

MEDIA REPORT



Summary

495 stories in national and local media. An estimated 1,577,109 people had subscriber access (reach) to these articles with an estimated earned media value of \$1,504,785.22.

Press Releases

October 3, 2019

[Salt Lake Community College sees higher enrollment with a strong increase in new students](#)

October 15, 2019

[SLCC Gives Back to Community with Annual Day of Service](#)

October 16, 2019

[SLCC Will Award College Credits for Technical College Programs](#)

October 1, 2019

[Undergrad Gives Fellow Student-Veterans a Helping Hand](#)

NEWS.CAMDEN.RUTGERS.EDU

Since March, Theresa Trujillo has been a familiar and welcoming presence in the Office of Military and Veterans Affairs at Rutgers University–Camden. Her fellow student-veterans have routinely relied on her to help initiate their benefits and ensure that their required information is sent to government certifying officials each month. Trujillo participates in the U.S. Army’s Warrior Leader Course, a month-long course that trains specialists and corporals in leadership fundamentals, in spring 2016. And that’s not all. Trujillo also helps to coordinate periodic group meetings for student-veterans with representatives from area agencies and organizations that provide resources and benefits for veterans.

October 2, 2019

[Enrollment at Utah’s public colleges is up statewide, but down at the University of](#)

[Utah and Utah State University](#) SLTRIB.COM

The student bodies at Utah’s public research universities shrunk slightly in 2019, but those losses were offset by growth at their sister campuses around the state, according to new numbers released Wednesday by the Utah System of Higher Education.

October 2, 2019

[A murder mystery, musical comedy perfect for October](#) ABC4.COM

From the creators of Cabaret and Chicago, it’s the brassy, bright, and promising year of 1959. Boston’s Colonial Theatre is host to the opening night performance of a new musical. When the leading lady mysteriously dies on stage the entire cast and crew are suspects. Enter a local detective, who just happens to be a musical theatre fan. Curtains is a Tony Award winning musical. It’s a hilarious musical comedy and a murder mystery full of fun dance numbers. It’s a great show to see for Halloween, and the perfect “Whodunnit?” musical.

[Students at leadership summit encouraged 'to be more than what they think they can](#)

[be'](#) ABC4.COM

More than one thousand 7th, 8th, and 9th-grade students and educators gathered at Salt Lake Community College on Monday for the 2019 Multicultural Youth Leadership Summit. The goal of the summit was to help students of all backgrounds learn about post-secondary education options and allow them to grow as leaders. Brian Yazzie, Diversity and Equity Coordinator of Provo City School District, said that though graduating from high school is important, he wants students to keep developing themselves afterward too.

October 7, 2019

[Summit encourages Utah junior high students to attend college, become leaders](#)

KSL.COM

From carrying reusable water bottles to eliminate single-use plastics to combating racial and religious discrimination, middle school-age students brainstormed ideas on how they can improve their own communities. At the single-day Multicultural Youth Leadership Summit at Salt Lake Community College's Redwood campus in Taylorsville on Monday, over 1,000 students grades seven through nine gathered as educators motivated them to pursue higher education and to become leaders.

October 10, 2019

[4 Ways to Make College More Affordable](#) KSL.COM

College is an investment for the future. But in the here and now, the financial burden can seem like a lot to handle. Curt Larsen with Salt Lake Community College shares resources that are available to help lighten the loan.

October 15, 2019

[SLCC Gives Back to Community with Annual Day of Service](#) YAHOO.COM

As part of its commitment to enhancing the communities of Salt Lake County, nearly 200 [Salt Lake Community College](#) students, staff and faculty recently participated in the school's annual Day of Service. Volunteers donated a combined 450 hours at the day-long event, which gave participants the option to provide service at 9 organizations located throughout the Salt Lake Valley.

[High school seniors gear up for Utah College Application Week](#) DESERET.COM

As Hillcrest High School seniors look forward to graduating high school in the spring and closing a chapter in their lives, they seem just as excited to open a new chapter in college. After an assembly kicking off Utah College Application Week earlier in the week, Hillcrest High School students took a break from their English classes and arrived at a computer lab to fill out college applications with the help of advisers and college recruiters on Tuesday.

October 23, 2019

[Utah College Application Week begins](#) KUTV.COM

Governor Herbert signed an official declaration making October 2019 Utah College Application and Awareness Month. Utah College Application Week is a statewide event that gives high school seniors in partner schools the opportunity to apply to college during the school day. Joining the show is Cierra Bell, a counselor at Alta High School and assistant Vice President at Salt Lake Community, College Curt Larsen. They explain how students will have the chance to make a postsecondary educational plan.

