Division of Administration and Finance

1 Vice President, Administration and Finance and CFO, Brad Wells
   a Oversee division programs
   b Respond to public records requests on behalf of the University
   c Receive and respond to subpoenas for release of records
   d Prepare and distribute University policies regarding division programs

2 Athletics, Director, Sara Judd
   a Oversee departmental program and represent the university at all CCAA and NCAA meetings
   b Recruit, develop, and manage students for intercollegiate athletic teams
   c Plan, implement and monitor eligibility and NCAA, CSU, CCAA, state and federal compliance for student-athletes, coaches and staff
   d Provide campus life with athletic game day promotions at home contests and participation in campus wide programming such as homecoming
   e Plan and implement community engagement activities for Athletics
   f Plan, implement and coordinate with Advancement annual giving, fundraising and sponsorships for Athletics
   g Provide and maintain sports information

3 Facilities Development and Operations, Associate Vice President, Jim Zavagno
   a Oversee department programs and provide administrative support services
   b Maintain, repair, operate and clean buildings
   c Maintain, repair, improve and clean grounds
   d Manage utility services
   e Perform and manage new construction and renovations
   f Review and enforce code and regulatory compliance related to buildings and grounds

4 Finance, Deputy Vice President, Darrell Haydon
   a Oversee departmental programs and provide administrative support for all activities
   b Allocate annual resources to campus divisions, departments and programs
   c Assist campus community in spending available resources
   d Report financial activity, budget, actuals, encumbrances and balance available
   e Receive, deliver, store and track goods and mail
   f Charge and collect fees for University services
   g Manage printing and copy services

5 Foundation, Executive Director, Debbie Chaw
   a Manage contract with Follett to operate bookstore
   b Serve as the granting agency for federal, state, and private grants and contracts

6 Human Resources, Payroll, Foundation Personnel, Director, André Johnson
   a Provide consulting services to the campus on human resources functions
   b Conduct transactional services in payroll, recruitment/hiring, benefits and human resources information systems

7 Information Technology Services, Associate Vice President and CIO, Borre Ulrichsen
a Oversee departmental programs and provide administrative support services
b Manage campus technology projects and recommend process improvements
c Advise and support faculty using instructional technology
d Evaluate, recommend, repair and maintain information technology hardware, software, and data
e Operate and manage the campus service desk
f Design and manage the information technology infrastructure
g Develop, implement, and oversee information security policies and procedures

8 Leadership and Employee Enrichment Program (LEEP), Director, Corey Gin

a Create, manage, market, and evaluate opportunities to systematically develop and support quality leadership and management throughout the University.
b Internal consultation, planning, and implementation for professional development training and support
c Promote a culture of caring that enriches the lives of our employees, their families, and those we serve.
d Enhance and strengthen relationships with our local communities

9 Risk Management and Internal Control, Associate Vice President, Nyassa Love

a Oversee departmental programs and provide administrative support for all activities
b Mitigate loss, insure and protect assets of the University
c Manage and represent the University in all legal matters and insurance claims
d Ensure compliance with federal, state, local, and CSU statutes regarding business processes and health and safety of employees and students
e Provide assessment, information, training, and consultation regarding the workplace environment, health and safety
f Oversee Live Scan program for University applicants and employees
g Manage, investigate, and respond to discrimination, harassment, and retaliation, equal employment opportunity and whistleblower complaints
h Provide accessibility services for students, faculty, and staff with disabilities

10 Student Health and Counseling Services, Director, Andrea Wilson

a Oversee departmental programs and provide administrative services
b Provide general and specialty medical and nursing services
c Provide mental health services
d Provide health promotion and wellness services
e Manage medical records, patient eligibility and enrollment.

