



PRESIDENT'S BOARD REPORT

April 8, 2025



**EVERGREEN
VALLEY COLLEGE**

STUDENT SUCCESS



EVC alumna, Elba Raquel, was a part of the Women's Heritage Day at History San Jose. An accomplished artist with a BFA in Illustration, an AS in Design, and an MA in Education she ignites young minds as a full-time High School Art Teacher. Elba Raquel's "fantastic realism" style is recognized for its rhythmic compositions and desaturated figures juxtaposed against vibrant backgrounds.

Her work graces galleries throughout the Bay Area, and with seven murals adorning San Jose's walls, Elba Raquel is a rising force in the city's art scene, constantly pushing her practice to new heights.



PRESIDENT'S HOUR



President Vinicio Lopez met with students, staff and faculty as part of his monthly President's Hour

CONGRESSMAN PANETTA VISITS



Congressman Jimmy Panetta hosted a Medicaid Town Hall in the EVC Theatre



Earlier in the week, Panetta met with campus and District leadership

CELEBRATING WOMEN'S HISTORY MONTH



Our Poetry Jam featured presenters who read from poets such as Pat Parker, Mary Oliver, Gloria Anzaldua, and Nikki Giovanni, as well as from women who influenced their lives. Songs and original work were also performed.

On another day, English faculty presented on specific female voices within Zoe Sallis' book, *Voices of Powerful Women* as part of a book reception and tea.

PERSIAN NEW YEAR'S CONCERT



EVC Music hosted a Persian New Year's Concert as part of a celebration of the Spring Equinox and the renewal of life. EVC Ensemble directed by Maryam Farshdfar with guest artists Shawyon Malek (violin) and Sina Dehghani (Tonbak/drum), along with vocal-ists Della Ghazvineh and Isabel Carreon.

HISTORICAL PERSPECTIVES



History professor Eric Narveson took an academic approach to teaching students about Fascism, its origins, and how Democracies combat it.



History professor David Hendricks spoke on why Gender Equity is important today, focusing on the history of voting rights in the U.S. and how, over time it led to divisions between races and sexes.

COUNCILMEMBER
DOMINGO CANDELAS
Evergreen • Southeast San José

 **EVERGREEN
VALLEY COLLEGE**

 **SYLVIA
ARENAS**
COUNTY OF SANTA CLARA — DISTRICT 1

DAY ON THE EVERGREEN

IN SAN JOSE

**JOIN US FOR A FUN-FILLED DAY
AT EVERGREEN VALLEY COLLEGE**

**SATURDAY, APRIL 26
10 A.M.–4 P.M.**

**Enjoy food trucks, kids' games, classic cars, live music,
and our popup planetarium, plus much more!**

Bring your family and friends!

evc.edu/events

MAJOR APRIL EVENTS



JOB FAIR

Your future starts here connect, explore, succeed!

TUESDAY, APRIL 29
10:00 a.m.–1:00 p.m.
GULLO II

Here is a list of employers who are slated to attend:

- Alameda County Sheriffs
- Care Indeed
- Catholic Charities
- Child Care Careers
- County of Santa Clara
- County of Santa Clara Superior Court
- San Jose Police Dept.
- San Jose Sharks
- San Jose State University
- Santa Clara County Office of the Sheriff
- Santa Clara County Probation Department
- Waterworks Aquatics

PLEASE SEE WEBSITE FOR THE UPDATED LIST.

EVC.EDU/JOBS



EVERGREEN
 HEALTH & WELLNESS SERVICES

THE WELLNESS FAIR

Thursday April 24th
10am–2pm

Free Prizes **Free Pizza**

Reiki Sound Healing
&
Inspirational Music Performance

Free Pizza **Free Prizes**

IN
THE LANGUAGE ARTS
LECTURE HALL (LA-101)



EVERGREEN
 VALLEY COLLEGE

Commemorating 50 years after the Fall of Saigon

There we were:
April 30, 1975

Here we are:
April 30, 2025

Come and Join Us
 Listen to a faculty panel
 sharing their journeys to
 America.

APRIL 30, 2025
12:15 p.m. to 1:45 p.m.
Language Arts Hall

Sponsored by Evergreen Valley College & Aspire, Aspire+Plus, AANHPI

Analytics Report

March 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
March
2025

*best showing
for the year.



