

# This is SLCC

Update 2023

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## Cover

### **Center/Center–This is SLCC**

Current Copy: Title in large white font with white bug logo

Update: Do we want the 75<sup>th</sup> logo?

### **Bottom/Right–URL**

Current Copy: slcc.edu in small white font

Update: No change

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## Inside Page Left

### **Top Header–Logo with title**

Current Copy: Bug logo and document title “This is SLCC”

Update: Do we want the 75<sup>th</sup> logo?

### **Top/Left–Choose from 8 Areas of Study**

Current Copy: SLCC offers over 130 programs in eight areas of study, including Business; Computer Science and IT; Health Sciences; Arts, Communication and Digital Media; Construction, Manufacturing and Applied Technologies; Science, Engineering and Math; Social and Behavioral Sciences; Education and Human Services; and Humanities.

Update: SLCC offers many programs 140 of which are in high-demand areas within eight areas of study, including Business; Computer Science and IT; Health Sciences; Arts, Communication and Digital Media; Construction, Manufacturing and Applied Technologies; Science, Engineering and Math; Social and Behavioral Sciences; Education and Human Services; and Humanities.

*Note (define high-demand programs?)*

### **Center/Left–Average class size of 18**

Copy: Students have easier access to instructors, better grades and a better overall experience.

Update: No change

## Center/Right—73% of SLCC students work while in school.

Current Copy: The college accommodates the needs of time-constrained students who balance work, family and school, offering online, early morning, evening and Saturday classes at locations in West Valley City, Sandy, West Jordan, Salt Lake City, Taylorsville and Herriman.

(Source – 2021 DWS Data BA-876 Cognos Report Fall 2021 Student Wages – Fall 2021 Budget Related Students)

Update:

Headline—78% of SLCC students work while in school.

Copy—The college accommodates the needs of time-constrained students who balance work, family and school, offering online, early morning, evening and Saturday classes. SLCC promotes student employment on its campuses more than doubling work-study occupancy from the previous year.

(Update source—Higher Education Appropriations Subcommittee Report Salt Lake Community College, 2023 Dr. Deneece G. Huftalin, President)

## Bottom—72% of SLCC students who graduate with AA, AS or APE degrees transfer to 4-year institutions.

Current Copy: Many students have long-term academic plans when they enroll at SLCC, and a two-year degree is only the beginning of their journey. SLCC students who transfer to four-year schools are well-prepared for their next step.

(Source: BA-876 Cognos Report This is SLCC Transfer Statistic 4-year transfer rate. Note: The graduating Student Survey is no longer administered. 2019 is the last year it was done.)

Update:

Headline—67% of SLCC students who graduate with a degree transfer to a 4-year institution.

Copy—Many students have long-term academic plans when they enroll at SLCC, and a two-year degree is only the beginning of their journey. SLCC students who transfer to four-year schools are well-prepared for their next step.

(Update source—Outcomes Report 2023)

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## Inside Page Right

### Top Header—Salt Lake Community College

Current Copy: Salt Lake Community College is the largest two-year college in Utah, with 10 campuses and sites as well as online education. The college is the leading provider of applied technology courses and workforce programs in the Salt Lake Valley. About 3,400 students

graduate from SLCC each year. The majority go on to pursue four-year degrees and vibrant careers.

Update: Salt Lake Community College is the largest two-year college in Utah. In 2023, SLCC will celebrate 75 years of providing Utahns with education and training in fields that contribute to the state's vibrant economy and high quality of life. The college is the leading provider of applied technology courses and workforce programs in the Salt Lake Valley. About 3,400 students graduate from SLCC each year. The majority go on to pursue four-year degrees and vibrant careers.

### **Top Left—Nearly 40,000 students take classes for college credit each year.**

Current Copy: While most students enroll to earn credit hours, more than 11,000 turn to SLCC annually for noncredit training and education. Overall, SLCC serves about 51,000 students a year.

*(The Report 2020-2021)*

Update:

Headline—Over 38,000 students take classes for college credit each year.

Copy—While most students enroll to earn credit hours, more than 11,000 turn to SLCC annually for noncredit training and education. Overall, SLCC serves about 50,000 students a year.

**(Update source— Higher Education Appropriations Subcommittee Report Salt Lake Community College, 2023 Dr. Deneece G. Huftalin, President)**

### **Top Center Left—47% of SLCC Students are the FIRST in their families to attend college**

*(Source: Cognos Report—BA-876 Fall 2021 Budget Related Students)*

Update: 46% of SLCC Students are the FIRST in their families to attend college

**(Update source: Ba-1404 This is SLCC & Exploratory Metrics Academic Year 2021 - 2022)**

### **Center Left—A leader in WORKFORCE EDUCATION and training.**

Current Copy: Thousands of students each year choose SLCC to acquire new skills, including workers seeking to enhance their expertise; transitioning workers who want to re-enter the workforce, and unemployed workers striving to improve their employability in high-growth areas.

