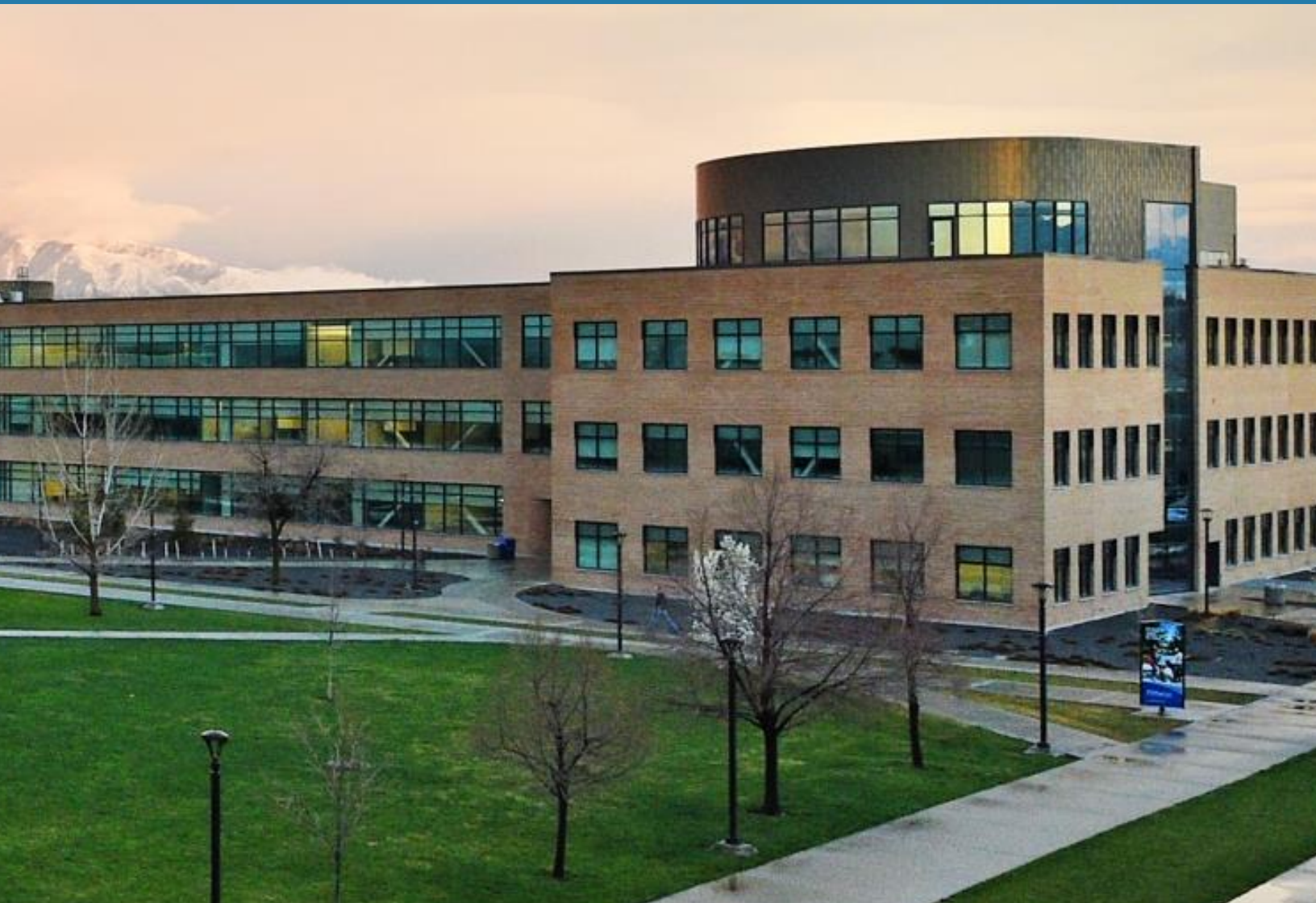


MEDIA REPORT

—
November 2018



News Coverage

Summary

329 stories in national and local media. An estimated 2,508,995 people had subscriber access (reach) to these articles with an estimated earned media value of \$435,734.98.

