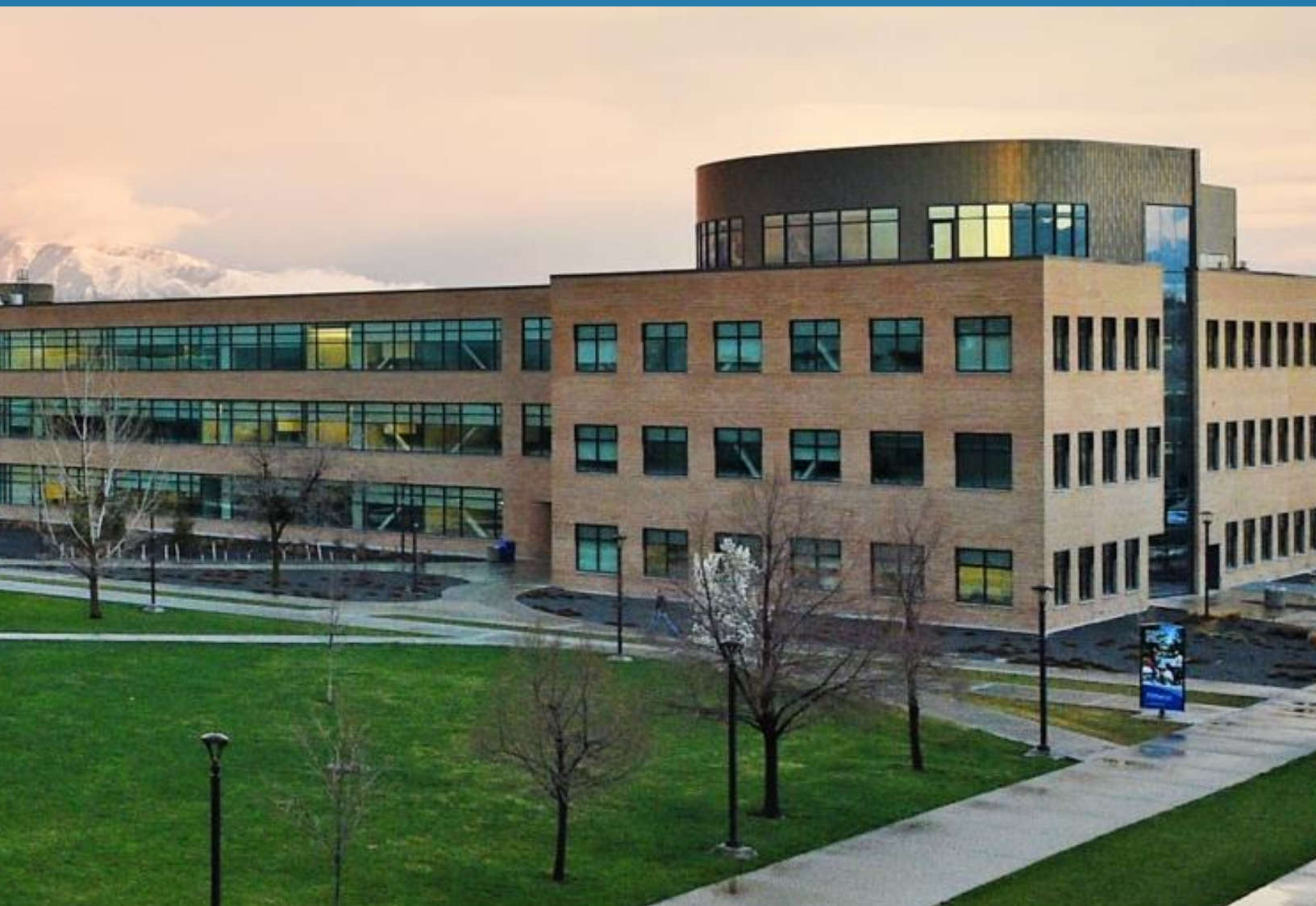


MEDIA REPORT

—
May 2019



News Coverage

Summary

268 stories in national and local media. An estimated 10,282,680 people had subscriber access (reach) to these articles with an estimated earned media value of \$1,830,556.65.

