To work with campus partners to guide our diverse student population on their path to academic, career, and personal success.
The Student Success Pathway

- Recruitment / Admission
- Orientation
- Classroom Experience
- Student Engagement

Financial Aid
Registration
Student Support
Career Readiness

Graduation

Student’s College Career
The services that compose the Student Support Services cluster are intended to provide basic medical care, counseling and psychological services, health and wellness services, accessibility services and student conduct administration for Cal State East Bay students to help them be successful and achieve their academic, personal and career goals.

### Student Affairs - Student Support Services Cluster

**Andrea Wilson**  
Associate Vice President  
Andrea.Wilson@csueastbay.edu  
510-885-3640

### Departments:

<table>
<thead>
<tr>
<th>Department</th>
<th>Services</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accessibility Services</strong></td>
<td>✦ Provides academic accommodations to qualified individuals with disabilities. Accessible furniture, media, testing, audio recordings, notetaking, interpretation services, visual impairment and physical accommodations.</td>
</tr>
<tr>
<td><strong>Advocacy Services</strong></td>
<td>✦ Provides case management to assist at-risk students as a liaison to food, clothing, shelter and various community resources. And a confidential advocate to support survivors of sexual assault, dating violence, domestic violence and stalking.</td>
</tr>
<tr>
<td><strong>Recreation &amp; Wellness Services</strong></td>
<td>✦ Supports overall wellness including access to a relaxation room, massage therapy, peer education and wellness workshops. Activities include intramural sports, fitness center, indoor track, group fitness, personal training, certifications and workshops.</td>
</tr>
<tr>
<td><strong>Student Health &amp; Counseling Services</strong></td>
<td>✦ Medical services include reproductive health needs, physical therapy, laboratory, radiology, psychiatry, pharmacy, orthopedics, smoking cessation and immunizations. Counseling services include individual, couples and group.</td>
</tr>
<tr>
<td><strong>Student Conduct, Rights &amp; Responsibilities</strong></td>
<td>✦ Addresses student conduct issues and hold students accountable for violations of the Student Conduct Code including academic dishonesty policy, classroom disruptions, conduct code and residential hall violations.</td>
</tr>
</tbody>
</table>

### Red Folder Initiative

“See Something, Say Something, Do Something” campaign to assist the campus community with how to assist students in distress with appropriate response protocols. Folder icon is available on all desktops or download phone app.

### ATOD Advisory Council

Council provides special attention to the development of various campus protocols for alcohol, tobacco, and other drugs (ATOD) policies for assessment, prevention, education, funding, community & treatment programs.
Student Health & Counseling Services (SHCS) is a fully accredited outpatient clinic that provides high quality health care by board certified, licensed, and credentialed health care providers and counselors to enrolled CSUEB students utilizing an integrated approach to coordinate care.

**HEALTH SERVICES**

Students surveyed were extremely satisfied:
- 100% Having health care available on campus
- 98% Provider care and services
- 95% Ease making and appointments
- 94% Wait time after check-in

- **20,187** Annual Patient visits
- **7,190** Annual Prescriptions filled

**COUNSELING SERVICES**

- Individual Counseling
- Group Counseling
- Outreach / Consultation

96% of students say it is extremely important to have counseling services available.

My counselor protects my privacy

97% of students surveyed agreed

My counselor makes me feel comfortable and is easy to talk to

95% of students surveyed agreed

CSUEB students can:
- Schedule and cancel appointments
- Send and receive secure non-urgent message with a medical provider
- Complete and update health forms
At Accessibility Services, we believe in the importance of a diverse student body and a learning environment that is welcoming, accessible, and supportive for all students, faculty and staff members.

OUR SERVICES
We provide academic accommodations to qualified individuals with disabilities. Our counselors determine accommodations on an individual basis after reviewing current professional documentation and meeting with the individual. The purpose of such accommodations is to provide equal access to classroom programs and campus activities in a manner consistent with Section 504 of the Rehabilitation Act, the Americans with Disabilities Act, associated California laws and regulations, and CSU policy.

In addition to accommodation and support services to University students, faculty and staff members, we inform and collaborate with faculty and staff to ensure successful implementation of accommodations and to increase the level of access and inclusion of all individuals on campus.

OUR MISSION
• To provide reasonable and appropriate accommodations and resources to students with disabilities.
• To ensure the rights and promote the dignity, self-awareness, and self-advocacy of students with disabilities throughout the university.
• Create and maintain an inclusive, supportive campus environment where individuals with disabilities have full and equal access.

WHO WE SERVE
Accessibility Services serves over 1,000 students with the following disabilities:

LOCATIONS
Hayward Campus
Library Complex 2400
510-885-3868

Concord Campus
Academic Services Building 114
925-602-6716

www.csueastbay.edu/as
Recreation & Wellness Services

Centered on enhancing recreation, wellness, and promoting healthy lifestyle choices through dynamic and inclusive best-practice approaches.