11 Student Housing and Residential Life, Parking and Transportation, Director, Martin Castillo

a Oversee departmental programs and provide administrative services
b Manage on-campus housing for university students, guests and summer groups
c Provide a living-learning component for residential community
d Manage dining services and vending contracts and operations
e Manage parking services
f Manage alternative transportation programs

12 University Police, Chief, Sheryl Boykins

a Oversee departmental programs and provide administrative services
b Observe, report, and act to ensure safety and enforce laws
c Develop and implement community outreach programs
d Conduct Live Scan program for the community and employees
e. Maintain security alarm systems and safeguard property

Office of the President, President Leroy M. Morishita

1. Serves as the Chief Executive Officer of the University
2. Serves as Chief Academic Officer of the University
3. Coordinates and Supports University Events
4. Represent the University to External Audiences
5. Government and Community Relations – Derek Aitken

Division of Academic Affairs, Provost James Houpis

1. Office of the Provost: James Houpis
   a. Oversee division programs and provide administrative support
   b. Academic Senate (Sophie Rollins and Mitch Watnik)

2. Office of the Associate Provost: Linda Dobb
   a. Faculty Affairs/Academic Support Services (Linda Dobb): training for chairs and staff producing contracts, review of materials submitted for sabbaticals, RTP, yearly evaluations, range elevation, handling of information requests and grievances, coordination of responses regarding accessibility, WASC co-curricular activities; Centers and Institutes; supervision and budgeting for areas listed below
   b. Retention Services:
      i. Career Counseling (Larry Bliss): Mentoring students through the career process, testing for potential career options, coordinating career fairs, reviewing resumes, assisting students with internships
      ii. Academic Advising (Larry Bliss): Advise students in regarding General Education requirements; assist students who have been declared academically ineligible; monitor graduation rates and devise methods of helping students graduate; outreach to all new 1st time and transfer students through orientations, workshops, and other avenues
      iii. Student Support Services (Alison Richardson): (EOP/SSS): Mentor, tutor and advise low-income, first generation students from minority backgrounds. Perform interventions where necessary; devise programs that will assist these students in staying in school and graduating.
      iv. Renaissance Scholars (Alison Richardson): Mentor, tutor and advise emancipated foster youth. Write grants to garner support for foster youth who need scholarships, housing assistance, books and other items.
      v. EXCEL (Teresa Golebiowska): Mentor, tutor, advise and provide financial literacy training for 1st generation, low-income and disabled students who qualify for assistance under Federal TRIO program, perform intrusive advising for veterans.
      vi. Summer Bridge (Alison Richardson): provide pre-College assistance for high school students from low-income, minority backgrounds; give instruction in mathematics, English, and life-skills to assist students in transitioning to the University from high school.
   c. Research Linda Dobb
      i. Office of Research and Sponsored Programs: Handle submission of all grants to federal, state and private agencies; review all grant budgets; manage budgets for all internal grants (PEIL, Research Grants, Student research); advise potential principal investigators of grant opportunities; coordinate Institutional Research Board and Animal Care and Control compliance; review all grant expenditures; assure that grant deadlines are met.
      ii. Center for Student Research: Coordinate efforts at undergraduate and graduate student research; write programs that encourage students to participate with faculty; seek additional funding for student research efforts; reinvigorate research honoraries.
   d. Faculty and Student Support Services
i. Faculty Development (Jessica Weiss): provide support for faculty on the tenure-track; provide workshops for all faculty on pedagogy, using technology, and sustaining academic careers; coordinate faculty learning communities.

ii. Service Learning (Mary D’Alleva): coordinate community involvement by students in a variety of programs and classes; coordinate freshman day of service (involving 1200 freshmen); maintain policies regarding field trips, internships, and other off-campus learning opportunities; sign contracts with off-campus agencies on behalf of the University.

iii. University Libraries Hayward/Concord (Doug Highsmith): provide a variety of services for students including book, computer, textbook, media and other loans of materials; reference service to students and faculty writing papers and performing research; classes in information literacy; purchasing of books, databases, and other items for use both on-site and online; computer and Blackboard assistance for students.

iv. Student Center for Academic Achievement (John Whitman): provide tutoring for students in math and English and in a other areas where faculty feel students need assistance (biology, statistics, etc.); coordinate workshops on the WST, plagiarism, English language practice, writing, and other areas.

