From the President

Welcome!

As president of California State University, East Bay, I am always delighted when a prospective student considers joining our dynamic learning community — one of the most vibrant and diverse in the state and the nation. I know you will find our community welcoming, engaging, and supportive.

At Cal State East Bay, students learn that our faculty members are, first and foremost, dedicated teachers. Our students benefit tremendously from the faculty’s numerous contributions to research, scholarly activities, and service to the University. Whatever major you choose, the resources you need to succeed are readily available.

Our motto, Per Aspera Ad Astra (through adversity to the stars) is emblematic of the transformation our students experience at CSUEB, and we are committed to ensuring our graduates are truly prepared to succeed anywhere in the world. Whether you attend classes in person or online, we are passionate about supporting every student along the path to graduation.

Our University is a place where each student can receive a high-quality education, and not only reach for the stars, but also attain them. On behalf of the entire CSUEB community, we hope you will join us on this life-changing journey!

Go Pioneers!

Leroy M. Morishita
President
College of Business and Economics classes simulate real-life business situations. Students present integrated marketing campaigns and global economic forecasts. You even take on actual projects for real business clients.

BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
You develop comprehensive business perspectives and skills, while becoming a specialist in one of nine areas of concentration:
- Accounting
- Human Resources Management
- Information Technology Management
- Business Economics
- Marketing Management
- General Management
- Operations & Supply Chain Management
- Entrepreneurship
- Finance

BACHELOR OF ARTS IN ECONOMICS
You’re trained in economic theory and quantitative methods, but you are never far from Wall Street or Main Street in this practical degree.

Contact a College of Business and Economics advisor for additional information: 855.729.5129 or visit csueastbay.edu/business

LEARN BY EXPERIENCE
Business students are doers — and we keep you active, productive, and engaged in real-world projects and activities. You solve pressing business problems for real businesses. Our upcoming Financial Trading Lab recreates the stock exchange, so you get hands-on experience exploring investment and financial markets.

EXPAND YOUR GLOBAL PERSPECTIVE
Most of your classmates will be ethnically diverse — many speak two or three languages. Our faculty is multinational, with wide-ranging global experience. Join our multicultural community, rich with perspectives and possibilities.

SPARK YOUR BUSINESS CAREER
Our soon-to-open Career Development Center is dedicated exclusively to matching business students with real positions in the Bay Area and beyond.
COMMUNICATIONS BOOT CAMP TEACHES LIFE SKILLS

Every future leader needs to learn how to listen to and connect with people. Business majors can sign up for training that helps them gain the skills and confidence they need to express themselves well and engage with others — skills they need to thrive in the business world.

The students, who come from all over the world, were my “heroes,” says executive coach and marker Tom Bagwell, who leads the boot camp. “They’re overcoming so much to get here. The workshop enables them to transcend their own walls and see what they’re capable of.” Of course, everyone builds walls that make it difficult to listen, connect, and communicate. Students attending a recent workshop felt they developed the confidence to speak what was on their mind effectively and assertively.

CREATING RESPONSIBLE FINANCIAL CITIZENS — STARTING IN THE PUBLIC SCHOOLS

“I ask students what percentage of college seniors with credit cards pay off their bills on time every month,” says finance professor David Murray. “The answer is surprising — only 17%. So why does this matter? It matters for the remaining 83% with a bad payment record. If they’re buying a car for $25K, it can cost them an extra 5-6K over the course of a three-year loan. The numbers tell the story.”

This practical knowledge, of particular interest to students soon to enter the job or higher education market, is part of the Financial Literacy Center’s goal. To meet that goal, the college created a Personal Financial Management course which began on the CSUEB campus, Fall 2013. Students enrolled in David Murray’s course will mentor 80 high school students on tracking and maintaining their own budget; establishing a bank account and credit card; and learning how to finance their college education. The high school class will cover just a portion of the college course, which addresses a lifetime of financial decision-making.

ALUMNA: RAQUEL ROBLEDO ’01,’03
BSBA, MARKETING MANAGEMENT; MBA, STRATEGIC MANAGEMENT
CURRENT JOB: MARKETING MANAGER, GLOBAL CAMPAIGNS GROUP, ORACLE CORPORATION

When Raquel Robledo arrived on the CSUEB campus as a recent immigrant from Mexico and an evening student with a full-time job, she felt insecure about the future. She was the first person in her family to go to college, so she didn’t have a family mentor to help her navigate her college journey.

“In every class, we did some public speaking, which was a huge deal to someone like me from an ESL [English as a Second Language] background, who was always nervous about whether I was communicating correctly. But I learned to get my points across and how to make a terrific PowerPoint. Both have been invaluable to me in my job.”

Oracle hired me because my MBA was focused on strategic management. Now I have a job I love.”