Jennifer Luna, MPH, CHES
Director, Recreation & Wellness Services
510-885-2685
Jennifer.luna@csueastbay.edu

54,000 square feet of RAW Fun!
- Memberships to Students, Staff, Faculty, Alumni, & Community Members
- Gymnasium with indoor track
- 2-story Fitness Center
- Intramurals Sports Leagues
- Group Fitness Classes
- Equipment Rentals
- Locker Rooms with Showers
- Wellness Center
- Massage Therapy
- Student Employment & Internships

www.csueastbay.edu/raw

@CSUEB_CampusRec  @PAWCSUEB

50,000 square feet of RAW Fun!

54,000 square feet of RAW Fun!

Programs and services integrate physical, intellectual, emotional, and social aspects of wellness into the health experience.

CHOICES
Being an informed pioneer means to party safely and take action to help a friend.

PAW Approved
Move more and eat well by choosing healthier options and increasing fruits/veggies.

Assess Your Stress
Take time for yourself, increase daily sleep, and connect to campus resources.

Keepin It Safe n Sexy
Get yourself tested, use two forms of contraception, and communicate your wants and needs.

Peer Advocates for Wellness (PAW)
PAW interns are trained peer health educators who provide information, peer support, outreach, presentations & resources to students about health and wellness issues.
At Accessibility Services, we believe in the importance of a diverse student body and a learning environment that is welcoming, accessible, and supportive for all students, faculty and staff members.

**OUR SERVICES**

We provide academic accommodations to qualified individuals with disabilities. Our counselors determine accommodations on an individual basis after reviewing current professional documentation and meeting with the individual. The purpose of such accommodations is to provide equal access to classroom programs and campus activities in a manner consistent with Section 504 of the Rehabilitation Act, the Americans with Disabilities Act, associated California laws and regulations, and CSU policy.

In addition to accommodation and support services to University students, faculty and staff members, we inform and collaborate with faculty and staff to ensure successful implementation of accommodations and to increase the level of access and inclusion of all individuals on campus.

**OUR MISSION**

- To provide reasonable and appropriate accommodations and resources to students, faculty and staff with disabilities.
- To ensure the rights and promote the dignity, self-awareness, and self-advocacy of students, faculty and staff with disabilities throughout the University.
- To create and maintain an inclusive, supportive campus environment where individuals with disabilities have full and equal access.

**OUR ROLE**

- Responsible for the investigation and adjudication of violations of the Student Code of Conduct
- Reinforce the educational, ethical, and social development of students
- Foster a safe living and learning environment for the campus community

**TYPICAL CASES**

SCRR has an average of 250 cases per year:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sexual Assault</td>
<td>2%</td>
</tr>
<tr>
<td>Theft and Alcohol Transport</td>
<td>2%</td>
</tr>
<tr>
<td>Actual or Threatened Violence</td>
<td>3%</td>
</tr>
<tr>
<td>Disruptive Behavior</td>
<td>11%</td>
</tr>
<tr>
<td>Marijuana</td>
<td>22%</td>
</tr>
<tr>
<td>Academic Dishonesty</td>
<td>27%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>32%</td>
</tr>
</tbody>
</table>

**Location**

Student Administration Building
Rooms, 1104 and 1109
Our Role

▲ Assess the type of assistance and resources a student needs
▲ Engage students of concern
▲ Assist students in accessing services, both on and off-campus
▲ Works with students to build or strengthen their support systems
▲ Removes obstacles to getting help
▲ Follows up with students to help them stay on track toward success as a “Pioneer student”
▲ Family concerns—relationships, situations, etc.
▲ Basic needs—such as housing, food, etc.
▲ Developing a plan of action

Student Care Team

Responsible for the coordination of case management services for students of concern reported to the campus Student Care Team. The Care Team addresses at-risk concerns regarding student welfare including disruptive, threatening, or violent behavior. Online campus reporting is available for faculty and staff.
Student Equity and Success (SEAS)

- Educational Opportunity Program (EOP)
- EXCEL (TRiO Student Support Services)
- Gaining Access N’ Academic Success (GANAS)
- Renaissance Scholars Program
- Sankofa Scholars
- Student Service Operation for Success (SSOS)
- Veteran Student Services (VSS)

Alison Richardson
The Educational Opportunity Program (EOP) is designed to improve access and retention of historically low-income, first generation, and educationally disadvantaged students. EOP identifies and admits students who have the potential to succeed but have not achieved their educational goals because of economic and/or educational backgrounds.

Eligibility:
- Low-Income
- First Generation
- California Residents and Students who Qualify for AB 540 Non-Resident Tuition Exemption

Benefits and Services:
- Admission Assistance
- Financial Assistance (EOP Grant)
- Orientation & Welcome Programs
- Academic Advisement
- Career / Internship Opportunities
- Peer Mentors
- Workshops
- Summer Bridge Program
- Tutoring
- Graduation Celebrations

www.csueastbay.edu/eop
510-885-3751
The EXCEL Program assists students in developing academic plans to complete their undergraduate degrees and solve academically related problems. EXCEL/TRiO Student Support Services program is funded by the U.S. Department of Education.