3. Academic Programs and Graduate Studies
   a. AVP, Academic Programs and Graduate Studies, Sue Opp
      i. Accreditation
      ii. Student success initiatives
      iii. Curriculum, catalog and articulation
   b. Graduate Studies and Academic Programs, Senior Director, Donna Wiley
      i. Graduate studies
      ii. Testing
      iii. Honors program Robert Phelps
   c. Undergraduate Studies and General Education, Senior Director, Sally Murphy
      i. Freshman year initiatives
      ii. Peer mentoring
      iii. General Education office and advising

4. College of Business: Jagdish Agrawal
   a. Oversee departmental programs and provide administrative support services
   b. Academic department services to faculty and students
   c. Student Service Center, undergraduate – Jennifer Aure
   d. Student Service Center, graduate – Joanna Lee
   e. Centers:
      i. Center for Economic Education – Jane Lopus

5. College of Education and Allied Studies – Dean Carolyn Nelson
   a. Oversee departmental programs and provide administrative support services
   b. Academic department services to faculty and students
   c. Community Counseling Center – Janet Logan

6. College of Letters, Arts and Social Sciences: Dean Kathleen Rountree
   a. Oversee departmental programs and provide administrative support services
   b. Academic department services to faculty and students

7. College of Science – Michael Leung
   d. Oversee departmental programs and provide administrative support services
   e. Academic department services to faculty and students
   f. Institute for STEM Education – Stephanie Couch
8. Continuing Education – **Brian Cook**
   a. Office of the AVP
      i. Strategic leadership, planning and budgeting for the Division
      ii. Oversee a multitude of educational programs and services for CSUEB’s matriculated and non-matriculated students
      iii. Serve as a local and global extension of the University
      iv. MPP and staff supervision, hiring and evaluation
      v. coordination of responses to Chancellor’s Office and University initiatives
      vi. coordination of campus visits for domestic and international constituents
      vii. oversee all program development and new self-support initiatives
   b. American Language Program (this is service, points below are for context) **Ray Wallace**
      i. Administers intensive English language learning programs for students from all over the world
      ii. offers a range of diploma and certificate programs in various disciplines for international students
      iii. administer an authorized IELTS on-campus testing center serving all of Northern California
   c. Center for International Education **Ray Wallace**
      i. Provides leadership and support in recruiting and admission of international students to a full spectrum of University programs
      ii. Processes applications for admissions, communicates with prospective and admitted students
      iii. supports in-bound recruitment, immigrations, admissions, advising for prospective and newly admitted students
      iv. facilitates exchange & study abroad programs
      v. serves to expand international learning opportunities for current Cal State East Bay faculty, staff, and students
   d. Continuing Education, Special Sessions **Gigi Nordquist**
      i. Administer 30 self-support certificate and 11 self-support degree programs
      ii. Oversee registration and enrollment
      iii. Manage scheduling of classes
      iv. Advise students (prospective, new, and current; certificate, CEU, and degree seeking)
      v. Maintain relationship with internal and external entities such as APGS, Student Financials, American Bar Association
      vi. Conduct and oversee corporate and offsite trainings (e.g., CCCMH, CCCWD, etc.)
      vii. Conduct departmental HR activities (recruitment, hiring, evaluation of current employees)
   e. Fiscal and Administrative Services **Jennifer Toor**
      i. Provide divisional fiscal support/services, includes new business processes to ensure continued efficiency and accuracy of financial activity. Incorporate/absorb new CSU, University, etc. procedures, policies and requirements in to our business processes.
      ii. Compliance with University, CSU System, State, and GAAP requirements
      iii. Liaison to CSUEB departments and colleges to obtain and/or provide data necessary to execute all financial and financially related transactions.
      iv. Faculty and staff payroll and prepare payroll documentation
      v. Accurately prepare all receivables and payables requests and associated support documentation: invoice requests for Oakland and various non-CSUEB CE partners, tuition, fees, purchase requests, check requests, travel expense claims, duplicating services, bay card and copier expenses, etc.
   f. Oakland Professional Development and Conference Center **Kate White**
i. Administer classroom space and facilities for to Continuing Education / Special Session programs
ii. Provide classroom and meeting space to matriculated programs and campus departments as requested
iii. Rent unused classrooms to local corporations and nonprofits
iv. Provide campus outreach and marketing to the downtown Oakland area
g. Marketing Dan Bellone
i. Perform market research and analysis to identify key market segments for specific programs
ii. Create strategic integrated marketing campaigns for program and divisional promotions
iii. Design, produce, and print all program marketing materials
iv. Create program specific marketing collateral (i.e. brochures, e-mail, direct mail, data sheets, fact sheets, public relations, and social media)
v. Obtain program specific e-mail lists for distribution of electronic brochures and e-mail campaigns
vi. Identify key market segments for distribution of advertising/marketing materials through various marketing channels
vii. Maintain, update, and promote programs through DCIE Web site
viii. Provide media planning, buying, and copywriting, for program specific and divisional positioning
h. Osher Lifelong Learning Institute Bette Felton
i. Administers over 80 courses annually providing a learning environment for mature learners
ii. 900+ members served
iii. Support various campus events annually
i. Concord Campus administrative services Robert Phelps
i. Administer and oversee day-to-day branch campus operations and support services
ii. Liaison to all Main Campus centralized services (PEMSA, AA, AF, UA, President Office)
iii. Manage external regional relationships (government, community, other)
iv. Provide administrative support to branch faculty and staff
v. Coordinate and facilitate academic program scheduling
vi. Oversee space utilization (including but not limited to events, catering, commencement, academic programs, OLLI, Cont. Ed and external groups
vii. Oversee County connections shuttle services for the campus
viii. Administer internal and external branch campus communication including news releases, social media, website, marquee, boards and electronic monitors
ix. Maintain relationships and coordinate visits to and from feeder high schools and community colleges through presentations, fairs and kiosks
x. Coordinate services and programs with branch campus ASI team, such as Ambassador program, Orientation, Welcome Day and Al Fresco
xi. Advise students on General Education and graduation requirements
xii. Provide comprehensive career services
xiii. Create educational plans for Veteran students
Division of University Advancement
1. Office of the Vice President – Ara Serjoie