Update: Thousands of students each year choose SLCC to acquire new skills, including workers seeking to enhance their expertise; transitioning workers who want to re-enter the workforce, and unemployed workers striving to improve their employability in high-growth areas. SLCC Career and Technical Education graduates are highly sought-after candidates for hiring and earn above the Salt Lake County median wage after completing a credential.

*(Update Source: Outcomes Report 2023 Note: The percent of Career and Technical Education graduates who earn above the Salt Lake County median wage for those with some college or an associate's degree one year after completing a credential. Wage data are provided by the Utah Department of Workforce Services.)*

## **Top Center Right—SLCC has the most DIVERSE student body in Utah.**

Current Copy: The number of students who identify as Hispanic/Latinx, Pacific Islander, African American, Asian and Native American continues to grow in Salt Lake Valley making the college the most diverse higher-ed institution in the state. SLCC strives to reflect local demographics in student enrollment and in our faculty and staff.

Update: Salt Lake Community College is the most diverse public institution of higher education in the state. SLCC's student population reflects the community we serve with a 'students of color' participation ratio of 1:1.

*(Update Source: Outcomes Report 2023 Note: The participation ratio gives the proportion of students of color attending SLCC divided by the proportion of residents of color in Salt Lake County.)*

## **Bottom Footer—Open SLCC HELPING MAKE COLLEGE AFFORDABLE**

Current Copy: OPEN SLCC is an ongoing effort to direct students to free online resources as an alternative to costly textbooks, so far saving SLCC students \$21 million in seven years.

Update: No change unless we want to add here or somewhere that 78% graduated with no SLCC debt in 2022

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## **Back Page**

### **Top Header—Competency-Based Education (CBE) SAVING STUDENTS TIME AND MONEY**

Current Content: CBE **substitutes** workplace experience, knowledge and skills in place of costly classroom time, saving students time and money.

Update: CBE **increases recognition** of workplace experience, knowledge and skills in place of costly classroom time, saving students time and money.

### **Center—SLCC's PROMISE to be accessible for all (SLCC PROMI\$E logo)**

Current Content: To help make education attainable for everyone the college offers many scholarship opportunities including SLCC Promise. Our Promise is to fill any gaps in tuition and fees for those who qualify for federal aid. We cover the difference when financial aid falls short.

Update: With U having a Promise program as well should we replace this section? SLCC provides assistance when possible through Federal grants, student loans, and outside scholarships. In 2020-2021, an estimated 12,967 students (84%) received \$37,249,039 in some form of financial aid.

### **Bottom—DIFFERENT CAMPUSES, A VARIETY OF PROGRAMS**

Current Content: SLCC has 10 locations to make it easy for students to attend college no matter where they live in Salt Lake County. SLCC's Center for Arts and Media on its **South City Campus** offers state-of-the-art technology and top instructors in areas such as film, television, music,

journalism, photography, animation, radio and more. The **Jordan Campus** offers high schools and college students multiple opportunities to explore the sciences in areas that include nursing, biotechnology and dentistry. **The Miller Campus** features training in law enforcement, auto repair, culinary arts and business, with a business incubator program and incredible resources for small business owners through the Goldman Sachs 10,000 Small Business Program. SLCC's **Westpointe Workforce Training and Education Center** is where students prepare for careers in high demand fields including welding, machining, diesel technology, composites manufacturing and commercial truck driving.

Update:

Headline—10 DIFFERENT CAMPUSES

Copy— SLCC has 10 locations to make it easy for students to attend college no matter where they live in Salt Lake County. SLCC's Center for Arts and Media on its **South City Campus** offers state-of-the-art technology and top instructors in areas such as film, television, music, journalism, photography, animation, radio and more. The **Jordan Campus** offers high schools and college students multiple opportunities to explore the sciences in areas that include nursing, biotechnology and dentistry. **The Miller Campus** features training in law enforcement, auto repair, culinary arts and business, with a business incubator program and incredible resources for small business owners through the Goldman Sachs 10,000 Small Business Program. SLCC's **Westpointe Workforce Training and Education Center** is where students prepare for careers in high demand fields including welding, machining, diesel technology, composites manufacturing and commercial truck driving. Set to open Fall **2023**, **Herriman Campus** will offer general education and major courses in select AS/AA degrees aligned to specific bachelor's degrees with upper-division courses taught by the University of Utah in the same location.

Bottom Footer—URL and REV number