Eligibility:
- Demonstrated Academic Need and
- Low Income Student or
- First Generation College Student or
- Disabled Student and
- U.S Citizen or Permanent Resident Card Holder

Benefits and Services:
- Academic Counseling
- Multi- Subject Tutoring
- Graduate School Advising
- Tips on making your learning style work for you
- Career & Goal Planning
- Scholarship Guidance
- Personal Counseling
- Guidance on balancing your academic & personal life

www.csueastbay.edu/excel
510-885-3722
GANAS is an innovative access and retention program that aims to smooth the process of transition for new community college transfer students to Cal State East Bay and increase the baccalaureate attainment of program participants.

Eligibility:
- Must be admitted to Cal State East Bay in the Fall term
- Must be a new incoming transfer student
- All new transfer students are eligible to apply

Benefits and Services:
- Upper-division GE Coursework
- Transfer Success Seminar
- Academic Counseling
- Mentoring
- Cohort-based learning community
- Cultural programming
- Familia
The Renaissance Scholars Program aims to ensure that all former foster youth who enter CSUEB as undergraduate students complete the degree fully prepared to enter graduate school, begin a career, or pursue other goals of their choosing.

Eligibility:
- Must have been in foster care at some point since the age of 13
- Must be admitted into CSU East Bay

Benefits and Services:
- Academic advising and counseling
- Personal support
- Book assistance
- Textbook library
- Laptop lending program
- Priority registration
- Priority placement in campus housing
- Scholarships
- Events and activities

www.csueastbay.edu/renaissance
510-885-4422
Sankofa Scholars is a one year cohort program assisting transfer students in the transition from community college to CSUEB. Students participate in a cohort-based learning community; taking classes together, studying together and advancing together.

Eligibility:
- Be an incoming transfer student in Fall 2016
- Make a full commitment to the Sankofa program for one academic year
- Enroll in one required upper division GE course and in a 1-unit Sankofa Transfer Success Seminar every quarter during the first year
- Meet with a Sankofa counselor at least once per quarter

Benefits and Services:
- Dedicated advising to help meet graduation requirements
- Fosters high self-confidence through development of a program community
- Develops critical thinking, reading and writing skills needed for college and beyond
- Individual and group access to college workshops, guest speakers, and mentors
- Upper division graduation courses (to fulfill graduation requirements)
**Student Service Operation for Success (SSOS)** is funded by a federal grant from the U.S. Department of Education Asian American and Pacific Islander Serving Institution (AANAPISI). The program aims to increase academic support, major and career advising, increased graduation rate, and create a supportive community for historically underrepresented AAPI students at Cal State East Bay.

**Eligibility:**
- CSUEB students who identify as Asian American and Native American Pacific Islander (AANAPI) are welcome to join.

**Benefits and Services:**
- Mentorship
- Tutoring
- Academic Counseling
- Scholarships
- Conference Scholarships
- Leadership Class
- Workshops
- Asian and Pacific Islander themed campus events
**Veteran Student Services (VSS)** is committed to supporting student veterans and dependents of veterans in their transition to student life on campus. We provide guidance with education benefits and academic services, and offer campus programming such as Orientation, VA Health Care visits and End-Of-Year Celebration.

**Eligibility:**
- Certificate of Eligibility for Education Benefits (DD-214 required for Veterans)
- Veterans, Active Duty, Reservists, Dependents of Veterans

**Benefits and Services:**
- Priority Registration (Veterans)
- Military Credit (Veterans)
- GI Bill Certification
- VA Work-Study
- CalVet College Fee Waiver (dependents)
- Academic Counseling & Workshops
- Graduate School Advising
- Scholarship Guidance
- Peer Mentoring
- Student Veterans Organization

www.csueastbay.edu/veterans
510-885-3669
Freshmen Admissions

- Freshmen applications only accepted for Fall Quarter.
- Approx. 15,000 applications received; 90% of admission offers made by March 1.
- CSUEB uses baseline CSU admission criteria (not impacted); admit rate around 70%.
- Fall 2015 enrollment of 1,787.

Transfer Admissions

- Transfer applications accepted Fall and Winter Quarter.
  Application filing Oct. 1-Nov. 30 for Fall; June 1-30 for Winter.
  Applications accepted for select populations in Spring Quarter.
- Approximately 12,000 applications received; 80% of admission offers made by March 1.
- CSUEB uses baseline CSU admission criteria (not impacted; except for Nursing); admit rate around 80%.
- Fall 2015 enrollment of 2,544; approx. 3,600 enrolled annually.

