

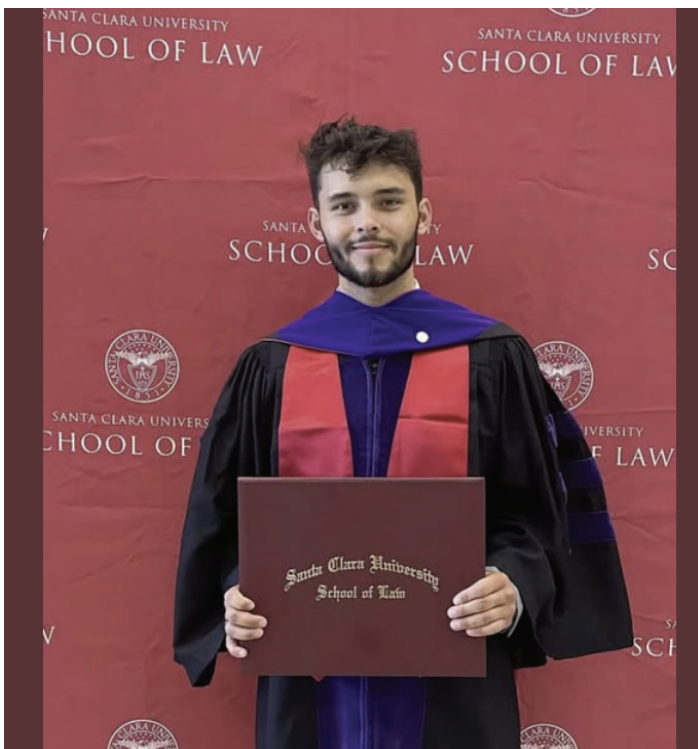


# **PRESIDENT'S BOARD REPORT**

**June 10, 2025**



**EVERGREEN  
VALLEY COLLEGE**



### **Mica Sinko**

Former Hawks Soccer Player

After competing for the Hawks, scoring four goals and four assists in 16 games, he transferred to Sonoma State.

He earned a Bachelor's in Business Management and Marketing.

Mica then went onto Santa Clara University Law School, where he recently earned his law degree. He is currently a legal clerk at Cole & Van Note, law firm in Oakland.



# COMMENCEMENT



Over 400 students graduated in-person in May at our commencement ceremony. Santa Clara County Supervisor Sylvia Arenas as the keynote speaker. In total we had 1106 degrees (768 for transfer) and 778 certificates.



## FUTURE NURSES



EVC saw another 35 nurses get “pinned” at our semi-annual Nursing Pinning ceremony. The program has been going strong since 1960, when it started at SJCC. It moved to EVC when the college opened in 1975. The first pinning ceremony occurred in 1962.



# CELEBRATIONS



NSF Scholars



Aspire at 25 Years



Research Symposium



Black Excellence



Translation & Interpreting



Music End-of-Year Concert



# CELEBRATIONS



Theatre End-of-Year Monologues



Special Programs



First Year Experience



Aspire+PLUS



Special Programs



Juried Art End-of-Year Exhibition

## **SCHOLARSHIPS**



We had 384 different student submissions for scholarships. Thank you to all the generous donations from our community for our students as well!

## **ROBERT N. CHANG SCHOLARSHIP**



EVC hosted its second annual Robert N. Chang Transfer Scholarship ceremony for six deserving transfer students. The Foundation, which has been associated with the District for 24 years, has donated over \$1.5 million to 173 deserving students.



## **CONGRESSMAN PANETTA VISIT**



Congressman Jimmy Panetta took a brief tour of EVC's newest buildings, the Nursing simulation labs in Sequoia and the engineering labs in the GE Building.





# **Analytics Report**

## May 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  
May  
2025

\*best showing  
for the year.



