



PRESIDENT'S BOARD REPORT

January 28, 2025



**EVERGREEN
VALLEY COLLEGE**

TESLA GRADUATES



EVC's Auto Tech program saw nine more students graduate from its Tesla START program. All nine have jobs at Tesla. Over its 11 cohorts, over 100 students have been placed within Tesla. The 16-week program combines lectures and hands-on experience at those service centers to prepare students to be service technicians.

Sergio Valles, who leads the program for EVC, has relationships with 19 service centers.



VIETNAMESE STUDENT CLUB



Our Vietnamese Student Club participated in the Lunar New Year's Celebration at the Grand Century Mall in San Jose in late January.

They will also host an on-campus Vietnamese New Year celebration on February 20 from 11:30 a.m. to 2 p.m. in Gullo II.

POPUK PLANETARIUM



A first look inside our portable indoor planetarium, on loan to EVC, occurred last week.

The indoor space can be transported to local K-12 schools to explore all things astronomy related.

It was also on display for faculty and staff at our Professional Development Day.

PROFESSIONAL DEVELOPMENT



As we get ready for the start of Spring 2025, campus leadership hosted our Professional Development Day on Friday. It included updates and information on us moving to an online bookstore starting in June.

SAVE THE DATES



Building Openings

Wednesday, April 9, 2025

1 p.m. to 3 p.m.

We will celebrate the openings of three of our buildings: Student Services Complex, General Education and Nursing. We will also dedicate the road leading into campus as Tamien Way.



EVC Community Day

Saturday, April 26

10 a.m. to 4 p.m.

We are inviting the community out for a day at EVC, involving music, kids games, our indoor planetarium and community booths. Food trucks too!



San Jose

EVC at 50: Open Ceremony

Wednesday, September 3, 2025

EVC Theatre / Observatory

6 p.m. to late

We will kick off our 50th Anniversary in 2025-26 as we celebrate our birthday on September 3. The event will feature music, elected officials and a trip to our observatory.

EVC Marketing

Year in Review





EVC Marketing Office

Marketing EcoSystem





Nationally, 61% of Students say they found their college initially with a “Google Search”

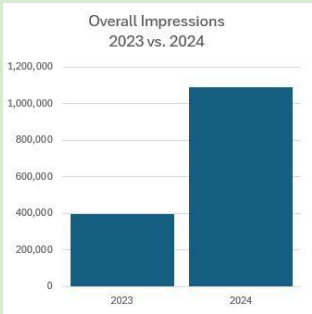
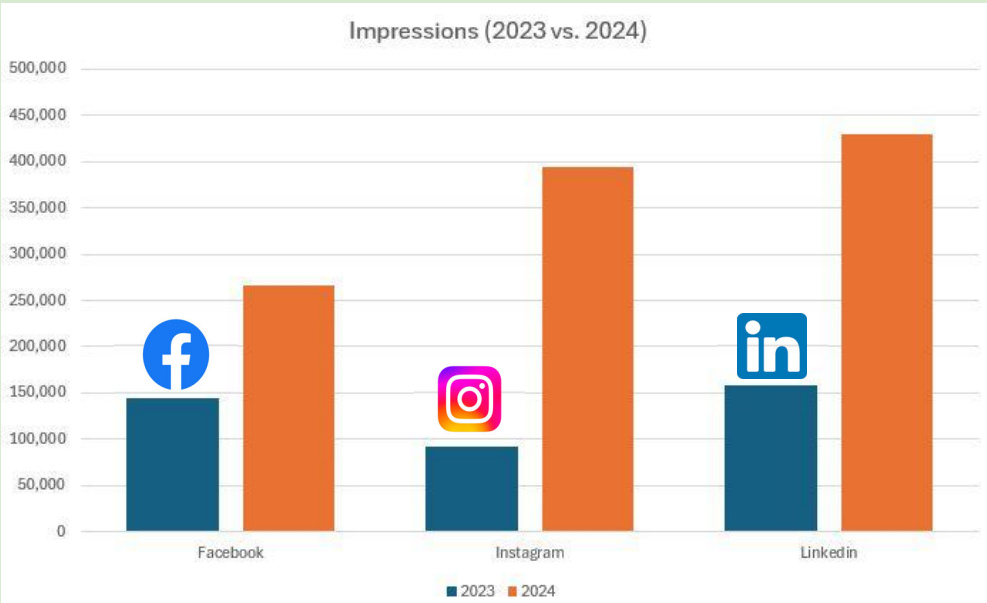
Social Year-Over-Year (2023 vs. 2024)