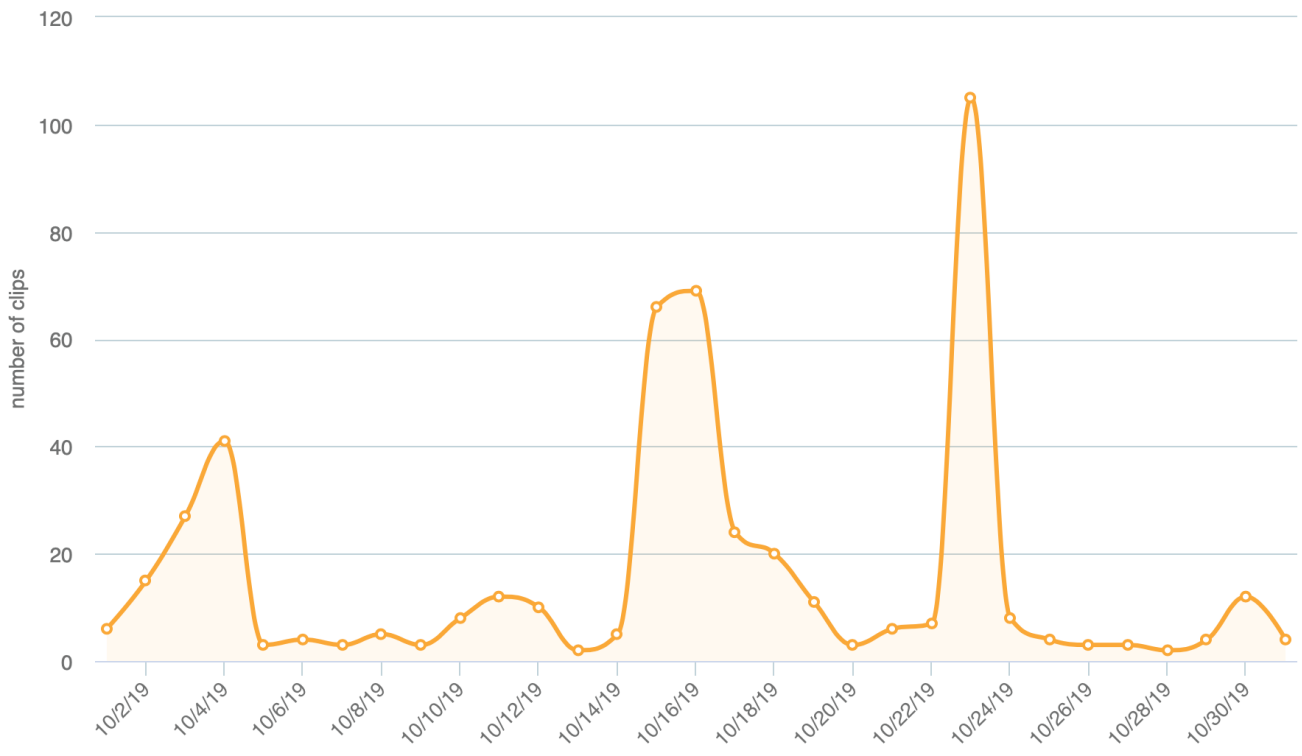
October 25, 2019

[Tips to keep children safe on Halloween](#) ABC4.COM

Twice as many kids are hit and killed by a car on Halloween than any day all year, according to The Utah Department of Health. Salt Lake Community College Institute of Public Safety is sharing safety tips for drivers and children on Halloween.