Press Releases

- 5.1 [Students, Alumni and Faculty to be Honored Friday at SLCC's Commencement Event](#)
- 5.3 [SLCC Graduates Encouraged to "Alter Status Quo" at 2019 Commencement Ceremony](#)

Top Stories

May 1, 2019

[SLCC grad: 'It takes a village to get a middle-aged woman through school'](#) DESERETNEWS.COM

If Lisa Hall Nord could talk to her 20-year-old self, she'd tell her to follow her dream of studying graphic design in college and to complete her associate degree. As she reflects on her earlier life, she acknowledges she wasn't highly focused on a particular academic goal the first time she went to college.

May 2, 2019

[Students, alumni and faculty to be honored at Friday's SLCC commencement event](#)

UTAHPOLICY.COM

More than 3,200 Salt Lake Community College students will be awarded degrees and certificates at the school's upcoming Commencement event, scheduled for Friday, May 3, at 9:30 a.m. at the Maverik Center in West Valley City. During the event, the college will also honor several community leaders, faculty members and students who have been selected as SLCC Graduates of Excellence.

May 2, 2019

[Utah bakery offers workers a second chance to flourish](#) *ABC4.COM*

For those trying to overcome addiction, or who are just being released from incarceration, the transition to a normal life can be really difficult. But, there are programs out there that can help people overcome those obstacles. One of them is called Flourish Bakery. Its mission is to do exactly as the name suggests for those it employs.

May 2, 2019

[Salt Lake Community College: Lisa Hall Nord's inspiring story](#) *DESERETNEWS.COM*

Lisa Nord had to re-examine her life due to an unexpected divorce after 23 years of marriage. She decided to sign up at Salt Lake Community college and now has two Associates Degrees with High Honors.

May 8, 2019

[Wednesday's Child: Miguel is planning ahead, hoping for adoption](#) *KSL.COM*

Picking a college is a rite of passage for graduating high school seniors. It's a time when the world seems wide open — the possibilities endless. Miguel wants to major in computer science but has a passion for politics. On Wednesday, Lt. Spencer Cox met Miguel to tour the Salt Lake Community College campus with him.

May 10, 2019

[UVU basketball: Madsen announces hiring of SLCC's Todd Phillips to his UVU staff](#)

DESERETNEWS.COM

Head coach Mark Madsen has announced the hiring of Todd Phillips as an assistant coach on his men's basketball staff at Utah Valley. Phillips comes to UVU after nine seasons as the head coach at Salt Lake Community College.

May 22, 2019

[9/11 Never Forget Mobile Exhibit coming to Utah](#) *ABC4.COM*

A traveling exhibit to honor victims and survivors of the September 11th attacks is coming to Utah for the first time ever. The 9/11 Never Forget Mobile Exhibit is coming to West Valley City May 22 through 29.

May 27, 2019

[USHE Board of Regents implements first need-based scholarship for high school students, adult learners](#) *STGEORGEUTAH.COM*

The Utah System of Higher Education Board of Regents recently announced that they have adopted a policy implementing the Utah Promise Scholarship – the first need-based scholarship of its kind in the state.