Press Releases

11.8 Amahl and Christmas Carol at the Grand (local)

11.9 President's Art Show Opens (local)

11.14 [SLCC Math Department Wins Award for OER](#)

11.16 Lark and Spur Concert at the Grand (local)

Top Stories

November 1, 2018

[RIDING DEFENSE AND 'BLUE-COLLAR' WORK RATE, NO. 8 SLCC SOCCER AIMING NEW PROGRAM HIGH](#) *KSL.COM*

McKenna Eaves knows she probably won't see much ink or recognition, fame or awards.

None of that matters to her.

All that matters as the goalkeeper of the No. 8-ranked Salt Lake Community College women's soccer team is keeping the ball out of the back of the net.

November 8, 2018

[COLLEGE COLLABORATIONS BETTER CONNECT UTAH TO THE WORLD, PRESIDENTS SAY](#)

DESERET NEWS

As a research geneticist, Noelle Cockett's early collaborations with international researchers took place by snail mail.

"Needless to say, it was fairly difficult to significantly connect with international partners to set up collaborations that can tap into expertise from other countries," said Cockett, president of Utah State University.

November 13, 2018

[UTAH COLLEGE APPLICATION WEEK WITH SALT LAKE COMMUNITY COLLEGE](#) *KUTV-TV*

Kurt Larsen, the assistant vice president for student life with Salt Lake Community College (SLCC), spoke with 2News Anchor/Reporter Mary Nickles about Utah College Application Week.

November 14, 2018

[OLC ANNOUNCES 2018 DIGITAL LEARNING INNOVATION AWARD RECIPIENTS](#) *PR WEB*

The Online Learning Consortium (OLC) today announced the recipients of the 2018 OLC Digital Learning Innovation Awards (#DLIAward). The awards were presented to honorees during last evening's OLC Awards & Leadership Ceremony and Reception, part of this week's OLC Accelerate conference, in Orlando.

November 17, 2018

[SLCC MATH DEPARTMENT WINS NATIONAL AWARD FOR OER EFFORTS](#) *PR WEB*

Salt Lake Community College's mathematics department won the Digital Learning Innovation award from the Online Learning Consortium, presented Nov. 13 during the annual OLC Accelerate Conference in Orlando, Florida.

The award, which includes \$100,000, recognizes efforts by SLCC's math department and the college's Faculty Development and Educational Initiatives office to incorporate free online educational resources (OER) into the school's math curriculum.

November 18, 2018

[SLCC MATH DEPARTMENT WINS NATIONAL AWARD FOR OER EFFORTS](#) *UTAH POLICY*

Salt Lake Community College's mathematics department won the Digital Learning Innovation award from the Online Learning Consortium, presented Nov. 13 during the annual OLC Accelerate Conference in Orlando, Florida.

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November 18, 2018

[SLCC MATH DEPARTMENT WINS NATIONAL AWARD FOR OER EFFORTS](#) *UTAH PULSE*

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November 20, 2018

[HIGHER ED ELEVATES CTE](#) *UNIVERSITY BUSINESS*

How community colleges are rebranding career training to reflect advanced pathways and earnings potential

Community college leaders who have launched campaigns to rebrand career and technical education say they face a generational challenge.

November 21, 2018

[PUBLIC AND PRIVATE INSTITUTIONS PARTNER TO PRODUCE MORE NURSES, MORE QUICKLY](#) *INSIDE HIGHER ED*

Public-private partnerships between universities and community colleges are growing as national demand for nurses with bachelor's degrees is increasing. The institutions are attempting to stave off a projected shortfall of more than a million nurses in coming decades.

