Lawmakers Take Notice
One my most important responsibilities is to

demonstrate to legislators who represent us in
Sacramento and Washington D.C., how we are working
to enable CSUEB to deliver on our core mission of regional stewardship. Making these powerful representatives aware of how the university strengthens the region's social and economic vitality, and safeguards its most precious asset — its human capital — is critical to ensuring the legislative support and funding we depend upon.

Among those I've spoken with are California Senators
Dianne Feinstein and Barbara Boxer; House Speaker
Nancy Pelosi, and all nine of the assembly members
and senators who represent our region in the state
capitol. And this doesn't include the numerous county
supervisors, mayors, city council members,
planning commissioners, etc., who I've spoken to at
dozens of meetings in recent months.

Recent vistors to CSUEB include California Lt.
Governor John Garamendi, who brought his "Listening
Tour" of California State University campuses to
Cal State East Bay on April 18, when he heard from
regional leaders about how the state's educational
system is preparing the workforce of the future.

The very next day, Assemblymember Mary Hayashi
hosted an "Environmental Town Meeting," joined by
environmental organizations, including the Sierra Club
and Save The Bay, to discuss legislation to combat
global warming. As you can see, Cal State East Bay is
becoming the hub of serious public discussion and
debate about the future of the region, which is
consistent with our mission and vision.

The Seeds of Change
In March, I wrote in a column in The View, the
university's electronic newsletter for our 1,600
employees and 12,500 students, that "the seeds of
change" are "now well planted and beginning to stir
at CSUEB." A month later, the student newspaper, The
Pioneer, reprinted the "seeds of change" phrase in an
editorial, noting the visible signs of improvement at

CSUEB. It's a theme that has developed resonance as
we continue our talks on and off campus about the
future and transformation of Cal State East Bay from a
fine institution to a truly great, distinguished, and leading
university. At the same time, it has become quite clear to
me that, with the increasing involvement and support
of friends such as you, we have the ability to realize the
transformation we have together envisioned and begun.

As we continue to work toward our goal, the many
opportunities and ways in which our close friends and
supporters can assist and help accelerate our efforts
become ever more apparent. With your time, passion,
commitment, and thoughtful advice, as well as your
financial support, I am convinced that we will successfully
nurture the seeds of change we have planted together.

In closing, as I reflect on my first 300 days as president,
one of the most encouraging — and treasured
— aspects of my work has been the insights and advice
you've shared with me. Let us commit to continuing to
grow our relationship together with your involvement
and role in the transformation of Cal State East Bay. The
new high level of excellence to which we aspire for
our beloved institution is truly attainable in this way.
And please continue to share your thoughts with me
by writing me at mo.qayoumi@csueastbay.edu. I look
forward to hearing from you.

Very truly yours,

Mohammad "Mo" Qayoumi
President
California State University, East Bay

From the Office of the President
President's Update for University Friends

April 2007

Dear Friends:

"Momentum" is the word that best characterizes the progress and many changes now becoming apparent at California State University, East Bay. In the nine months since I became president — and with our new relationship and partnership still less than a year old — it's both gratifying and encouraging to see so many signs of the transformative energy of our shared vision for a stronger, more distinguished university. More importantly, these indicators and accomplishments give us assurance that our collaboration can yield the results we hope for — the emergence of Cal State East Bay as the region's steward and high-impact university of choice. Let me share with you, a close friend and supporter, some of these exciting developments, evidence that CSUEB is indeed at a critical turning point, with great new possibilities just ahead.

The Numbers Are Up at CSUEB
Growing Freshman Class — Year-to-date applications for the fall 2007 freshman class at CSUEB are up 19 percent, versus the California State University average of 6 percent. Of the more than 6,300 freshmen applications we have received, we have so far admitted 1,652, a 26 percent increase, or 761 more admissions than on the same date last year. As a result, our projected fall 2007 freshman enrollment will be 20 percent higher than fall 2006, a sign that CSUEB is becoming the destination and choice of growing numbers of regional and state high school graduates.

