



PRESIDENT'S BOARD REPORT

OCTOBER 16, 2026



**EVERGREEN
VALLEY COLLEGE**

SMALL BUSINESS SUCCESS



Here is Luis Salazar, co-owner of Planeta Paleta in downtown San Jose at Fourth and Santa Clara across from City Hall.

Luis is also an alum of EVC, who credits the Enlace program and specifically counselor Mirella Burton, in helping him get through college after changing majors multiple times.

He is a graduate of Cal State East Bay.

Luis is an Eastside native, whose brothers (and co-owners) also went to EVC.

Planeta Paleta has a remarkable 191 flavors, that rotate in and out of the store.

“Cookie Monster,” a blue mix of Chips Ahoy! and Oreo cookie, is available at the Shark Tank under the name “Shark Bait.” (Go Sharks!)

As a small business owner, he also gives back to the community in a number of ways, including during Childhood Cancer Awareness Month.

Whenever these flavors are bought in-store, proceeds go back to childhood Cancer charities:

La Guerrera Paleta : for every little warrior who keeps fighting;

Esperanza Paleta: because we will never stop holding onto hope; or

Aguas Frescas: made with love and for a purpose bigger than all of us.

Finally is a favorite of EVC President Vinicio López, Mayor Matt Mahan (and his kids) and Councilmember Domingo Candelas.

Stop by next time you are in downtown and support an EVC alum and a small business in San Jose!

STUDENT SUCCESS DISTRICT GOAL NO. 1 COMMUNITY IMPACT



FROM BYLINE TO EMMY

One of our original success stories, we salute alum and long-time KPIX reporter and Emmy Award-winning journalist Len Ramirez on his retirement. Congratulations on 43 years of journalism excellence!

Ramirez cut his teeth at the SJCC City Times newsroom as a photojournalist (we have some of his first photos taken in 1980) and also attended EVC in its early days. Ramirez was also a classmate of James Lick High and District trustee Tony Alexander. He went on to earn a journalism degree from San Jose State.

The San Jose native has returned to his first home(s) as the featured speaker at SJCC's 100th anniversary ceremony in 2021 and EVC's 50th anniversary event in 2025.

His face is familiar on KPIX, where he has been a reporter for the CBS affiliate since 1989. A four-time Emmy nominee, he won the Best Daytime Newscast reporting in 2003.



MAKING A DIFFERENCE

It's been 18 months since Delvon Polk graduated from EVC and he is flourishing. Delvon is at SJSU majoring in computer engineering and recently caught up with President Lopez.

Delvon's entrepreneurial spirit led him to start @noblemail which helps students and others who are unhoused establish a brick and mortar address. Many organizations require an address (not a PO) to open accounts or receive important mail.

Delvon's story is nothing short of a triumph of the spirit. Raised in Los Angeles in a neighborhood plagued with gangs and having experienced his own housing insecurities as an adult, Delvon is an inspiration and success -- dedicated and unrelenting, not letting his past define his future. Quite the voyage Delvon is on.



COOK WINS 100TH GAME

Evergreen Valley College Men's Soccer Coach Simon Cook picked up his 100th career win on Friday night following a 5-0 win over Gavilan. Under Cook, EVC reached the State Final Four in 2023, won the Coast South in 2025, reached the NorCal Regional Championships twice (2023, 2025), and made five straight 3C2A playoffs.

COMMUNITY ENGAGEMENT

DISTRICT GOAL NO. 4 & 6

INCLUSIVE WORKPLACE

DISTRICT GOAL NO. 4

PRIDE RAISING



Led by the Studio Q Pride Center, EVC raised the Pride Flag in recognition of LGBTQ+ History Month.

LATINX HERITAGE MONTH



EVC celebrated Latinx Heritage Month with an opening ceremony, Latinx Night at Soccer and a Latinx musical celebration. Celebrations close this week.