	Overall Social Followers	Social Impressions This Month	Reactions (likes) This Month
	4,552	36,975*	573*
	2,257	61,251*	2,530*
	19,964	34,236*	764*
	Total	325,233 (YTD)	9,321 (YTD)



Website Users	Website Impressions	Home Page Views	Apply Page Views
43,415	197,378	56,766	10,606



# of Eblasts	# of Sends	Open Rate	Clicks Back to Website
10	35K per blast	55%	2,135



Top Instagram Posts for Month of March



2,234 impressions
93 likes

VTA update on
three-week strike.



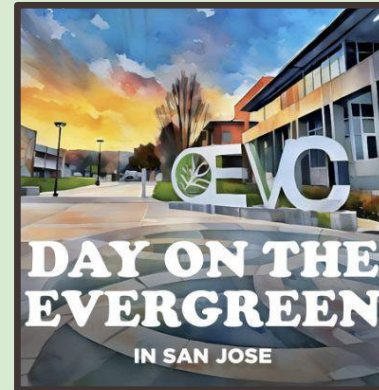
2,097 impressions
137 likes

Behind the scenes
of our orientation
video shoot.



2,062 impressions
115 likes

Photoshoot with the
nursing graduates
for Spring 2025



1,567 impressions
103 likes

EVC Community Day
promotion.



1,847 impressions
121 likes

History professor
Eric Narveson takes
an academic
approach to Facisim.



Top Facebook Posts for Month of March



2,384 impressions
38 reactions

Photoshoot with the nursing graduates for Spring 2025



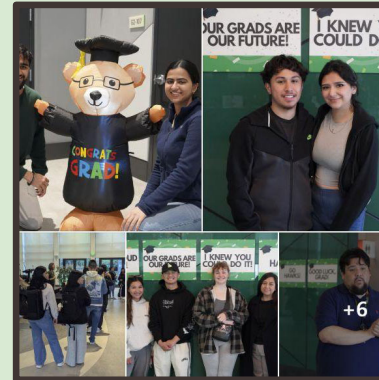
1,444 impressions
11 reactions

VTA update on three-week strike.



1,265 impressions
37 reactions

Dr. Gregorio Mora-Torres led an insightful discussion on the history of Mexicans in the Santa Clara Valley



1,255 impressions
12 reactions

EVC hosted a two-day Grad Fair for the Class of 2025.



1,217 impressions
15 likes

8th grade cohort with Mt. Pleasant Elementary School



Top LinkedIn Posts for Month of March



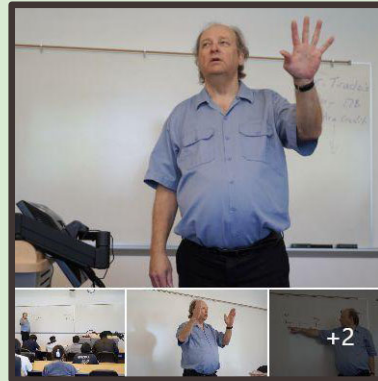
3,796 impressions
98 likes

Photoshoot with the nursing graduates for Spring 2025.



3,179 impressions
98 likes

8th grade cohort with Mt. Pleasant Elementary School.



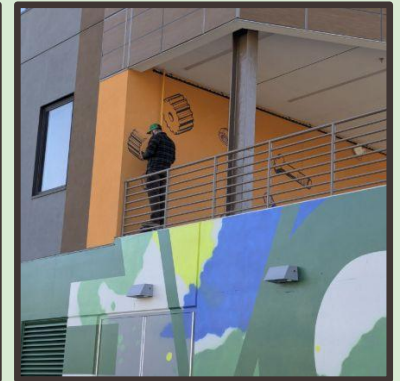
1,716 impressions
46 likes

History professor Eric Narveson takes an academic approach to Facisim.



1,572 impressions
53 likes

Dr. Gregorio Mora-Torres led an insightful discussion on the history of Mexicans in the Santa Clara Valley



1,477 impressions
42 likes

Congressman Jimmy Panetta met with campus leaders.

Linked at a Glance (Jan. 2025-Mar. 2025)

Followers (total followers)	Follower Growth	Most Posts (over period)	Total	Most Engagement (over period)	Total
1. De Anza (71K)	2,828	1. Peralta	199	1. EVC	1,826
2. Foothill (40K)	1,596	2. San Mateo	103	2. San Mateo	1,553
3. San Mateo (39K)	1,185	3. EVC	81	3. Hartnell	1,540
4. EVC (20K)	1,185	4. Mission	42	4. De Anza	1,101
5. West Valley (32K)	1,170	5. De Anza	25	5. Mission	759

What this Means: EVC had the most engagement on LinkedIn in the Bay-10, despite half as many followers as either San Mateo, Foothill and De Anza.