



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 Pepresentative f

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**

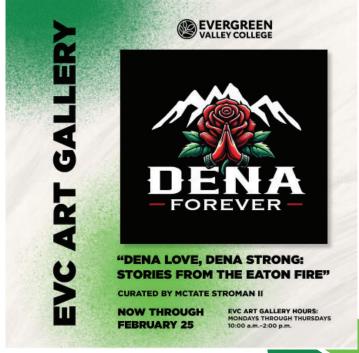




We kicked off Black History Month in style with a performance by the West African Dance Company, Kuumba. A full listing of events is at evc.edu/events.



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.



# COMMUNITY OUTREACH

# 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

### **ACCOLADES**

# **LANGUAGE ARTS HONORS**



The Language Arts Building continues to shine as we celebrate its LEED Gold certification alongside its corgnition 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
A	4,541	16,768	303
0	2,148	38,992	1,465
in	19,644	25,388	428
	Total	81,148 (YTD)	2,196 (YTD)



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



#	# of	Open	Clicks Back to
of Eblasts	Sends	Rate	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

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

#### **Notables**

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

#### **Top Events Clicked** This Month (NA total views)

Not applicable

#### 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