STUDENT SUCCESS
DISTRICT GOAL NO. 1
CLOSE EQUITY GAPS
DISTRICT GOAL NO. 1
EVC PRIORITY NO. 2

TRANSFER FAIR & PANEL



EVC hosted its annual Transfer Fair with two dozen four-year universities and also brought by students who transferred.

WOMEN IN STEM PANEL



WinSTEM invited scientists to campus to talk about their careers and overcoming barriers in working in STEM careers.

CLOSE EQUITY GAPS

DISTRICT GOAL NO. 1

EVC PRIORITY NO. 2

ECONOMIC MOBILITY

DISTRICT GOAL NO. 3

NONCREDIT ESL VISITS EVC



Students from EVC's noncredit ESL program, in a partnership with the San Jose Library, toured campus, built community and visited our bi-monthly Farmer's Market.



EVC Marketing Office

Analytics Report

September 2026

Digital
Overview
Sept. 2026



	Overall Social Followers	Social Impressions This Month	Reactions (likes) This Month
	5,097	93K	444
	3,433	208K	727
	22,465	26K	337
	Total (31K followers)	3.1M (YTD)	43K (YTD)



Website Impressions	Home Page Views	Apply Page Views
190K	51K	4,074



# of Eblasts	# of Sends	Open Rate	Clicks Back to Website
4	45k per blast	52%	397



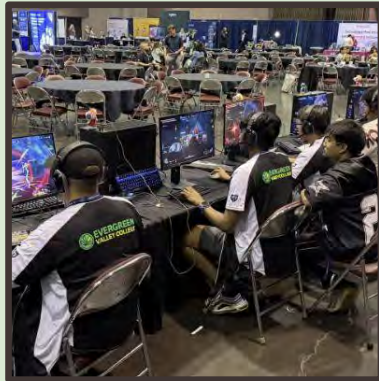
Top Instagram Posts for Month of Sept.

208K total views



13,579 impressions
183 likes

Welcome Week activities and photo gallery as we start the year.



11,743 impressions
175 likes

Hawk Gaming finishes second at a regional contest.



8,943 impressions
91 likes

Women's soccer promotion for an upcoming soccer match. (Latinx Night got an additional 8K views.)



8,207 impressions
145 likes

Vietnamese Student Association announces its officers



6,719 impressions
163 likes

Photos from Latinx Night at EVC Soccer doubleheader



Top Facebook Posts for Month of Sept.

93K total views



13,840 impressions
147 reactions

8,925 impressions
20 reactions

Food distribution dates for the semester posted.



13,674 impressions
24 reactions

Women's soccer promotion for an upcoming soccer match.



4,820 impressions
16 reactions

Our Biology Scholars program publishes online and tells about the success of its students.



3,657 impressions
31 reactions

Vietnamese Navy veteran and Nuclear chemist Tien Nguyen sings Spanish tune at Ensemble.



3,260 impressions
26 reactions

CalWORKs is recognized by County of Santa Clara and Supervisor Sylvia Arenas



Top LinkedIn Posts for Month of Sept.

26K total views



2,557 impressions
43 likes

Our Biology Scholars program publishes online and tells about the success of its students.



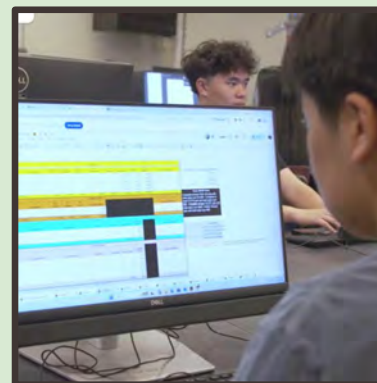
2,144 impressions
38 likes

CalWORKs is recognized by County of Santa Clara and Supervisor Sylvia Arenas



2,028 impressions
21 likes

Club Days kick off the 2026 Fall term.



1,237 impressions
3 likes

Video feature on partnership with Piedmont Hills High and its Insane Ink program



1,152 impressions
26 likes

Latinx Heritage Month kickoff event.