Graduate Admissions

- Graduate applications accepted Fall, Winter and Spring Quarter as determined by academic department. Application filing periods are several months long.
- Approximately 7,000 applications received. Admit rate and admission criteria determined by academic department.
- Fall 2015 enrollment of 1,043; approx. 1,600 enrolled annually.

Admission Systems and Support

- Operating the CSU Mentor application system for CSUEB.
- Imaging 200,000+ transcripts and admission documents annually with corresponding student record updates.
- Determining residency for tuition purposes.
- Managing technology and admission-related processes (holds, matriculation, communications, etc.) in PeopleSoft.
- Supporting Data Warehouse and Pyramid with data and report specifications.
- Automation of transfer credit articulation.
We believe anyone who wants to earn a college degree should have the opportunity to invest in that dream. We provide more than $100 million in aid annually, and over 76% of students receive some type of financial aid.

**TYPES OF AID**

**GRANTS**

Grant funding is awarded to students for tuition fees and other educational expenses. Grants received as part of financial aid do not have to be repaid. www.studentaid.ed.gov

**CAL GRANTS**

Students who graduate from a California high school with financial need, and who meet all of the requirements, are guaranteed to receive a Cal Grant. www.caigrants.org

**LOANS**

For educational expenses, you may borrow funds from the federal government. These loans must be repaid including any interest that is applied to the principal. www.studentloans.gov

**PIONEER SCHOLARSHIPS**

Scholarship funds are awarded to students based on academic performance, financial need, or both. We award hundreds of scholarships each ranging from $100 to $6000. Apply for all scholarships at online website Pioneer Scholarships using your My CSUEB credentials and complete the application. www.csueastbay.edu/scholarships

**FEDERAL WORK STUDY**

Eligible students may earn income to meet educational expenses by taking a job on or off campus job with a Work Study award. www.fafsa.ed.gov

**STUDENT PIONEER JOBS**

Cal State East Bay also offers other paid student employment positions, separate from the Work Study award included as part of the financial aid offer. These jobs are listed in the Academic Advising and Career Education Center for any currently enrolled student for excellent work experience as well as income. www.csueastbay.edu/aace

**GRADUATE STUDENT AID**

Students enrolled in graduate, credential, or other post-baccalaureate programs are also eligible to receive financial aid by Federal Unsubsidized Loans, Federal Graduate PLUS loans, or TEACH Grants.

Find the most current information about loans, grants, employment, and scholarships on the website. www.csueastbay.edu/financial aid

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**ENROLLMENT INFORMATION CENTER (EIC)**

The Enrollment Information Center (EIC) is located in the first floor lobby of the (SA) Student Services Administration building. It provides one-stop services assistance and information to enrolled students, former students, faculty, staff, and members of the community at large. Services include:

- Admissions inquiries, document drop-off, and petitions
- Records/Registration inquiries, document drop-off, and petitions
- Financial Aid counseling, information, and document drop-off
Records Office

- Processes changes to a student’s record such as grade changes, change of major and withdrawals (4000 each annually)
- Maintains the security of student records and ensures adherence to privacy policies such as FERPA
- Issues diplomas for all graduated students (6000 annually)

Degree Audit Evaluation

- Determines transferrable credit of courses for all incoming transfer students.
- Updates the online degree audit which students can view in their self service portal (MyCSUEB).
- Athletic certifications

Graduation Evaluation

- Evaluation of degree requirement completion for all students who file for graduation (5500+ annually).
- Enforce and uphold all University, CSU, State and Federal requirements for earning a degree.

Student Systems

- Configures PeopleSoft and supports all units that interact with PeopleSoft student systems.
- Provides all enrollment reporting to the Chancellor’s Office.
- Data steward – approves all requests for access to PeopleSoft student systems.
Office of Prospective Student Services
2015 Fast Facts

General Purpose of Recruitment
- increase CSU and CSUEB awareness
- sustain application volumes based on University capacity to help meet enrollment goals
- educate students on admission requirements
- provide resources on all facets of the admission process
- recruit qualified students based on University enrollment management strategic plan
- serve as a liaison, resource, and professional contact between Office of Admission and the community at large

Administration & Staff
Director……………………………………Amanda R. Segura
Associate Director……………………Ilana I. Samuels
Office Manager……………………………Roz Maestri
Recruitment Events Coordinator……..Leticia Pagán
Recruitment Events Assistant………Maria Dominguez
Welcome Center Office Manager……..Nancy Martinsen
Welcome Center Program Specialist..Lena Korn-Clark
Communications Specialist……………………Laura Hansen
Fulfillment Center Coordinator………………Valerie Grant
Prospective Student Services Assistant..Diaili Smith
Counselor (Concord)……………………..Annie Nogales-Chandler
Counselor _____________________________Cynthia Salinas
Counselor (Southern CA)………………….Hazina Williams
Counselor……………………………………Kumar Krishan
Counselor…………………………………….Louise Martinez
Counselor _____________________________Marc Strong
Counselor ______________________________Traves Butterworth

