



PRESIDENT'S BOARD REPORT

February 11, 2025



**EVERGREEN
VALLEY COLLEGE**

STUDENT SUCCESS

“ The college’s commitment to fostering an inclusive and supportive environment, coupled with its dedication to academic excellence and community engagement, resonated deeply with my own values and aspirations.

EVC’s holistic approach to education, emphasizing academic achievement and civic responsibility, reinforced my belief in the power of education as a catalyst for social change.

My time at Evergreen Valley College shaped my academic and professional journey and reaffirmed my commitment to public service and community empowerment.



Tuan Nguyen

Current Field Representative for State Assemblyman Ash Kalra

Vietnamese Student Association President at EVC
Associates in General Education at EVC
Master’s & Bachelor’s from San Jose State

BLACK HISTORY MONTH



We kicked off Black History Month in style with a performance by the West African Dance Company, Kuumba. A full listing of events is at evc.edu/events.



McTate Stroman helped curate a photography exhibit, "Dena Love, Dena Strong: Stories from the Eaton Fires," on the devastation from his hometown in Altadena from the Eaton Fires. The exhibit in the EVC Art Gallery runs through February 25.



COCOA, COOKIES & COPS



District Police hosted Cocoa, Cookies and Cops on a cold Spring evening. They will be in Mistra (by the Library) until 7 p.m.

EASTRIDGE MALL FOR NEW YEARS



Our Vietnamese Student Association and ASPIRE-PLLUS participated in Eastridge Mall's Lunar New Year's celebration on the second weekend of February.

The VSA will celebrate its own event on campus on Thursday, February 20 from 11:30 a.m. to 12:15 p.m.

WHAT IS AI? DISCUSSION



San Jose native, Leigh High and UC Santa Barbara graduate, Tara Mandrekar, spoke on the benefits of AI and how the industry and comfort level around AI are constantly changing. Tara Mandrekar is currently the associate director at Ourmedia

She spoke about the uses of AI today for students and what industries most benefited from AI. The talk was sponsored by Hawk Gaming and included CEO Daniel Tabata and AI Officer Elikem Arthur.

LAPTOP LOAN PROGRAM



Fall 2024

Laptop Check-Outs: 363

Calculator Check-Outs: 270

Spring 2025

Laptop Check-Outs: 208

Calculator Check-Outs: 240

LANGUAGE ARTS HONORS



The Language Arts Building continues to shine as we celebrate its LEED Gold certification alongside its recognition for the CCFC Award of Merit and the DBIA Diversity, Equity and Inclusion Award.

Analytics Report

January 2025

EVC Marketing Office

Analytics Report

The data analytics included in the monthly board reports reflect the communication channels that EVC is utilizing to inform students.

You will see from the data that we are using social media to broadcast our message to the tune of 100,000 views a month and have another 250,000 views on our website. In addition we send out weekly emails to students that have expressed an interest or are currently attending EVC.

You can see from the report the most viewed posts each month, which gives you a snapshot of the content. By looking at the data on what students are clicking on, both on our website and through our eblasts, we can help predict and better serve the students' needs. We can see their interests not only in our programs but their academic field of study.

EVC Marketing Office

Digital Overview Jan. 2025

*best showing
for the year.



	Overall Social Followers	Social Impressions This Month	Reactions (likes) This Month
	4,541	16,768	303
	2,148	38,992	1,465
	19,644	25,388	428
Total		81,148 (YTD)	2,196 (YTD)



Website Users	Website Impressions	Home Page Views	Apply Page Views
25,721	207,341	55,345	12,459



# of Eblasts	# of Sends	Open Rate	Clicks Back to Website
8	35K per blast	56%	2,355

Digital Overview Jan. 2025



Top Clicks for Eblasts This Month (2,355 total clicks)

- Class Schedule
- How to Apply
- Drop for Non Payment Details
- Food Distribution / Basic Needs
- Scholarships
- Resource Fair
- Campus Map
- Eco VTA Pass
- How to Add Classes
- Laptop Loans



Top Website Pages This Month (207K views)

* - not usually in the website top-10

1. Class Schedule
2. How to Apply
3. Search
4. Academic Calendar
5. Degrees
6. How to Register
7. Nursing Program
8. Make a Counseling Appointment
9. Campus Map
10. *Profile Directory

Top Events Clicked This Month (NA total views)

1. Not applicable

Notables

- Drop for Non-payment promotion.
- Start of Winter & Spring Term
- Profile Directory is much more prominent on site and much more used.

Ocelot Chatbot Jan. 2025



Top Ocelot Questions

(2,574 questions asked)

- How to Register
- What majors are offered
- When do classes start
- What's the class schedule
- How do I find my transcript



"Conversations" (users):
1,282 in month (1,282 YTD)



Questions Answered
2,574 (2,574 YTD)



Peak Times:
1 p.m. to 4 p.m.

Trends & Notables

- Peak times are the middle of the day
- Tuesday & Thursday are the top day for questions asked



Top Instagram Posts for Month of January



1681 impressions
92 likes

Tesla START graduates



1655 impressions
115 likes

Our Spring Resource Fair to kick off the Spring Semester!



1647 impressions
44 likes

Team award winners for women's soccer



1546 impressions
85 likes

Student Vietnamese club out in the community at a New Year's celebration.



1456 impressions
127 likes

District Police provide night escort services.



Top Facebook Posts for Month of January



1549 impressions
48 reactions

Nursing again achieves a 100 percent pass rate.



995 impressions
27 reactions

District Police provide night escort services.



914 impressions
21 reactions

Tesla START graduates



784 impressions
33 reactions

Advertisement for Tet New Year Celebration on February 20.



704 impressions
6 likes

Team award winners for women's soccer



Top LinkedIn Posts for Month of January



1,776 impressions
45 likes

Our Professional Development Day was featured to kick off the Spring term.



1,722 impressions
36 likes

A first look inside our indoor planetarium.



1,693 impressions
40 likes

Nursing again achieves a 100 percent pass rate.



1,267 impressions
27 likes

Team award winners for women's soccer



1,189 impressions
26 likes

Our Spring Resource Fair helped students find their footing the first week