



**EVERGREEN
VALLEY COLLEGE**

PRESIDENT'S BOARD REPORT

July 8, 2025



Natalie Pena

Paralegal Graduate
Part of First Year Experience

I chose EVC because of the excellent resources and guidance it offers to help students succeed both academically and personally.

The support from counselors, professors, and staff made me feel confident about my educational journey.

EVC also has a welcoming and diverse community that creates a positive and inclusive environment. Being part of this campus has truly motivated me to stay focused and achieve my goals.

My future plans are to work in either immigration law or family law, where I can help individuals and families navigate important legal matters. I'm passionate about making a difference in people's lives,



Celebrating 50 Years of EVC

As the *Mercury News* wrote in 1975, a “rural” college opened in East San Jose on September 3, 1975. Route 71 took students to the new campus for \$10 for a monthly pass.

The average cost to attend community college was \$263, compared to \$2,781 for a private university.

On the first day of class, San Felipe Road was a two-lane country road featuring cars backed up to Aborn Road as students waited to enter the 101st California Community College.

Originally, 87 instructors from SJCC would come over to EVC and be part of our original faculty. Among those programs were Automotive (started in the mid-1950s at SJCC), Nursing (started in 1960), Black Studies, Mexican-American Studies, Home Economics, Business, Biology and Accounting.

Scheduled Events for the 50th:

September 3 - **Birthday Bash & Celebration** with musical acts, VIPs, original faculty, Art Gallery celebrating 50. Starting at 5 p.m. in the Visual & Performing Arts space.

November 19-22 - **EVC Theatre Presents: Evergreen Stories: 50 Years of Life, Laughter and Learning**

March - **Alumni Art Show**

April - **EVC Community Day**

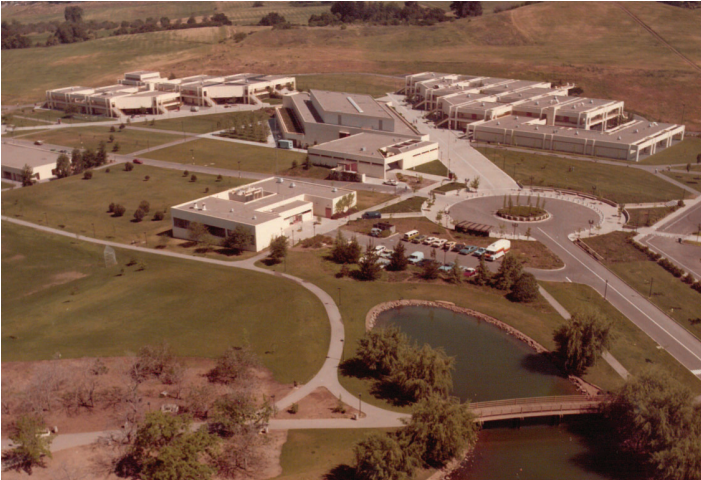
Alumni Gatherings (Fall and Spring)

Speaker Series sponsored by Supervisor Sylvia Arenas

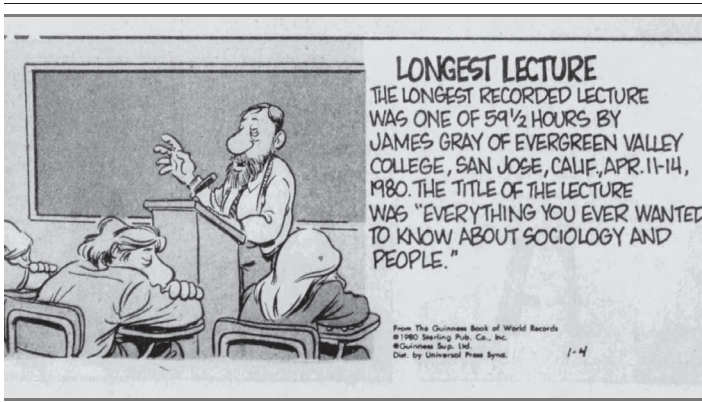
EVC.EDU/50
FOR TIMELINES & MORE

50TH ANNIVERSARY

A LOOK BACK



original campus in 1975



Don't look at me, I can't read!

Campus police at Evergreen Valley College had a hard time deciding how to handle this parking violation during the fall semester's first week of classes. After considering that the

horse probably could not read the "No Parking" sign, but his owner — an Evergreen student — probably could, the officials decided nevertheless to forego the parking ticket.



NURSING GRANT

The Rethinking Nursing Infrastructure (RNI) plan for the Evergreen Valley College Nursing Program aims to enhance program capacity and support student success through strategic investments in faculty recruitment, retention, and professional development.