Number of Student Assistants Employed………………………………………………27
Number of Federal Work-Study Students Employed……………………………………39

Where Our Students Are Coming From
Fall 2015 CA Resident Undergraduate Enrollment

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Alameda*</td>
<td>1511</td>
</tr>
<tr>
<td>Contra Costa*</td>
<td>684</td>
</tr>
<tr>
<td>Southern CA*</td>
<td>534</td>
</tr>
<tr>
<td>Santa Clara*</td>
<td>365</td>
</tr>
<tr>
<td>SF/SM/Peninsula*</td>
<td>285</td>
</tr>
<tr>
<td>Central Valley*</td>
<td>271</td>
</tr>
<tr>
<td>Sacramento</td>
<td>107</td>
</tr>
<tr>
<td>Solano</td>
<td>76</td>
</tr>
<tr>
<td>Central Coast</td>
<td>56</td>
</tr>
<tr>
<td>Sonoma/Napa</td>
<td>31</td>
</tr>
<tr>
<td>Far North</td>
<td>21</td>
</tr>
<tr>
<td>Total</td>
<td>3,941</td>
</tr>
<tr>
<td>Difference from 2014</td>
<td>480</td>
</tr>
<tr>
<td>% Diff</td>
<td>13.9%</td>
</tr>
</tbody>
</table>

* Recruitment Priority Service Areas. Numbers are based on (preliminary) Fall 2015 resident undergraduate new student headcount enrollment.

Recruitment Activities

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Fair</td>
<td></td>
</tr>
<tr>
<td>Presentation</td>
<td></td>
</tr>
<tr>
<td>Tabling</td>
<td></td>
</tr>
</tbody>
</table>

Admission & Recruitment Large-Scale Events

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Total number of events coordinated</th>
<th>Total number of attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>20</td>
<td>10,161</td>
</tr>
</tbody>
</table>

New Undergraduate Student Yield by Event

<table>
<thead>
<tr>
<th>Event Type</th>
<th>Accepted Admission</th>
<th>Enrolled</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preview Day 2015</td>
<td>20% (94)</td>
<td>94% (88)</td>
</tr>
<tr>
<td>Welcome Day 2015</td>
<td>72% (1,131)</td>
<td>82% (923)</td>
</tr>
<tr>
<td>Southern California Admitted</td>
<td>33% (113)</td>
<td>67% (76)</td>
</tr>
<tr>
<td>Student Receptions (Los Angeles,</td>
<td>72% (1,131)</td>
<td>82% (923)</td>
</tr>
<tr>
<td>Anaheim &amp; Riverside)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Preface Day 2015</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Communications & Fulfillment Center

<table>
<thead>
<tr>
<th>Type of Communication Sent</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-mails</td>
<td>1,674,367</td>
<td>92%</td>
</tr>
<tr>
<td>Letters</td>
<td>147,065</td>
<td>8%</td>
</tr>
<tr>
<td>Personal calls</td>
<td>8,432</td>
<td>.5%</td>
</tr>
<tr>
<td>Total Communications</td>
<td>1,829,864</td>
<td></td>
</tr>
</tbody>
</table>

*Due to staff change-over, calls were not tracked this year. 2015 data will be available during the next reporting cycle.

Letters Sent by Service Type

<table>
<thead>
<tr>
<th>Service Type</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduation</td>
<td>17%</td>
</tr>
<tr>
<td>Registration &amp; Records</td>
<td>6%</td>
</tr>
<tr>
<td>Admissions</td>
<td>23%</td>
</tr>
<tr>
<td>Student Recruitment</td>
<td>50%</td>
</tr>
<tr>
<td>Event Invitations</td>
<td></td>
</tr>
</tbody>
</table>
Office of Prospective Student Services
2015 Fast Facts

Welcome Center Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tours provided</td>
<td>454</td>
</tr>
<tr>
<td>Total tour guests</td>
<td>10,042</td>
</tr>
<tr>
<td>Total students advised</td>
<td>233</td>
</tr>
</tbody>
</table>

Tours by Type

- Group Tour: 33%
- Individual Tour: 66%
- Saturday Tour: 1%

Grade Level of Tour Guests

- Elementary School: 62%
- Middle School: 8%
- High School: 22%
- Community College: 7%
- Unknown/Other: 1%

Grade Level of Students Advised

- High School: 98%
- Community College: 2%

For More Information

Call:
Welcome Center for Tours and Preadmission Advising:
510.885.2556

E-mail:
admissioncounseling@csueastbay.edu

Follow:
CSUEB Admissions on Facebook, Instagram & Twitter

Visit:
www.csueastbay.edu/visit

GO PIONEERS
Associated Students, Inc. (ASI) is a 501c3 auxiliary organization. Our mission and purpose is to enhance the lives and experience of the student population at California State University, East Bay. Our three main branches are Events & Programming, Business Services, and lastly, Student Government & Advocacy.