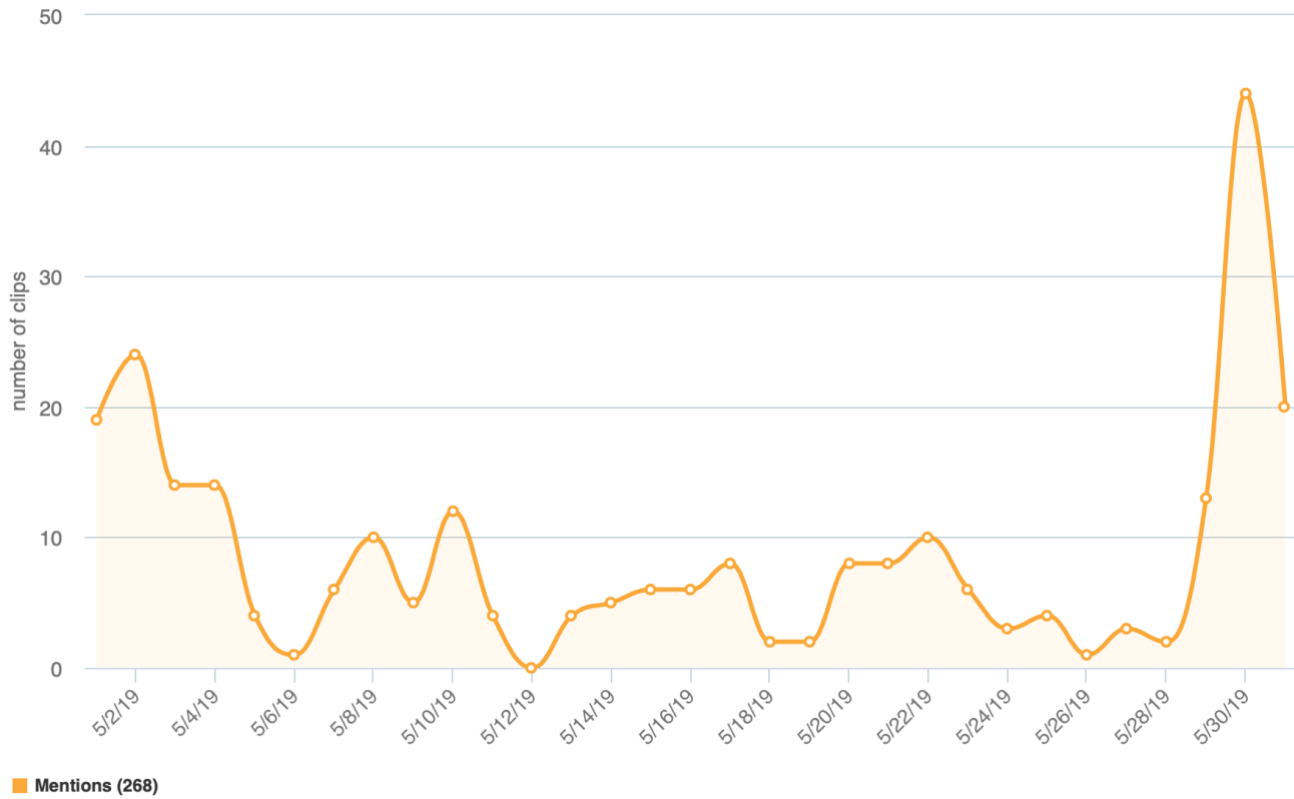
May 29, 2019

[Park City Red Wolves Soccer Club christens Dozier with a W](#) *PARKRECORD.COM*

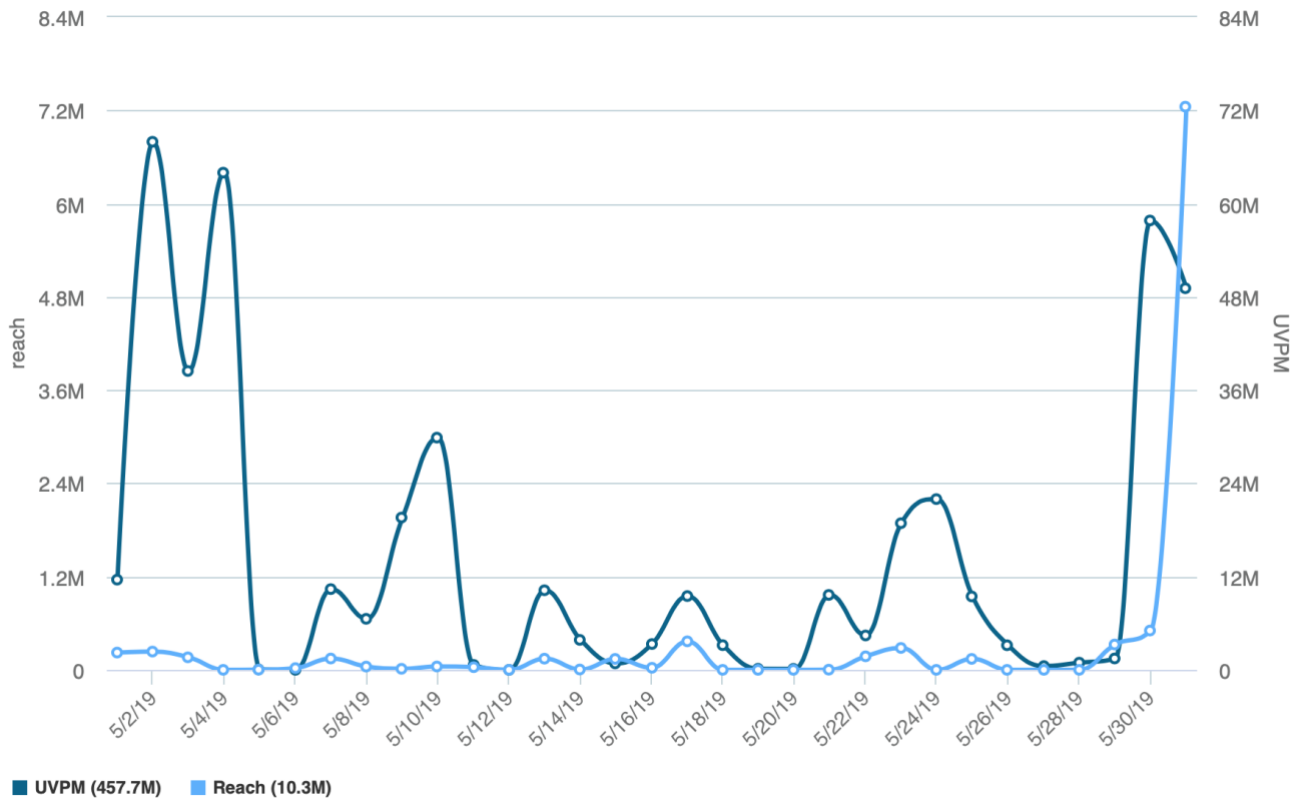
The Park City Red Wolves, Park City’s newly formed United Soccer League tier two soccer team, won their first-ever home game on Saturday at Dozier Field by defeating Ogden 2-1. Ogden had hosted the Miners on May 23 in the Western Conference season opener, where the teams had tied 2-2.

Media Coverage Analytics

Total Mentions



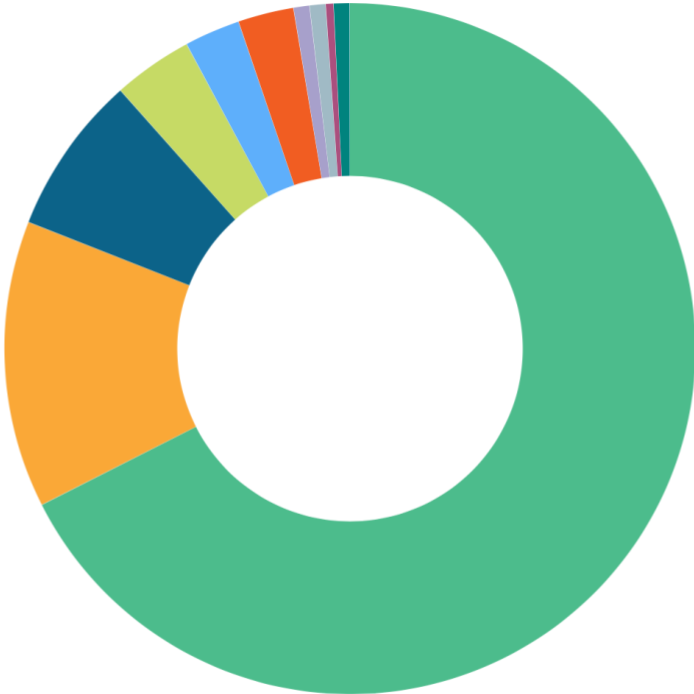
Reach



Reach is the Total Number of Unique Viewers/Reader

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

Share of Coverage by Media Type



Online, consumer: 67.5% Television program: 13.4% Newspaper: 7.5% Online, news and business: 3.7%
Blog, consumer: 2.6% Online, trade/industry: 2.6% Publication, college/alumni: 0.7% Cable/satellite - network/station: 0.7%
Television station: 0.4% Other: 0.7%

Social Media

SLCC Blog

A total of 10 blogs were created and placed on SLCC's News and Events Page.