The vice president provides leadership and direction for the University’s fundraising programs and serves as the institution’s chief fundraising officer. The Vice President designs and executes the strategic vision for fundraising in alignment with the University’s mission, priorities and commitments. The Vice President is responsible for the leadership and management of all personnel, budget and program aspects of University
Advancement. The Vice President also serves as the President of the Educational Foundation Board of Directors and provides support to its development efforts.

2. EB Educational Foundation – **Debbie Chaw**

3. Advancement Services – **Debbie Chaw**
   The Office of Advancement Services is the key infrastructure piece that supports the division in overall fundraising and friend-raising efforts. The Office provides the following services:
   a. Prospect Research
   b. Database Management and Integrity
   c. Gift Processing and Records
   d. University Switchboard Operator

4. University Communications
   a. Communications and Publications – **Don Scoble**
   b. Media Relations – **Barry Zepel**
   c. Social Media – **Kimberly Legocki**
   d. Website – **Jesse Cantley**
   e. Magazine – **Monique Beeler**
   f. Graphic Design and Creative Services – **Jesse Cantley**

5. Development
   a. Corporate and Foundation Relations – **Susan Wageman**
   b. Alumni Relations – **Penny Peak**
   c. Annual Fund – **Kate Shaheed**
   d. Planned Giving and Heritage Society – **Tony Macias**
   e. All Other Fundraising – **Ara Serjoie**

6. Events
   a. All Development Type Events – **Ronn Patton**
   b. All University Events – **Ronn Patton**

**Division of Planning, Enrollment Management, and Student Affairs (PEMSA)**

**A. UNIVERSITY and DIVISION SUPPORT**

1. Vice President for PEMS, **Linda Dalton**
   a. Oversee all PEMS division programs
   b. Coordinate strategic planning for the University

2. Budget and Administrative Support, **Cheril Musser**
   a. Provide administrative support for all PEMS units
   b. Provide budget oversight and day-to-day budget management for all PEMS units

3. PEMS Technology Support and Student Data Management, Assistant VP, **Glen Perry**
   a. Coordinate technology support for all PEMS units (with ITS)
   b. Provide student data stewardship and ad hoc student data reports for the University
   c. Manage imaging systems for student documents and process Admission documents
   d. Provide student administrative system support for PEMS and the University (including PeopleSoft) – **Manuel Saldanha**

4. Associate Vice President for Planning and Institutional Research, **Amber Machamer**
   a. Design and conduct Institutional Research for the University
   b. Provide development and implementation for Pioneer Data Warehouse including ETL, Report Writing, and end user support – **David Garcia**

5. University Scheduling, Director, **Martha Wallace**
a. Manage quarterly academic class schedule (state support programs)
b. Manage all other instructional scheduling (including self-support courses)
c. Manage facilities reservations for non-academic users, on and off campus