**STUDENT GOVERNMENT & ADVOCACY**

The ASI Board of Directors consists of 16 students and the newly developed student senate will eventually consist of over 15 members. Our student leaders advocate for the needs of students and represent them on committees across campus and the CSU system. The work put forth is often unseen but the lasting impact is definitely felt by the leaders themselves and future generations of the CSU system.

**BUSINESS SERVICES**

The ASI office provides many services to students and the campus community.

Services:
- Free Scantrons
- Discounted Movie Tickets
- Discounted Theme Park Tickets
- Discounted Sporting Events Tickets
- Copying & Faxing
- Bay Card Discount Program
- Free Coffee Service & much more!

**EVENTS & PROGRAMMING**

ASI puts on a wide range of events. ASI collaborates across campus as well as hosts our own programming through our Special Events Team and the Programming Council.
Delivering experiences that enrich and nourish people’s lives...

720,904 students and faculty served annually within retail
296,831 meals served in Dining Commons
1,892 catered events

Care for the environments we touch by playing an active role to reduce environmental footprints, support local economies and protect the earth’s precious resources.

Employ over 150 students on campus
Foster growth through career development opportunities. Ensure our employees commitment by making them feel valued and empowered to achieve their potential

Delight customers and create raving fans that recharge and refuel with choices that reflect their dining preferences and lifestyles.

Debbie Meyer
General Manager
885 2540

Mike Lee
DC Food Service Director
885 4590

Ken Stewart
Retail Food Service Director
885 7455

Food Allergies
Gluten Free Needs
Dietary Restrictions

No Problem – come see us!
Let our mangament team assist!
The Diversity Inclusion Student Center (DISC) is dedicated to creating & maintaining an inclusive campus environment that challenges oppression & provides space for dialogue & engagement. We provide opportunities for leadership development, community engagement, & co-curricular programming on various diversity & inclusion topics.

Safe Space
The Center is a safe space for students of all identities to study, and relax, free of discrimination or harassment.

Our Programs
The DISC facilitates events centered around culture, diversity and social justice. These include cultural heritage and awareness months such as Black History Month and Asian/Pacific Islander Heritage month; and workshops on topics like Intimate Partner Violence and Intersectionality. The DISC also facilitates Real Talks: student-led dialogues on hot topic issues and current events.

Special Events
The DISC facilitates many large-scale events including the Annual CSU East Bay Queer Conference, the Tunnel of Oppression, and the Annual CSU East Bay Drag Show.
# Parking & Transportation Services

## Mission Statement

The Parking & Transportation Services Department’s mission is to provide & promote alternative transportation options to our campus community and guests while also providing a safe, well-maintained parking infrastructure that allows the Cal State East Bay Community to get to their destination as safely and efficiently as possible.

We provide:
- Alternative transportation options such as: Zagster, Zimride, Zipcar and complimentary shuttle service
- Comprehensive parking facilities which corresponds to the changing needs within our University
- Enforcement that promotes compliance with parking rules and regulations
- Parking for special events on campus

## Services

Complimentary shuttle service is provided between the Hayward & Castro Valley BART stations and CSUEB. Our shuttles run Monday-Sunday during the Fall, Winter & Spring Quarters & Monday-Friday during the Summer.

Zipcar provides students, faculty and staff with a convenient and eco-friendly way to get around. Whether it's running errands or driving in the city, we have the vehicle for you.

Zagster bicycles are available to students, faculty and staff for running errands, getting to class on the other side of campus or helping you stay in shape.

Zimride is our car sharing program that allows you to share rides for commutes, road trips & popular events. If you have a car, reduce your costs by offering a ride. If you don't have a car, find a ride where you need to go.

## Statistics

- 5,000 parking spaces on the Hayward campus for students, faculty, staff & guests
- 28 Electric Vehicle charging spaces on campus
- 4 complimentary Shuttles serving the Hayward & Castro Valley BART Stations that transport an average of over 11,000 students, staff and faculty each month
- 6 Zipcars available on campus to rent by the hour or day for students, staff & faculty
- 10 Zagster bikes available on campus for students, faculty & staff to rent by the hour

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**Contact Information**

(510) 885-3790  
www.csueastbay.edu/parking  
**Location:** SF 140  
**Monday - Friday 8am-5pm**

**Derrick Lobo**  
Director  
Parking & Transportation  
deerrick.lobo@csueastbay.edu  
(510) 885-4638

**Brenda Amaral**  
Alternative Transportation Lead  
Parking & Transportation  
brenda.amaral@csueastbay.edu  
(510) 885-4107

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**Cal State East Bay**
Student Housing & Residence Life (SHRL) provides student-centered programs, services, & facilities that foster a safe, inclusive, and vibrant residential learning community.

Fun Facts

JumpStart Program
A 2-day early move-in program for first time first-years aimed at providing a successful transition into college living. Each year, over 100 residents get a “jump start” on their college experience!