November 26, 2018

[TECHNICAL, VOCATIONAL TRAINING BECOMES HIGH-TECH](#) *WEST VALLEY CITY JOURNAL*

Jordan High students Rhiannon Adderley and Jordan Barrus tried out Utah Valley University's airplane that was on display. Adderley, who is a junior, said they had learned about topics from engineering to aviation services.

Barrus, a sophomore, said, "I'm looking around, getting an idea of what I want to do."

November 28, 2018

[ONLINE LEARNING CONSORTIUM HONORS INNOVATIVE PROJECTS](#) *INSIDE HIGHER ED*

The Online Learning Consortium unveiled its annual Digital Learning Innovation Award honorees during its yearly Accelerate conference earlier this month in Orlando, Fla.

Three institutions took home top prizes, all for improving math courses. Arizona State University and the University of Central Florida earned plaudits for using adaptive courseware to improve student success in gateway math courses, while Salt Lake Community College was honored for striving toward similar goals using OER.

November 29, 2018

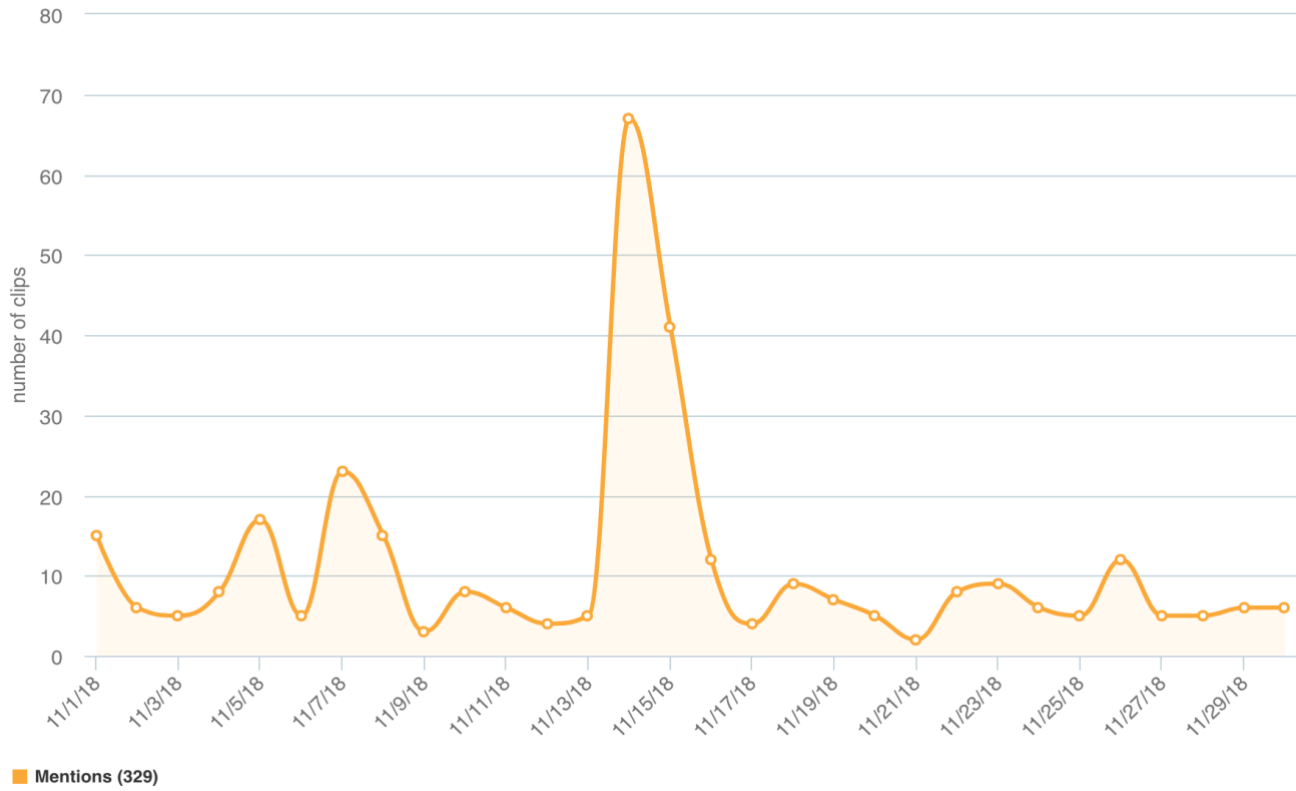
[MAKE THE PERFECT HOMEMADE CHOCOLATE BARK FOR THE HOLIDAYS](#) *KSL-TV*

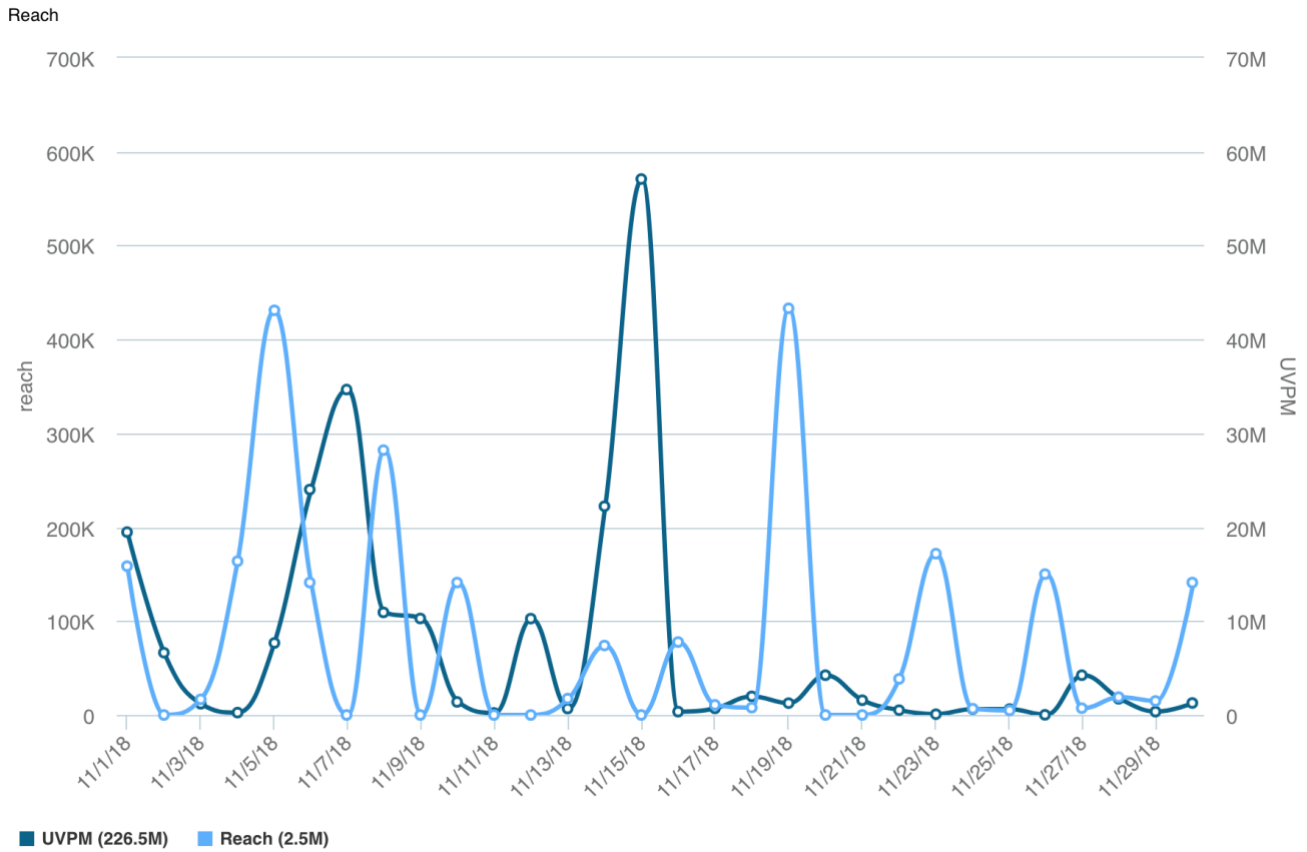
Chocolate bark is a must-have over the holidays.

