



PRESIDENT'S BOARD REPORT

Novmeber 11, 2025



**EVERGREEN
VALLEY COLLEGE**



According to our Counseling team, 61 students filed petitions to earn a Automotive Technology certificate for Fall 2025. The majority of students earned a certificate in Foundational Skills. Overall we have over 230 students enrolled in our programs in Fall 2025.

STUDENT SUCCESS & COMMUNITY

AUTOMOTIVE



Our 12th cohort and graduation of the Tesla START program. The program began in August 2019, and since then, each student has found a place within Tesla.



We welcomed high school students to campus for our Auto Career Day, sponsored by CNCDA. A career fair was later in the day for high school and college students. The day included a welcome from State Senator Dave Cortese, a panel discussion with industry leaders and EVC students, and presentations by various dealerships in our Auto Shop.

SPOOKTACULAR

For Halloween, yet again we hosted a Spooktacular event that combined student resources and services with of course costumes! Financial Aid knocked of the District Police Department for first place after a two-year winning streak.





UNDOCUCON

Our OASISS program hosted a week-long online set of workshops during Undocumented Student Success Week. There were three online workshops associated with career development and financial planning prior to the third annual UnDocucon, which this year was online. The culminating event had 175 participants.

UMOJA CONFERENCE



The EVC Community participated in the statewide Umoja Conference held in downtown San Jose in early November.

COMMUNITY OUTREACH



We were lucky enough to host one of our local middle schools to campus for a tour. We also welcomed back to Mr. Oliver, a proud EVC alum who earned his Bachelor's in English at UCLA and his Master's in special education at San Diego State. (top left)

We also spent a Saturday afternoon at Senator Dave Cortese's Picnic at the Lake. (top right)

Our Translation program not only visited the Mexican Consulate, but also visited the Superior Court House. (below)



Analytics Report

October 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
Oct. 2025

*best showing
for the year.



| | Overall Social Followers | Social Impressions This Month | Reactions (likes) This Month |
|---|-----------------------------|----------------------------------|---------------------------------|
|  | 4,688 | 57,011 | 943 |
|  | 2,622 | 207,431 | 2877 |
|  | 20,914 | 44,798* | 1102 |
| | Total | 1.7M (YTD) | 39K (YTD) |



| Website Impressions | Home Page Views | Apply Page Views |
|------------------------|--------------------|---------------------|
| 172,000 | 58,858 | 6,255 |



| # of Eblasts | # of Sends | Open Rate | Clicks Back to Website |
|-----------------|---------------|--------------|---------------------------|
| 13 | 40k per blast | 51% | — |

Digital Overview Oct. 2025



Top Clicks for Eblasts This Month

- Class Schedule
- Registration dates
- Counseling appointments
- Scholarships
- Translation program(s)
- How to apply
- Auto career day
- Fall theatre show



Top Website Pages This Month (171KK views)

* - not usually in the website top-10

1. Schedule
2. Search
3. Academic Calendar
4. Apply page
5. Degrees
6. How to Register
7. Library
8. Make a Counseling Appointment
9. Catalog
10. Nursing program

Notables

- We could top 2M social media impressions by year's end (there were just over 1M in 2024)
- Much of interest around registration and counseling appointments across digital platforms

Top Events Clicked This Month (NA total views)

1. Class Schedule live
2. Priority Registration dates
3. Spooktacular
4. Top University Night
5. Fall grad petitions



Top Instagram Posts for Month of October

207,431 total views



7,660 impressions
140 likes

Nursing program yet again a near perfect pass rate.



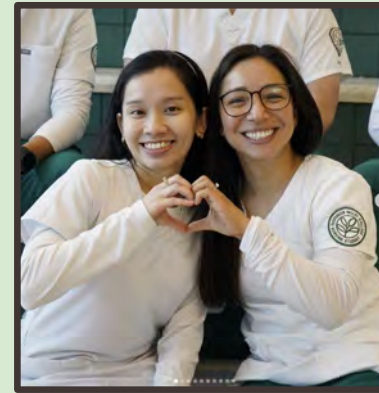
6,660 impressions
46 likes

Latinx Heritage Night promo for men's and women's soccer



6,035 impressions
48 likes

Men's Soccer ranked No. 1 in NorCal, No. 2 in State and No. 3 nationally in coaches poll



5,739 impressions
102 likes

Photos of our next cohort of nurses graduating in December



5,388 impressions
126 likes

Behind the scenes of our Fall theatre production



Top Facebook Posts for Month of October

57,011 total views



9,825 impressions
215 reactions

Video from 104-year old Stock Cortez, our Auto instructor starting in 1958 to 1989.



8,576 impressions
130 reactions

Photo gallery of the 2025 cohort of nurses graduating in December.



3,057 impressions
25 reactions

Halloween ghost story of John Montgomery, the early aviator who died on Halloween in 1911.



2,726 impressions
62 reactions

Aspire+Pllus alumni welcome back event.



2,519 impressions
53 reactions

Nursing program yet again a near perfect pass rate.



Top LinkedIn Posts for Month of October

44,798 total views



7741 impressions
158 likes

Nursing program yet again a near perfect pass rate.



2341 impressions
51 likes

President Vinicio López spoke at the Rotary Club



2246 impressions
52 likes

EVC hosts a top university night with a half dozen elite colleges.



2203 impressions
47 likes

Photo gallery of the 2025 cohort of nurses graduating in December.



2186 impressions
57 likes

Student Services Complex earned regional award for "best project"