— Raquel Robledo, Marketing Manager, Global Campaigns Group, Oracle Corporation

CREATING RESPONSIBLE FINANCIAL CITIZENS — STARTING IN THE PUBLIC SCHOOLS

“Every future leader needs to learn how to listen to and connect with people. Business majors can sign up for training that helps them gain the skills and confidence they need to express themselves well and engage with others — skills they need to thrive in the business world.”

“This has been a transformational process. I feel like I can speak out more and not be withheld.”

— Robert Summers
Cal State East Bay BSBA Student

“Oracle hired me because my MBA was focused on strategic management. Now I have a job I love.”

— Raquel Robledo, Marketing Manager, Global Campaigns Group, Oracle Corporation
GET CAREER FOCUSED: OUR SCIENCE PROGRAMS ARE APPLIED

You receive the hands-on, field- and lab-based experience you need for future employment. Biochemistry grads work in pharmaceutical and biotechnology companies; computer science grads in the high tech industry; and statistics grads in data science and healthcare.

JOIN A VIBRANT, FAST-GROWING ENGINEERING PROGRAM

In only 13 years, the School of Engineering has grown to more than 400 students. As an engineering student, you invent/ find solutions through cycles of testing, built on fundamental engineering principles. Most graduates work in engineering-forward companies like Tesla, NASA, and Caltrans. We offer three degree programs: Computer Engineering, Industrial Engineering, and Construction Management. Coming soon: Civil Engineering and Electrical Engineering.

PREPARE YOURSELF TO ENTER A HEALTH PROFESSIONAL SCHOOL

Want to become a doctor, dentist, pharmacist, or physical therapist? Our chemistry, biochemistry, biology, and health science programs make sure you’re ready for post-baccalaureate training. We also offer a nursing program.

COLLEGE OF SCIENCE

Contact a College of Science advisor for additional information: 510.885.4046 or visit csueastbay.edu/csci

APPLY YOUR SCIENCE

RESPOND TO THE WORLD’S NEEDS

With the growing demand for scientists and engineers, you want to be ready to excel on day one. At the College of Science, you experience a practical, hands-on STEM (Science, Technology, Engineering, and Mathematics) foundation — enriched by interdisciplinary research — that is easily and successfully applied to the first job you seek.

Ethical, responsible scientists and engineers are essential for our collective future. To that end, we are actively involved in STEM outreach programs to area K-12 schools and committed to the continuation of next generation science standards. We encourage you to join STEM activities — to increase your community awareness, responsiveness, and employability.

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MAJOR CHOICES:

• Biochemistry
• Biostatistics
• Biological Science
• Chemistry
• Computer Engineering
• Computer Science
• Construction Management
• Environmental Science
• Geology
• Health Sciences
• Industrial Engineering
• Mathematics
• Nursing
• Physics
• Psychology
• Statistics
• Computer Science
• Computer Engineering
• Industrial Engineering
• Construction Management
• Civil Engineering
• Electrical Engineering

Want to become a doctor, dentist, pharmacist, or physical therapist? Our chemistry, biochemistry, biology, and health science programs make sure you’re ready for post-baccalaureate training. We also offer a nursing program.
Since childhood, I have been breaking and building things to see what is inside. I always loved the feeling of fixing things and making people happy. Witnessing the hardships my family faced as Fijian immigrants, I am dedicated to being the first in my family to attend college, and to achieving a Bachelor of Science degree. My dream has been to become a computer engineer. During college, my passion for computing led me to work for the university’s IT Department and as a teaching assistant for a Computer Architecture course. I got involved with engineering clubs, and now I’m the president of our student chapter of IEEE [Institute of Electrical and Electronics Engineers].

I feel destined to work as a Software Engineer and to make a difference — to the world and to my heritage — by implementing new technology worldwide.

— Krishneel Kishor
Computer Engineering and Computer Science

IGNITING A PASSION FOR SCIENCE IN TODAY’S YOUTH

Geology Professor Jeff Seitz has spent the last four years immersed in middle school science — as Principal Investigator for the Integrated Middle School Science Project.

Q: Why do you care about improving science education in high needs schools?
A: As a demand grows for scientists and engineers to address global challenges, sustainability, and human health, middle school students have a great opportunity for a successful career in the STEM disciplines.

Q: How do you plan to engage students in science classes?
A: We’re exploring new ways to involve students in scientific inquiry and developing skills such as quantitative reasoning and engaging in argument — skills they can use in their varied lives.

Q: How does your team hope to transform science teaching and learning?
A: Our project focuses on deepening teachers’ science content knowledge — essential to improving instruction and leading them to develop innovative, student-centered, and inquiry-driven science courses.

