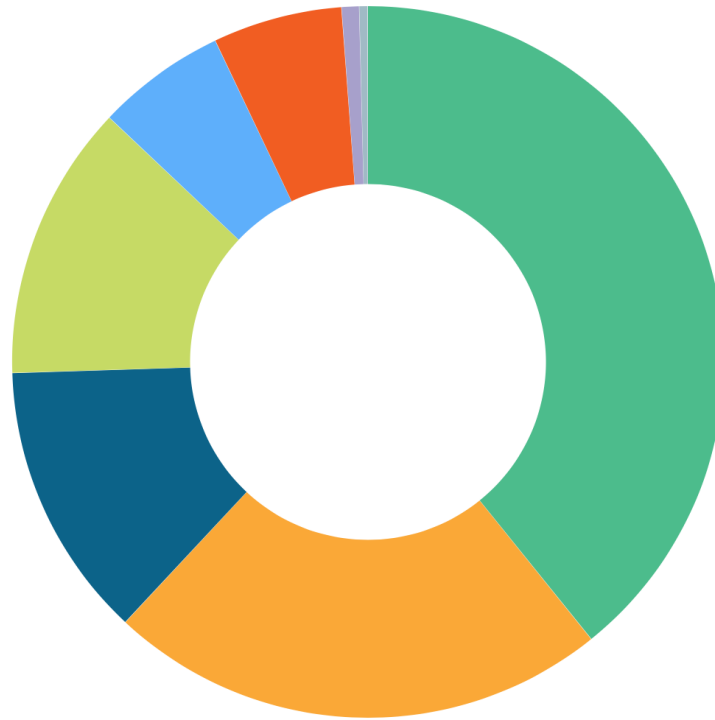
Reach



Reach is the Total Number of Unique Viewers/Readers

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

Share of Coverage by Media Type



■ Online, consumer: 39.2% ■ Radio station: 22.7% ■ Television station: 12.5% ■ Online, news and business: 12.5%
■ Newspaper: 5.9% ■ Online, trade/industry: 5.9% ■ Publication, college/alumni: 0.8% ■ Blog, consumer: 0.4%

Blog Posts

A total of 13 blogs were created and placed on SLCC's News and Events Page.

8.4 [A Student's Violin Brings Calm to Rough Waters](#)

Promoted in SLCC Today, Instagram, Twitter

8.4 [Meet Our Faculty: Donald L. Crenshaw](#)

Promoted in SLCC Today

8.5 [SLCC Faculty and Staff Benefit from National LEADERS Institute](#)

Promoted SLCC Today, LinkedIn

8.6 [Cool Classes: Kung Fu](#)

Promoted in SLCC Today, Twitter

8.16 [New Biology Workshop Helps Biology 1610 Students Succeed](#)

Promoted in SLCC Today

8.16 [Meet Our Faculty: Shannon Mullins](#)

Promoted in SLCC Today

8.16 [STEM Learning Resources Vital to Student Success in Math, Science and Beyond](#)

Promoted in SLCC Today

8.24 [Music by Air Supply's Graham Russell Rocks "A Wall Apart" Production at the Grand](#)

Promoted in SLCC Today, Twitter

8.26 [Exhibit at Eccles Gallery Highlights "Utah Women Making History"](#)

Promoted in SLCC Today, Twitter, LinkedIn

8.26 ["Brilliant" Bruin Bash Brings the Fun to SLCC](#)

Promoted in SLCC Today, Twitter

8.26 [Recent Grad Presents Alongside Faculty and Staff at National ePortfolio Conference](#)

Promoted in SLCC Today, Twitter

8.28 [Next President's Leadership Institute Focusing on "Five Practices" Model](#)

Promoted in SLCC Today

8.29 [Find a Club that Fits You at Club Rush](#)

Promoted in SLCC Today

- Number of tweets: 29
- Tweet Impressions: 36.9K
- Number of mentions: 157
- Follower count: 4052 (+28)

• Top Tweet:



Salt Lake CC @SaltLakeCC · Aug 15
Some inspo and motivation as you prepare for fall semester:

jeremy messersmith @jmessersmith · Aug 15
I was asked to make a motivational video for students at a local arts school, but maybe you need it today?