5.1 [Students, Alumni and Faculty to be Honored Friday at Commencement](#)

Promoted on Twitter, LinkedIn

5.3 [Graduates Encouraged to 'Alter Status Quo' at 2019 Commencement Ceremony](#)

Promoted on Facebook, Twitter

5.3 [Graduates Share Glimpses of Their Journeys](#)

Promoted on Facebook, Twitter, Instagram

5.10 [Softball Wins Region 18, Advances to Nationals](#)

Promoted on Twitter, SLCC Today, Instagram

5.13 [College Partners with Swiss Rail Company for New Career Path](#)

Promoted on Facebook, Twitter, LinkedIn, SLCC Today

5.14 [Staff Helps Beautify Campuses](#)

Promoted on Facebook, Twitter, LinkedIn

5.21 [West Side Story Thrills at Grand Theater](#)

Promoted on Facebook, Twitter, LinkedIn, SLCC Today

5.21 [The Houses that Build Students, Launch Careers](#)

5.28 [Volleyball Team Also Excels in Classroom](#)

5.29 [Basketball, Soccer Athletes Commit to Four-Year Schools](#)

Twitter

- Number of tweets: 37
- Tweet Impressions: 77.1K
- Number of mentions: 109
- Follower count: 4019 (+11)

- Top Tweet:

Top Tweet earned 7,052 impressions

Time for some victory pie! Congrats to our [@SLCC_Softball](#) team, officially Scenic West champs! 🏆 Two weeks until the [@NJCAA](#) DI Softball Championship! pic.twitter.com/dzIRaVK4F5



🔄 9 ❤️ 47

- Top Mention:

Top mention earned 318 engagements



University of Utah

@UUtah · Apr 30

"I started 7th grade in the U.S. with no prior English capabilities. Spanish was the only language I knew. Despite the challenge, I was able to graduate from @SaltLakeCC w/an A.S. in Speech Communication and transfer to the U." #HumansOfTheU #UtahGrad19

bit.ly/HumansOfTheU_G...
pic.twitter.com/sVLP06sbS5



↳ 2 ↻ 9 ♥ 92

- Top Media Tweet:

Top media Tweet earned 6,191 impressions

"I am here today because I am a Latino, I am the first-born of two Mexican Immigrants, a brother, a friend, and your student body president. I want to emphasize the importance of recognizing and embracing your identity, because you have a voice that no one else has"


#SLCCGrad pic.twitter.com/QAaV85IRzV





↳ 2 ↻ 18 ♥ 82

Facebook

- Number of posts: 22
- Post Impressions: 209,103
- Page Likes: 19,966 (+41)
- Top post:

 Salt Lake Community College added 52 new photos to the album: Commencement - May 3, 2019. Published by Melissa Leilani Larson [?] · May 6 · 🌐

Highlights from Friday's Commencement Ceremony. Congratulations, all!





Commencement - May 3, 2019
52 Photos

10,143
People Reached

3,230
Engagements

[Boost Post](#)

  90

1 Comment 4 Shares

LinkedIn

- Page Views: 1133
- Unique Visitors: 672
- Total Followers: 58,493 (+483)
- Likes: 312
- Comments: 7
- Shares: 14
- Top Post:



Instagram

- Number of posts: 12
- Number of stories: 87
- Post Likes: 991
- Total Followers: 2,620 (+159)
- Top Posts:



saltlakeecc ...

saltlakeecc Repost from @slcc_serves using @RepostRegramApp - Congrats to our 59 Civically Engaged Scholars graduating today! Your hard work, dedication to community and efforts to create change is incredible! We can't wait to see how your journeys continue. #slcc #saltlakecommunitycollege #thaynecenter #graduation #communitycollege #civicengagementhonors #ota #dentalhygiene #saltlakecity #associatesdegree #2019graduates #slccgrad

5w

propolinsemouthwash cool post

♥️

♥️ 💬 ↗️ 📌

Liked by slccsmc and 162 others

MAY 3

Add a comment... Post



saltlakeecc ...

saltlakeecc Congrats to #slccsoftball on a phenomenal season! You make us proud to be Bruins. #slccathletics

2w

♥️ 💬 ↗️ 📌

Liked by photographybystephen and 118 others

MAY 24

Add a comment... Post