Q: How should science education evolve over the next 10 years?
A: Science must become more applicable and meaningful to students. We want to ignite students’ passion for science and its power to improve our lives.

— Jeff Seitz
Geology Professor

IF WORKING WITH A DNA SEQUENCER MAKES YOUR HEART BEAT FASTER . . .

Then, you need to know about BioCore — the lab where you’ll find next-generation DNA sequencers, flow cytometers, bioanalyzers, and other leading-edge equipment that biology majors can’t wait to get their hands on. This core lab supports all under- and molecular biology classes and research. But BioCore is more than the sum of its equipment. BioCore is where biological science students “can find me in BioCore any day!” says senior student Ghezal Saffi. “It’s not just a lab where research projects are carried out. It’s a place to study, network, and expand one’s knowledge.”

Most of all, it is a place for students to get hands-on experience. Undergraduates can be found there at all hours of the day working on projects involving everything from ancient DNA to forensic science.
WE EQUIP YOU TO MAKE A DIFFERENCE IN YOUR COMMUNITY

There is a crucial demand for graduates of the College of Education and Allied Studies (CEAS). They teach in our public schools, as well as work as school counselors, psychologists, and administrators. They organize park and recreation programs; provide physical and recreational therapy; and manage resorts, hotels, and restaurants. As a CEAS graduate, you’ll take on a vital role in the Bay Area or other communities, committed to improving the minds, bodies, and overall life quality of your fellow citizens.

THE COLLEGE OF EDUCATION AND ALLIED STUDIES: WHERE YOU LEARN TO TEACH

If you’re a student whose career goal is teaching, there are multiple undergraduate pathways that prepare you to enter our teacher education program. Once you earn your B.A. or B.S. degree, we welcome you to our post-baccalaureate teacher credential program!

- Kinesiology
- Hospitality, Recreation, and Tourism

MAJOR CHOICES:

CONTACTS

Kinesiology and Physical Education
510.885.3061
Hospitality, Recreation, and Tourism
510.885.3043
or visit csueastbay.edu/ceas

NOTE TO FUTURE TEACHERS

In your first year of teaching, you’ll spend your entire post-grad year teaching full-time in a public school.

LEARN THROUGH PRACTICE

You get the practical, hands-on experience you need to find a job in the fields of Kinesiology and Hospitality, Recreation, and Tourism (HRT). Our programs abound in field-based and lab-based opportunities — from the required internships of HRT to hands-on research in our Kinesiology Lab, leading to careers like recreational therapy, hotel management, and exercise physiology.

CHOOSE ONLINE INSTRUCTION

EARN WHILE YOU LEARN

Many of our students pursue their HRT degree online. You can work in a hotel as distant as Paris if you like, while finishing your degree. The online option applies to degrees in Hospitality, Recreation Management, and Recreation Therapy.

BECOME A STEM EDUCATOR

Our college is deeply committed to increasing the number of math and science majors entering the teaching profession — essential for our increasingly high-tech economy and to remain competitive in the global marketplace. You’ll have the opportunity to be placed in the field, tutoring math or science in a classroom.

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Ever since I was a kid, I played a lot of sports. I was always fascinated by the mechanics of my favorite sport, soccer. There are a ton of techniques to strike the ball, for example, to get a certain spin, bend, or direction. What really fuels my passion in kinesiology is the prevention and rehabilitation process. When I was younger, I sustained two season-ending soccer injuries, which could have been prevented if I'd had the proper training and rehabilitation.

As a biomechanical engineer, I hope to invent new technologies or techniques that prevent injuries and make the rehabilitation process more supportive. My major has prepared me in so many ways. Through internships and working in the Kin Lab, I've gained the knowledge and experience to investigate and solve problems.

Kinesiology career paths:
- Sports and fitness industry
- Sport medicine
- Professional, non-profit, and collegiate sport organizations
- Sports marketing
- Sports performance, strength, and conditioning

My tutoring experience reconfirmed my desire to become a high school math teacher and change how students are taught. I want my classroom to be more vibrant and real, with problems that prepare you for the real world, such as doing taxes.

— Samuel Beall ’16
Mathematics with Teaching Option

“Kinesiology students are immersed in hands-on work from day one — in the ‘Kin’ Lab, where they study human movement. ‘We used the Kin Lab almost every single day of my college career,’ says Nick Barker, a December 2014 graduate in kinesiology. ‘It provides everything you could ask for — from computers and tutors to gold-standard body composition and bone scanning equipment.’

One exciting real-world project that students participate in is Get All Fit — a wellness program for faculty and staff members who train with upper-level kinesiology students. Using the Kin Lab, students provide an initial health assessment. ‘We took maximal oxygen consumption on the treadmills and bikes,’ says Barker, ‘and body fat percentage in the Bod Pod.’