0:31 6.8K views

1 retweet 4 likes

Top Mention:

Top mention earned 1,282 engagements



Utah College Advising Corps
@adviseutah · Aug 12

First day on the college road trip. Thank you @SaltLakeCC, @UUtah, and @WestminsterSLC for hosting the UCAC advisers today! The info sessions and campus tours were great! #utpol #uted #highered @advisingcorps @higheredutah pic.twitter.com/kho2l8otrK



6 retweets 18 likes

Top media Tweet earned 2,512 impressions

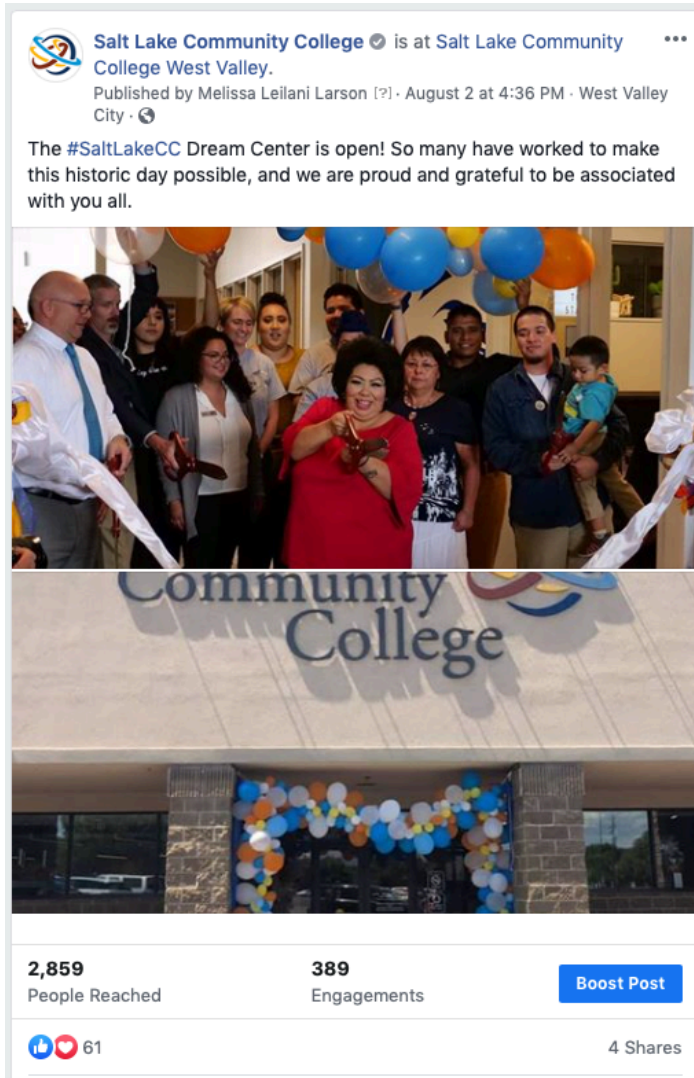
pic.twitter.com/HjrYqcxRji



♥ 2


Facebook

- Number of posts: 17
- Post Impressions: 124,078
- Page Likes: 20,200 (+120)
- Top post:





Salt Lake Community College is at Salt Lake Community College West Valley. Published by Melissa Leilani Larson [?] · August 2 at 4:36 PM · West Valley City · 🌐

The #SaltLakeCC Dream Center is open! So many have worked to make this historic day possible, and we are proud and grateful to be associated with you all.



2,859 People Reached **389** Engagements [Boost Post](#)

  61 4 Shares

LinkedIn

- Number of posts: 4
- Page Views: 1158
- Unique Visitors: 655
- Total Followers: 59,624 (+404)
- Likes: 273
- Comments: 9
- Shares: 11
- Top Post:

 **Salt Lake Community College** ...
59,628 followers
1mo • Edited

Thank you, Good Things Utah, for talking with Deb Bilbao about the Goldman Sachs's 10,000 Small Businesses program at SLCC. Check out Deb's interview here: <https://buff.ly/2GG6ekO>



  26 · 1 Comment

Reactions

Instagram

- Number of posts: 13
- Number of stories: 33
- Post Likes: 1,246
- Total Followers: 2,741 (+144)
- Top Posts:

saltlakecc
Salt Lake Community College

You've got this!
SLCC

View Insights Promote

Liked by slcc_chc and 184 others

saltlakecc A warm welcome to our new bruins, and a big welcome back to returning bruins!

View all 4 comments
August 21

saltlakecc
Salt Lake Community College West Valley

1/2

View Insights Promote

Liked by photographybystephen and 177 others

saltlakecc The #SaltLakeCC Dream Center is open! So many have worked to make this historic day possible, and we are proud and grateful to be associated with you all. #goodtobebruin #SaltLakeCC #slc