



EVERGREEN
VALLEY COLLEGE

PRESIDENT'S BOARD REPORT

Sept. 9, 2025



(left) Serena Alaily, President López and Karen Streliz at September 3, 2025 ceremony.
(top) President Gerald Strelitz in 1975
(bottom) President López and Karen Streliz

Serena Alaily

"First" Daughter of Gerald Strelitz

Strelitz was EVC's first president from 1973 to 1990

"It was a true honor to escort my 86-year-old mother to Evergreen Valley College's (EVC) 50th Anniversary Celebration, where my father served as the college's founding president from 1975 to 1990.

That era marked a turning point—bell-bottoms, a growing movement for women to pursue their own dreams, and a push to make higher education accessible to all. My father helped lay that foundation at EVC.

Vinicio J. López, the current President, was incredibly gracious. Both my mother and I were deeply moved by all that the College has become and all that was done to honor the past. From growing tenfold in size

to expanding its programs and reach, the spirit of EVC is alive and thriving. President López, along with Niall Adler and Ingrid Rottman, exemplify that the family my father began building five decades ago is in very good hands.

This visit was more than a trip down memory lane—it was a reminder that my father didn't just shape a college. He shaped how I lead. He believed in being accessible, caring deeply about people, and always striving for more for those we serve."



Celebrating 50 Years of EVC

September 3 Birthday Kickoff

Snapshots at 50 - Art Exhibit

VIP speakers included: Mayor Matt Mahan, Councilmember Domingo Candelas, Supervisor Sylvia Arenas.

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

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

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

50TH PHOTOS



Snapshots at 50 in the Art Gallery



Supervisor Sylvia Arenas



Broadway South Bay



EVC Theatre



EVC Music



Current student Ugonna Udeh

SAN JOSE COMMUNITY



In back-to-back weekends EVC's Outreach team was at Silicon Valley Pride and Viva CalleSJ, two city-wide community events.

ASG CLUB DAYS



ASG clubs were out on the Central Green recruiting students for the 2025-26 year.

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

FULL SCHEDULE: EVCHAWKS.COM

MATCHES SUBJECT TO CHANGE






**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.

Analytics Report

August 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
August
2025

*best showing
for the year.



Overall Social Followers		Social Impressions This Month	Reactions (likes) This Month
	4,646	27,629	398
	2,572	194,336	2635
	20,577	19,320	384
Total		1,149,056 (YTD)	29,394 (YTD)



Website Impressions	Home Page Views	Apply Page Views
214,000	69,236	10,172



# of Eblasts	# of Sends	Open Rate	Clicks Back to Website
3	43K per blast	53%	1353



Top Instagram Posts for Month of August

194,336 total views



9000 impressions
144 likes

A mother and her three boys all start EVC at the same time.



10,099 impressions
68 likes

EVC and SJCC participate in the Silicon Valley Pride parade



9,639 impressions
197 likes

Start of year No. 50 photo gallery



8927 impressions
71 likes

Wallet Hub's annual rankings have EVC in the top-10 in the State



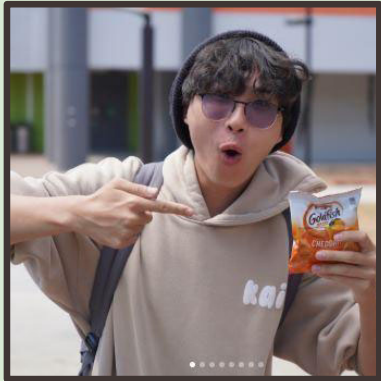
8,875 impressions
176 likes

Library asks students what they did this summer.



Top Facebook Posts for Month of August

27,629 total views



1470 impressions
21 reactions

Start of year No. 50
photo gallery



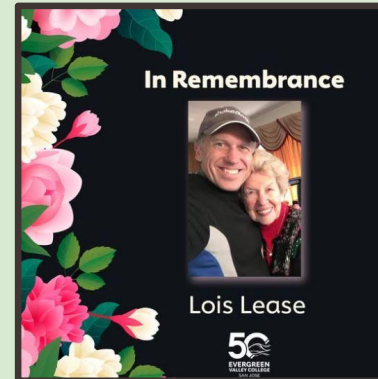
1442 impressions
40 reactions

Over 180 students
were a part of the
First Year Experience
opening day



1435 impressions
17 reactions

Men's Soccer alumni
return to campus for
an exhibition match



1306 impressions
24 reactions

Remembering Lois
Lease, a former
employee and
mother for trustee
Jeff Lease



1256 impressions
16 reactions

Our staff at
professional develop
day showing off the
#EVCat50 t-shirts



Top Linkedin Posts for Month of August

19,320 total views



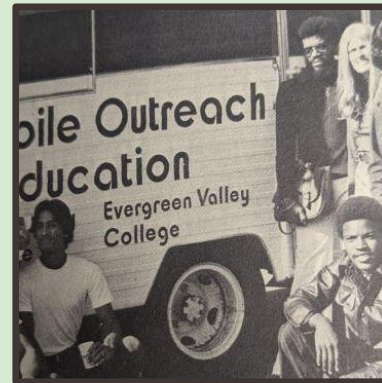
1950 impressions
57 likes

Wallet Hub's annual rankings have EVC in the top-10 in the State



1604 impressions
38 likes

Over 180 students were a part of the First Year Experience opening day



967 impressions
37 likes

#EVCat50 post on the first Outreach bus



862 impressions
18 likes

#EVCat50 post on our first soccer team and coach



842 impressions
11 likes

Re-post of Aspire-Plus' Tomoko Ho's mentorship with a student.