Expanding Enrollment — Our fall 2006 enrollment was up 1.4 percent to
12,706 over fall 2005 (12,535). Last quarter, our enrollment was up 2.3 percent to
12,083 over winter 2006 (11,813). At the same time, our full-time equivalent (FTE)
enrollment increased 5.5 percent for both the fall and winter quarters, signaling
that more students are taking more classes at CSUEB. This is critical, of course,
because our funding, budget, and financial outlook are largely determined by FTE.
The Region Responds to Our Outreach

We recognize that Cal State East Bay’s continued success not only requires increased visibility and awareness, but also a strengthened foundation of respect and value in the communities we serve. This means Cal State East Bay must embrace its role as a regional steward with new solutions and new programs to meet regional needs, together with greatly expanded outreach. The potential of this vision was evident last quarter as three major East Bay outreach events aimed at key groups of potential students.

In January, more than 1,000 college-bound teenagers and their parents joined community leaders on our Hayward Campus for the seventh annual Latino Education Summit. This partnership of the university with the Hispanic Chamber of Commerce for Alameda County and other agencies encourages and assists Latino youths to overcome obstacles to higher education with information and workshops ranging from preparing for college and careers to financing higher education. Attendance at this year’s conference — now the largest of its kind in the nation — was double that of last year.

Our growing regional role and commitment to underserved populations was also evident during “Super Sunday II” on February 18, when California State University Chancellor Charles Reed joined me and other CSU presidents in speaking to African American congregations at churches in Oakland, Richmond, Pittsburg, Hayward, and Vallejo. Cal State East Bay had representatives at 14 of the 20 congregations targeted by the CSU in northern California for the event. After services at each church, CSUEB students, faculty and staff spoke with potential students, offering advice on preparing for college and reminding them that our student-centered university has a commitment to helping them achieve their highest goals.

A week later, Cal State East Bay hosted an African American Education Summit designed to motivate and empower young African Americans to pursue college degrees. As with the Latino event, entire families were encouraged to participate and learn about college admissions, financial aid, scholarships, and, of course, our campuses and programs in particular. Our partner for this event was the Oakland African American Chamber of Commerce, reflecting our ongoing effort to link with community organizations to support East Bay students of all backgrounds.

This month and next, our outreach team — including alumni volunteers — will make more than 50 appearances at local high schools, community colleges, churches, and college fairs. And as you might expect of a campus with students from more than 275 California cities, people outside the Bay Area also want to know about Cal State East Bay. Consequently, our enrollment staff will be meeting prospective students at college fairs in places such as San Diego, Ontario, Santa Rosa, Lodi, Stockton, and Napa. We’ve also hosted visits from high schools as far away as Napa, Stockton, and Tehachapi.

The strong response to the university’s outreach demonstrates our growing visibility, influence, and ability to unite parents, students, and educators, as well as local business, government, and community organizations in a common cause. As I said in my opening remarks to a gamian packed with teenagers and parents at our Latino Education Summit, Cal State East Bay acknowledges its responsibility to underserved populations in our region — and it also depends upon the cultural vibrancy those students bring to the university.

Becoming the East Bay’s CSU

On February 27, the Contra Costa County Board of Supervisors passed a resolution supporting the designation of our Concord Campus as a four-year undergraduate institution. This coincides with exploratory discussions with our community college partners and the California Postsecondary Education Commission regarding regulatory permission to offer lower division courses in Concord.

While it is not uncommon in other states for a branch campus to offer lower-division courses, what we are proposing would be entirely new for California. Contra Costa County leaders and their constituents have long made the point that their county is the largest in the state without its own full-service CSU. Our proposal aims to change this by enabling our Concord Campus to expand its offerings to Contra Costa County residents, providing them with the same access to higher education that residents of Alameda County have long enjoyed.

Business and Technology Center Opens a New Era

Last quarter, we dedicated our sleek new 67,000 square foot Wayne and Gladys Valley Business and Technology Center. This state-of-the-art headquarters for Cal State East Bay programs in business, technology management, engineering, multimedia, and science, as well as online degree programs, opens a new era in education for all Cal State East Bay students. Not only does this exciting addition to our academic infrastructure raise our visibility in the community, but it also epitomizes the productive and creative relationships we are forging with regional business and industry.

The 27.7 million cost was funded by a public-private partnership in which private donations from alumni and friends, regional corporations, and foundations were combined with public funds to reach a major shared objective — a first for Cal State East Bay. As we move ahead with plans to further transform and grow CSUEB, this is the model we seek to replicate and expand.