Chef Cynthia Alberts from the Salt Lake Community College Culinary Arts shares how to make it at home.

Media Coverage Analytics

Total Mentions

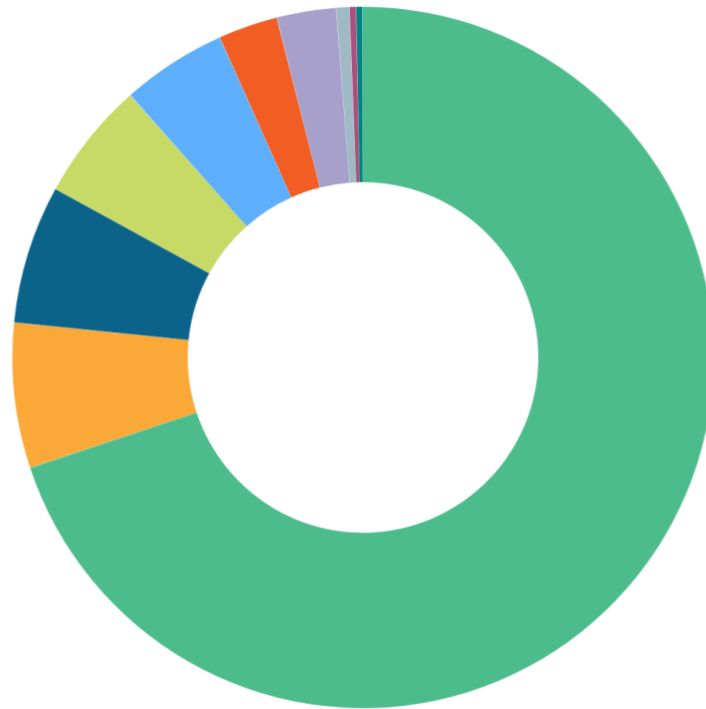




Reach Is The Total Number Of Unique Viewers/Readers

UVPM Is The Number Of Unique Viewers/Readers Per Month Across All Social Platforms

Share of Coverage by Media Type



■ Online, consumer: 69.9% ■ Online, news and business: 6.7% ■ Newspaper: 6.4% ■ Television program: 5.5%
■ Online, trade/industry: 4.9% ■ Cable/satellite program: 2.7% ■ Publication, college/alumni: 2.7% ■ Television station: 0.6%
■ Cable/satellite - network/station: 0.3% ■ Other: 0.3%

Social Media

SLCC Blog

A total of 15 blogs were created and placed on SLCC’s News and Events Page.

11.1 [‘Silent Sky’ Explores Female Roles in Early Astronomy](#)

Promoted on Facebook, Twitter

11.5 [Meet Our Faculty: Sarah Billington](#)

Promoted on Facebook, Twitter, Instagram

11.7 [Despite Challenges, First-Gen Student Reaching Goals](#)

Promoted on Facebook, Twitter

11.8 [Grand Theater Hosts Holiday Double Bill, Amahl and the Night Visitors & A Christmas Carol](#)

11.9 [First-Generation Students Celebrate Successes](#)

Promoted on Facebook, Twitter, Instagram

11.9 [Works from Local Artists Now on Display at SLCC President’s Art Show](#)

Promoted on Facebook, Twitter

11.12 [Men of Color Summit an Eye Opener for Attendees](#)

11.13 [Be Our Guest: SLCC's Culinary Institute Prepares Students for Careers in Hospitality](#)

Promoted on Facebook, Twitter

11.14 [Math Department Wins National Award for OER Efforts](#)