Meal Swipe Donation Program
Residents donated 2,242 pounds of food to the Alameda County Food Bank at Thanksgiving by donating Meal Swipes.

Accomplishments
Regional-RA of the Year (2015); Large School Spirit Award (PACURH & No Frills 2015)
National- Large School Spirit Award (NACURH 2015)

Student Housing & Residence Life

Mission
The California State University East Bay (CSUEB) Student Housing and Residence Life (SHRL) department in conjunction with the mission of the University and the Division of Student Affairs works to engage all residential students in their holistic development and academic success towards retention, graduation and future endeavors.

Statistics
Total Residents: 1,576
8% International/ 92% Domestic Residents
33% Male; 67% Female
68 % residents on Financial Aid
Over 6,000 participants at more than 500 programs/activities a year
22 Professional Staff Members
99 Student Employees with an average GPA of 3.1

Mark Almeida
Director, Student Housing & Residence Life
mark.almeida@csueastbay.edu
510-885-4376

Department Information:
510-885-7444
housing@csueastbay.edu
Lassen Housing Office
Monday-Friday, 8am-5pm

Kenrick Ali
Associate Director, Residence Life
kenrick.ali@csueastbay.edu
510-885-7153

Cal State East Bay
Student Life and Leadership Programs provides opportunities for student learning beyond the classroom and enhances the mission of the university through the coordination and support of a variety of special programs that promote campus life, leadership, service learning, and community engagement.

**STUDENT CLUBS & ORGANIZATIONS**

Student Life and Leadership Programs recognizes, supports, and develops over 140 student club and organizations, including fraternities and sororities, academic, cultural, religious, recreation, and special interest organizations. During the 2015-16 academic year, over 2,130 students were actively involved; student club/organizations planned and coordinated 523 student life events and programs.

- Academic 3%
- Special Interest 8%
- Greek 15%
- Cultural 39%
- Recreation 16%
- Religious 19%

**ORIENTATION PROGRAMS**

*Freshman • Transfer • Online • Family • Spanish Language*

3,367 students registered for orientation for Fall 2016!
- Freshman Orientation: 1,706
- Transfer Orientation: 879
- Online Transfer: 782

Orientation is the key to a successful journey at Cal State East Bay! Student Life and Leadership Programs coordinates Freshman, Transfer, Online Transfer, Family, and Spanish Language Family Orientation programs on behalf of the university. Smooth Transitions at Cal State East Bay further supports transfer students as they navigate through their transition into the Pioneer Family.

**LEADERSHIP & SERVICE LEARNING**

- **Fall Student Leadership Conference** – 399 student leaders attended the annual conference in 2015
- **Make a Difference Day** – over 700 students have participated in Make a Difference Day service activities since 2012
- **CSUEB Relay for Life** – Pioneers have raised over $30,000 since 2014 for the American Cancer Society
- **Campus Service Day** – in addition to cleaning up campus, students created over 200 cards for patients at Oakland Children’s Hospital

**CAMPUS LIFE EVENTS & PROGRAMS**

Student Life and Leadership Programs collaborates with many departments, programs, and services across divisions to present collaborative campus life events and programs

- Annual Welcome Week Info Expo & “Ask Me” Information Tables
- Al Fresco Fall Welcome Festival – 3,500 attendees, 120 info tables
- Homecoming Week Events – Campus Service Day, Homecoming Parade, Royal Court, “The Voice of East Bay”, and the Greek Life Tailgate BBQ

Marguerite Hinrichs, M.S.
Director, Student Life and Leadership Programs
Marguerite.Hinrichs@csueastbay.edu
Mission
The Cal State East Bay University Union is the gathering place for the campus community and its guests. Primarily student funded and supported, it is a place where students, faculty staff, alumni, and the community meet for meals, programs, services, and informal interaction.

As the “living room” and hub of the campus, the University Union is a safe place where students connect, engage, and transform. The environment of the Union is conducive to providing a wide range of services and experiences which recognize the cultural and social diversity and promote the potential of our campus family.

We are committed to maintaining the highest standards of quality in our services and staff. We are receptive and responsive to the constant changes and diverse needs of our campus.

Fun Facts
The puzzle was a pub that resided in the University Union (UU). It was closed in the 90’s.

There are 62 flags on display in the UU (OLD) to represent our diverse population.

The UU (OLD) operated a Copy Center aka The Pulse until 2006.

The UU (OLD) SOLD Otis Spunkmeyer cookies at Sundries.

There are three (3) meeting rooms in the UU (NEW) that are named after a campus or professional centered operated by the University in Hayward, Concord, and Oakland.

The University Union (UU) is often referred to as the Student Union and/or UU. The department of the University Union oversees the operations of two (2) buildings. The 58,000 square foot Old University Union was opened on September 26, 1985 while the 29,000 square foot New Union was opened on January 8, 2007.