Platform	Top Social Post	Follower Growth	Impression Growth
Instagram 	 Kitten rescued	Up 22% 2,015 Total Followers	Up 326% 393,618 Total Impressions
Linkedin 	 President Welcomed	Up 11% 19,486 Total Followers	Up 172% 430,093 Total Impressions

Social Year Over Year

Platform	Top Social Post	Follower Growth	Impression Growth
Facebook 	 Lunar New Year	Up 5% 4,525 Total Followers	Up 84% 266,411 Total Impressions
Overall in 2024		26,026 followers	1,090,122 total impressions

Social Media Comparison



Comparison of social media channels 2023 vs. 2024

Linkedin Engagement vs. Bay 10 (2024)



College	Total Followers	Engagement
1. San Mateo	38,777	8,891
2. Evergreen Valley	19,485	7,649
3. Hartnell	15,621	5,800
4. Peralta District	3,958	5,752
4. Mission	20,435	3,950
6. De Anza	70,245	3,871
7. West Valley	31,171	1,672
8. Cañada	16,999	1,560
9. San Jose City	24,298	1,138
10. Foothill	39,389	1,128

Comparison of LinkedIn Engagement of top LinkedIn profiles in the Bay 10.

Clicks in 2024	Impressions
Main Index	673,323
1. Class Schedule / Search	200,927
2. Apply Page	142,786
3. Academic Calendar	106,982
4. Degrees	64,879
All Event Listings	51,798
5. Register for Classes	48,599
6. Counseling Appointments	45,001
7. Library	30,200
8. Nursing Program	29,142
9. Contact Us	25,143
10. Dual Enrollment	22,346

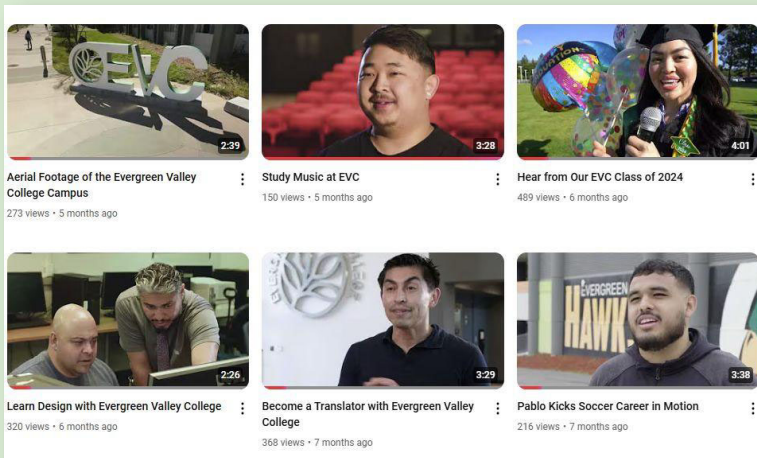


The Importance of Promoting Events **evc.edu/events** 52K views in 2024

Comparison of
website's event
calendar
(2023 vs. 2024)



Videos youtube.com/@evergreenvalleycc



- **Video Stories -**
AutoTech, Nursing, Translation, Transfer
- Class of 2024 Video
- Aerial drone footage
- Alumni and what they are most proud of

Top Posts for 2024



Lunar New Year, graduation, transfer success, new building, sunrise



Rescued kittens, soccer, graduation, sunrise, new building



New president, job postings, graduations, new building, Loteria cards, civic engagement

