



PRESIDENT'S BOARD REPORT

August 26, 2025



**EVERGREEN
VALLEY COLLEGE**



Celebrating 50 Years of EVC

September 3 Birthday Kickoff

Snapshots at 50 - Art Gallery

6 p.m. - VIP speakers and musical acts, including:
Mayor Matt Mahan, Councilmember Domingo Candelas, Supervisor Sylvia Arenas.

Tribute to the “First Family,” three generations of President Gerald Strelitz’s family.

Musical Performances:

Broadway South Bay
Soul Poetic
EVC Theatre Department
EVC Music Department

KPIX’s Len Ramirez, an Emmy Award winning journalist and EVC alum will serve as the MC.

As the *Mercury News* wrote in 1975, a “rural” college opened in East San Jose on September 3, 1975. 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. (campus in 1975 above)

Other Scheduled Events for the 50th:

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

EVC Hawk Nights with Soccer

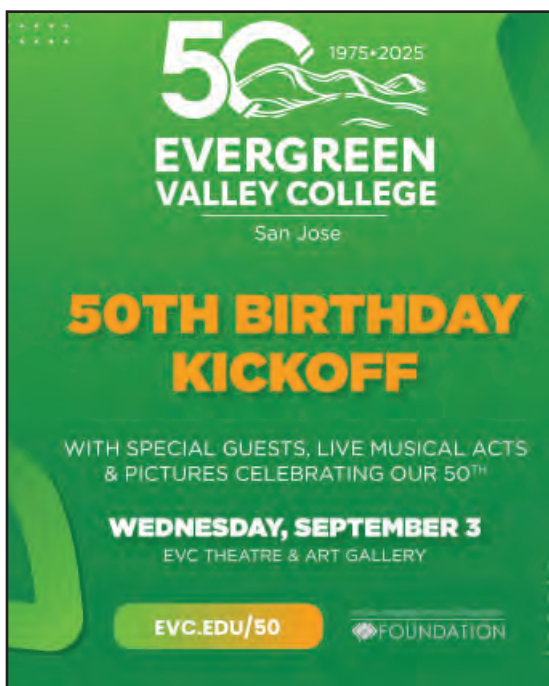
September 26
October 28

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



The first two weeks of the semester will welcome students back to campus with games, karaoke, food distributions, EVC Gaming, Club Days, Information sessions and much more!



MEN'S ALUMNI MATCH



Head Coach Simon Cook welcomed back EVC alumni prior to the start of the season.



Included with the alumni were members of our 1999 team, coached by Tony Bettencourt and other early teams (left). The 1999 team marked a return to athletics after programs were cut in the mid-1980s.

FYE - FIRST YEAR EXPERIENCE



FYE (First Year Experience) welcomed students for the Fall Semester in 2025. Over 180 students learned about various campus services. FYE is a specially designed program to provide extra services and resources specifically tailored to first-time college freshmen with an emphasis on serving first-generation students.

SEMESTER EVENTS



HOME SOCCER SCHEDULE

AUG 29	Men Consumnes River • 7 p.m.	OCT 3*	Women (DH) Las Positas • 4 p.m.
SEPT 5	Women Ventura • 6:30 p.m.	OCT 3*	Men (DH) Las Positas • 6:30 p.m.
SEPT 9	Men Butte • 4 p.m.	OCT 7	Women Hartnell • 6:30 p.m.
SEPT 12	Women (DH) Clovis • 4 p.m.	OCT 10	Women (DH) Chabot • 4 p.m.
SEPT 12	Men (DH) Merced • 7 p.m.	OCT 10	Men (DH) De Anza • 7 p.m.
SEPT 16	Women Sierra • 6:30 p.m.	OCT 14	Men Foothill • 6:30 p.m.
SEPT 19	Women LA Pierce • 6:30 p.m.	OCT 17	Women Gavilan • 5 p.m.
SEPT 23	Women Cosumnes River • 6:30 p.m.	OCT 28*	Women West Valley • 6:30 p.m.
SEPT 26	Women (DH) Modesto • 4 p.m.	NOV 7	Women (DH) Cabrillo • 4 p.m.
SEPT 26*	Men (DH) Ohlone • 7 p.m.	NOV 7	Men (DH) Monterey • 7 p.m.
SEPT 30	Men Cañada • 6:30 p.m.		