Overall Social Followers		Social Impressions This Month	Reactions (likes) This Month
	4,600	71,512*	1312*
	2,389	121,207*	5315*
	20,229	41,508	1070*
Total		705,807 (YTD)	21,216 (YTD)



Website Users	Website Impressions	Home Page Views	Apply Page Views
45,606	206,540	54,467	13,871

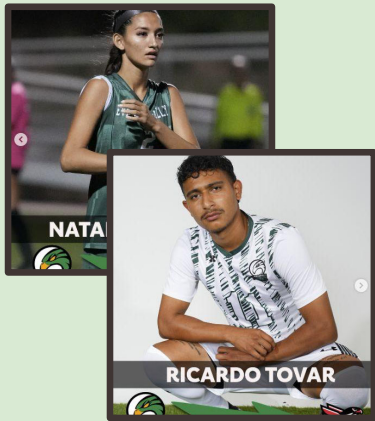


# of Eblasts	# of Sends	Open Rate	Clicks Back to Website
9	41K per blast	52%	1,237



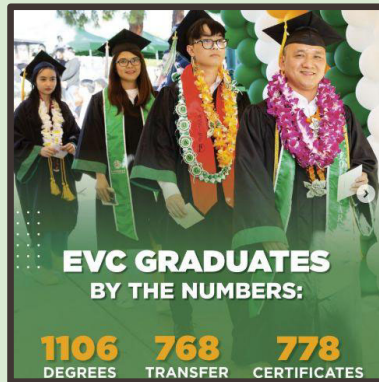
# Top Instagram Posts for Month of May

121,207 total views



**7,896 impressions**  
**179 likes (combined)**

Transfer success for our soccer teams' and their athletes transferring to four-year schools academically.



**3,172 impressions**  
**154 likes**

Graduates by the numbers - # of degree and certificate holders



**3,027 impressions**  
**118 likes**

Nursing pinning ceremony and graduates



**2,933 impressions**  
**136 likes**

First look at the commencement ceremony (right after ceremony)



**2,815 impressions**  
**192 likes**

Graduation caps from the Commencement ceremony.





# Top Facebook Posts for Month of May

71,512 total views



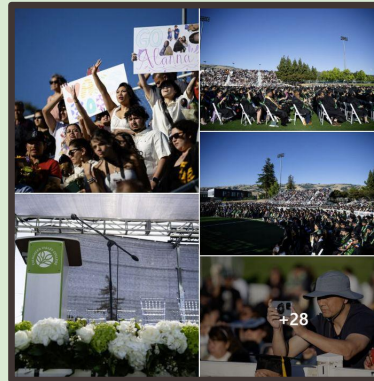
**5,194 impressions**  
**193 likes**

Former EVC soccer player earns law degree.



**2,303 impressions**  
**38 likes**

Special Programs ceremony and a photo gallery.



**2,109 impressions**  
**35 likes**

The crowds and a photo gallery around Commencement.



**2,068 impressions**  
**36 likes**

A gallery and sample of our transfer students



**2,020 impressions**  
**47 likes**

Aspire+PLLUS celebration and photo gallery.



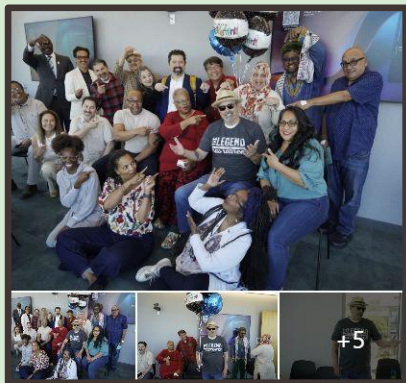
# Top LinkedIn Posts for Month of May

41,508 total views



**2,270 impressions**  
**83 likes**

First look at the commencement ceremony (right after ceremony)



**2,093 impressions**  
**81 likes**

Celebrating the retirement of Art Villarreal after 37 years at EVC



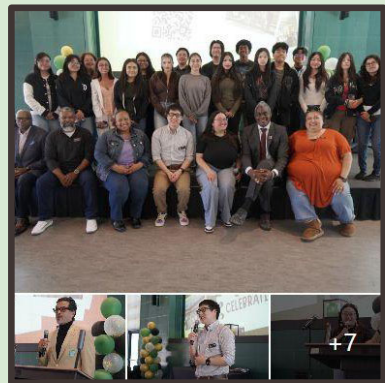
**1,859 impressions**  
**43 likes**

A gallery and sample of our transfer students



**1,992 impressions**  
**46 likes**

Pictures from our Employee of the Year recognition and retirement ceremony.



**1,747 impressions**  
**37 likes**

First Year Experience (FYE) celebration.