The plan focuses on addressing critical faculty shortages, improving clinical placement opportunities, and expanding resources for high-quality simulation and instructional support. By strengthening these key areas, the RNI plan seeks to ensure a sustainable and innovative nursing education environment that meets the growing demand for skilled nursing professionals in the community.

The \$850,000 Rethinking Nursing Infrastructure Grant Award is from the California Community College State Chancellor's Office Workforce and Economic Development for the Evergreen Valley College Nursing Program.



DUAL ENROLLMENT

This MOU establishes a collaboration between EVC, Alum Rock Union School District (ARUSD), and Mt. Pleasant Elementary School District (MPESD) to implement a year-long college readiness and dual enrollment program for first-generation and low-income 8th grade students in East San José. The program aims to improve college access, academic readiness, and career awareness by offering students a structured pathway into higher education starting in middle school.

Under this initiative, students will enroll in one EVC college course per term (Fall, Spring, and Summer), receive academic advising, mentoring, tutoring, and participate in career exploration and financial aid workshops. EVC will serve as the higher education partner, providing instructional support and dual enrollment opportunities. School districts will assist with student identification, recruitment, and coordination of support services. The total award is \$250,000.



COMMUNITY OUTREACH

OUTREACH



Outreach was out in San Jose at James Lick High's annual car show as well as the Vive Calle event.

OPEN HOUSE



The Umoja program hosted an open house for students and their families

KIDS CAMP



Men's Soccer hosted a summer kids camp.

STELLAR MATHLETES



Sarthak Jain and Brady Gho were two of our EVC Math students, who participated in the AMATYC national math contest and led EVC to a second-place national finish. Individually, Sarthak finished second, and Brady finished 12th.

Sarthak is headed to the University of Texas, and Brady is headed to Carnegie Mellon.

The entire team of Math superstars consisted of Pranav Ballapuram, Brady Gho, Sarthak Jain, Nisa Keshwani, Van Le, Eric Nguyen, and Andy Xing. The EVC coordinators are professors Laimi Cong-Huyen and Parran Vanniasagaram.

The nationwide contest consists of two exams, one taken in the Fall and the other taken in the Spring.

EVC has placed first (2023), eighth (2024), and second (2025) in the last three years, after never placing in the top 10 prior.



Analytics Report

June 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
June
2025

*best showing
for the year.



	Overall Social Followers	Social Impressions This Month	Reactions (likes) This Month
	4,621	31,256	389
	2,423	25,976	1022
	20,355	31,397	563
	Total	794,426 (YTD)	23,190 (YTD)



Website Users	Website Impressions	Home Page Views	Apply Page Views
39,280	162,196	42,016	10,249



# of Eblasts	# of Sends	Open Rate	Clicks Back to Website
5	35K per blast	57%	957

Digital Overview June 2025



Top Clicks for Eblasts This Month (1,237 total clicks)

- Tutoring for Summer
- Class Schedule
- Welcome to Summer Info
- Pickleball Fundraiser
- Campus Map
- How to Add Classes
- Bookstore
- Eco Pass
- Laptop Loans
- AI Summer Camp
- Food Resources



Top Website Pages This Month (162K views)

* - not usually in the website top-10

1. Class Schedule
2. Apply
3. Search
4. Academic Calendar
5. How to Register
6. Degrees
7. Counseling Appointment
8. Dual Enrollment
9. Catalog
10. Contact

Notables

- Bookstore transition to going online saw 1400 views
- Website views were down by 20 percent compared to this same period in 2024.
- Social Media is well on its way to surpassing the 1M mark with nearly 800K at the halfway point.

Top Events Clicked This Month (6K total views)

1. STEM Core Program begins
2. Summer begins
3. Registration now open
4. Financial Aid workshops
5. Parking now enforced



Top Instagram Posts for Month of June

25, 976 total views



2,442 impressions
149 likes

Dr. AB from Biology shares his view of graduation



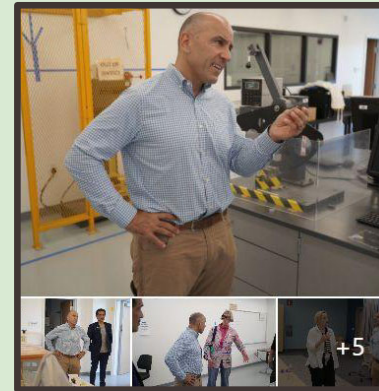
1790 impressions
61 likes

Promo for the start of the summer semester.



