



**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



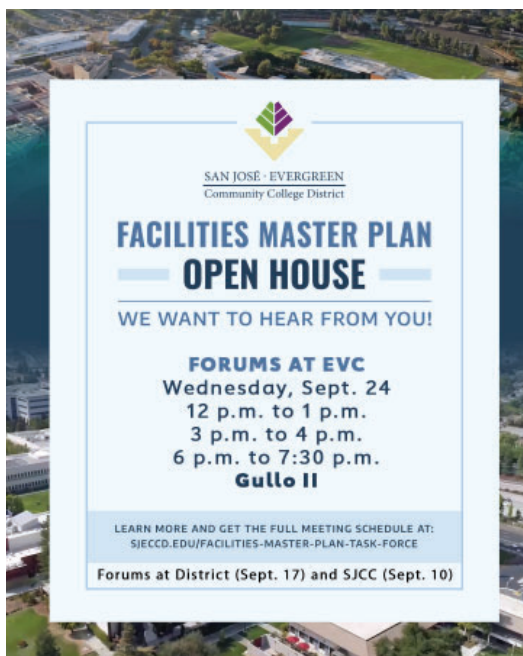
ASG clubs were out on the Central Green recruiting students for the 2025-26 year.

# BEST GREEN PROJECT



The Silicon Valley Business Journal awarded the Language Arts Building, “Best Green Project,” and will be recognized at the downtown Marriott on September 11.

# FACILITIES MASTER PLAN



The District will host a number of Facilities Master Plan forums in the month of September. The dates are below:

### September 10

12 p.m., 4 p.m. and 6 p.m. at SJCC

### September 17

12 p.m., 3 p.m. (District Offices)  
6 p.m. (Milpitas extension)

### September 24

12 p.m., 3 p.m., 6 p.m. at EVC

# SEMESTER EVENTS




## HOME SOCCER SCHEDULE

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



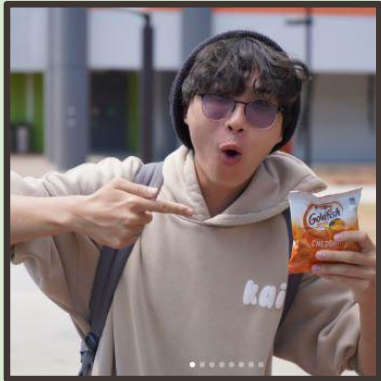
**8,875 impressions**  
**176 likes**

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



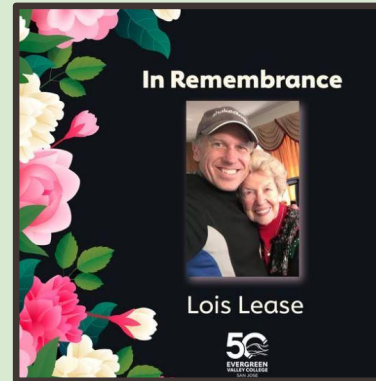
**1442 impressions**  
**40 reactions**

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



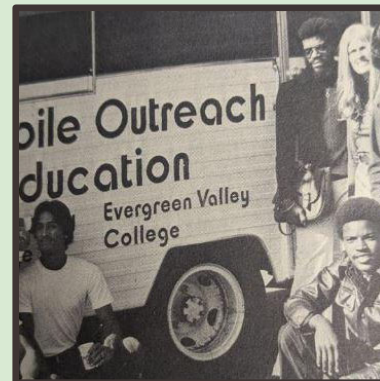
**1950 impressions**  
**57 likes**

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.