3C2A PLAYOFFS START ON NOV. 19

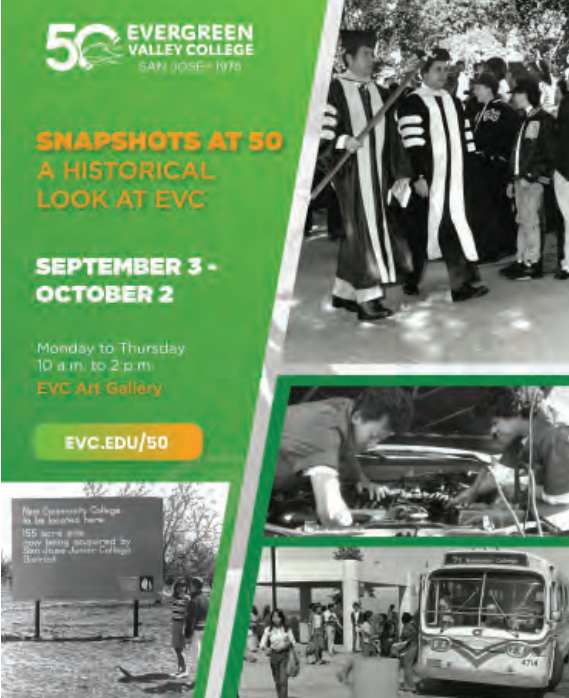
* HAWK NIGHTS
MEN VS. OHLONE, SEPT. 26
WOMEN VS. WVC, OCT. 28

* PRIDE NIGHT
DOUBLEHEADER ON OCT. 3

50 EVERGREEN VALLEY COLLEGE
SAN JOSE • 1975

FULL SCHEDULE: EVCHAWKS.COM

MATCHES SUBJECT TO CHANGE



50 EVERGREEN VALLEY COLLEGE
SAN JOSE • 1975

SNAPSHOTS AT 50
A HISTORICAL LOOK AT EVC

SEPTEMBER 3 - OCTOBER 2

Monday to Thursday
10 a.m. to 2 p.m.
EVC Art Gallery

EVC.EDU/50

Our men's and women's soccer teams will host events throughout the Fall, including Hawks Nights and a doubleheader Pride Night.

From September 3 to October 2, the Art Gallery will host "Snapshots at 50," a historical look back at EVC.

The Library is also displaying 50th anniversary materials in and around their space.

CELEBRATING OUR 50TH



Photos from our annual professional development day.



Analytics Report

July 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 July 2025

*best showing
for the year.



	Overall Social Followers	Social Impressions This Month	Reactions (likes) This Month
	4,629	38,225	652
	2,437	49,552	1697
	20,455	25,518	438
	Total	907,771 (YTD)	25,977 (YTD)



Website Users	Website Impressions	Home Page Views	Apply Page Views
26,931	158,626	49,788	8,545



# of Eblasts	# of Sends	Open Rate	Clicks Back to Website
3	43K per blast	53%	821

Digital Overview July 2025



Top Clicks for Eblasts This Month (821 total clicks)

- Class Schedule
- 50th Anniversary website
- Math/English Academy
- Food Resources
- Translations program (info sessions)
- HBCU Fall Tour
- SCCOE Fall Internship
- Financial Aid Workshops
- Drop for Non Payment



Top Website Pages This Month (158K views)

* - not usually in the website top-10

1. Apply
2. Class Schedule
3. Search
4. Academic Calendar
5. Degrees
6. How to Register
7. Counseling Appointment
8. 50th Year Advertising
9. Contact Us
10. Nursing Program

Notables

- We received a bot attack (259K) in late July.
- Overall hits to the Class Schedule and Apply page are down about 10 percent compared to July 2024

Top Events Clicked This Month (2000 total views)

1. Drop for Non-Payment
2. Registration Now Open
3. Summer Bridge Program
4. 50th Kickoff Event
5. Starry Evergreen



Top Instagram Posts for Month of July

49,592 total views



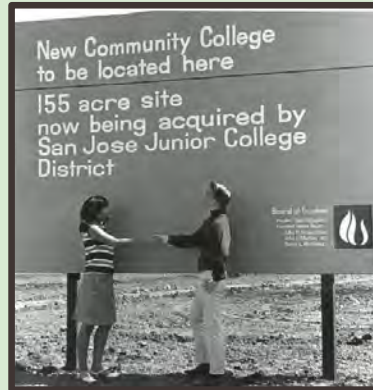
4762 impressions
98 likes

Calibunga water park offering \$34.99 tickets for college students.



4083 impressions
83 likes

Eastridge Mall outreach event promo in July.



3958 impressions
157 likes

#EVCat50 post on two students in front of the future of the EVC campus



2316 impressions
155 likes

Community Day resource fair



1899 impressions
100 likes

TRiO program celebrates another successful summer



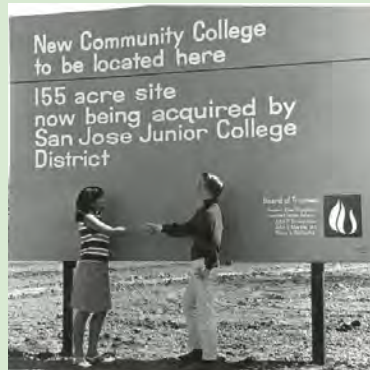
Top Facebook Posts for Month of July

28,225 total views



6721 impressions
195 likes

Nursing program from the Fall has a percent NCLEX pass rate for all 31 students



2365 impressions
48 likes

#EVCat50 post on two students in front of the future of the EVC campus



1947 impressions
42 likes

#EVCat50 post on set of old class photos posted.



1873 impressions
14 likes

Vietnamese translation program info session promo



1509 impressions
15 likes

Music in the Square promo for summer series in Evergreen Square



Top LinkedIn Posts for Month of July

25,518 total views



2547 impressions
92 likes

#EVCat50 celebrating the start of our 50th birthday celebration.



1639 impressions
3 likes

Internship opportunity for marketing with the Santa Clara Office of Education.



1651 impressions
44 likes

#EVCat50 post on two students in front of the future of the EVC campus



1569 impressions
32 likes

Nursing program from the Fall has a percent NCLEX pass rate for all 31 students



1192 impressions
42 likes

TRiO program celebrates another successful summer