1728 impressions
60 likes

Robert N. Chang transfer scholarship recipients.



1609 impressions
60 likes

Congressman Jimmy Panetta visits our new nursing and engineering wings.



1416 impressions
53 likes

James Lick High's classic car show and Outreach event.



Top Facebook Posts for Month of June

31, 256 total views



8671 impressions
22 likes

Outreach participated in the annual Vive Calle San Jose event.



4451 impressions
79 likes

James Lick High's classic car show and Outreach event.



3199 impressions
41 likes

Starry Evergreen promotion for June event.



2301 impressions
25 likes

Natural Science Museum is open for the summer.



1800 impressions
23 likes

Two math students lead the Math Department at national competition to finish No. 2 nationally.



Top LinkedIn Posts for Month of June

31, 397 total views



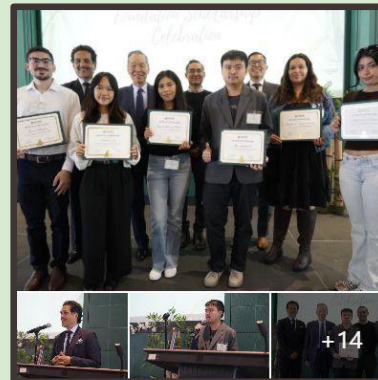
2383 impressions
41 likes

Two math students lead the Math Department at national competition to finish No. 2 nationally.



1992 impressions
45 likes

Congressman Jimmy Panetta visits our new nursing and engineering wings.



1965 impressions
52 likes

Robert N. Chang transfer scholarship recipients.