Promoted on Facebook, Twitter

11.16 [International Bazaar Brings Cultures Together at Taylorsville](#)

Promoted on Facebook

11.16 [Grand Theater Offers Free Holiday Concert November 24](#)

11.20 [Children Showcase New Skills Learned Through Grand Theater's After School Program](#)

11.20 [Navajo Artist's Works on Display through December 14](#)

Promoted on Twitter

11.26 [Make Helping Students in Need a Part of Your Holiday Plans](#)

11.29 [SLCC Energy Institute Recognized for Training and Education Programs](#)

Twitter

- Number of tweets: 28
- Tweet Impressions: 50.2K (up from 32.6K in October)
- Number of mentions: 52
- Follower count: +22
- Top Tweet:



In just the third season of program history, SLCC women's soccer has ascended to #8 in national rankings, and their first-ever Region 18 tournament title.



Riding defense and 'blue-collar' work rate, No. 8 SLCC soccer aiming new pr...
In just its third season of program history, the Bruins (14-1-1) have ascended to the pinnacle of their level of the sport. SLCC rose from No. 10 to No. 8 in the NJCAA ...
ksl.com


12:47 PM - 1 Nov 2018

- Top Mentions:

 **WTC Utah**
@WTCUtah Following

Our university and college presidents panel is discussing how language, study abroad and foreign exchange programs prepare students to enter an increasingly global market. Thanks to @UVU @WestminsterSLC @SaltlakeCC @USUAggies @UUtah for sharing your insights. #utahglobalforum



 **VIJI SATHY**
@vijisathy Follow

Had a fantastic time with colleagues today @SaltLakeCC. Thanks @jpickava for inviting us out to talk #inclusiveteaching and @saspeckman for the photos demonstrating how engaged faculty were in the workshop. Lots of great conversations throughout the day!



5:17 PM - 9 Nov 2018 from Salt Lake City, UT

- Top Media Tweet:

 **Salt Lake CC** @SaltLakeCC · Dec 3
Wondering how our faculty inspire our student success? Check out the latest SLCC Magazine, now available online: buff.ly/2KGdbTI



Facebook

- Number of posts: 28
- Post Impressions: 51.2K
- Page Likes: +50
- Top post:

 **Salt Lake Community College** Published by Buffer [?] · November 26 at 8:14 AM · 

Salt Lake Community College's mathematics department was given the Digital Learning Innovation award, recognizing their efforts to incorporate free online educational resources (OER) into the school's math curriculum.



SALTLAKECOMMUNITYCOLLEGE.BLOGSPOT.COM

Math Department Wins National Award for OER Efforts

SLCC math department Salt Lake Community College's mathematics...

LinkedIn

- Number of posts: 17
- Impressions: 56k
- Likes: 293
- Clicks: 484
- Comments: 7
- Top Post:

Salt Lake Community College
57,277 followers
3w

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Math Department Wins National Award for OER Efforts
saltlakecommunitycollege.blogspot.com

Instagram

- Number of posts: 11
- Likes: 831 (Video Post Views: 1,005)
- Total Followers: 2052
- Top Post:

saltlakecc
Salt Lake Community College

saltlakecc 🍂🍂🍂

👍🗨️📤🔖

Liked by 4reale and 122 others
NOVEMBER 19

Add a comment...

• Top mention:

 **Vallivue Basketball**
@Vallivue_Hoops Follow

Senior PG, Amoro Lado, was one of the top prospects this weekend at the @SaltLakeCC Showcase! #TALONSUP



Amoro Lado 6'2 G 2019 (Vallivue ID) is one of the best guards out of Idaho in the class of 2019. He shot it well at the showcase and finished at the rim against length. I like his bulldog mentality on defense. I was surprised to hear his recruitment is somewhat low at this point.

Projection: NJCAA D1

8:09 PM - 21 Oct 2018 from Manhattan, NY

14 Retweets 76 Likes

1 14 76