California State University, East Bay is the San Francisco East Bay area’s high-access public university of choice. CSUEB serves the region with two scenic campuses — one in the Hayward Hills overlooking San Francisco Bay and the other in Concord. The University also operates a state-of-the-art professional development center in downtown Oakland and an innovative online campus, making it the California State University system’s e-learning leader. With a growing enrollment of more than 13,000, the University attracts students from throughout the region and state, as well as from more than 80 countries around the world. Named a “Best in the West” college and a “Best Business School” by the influential Princeton Review, Cal State East Bay offers a nationally recognized freshman year experience, award-winning curriculum, personalized instruction, distinctly pragmatic and applied learning, and expert faculty. Students choose from among more than 100 professionally focused fields of study for which the University confers bachelor’s and master’s degrees, and an Ed.D. in education. Today, the University is among the region’s foremost producers of teachers, business professionals and entrepreneurs, public administrators, literary and performing artists, and science and math graduates.

Mission
To provide an academically rich, multicultural learning experience that prepares all of its students to realize their goals, pursue meaningful lifework, and to be socially responsible contributors to their communities, locally and globally.

Vision
Cal State East Bay’s strategic plan calls for an ambitious expansion of enrollment and programs, now underway. At the center of this vision is an innovative and uniquely hands-on approach to science, technology, engineering, and math (STEM) education. By 2020 — with a projected enrollment of 20,000 — CSUEB will be a regional leader in developing the next-generation technical workforce, preparing teachers of STEM, and working with partners in business and education to prepare K-12 students for STEM education and careers that are the future of the region and the nation.

Motto
per aspera ad astra — “through adversity to the stars”

History
Founded in 1957 as the State College for Alameda County, the University’s Hayward Campus officially opened in 1963. In 1972, the college was renamed California State University, Hayward, reflecting its evolution as part of the CSU system. In the half century since its inception, CSUEB has grown dramatically and expanded its regional reach, adding a Concord campus in 1992, an Oakland professional development center in 2001, and an online campus in 2008. Recognizing its regional heritage and growing stewardship role, the Board of Trustees of the California State University changed the institution’s name to California State University, East Bay on January 26, 2005.
Campuses and Locations

- **Hayward Campus** — upper and lower division courses
  25800 Carlos Bee Blvd., Hayward, CA 94542 • 510.885.3000
  www.csueastbay.edu

- **Concord Campus** — select upper and lower division courses
  4700 Ygnacio Valley Rd., Concord, CA 94521 • 925.602.6700
  www.concord.csueastbay.edu

- **Oakland Professional Development Center** — continuing education
  1000 Broadway, Suite 109, Oakland, CA 94607 • 510.208.7001
  www.theoaklandcenter.com

- **Online Campus** — select upper and lower division courses
  www.csueastbay.edu/online

Visiting CSUEB

CAMPUS TOUR INFORMATION AND RESERVATIONS
www.csueastbay.edu/visit_csueastbay

Social Media

Find CSUEB online through Twitter, Facebook, LinkedIn, and more.
www.csueastbay.edu/social_media

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Total Enrollment1
13,160

Degrees Awarded Annually1
- Bachelor’s 2,537
- Master’s 1,182
- Ed. Doctor 7

Undergraduate Student Profile1
- Full-time 9,200
- Part-time 1,382

GENDER
- Female 60%
- Male 40%

RACE/ETHNICITY
- African American/Black 10%
- American Indian/Alaskan Native 0.3%
- Asian/Pacific Islander 22.8%
- Hispanic 19.4%
- International 8.4%
- White 21.6%
- Multiple/Other/Unknown 17.4%

RESIDENCE
- California 9,530
- Other states 125
- Other countries 842

Undergraduate Degrees
- Bachelor of Arts
- Bachelor of Fine Arts
- Bachelor of Science

Undergraduate Fields of Study
- 51 Baccalaureate Degrees
- 65 Minors

Most Popular Undergraduate Majors
- Business, Psychology, Liberal Studies, Biological Sciences,
  Pre-Nursing, Human Development, Health Sciences, Criminal Justice
  Administration, Communication, Computer Science, Art, Sociology