B. ENROLLMENT DEVELOPMENT AND MANAGEMENT

1. Associate Vice President, Enrollment Development and Management, **Greg Smith**
   a. Oversee enrollment development and management programs and staff
      i. University representative for high school and community college counseling communities and professional organizations
      ii. Liaison with faculty and staff on recruitment, yield, and retention
      iii. Outreach to targeted populations such as Education Summits and Asian American/Pacific Islander Journey to Success program
   b. Address petitions, appeals and requests for exceptions and ad hoc inquiries from students (and their families or representatives) regarding admission and registration issues (admission and enrollment ombudsperson) – **Debra Flores-Victoria**
   c. Oversee telephone Call Center for Admission and Registration – **Annette Walker**

2. Undergraduate and Graduate Admission, Directors, **India Christman-Rodriguez, Nancy Jimenez, Dave Vasquez**
   a. Process applications for domestic freshman admissions
   b. Process applications for domestic transfer student admissions
      i. SB1440 transfer applications
   c. Process applications for domestic post-baccalaureate and graduate students (Note: post-baccalaureate and graduate applicants are referred to academic departments for admission decisions prior to final PEMSA processing)
   d. Determine students required to participate in Early Start Program and coordinate with other divisions (Note: this program crosses units within PEMSA and Academic Affairs)
   e. Conduct quarterly academic progress certification for Athletes

3. Enrollment Development and Communications, Director, **Amanda Segura**
   a. Create and implement communications for prospective, new and continuing students
      i. PEMSA website
      ii. Prospect development for domestic freshmen and transfer students
      iii. Electronic communications with prospective, new, and continuing students
      iv. Development and distribution of written and printed materials for prospective, new and continuing students (working with University Communications)
      v. Telecounseling program to encourage student enrollment
   b. Plan and coordinate student outreach and recruitment activities to encourage a college-going culture – **Rose Greeff**
   c. Plan and conduct annual and quarterly recruitment schedule for domestic undergraduate students – **Ilana Samuels**
   d. Provide visitor services, including Hayward campus tours, for prospective students and their families (Welcome Center) – **Ilana Samuels**

4. Enrollment Information Center (EIC), Director, **Alta Fortenberry, Amie Willett**
   a. Respond to questions and provide advice regarding the following to students and other visitors
      i. Admissions
      ii. Registration
      iii. Financial Aid
   b. Provide services to disqualified students, including readmission

5. Financial Aid, Executive Director, **Rhonda Johnson, Amy Huie**
   a. Process Financial Aid applications and package awards
   b. Counsel students and their families regarding Financial Aid issues
   c. Coordinate university scholarships
   d. Ensure university compliance with all federal, state, and CSU financial aid policies and regulations

6. Registrar, **Angela Schneider, Karen Mucci**
a. Manage all official student records, including official documents:
   i. Quarterly student registration and grade records
   ii. Transcripts/Diplomas
b. Evaluate transfer credit for new and continuing students
c. Conduct graduation evaluations following receipt of major checks
d. Providing enrollment advising services to Veterans and their dependents – Deborah Hansana
e. Athletic Certifications

C. STUDENT AFFAIRS

1. Associate Vice President for Student Affairs, Stan Hébert
   a. Oversee student development and support programs
   b. Liaison with ASI and student government
   c. Serve as “Dean of Students,” including ad hoc problem solving for individual students and families

2. Student Development and Judicial Affairs, Director (vacant) - Stan Hébert
   a. Determine student eligibility for holding elected offices, committee appointments and other leadership positions
   b. Administer California Student Code of Conduct for CSUEB students
   c. Provide faculty and staff training regarding Student Code of Conduct

3. Student Life and Leadership, Director, Marguerite Hinrichs
   a. Manage student clubs and organizations, including sorority and fraternity oversight
   b. Coordinate Campus Life Activities, including the following
      i. Student Life Calendar
      ii. University events such as Al Fresco and Homecoming (coordination with other university divisions)
      iii. Student leadership development programs
   c. Plan mandatory orientation program for new freshmen and coordinate activities with other university divisions – My-Lan Huynh
   d. Plan orientation programs for new transfer students and for families of all new students (and coordinate activities with other university divisions) – My-Lan Huynh