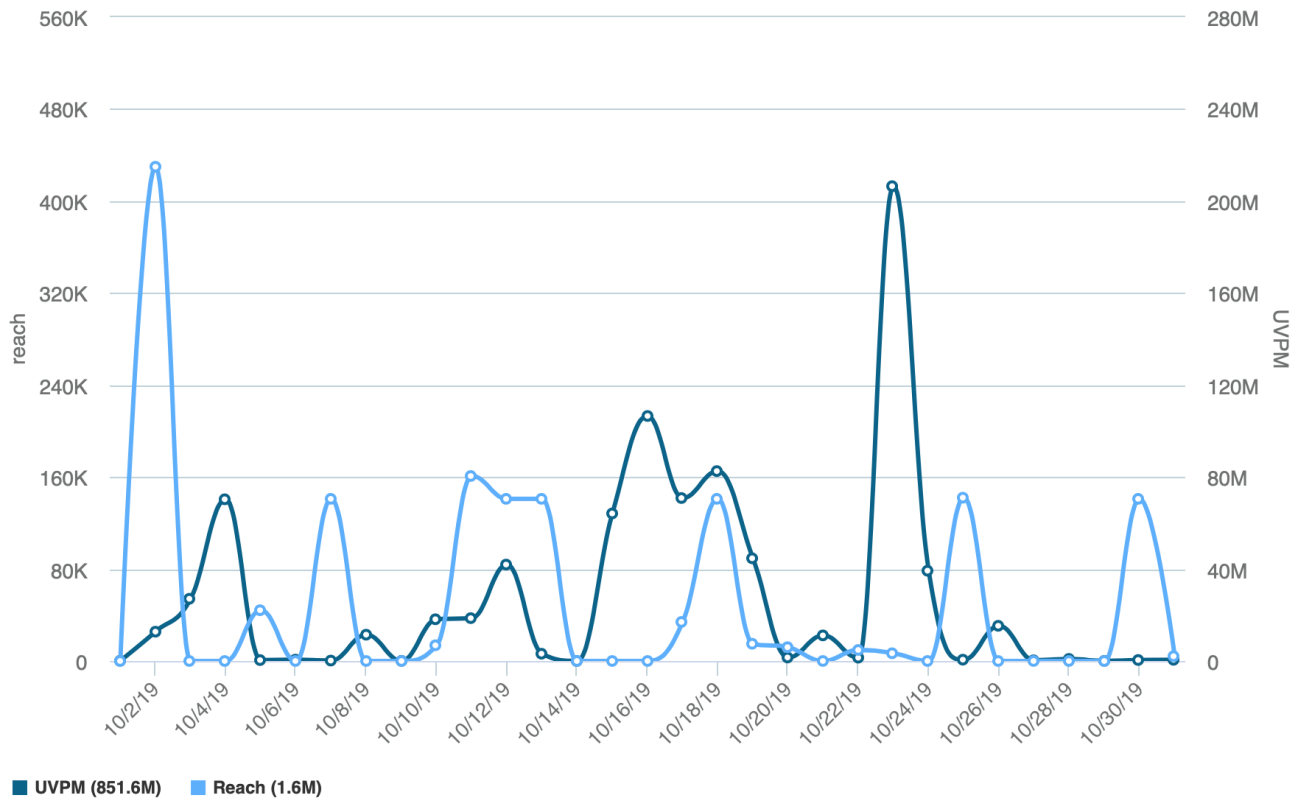
Media Coverage Analytics

Total Mentions



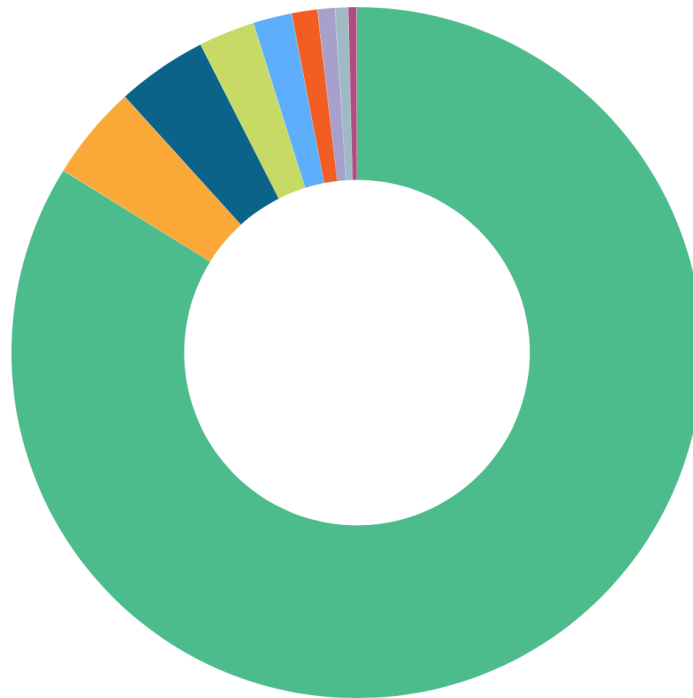
■ Mentions (495)

Reach



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: 83.8%
 ■ Online, trade/industry: 4.4%
 ■ Online, news and business: 4.2%
 ■ Newspaper: 2.6%
■ Television station: 1.8%
 ■ Blog, consumer: 1.2%
 ■ Radio station: 0.8%
 ■ Cable/satellite - network/station: 0.6%
■ Publication, college/alumni: 0.4%

Social Media

SLCC Blog

A total of 13 blog posts were created and placed on the SLCC News and Events Page.