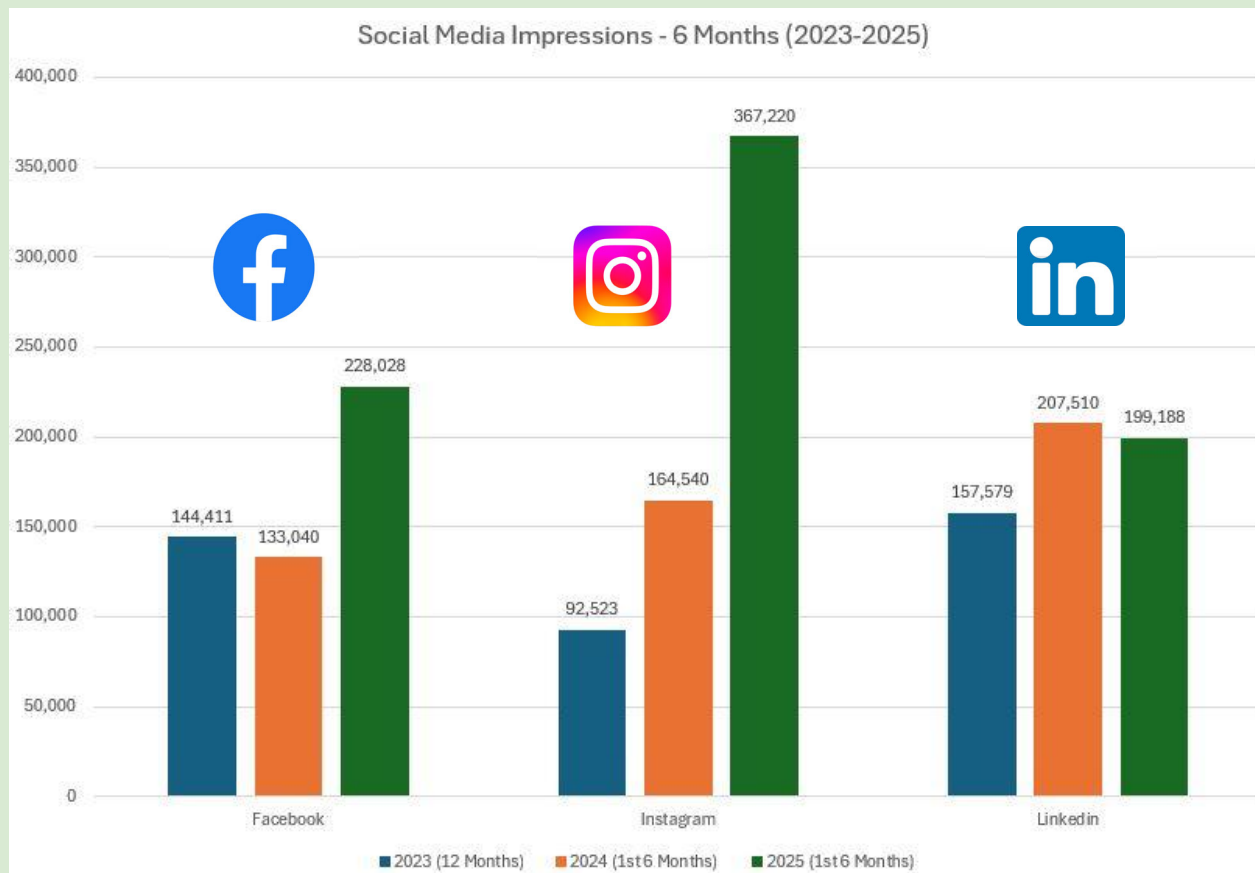
1762 impressions
8 likes

Latest job postings for the District



1706 impressions
30 likes

Former EVC soccer player graduates from Santa Clara University law school.

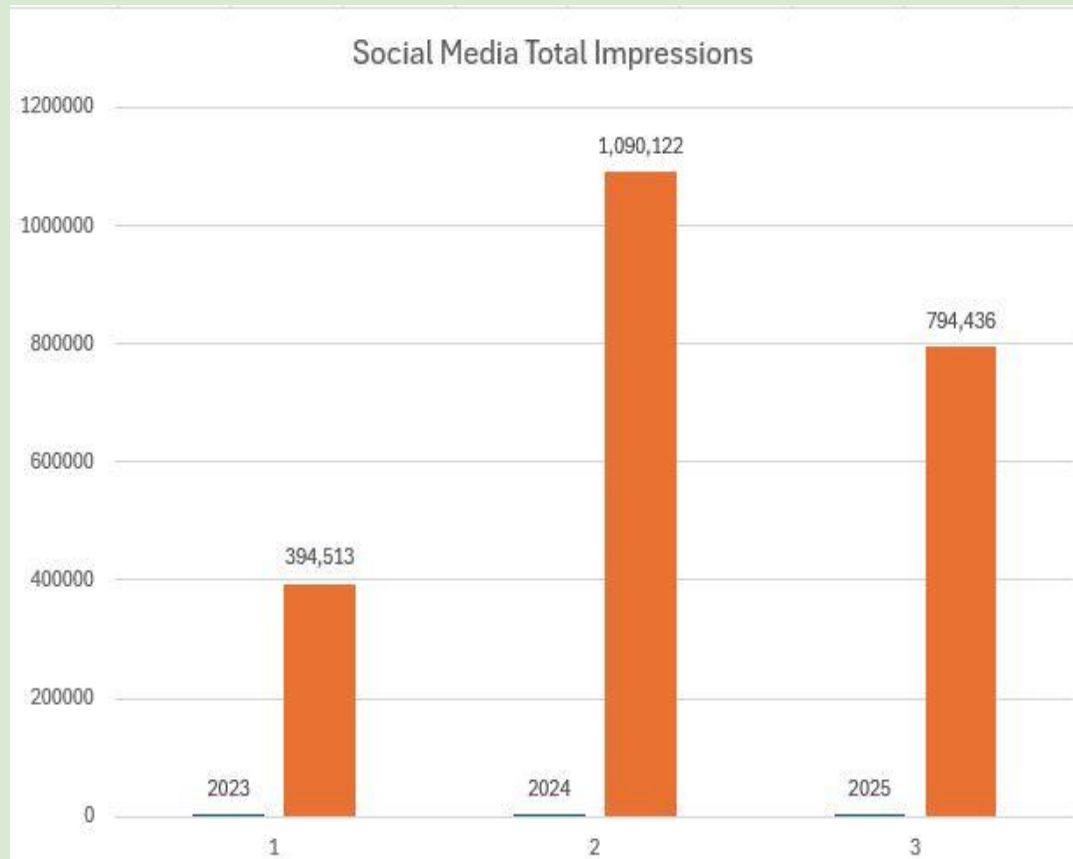


Social Media Impressions

All of 2023

1st 6 Months
of 2024

1st 6 Months
of 2025



Social Media Impressions

All of 2023

All of 2024

1st 6 Months of
2025

Linked at a Glance (2025)

Followers (total followers)	Follower Growth	Most Posts (over period)	Total	Most Engagement (over period)	Total
1. De Anza (72K)	5,291	1. Peralta	422	1. EVC	4,333
2. Foothill (41K)	2,922	2. San Mateo	219	2. Hartnell	3,253
3. San Mateo (40K)	2,835	3. EVC	182	3. San Mateo	3,076
4. West Valley (32K)	2,316	4. Mission	100	4. De Anza	2,340
5. EVC (20K)	2,085	5. De Anza	60	5. Mission	2,253

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