Undergraduate Student/Faculty Ratio
26.8 : 1

Average Undergraduate Class Size1
31.6

1 Fall 2011 data, CSUEB Office of Planning & Institutional Research; www.csueastbay.edu/ira/
Graduate Student Profile

Full-time 1,306
Part-time 1,272

GENDER
Female 62%
Male 38%

RESIDENCE
California 2,211
Other states 36
Other countries 331

Graduate Degrees
Master of Arts, Master of Business Administration, Master of Public Administration, Master of Science, Master of Social Work, Doctorate in Education

Graduate Fields of Study
17 Credentials and Certificates
35 Master’s Degrees
Ed.D. in Educational Leadership

Most Popular Graduate Majors

Graduate Student/Faculty Ratio
17.8 : 1

Average Graduate Class Size
23

Athletics
NCAA Division II Conference: California Collegiate Athletic Association

MEN’S ATHLETICS
Baseball, basketball, cross country, golf, soccer

WOMEN’S ATHLETICS
Basketball, cross country, golf, soccer, softball, swimming, volleyball, water polo

MASCOT
Pioneers

SCHOOL COLORS
Red, black, and white

Clubs & Organizations
More than 120, including academic, cultural, Greek, honors, recreational, special interest

Accreditation
Western Association of Schools and Colleges (WASC); some departments and programs also individually accredited

Tuition and Fees
Cal State East Bay rates high in value and affordability with among the lowest tuition fees in the nation for comparable institutions. The most recent cost and financial aid information for full-time and part-time students, California residents, out-of-state students, undergraduates, graduate students, and professionals is available online at www.csueastbay.edu/affordable.

WESTERN UNDERGRADUATE EXCHANGE
Undergraduate students in 14 western states may enroll at CSUEB at a reduced fee level of 150% of regular resident tuition fees. Learn more at www.csueastbay.edu/WUE_exchange

On-Campus Housing
The University’s Pioneer Heights student residential complex houses more than 1,200 students, or 9% of its enrollment, with planning for an additional 500–600 beds underway. Housing fees are among the lowest in the California State University system. For current costs, visit www.csueastbay.edu/housing.

2 Tuition fees are subject to change by the Trustees of the California State University without advance notice. Estimated costs do not include expenses such as housing, books, lab fees, or additional supplies.
Financial Aid
More than 50 percent of all CSUEB students receive financial aid of some type including need-based aid, work study, and non-need-based scholarships. Annually, the University awards almost $90 million in financial aid, including scholarships, state and federal grants and loans, and Work-Study.

Rankings and Recognitions
- Recognized as a “Best in the West” university for eight years running (2004–11) by The Princeton Review
- Rated a “Best Business School” in 2011 by The Princeton Review for the sixth consecutive year
- Ranked a “top-tier” institution among master’s-granting universities in the West for 2008 by U.S. News & World Report
- Recognized as No. 71 in the nation in 2011 by Diverse: Issues in Higher Education for number of undergraduate degrees awarded to students of color
- Named a “national model” in 2005 by the Lumina Foundation and Syracuse University for innovative freshman learning communities
- Winner of 79 athletic conference championships and six national collegiate championships, with more than 190 All-Americans and Academic All-Americans since 1961

Economic Impact
- Contributes $415 million/year to regional economy
- Supports more than 3,200 regional jobs
- Generates $26.8 million in statewide tax revenue
- Alumni attribute more than $1 billion/year to their CSUEB degrees
- Leads the CSU in producing credentialed math and science teachers

Research
Awarded approximately $11.3 million in sponsored project contracts and grants in the 2010-11 academic year

Alumni Record of Achievement
More than 100,000 CSUEB alumni contribute to the economic, social, and cultural quality of life in the region and beyond. Among them are:

- Mike Abary  SVP, Sony Home Division
- Ted Barrett  Major League Baseball umpire
- Judy Belk  Senior Vice President, Rockefeller Philanthropy Advisors
- Sylvia Chacon  Radio personality and on-air DJ
- Robert V. Dowell  Primary entomologist, California Department of Food and Agriculture
- Richard Gant  Movie and television actor
- James Hannan  CEO, Georgia-Pacific
- Eihu Harris  Former Oakland City Mayor
- Cheryl Hurd  News reporter, NBC11 News (KNTV)
- Scott Kriens  Chairman and former CEO, Juniper Networks
- Bill Lockyer  State Treasurer of California; former State Attorney General
- Mark Mastrov  Founder, 24 Hour Fitness
- Joe Morgan  Major League Baseball Hall of Fame player, former broadcaster
- Mahla Shaghafi  Senior VP, Union Bank of California
- Gene Yang  Teacher, artist, and author

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