10.2 [Aussie SLCC Softball Player Helps Country Team to 2020 Olympics](#)

Promoted in SLCC Today

10.3 [SLCC Sees Higher Enrollment with Strong Increase in New Students](#)

Promoted in SLCC Today; on Twitter; on LinkedIn

10.7 [Congressman McAdams, Panelists Talk About Tech Talent Pipeline](#)

Promoted in SLCC Today; on Twitter; on LinkedIn

10.8 [Student Finds Scholarship in Search to Stay Involved in School](#)

Promoted in SLCC Today

10.9 [Tanner Speaker Advocates for More Data Transparency](#)

Promoted in SLCC Today; on Twitter; on LinkedIn

10.10 [Free Computers for SLCC Students? Thanks Cyprus Credit Union!](#)

Promoted in SLCC Today

10.11 [Meet Our Faculty: Leslie Sieferle](#)

Promoted in SLCC Today; on Twitter; on LinkedIn

10.15 [College Gives Back to Community with Annual Day of Service](#)

Promoted in SLCC Today; on Twitter; on LinkedIn

10.16 [SLCC Will Award Course Credits for Technical College Programs](#)

Promoted in SLCC Today; on Twitter; on LinkedIn

10.22 [SLCC Interactive Kiosk Opens at Junior Achievement City](#)

Promoted in SLCC Today; on Twitter; on LinkedIn

10.23 [Athletic Scholarships, Soccer - Game Changers for Two Athletes](#)

Promoted in SLCC Today

10.28 [Artists Compete for Prize Money in Annual President's Art Show](#)

Promoted in SLCC Today

10.30 [First-Generation Student Lays Path for Siblings](#)

Promoted in SLCC Today; on Twitter; on LinkedIn; on Facebook

- Number of tweets: 40
- Tweet Impressions: 82.1K
- Number of mentions: 178
- Follower count: 4094 (+26)

Top Tweet:

Salt Lake CC @SaltLakeCC

Even the doughnuts say "U"... Come on over to the STC learn more about transferring to @UUtah. @UtahAdmissions #bruismakethebestutes

12:16 PM · Oct 22, 2019 · Twitter for iPhone

View Tweet activity

7 Retweets 23 Likes

Top Mention:

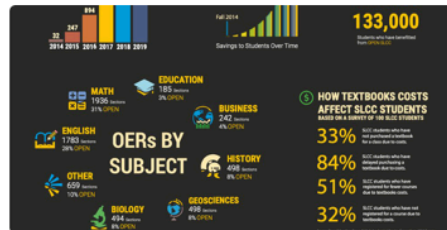
Top mention earned 359 engagements



Jason Pickavance

@jpickava · Oct 24

Hey #OER peeps. @SaltLakeCC surpassed 10 million in savings. We are running 801 open sections this fall. @Jeffaird @brenda_utah @evolprof @TimBeagley @TJS2266 @SLCCHuftalin @CNBlank @a_canavan @acorbettscott @opencontent @OpenStax @LumenLearning @open_textbooks @AdamDastrup
pic.twitter.com/5GZPAqHp4m



4 29 93

Top Media Tweet:

Top media Tweet earned 2,630 impressions

The SLCC education students got a visit from @KarenMayneUT5! Grateful for her and her ongoing support of our future educators. Thank you, Senator! #utleg
pic.twitter.com/dhccX6UYsL



1 4 11

- Number of posts: 9
- Post Impressions: 114,360
- Page Likes: 20,229 (+16)

Top Post:

 Salt Lake Community College added 34 new photos to the album: SLCC Day of Service 2019. Published by Melissa Leilani Larson [?] · October 7 · 🌐

This past Friday, faculty, staff and students went out into the community to give a little back and a had a great time.




SLCC Day of Service 2019
34 Photos

1,723 People Reached	265 Engagements	Boost Post
 23	3 Shares	

LinkedIn

- Number of posts: 11
- Page Views: 963
- Unique Visitors: 549
- Total Followers: 60,492 (+426)
- Likes: 310
- Comments: 4
- Shares: 18


Top Post:




Salt Lake Community College
60,492 followers
2d

Great news!

<https://lnkd.in/gd9utJA>




SLCC Will Award Course Credits for Technical College Programs
saltlakecommunitycollege.blogspot.com


 31

Instagram





- Number of posts: 4
- Number of stories: 61
- Post Likes: 367
- Total Followers: 2,896 (+63)


Top Posts:

 saltlakeecc ...




[View Insights](#) [Promote](#)


   

 Liked by merkprof and 77 others





saltlakeecc Fall has arrived, stay cozy (and studious) on campus! 🍂📖


October 7

 saltlakeecc
Salt Lake Community College ...



[View Insights](#) [Promote](#)

 Liked by photographybystephen and 147 others

saltlakeecc Have a great fall break, Bruins.

View 1 comment

October 17