The University Union is the center stage of activities for students, faculty, staff, and guests. The administrative offices of Associated Students, Inc., Student Life Leadership Programs, and Aramark are located in the University Union (Old & New). Meeting and multipurpose rooms are available to student organizations/clubs, academic and university administrative departments, CSU East Bay affiliated and non-affiliated groups.

The selection of eateries makes it difficult to decide what’s for lunch! Your choices includes: Old University Union (UU) - Taco Bell, Greens-To-Go, and Pizza Hut. New University Union (UU) - Panda Express and Subway. The P.O.D. Market is the combination of a corner store with the style of a modern market. It is conveniently located in the Old UU.

The GameZone (UU Program) is comprised of the GameRoom, an indoor recreation room and the GameCave, a custom gaming room fully stocked with the latest consoles and HDTVs. Also hosting a large variety of tournaments from Call of Duty to Texas Hold’em, the GameZone provides a sense of community like any other.

Department Information:
Customer Service: (510) 885 - 7245
uureservation@csueastbay.edu

Hours of Operation (Academic)
Monday - Friday 7am - 11pm
Saturday & Sunday 11am - 8pm

Cal State East Bay
Parent and Community Relations at California State University, East Bay is a cluster in the Division of Student Affairs. In the spirit of our division’s mission, we strive to build meaningful connections with students and families, engage them in the University community, and transform students’ academic and personal lives for their future success.

We collaborate with partners on and off campus to develop students’ educational goals so they may become contributing members of the regional community and global workforce. The cluster includes three departments: Transfer Student Programs, Parent and Family Programs, and Community Relations.

**Transfer Student Programs**
- Elevates support for Transfer Students
- Advances University Shared Commitments
- Improves Transfer Student success and progress to degree completion
- Meets the unique needs of Transfer Students
- Fosters collaboration within the University and with regional community partners

**Parent and Family Programs**
- Helps parents and families participate in their student’s experience at CSU East Bay
- Assists parents in understanding the goals and expectations of this University
- Introduces parents and families to the valuable services and programs available on campus
- Collaborates with campus departments
- Facilitates community of Pioneer families and builds enduring relationships

**Community Relations**
Works with other similarly aligned University units to develop and implement outreach programs for external audiences to advance social and community awareness.

- Fosters partnerships in the communities served by CSU East Bay
- Supports the civic, cultural and economic life in our region
- Promotes philanthropic support for Student Affairs programs and initiatives

**Contact**
Stan Hébert, III
Associate Vice President
Parent and Community Relations
stan.hebert@csueastbay.edu
Phone: 510-885-4740
The Office of Parent and Family Programs is committed to helping parents participate in their student’s experience at CSU East Bay. Today more than ever, parents and families are an integral part of supporting their student’s success at college. We welcome parents to the Pioneer community and assist them in understanding the goals and expectations of the University. We introduce parents and families to the valuable services and programs available on campus.

**Services offered:**
- Informational programs for families
- E-mail list and newsletter
- Collaboration with campus services
- Web site of resources and helpful links
- Facebook community

**Events include:**
- Pioneer Buddy Day
- Welcome Day
- Parent/Family Orientation
- And much more!

**Contact**
Stan Hébert, III
Associate Vice President
Parent and Family Programs
stan.hebert@csueastbay.edu
Phone: 510-885-4740

Visit: [www.csueastbay.edu/parents](http://www.csueastbay.edu/parents)
E-mail: parents@csueastbay.edu
Facebook: [facebook.com/csuebparent](http://facebook.com/csuebparent)
510-885-3322
The Office of Transfer Student Programs was established in Fall 2015 at Cal State East Bay to elevate institutional support for transfer students and advance the University’s Shared Commitments. The office contributes to university-wide efforts that improve transfer student success and progress to degree completion, particularly through our commitment and advocacy to meeting the unique needs of transfer students and fostering collaboration within the university and our regional community partners.

Transfer Student Resource Hub (csueastbay.edu/transfers)
Online informational hub for “all things transfer” so students can access the resources necessary to achieve their desired educational goals at East Bay and beyond.

Over 73% of the undergraduate graduating Class of 2015 were transfer students.

In Fall 2015, transfer students comprised over 53% of the undergraduate study body.

56% of Fall 2015 new undergraduates were transfers!

Students from across the region transfer to East Bay.
CSUEB’s top 10 feeder community colleges accounted for nearly 60% of new transfer enrollment for Fall 2015.

Diana M. Balgas, Ed.D.
Executive Director
Transfer Student Programs
Email: diana.balgas@csueastbay.edu
Office: 510-885-4361

CAL STATE EAST BAY STRAIGHT AHEAD
Student Affairs TLC  
(The Leadership Council)

Top Row: Angela Schneider, Julie Wong, Diana Balgas, Martin Castillo, Glen Perry
Bottom Row: Stan Hébert, Amanda Segura, Rhonda Johnson, Lori Erdman, Andrea Wilson
Not pictured: Alison Richardson