Barker and the lab associates interpret assessment results and use them to design and implement a personalized plan of action to meet one-on-one needs to provide physical training and guidance while monitoring and adapting personal fitness programs to meet individual health goals.

Kinesiology Lab: Refine Your Professional Skills

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The College of Letters, Arts, and Social Sciences offers fields of study that empower students to build a life and career tailored to their ambitions. Our goal is to transform passion into livelihood.

MAJOR CHOICES:

- Anthropology
- Art
- Communication
- Criminal Justice Administration
- English
- Environmental Studies
- Ethnic Studies
- French
- Geography
- History
- Human Development
- International Studies
- Liberal Studies
- Music
- Philosophy
- Political Science
- Sociology
- Spanish
- Speech Pathology and Audiology
- Theatre Arts

The Arts: Embark on Creativity. Develop your skills as a visual or performing artist. Learn media research and production. Perform with master artists, and collaborate with professionals as you explore your craft and discover many possible careers.

Social Sciences: Make a Difference. Examine human social behavior, study the diversity of individuals, cultures and societies, or learn about the complexities of the human mind. Use this knowledge to affect social change in your community and the world.

The Humanities: Explore Your Interests. Study languages, world histories, and philosophies. Master the art of writing. Develop an expertise in critical thinking, communication, and analysis. Build a future in pursuits as diverse as teaching or legislation.

Environmental Studies students work on local environmental projects, such as creek restoration. Human Development students partner with local schools to promote student achievement. Political Science students meet and talk with state and local government leaders.

Click on the link for the CLASS Student Services Center (SSC): csueastbay.edu/class

The Careers of the Future Demand Creative and Innovative People

Twenty-Two Undergraduate Degrees

You learn to think and act critically and creatively —and to generate positive change on a local and global scale. Whether entering the work force or continuing your education, you will graduate with a foundation for ethical and productive citizenship and informed participation in a global society.

Find the academic major for the career that fits you:

- Anthropology
- Art
- Communication
- Criminal Justice Administration
- English
- Environmental Studies
- Ethnic Studies
- French
- Geography
- History
- Human Development
- International Studies
- Liberal Studies
- Music
- Philosophy
- Political Science
- Sociology
- Spanish
- Speech Pathology and Audiology
- Theatre Arts

The College of Letters, Arts, and Social Sciences offers fields of study that empower students to build a life and career tailored to their ambitions. Our goal is to transform passion into livelihood.

Contact a College of Letters, Arts, and Social Sciences advisor for additional information: 510.885.4874 or visit csueastbay.edu/class

Click on the CLASS Student Services Center (SSC):

In many subjects, you can complete all or part of your requirements through online courses or other electronic media.

Engage in Active Learning

Performing Arts students study and perform with actors, dancers, and musicians throughout the Bay Area. Humanities students edit journals and construct museum exhibits. In the Social Sciences, students partner with community agencies to provide vital social services.

Prepare for a Global World

Prepare for a global world that is committed to positive change. Plan a career abroad as an International Studies major—or use your knowledge of languages, world histories, and global cultures as starting points for a future in law, medicine, or social reform.

Learn Through Service

Environmental studies students work on local environmental projects, such as creek restoration. Human Development students partner with local schools to promote student achievement. Political Science students meet and talk with state and local government leaders.
Location: A high school classroom in Hayward, CA. On one side of the room: 15 juniors with a history of truancy and run-ins with the law. On the other side: 15 CSUEB students who have come to help the youth “succeed.” It may sound like a set-up for failure, but . . .

It worked. One reason why: college student mentors came from similar economic and ethnic backgrounds as their mentees. Conceived by Silvina Ituarte, professor of criminal justice, the University Role Models program helps high-risk students get back in the classroom and make a plan for their future.

“When I first met these kids, they had no idea what they wanted,” says Ariel Richards ’14, a criminal justice major. “We did activities together and they created personal photo projects. Once we understood them, we were able to connect and set goals.” Outcomes have been positive: more class participation, and all students made plans for next year.

MOTIVATING HIGH-RISK HIGH SCHOOL STUDENTS TO EXCEED EXPECTATIONS

“History is not static.” — Kevin Kaatz

Assistant Professor, History
College of Letters, Arts, and Social Sciences

HISTORY JUMPS OFF THE PAGE AND INTO THE DIGITAL AGE

“It’s not history that’s static,” says newly-hired digital historian Kevin Kaatz. He believes students should “do” history, creating collaborative projects via wikis, blogs, mash-ups, and podcasts. Digital Humanities has arrived at the College of Letters, Arts, and Social Sciences.

“The force behind it is History Department chair Linda Ivey who has launched a digital history course and Lab. Her students have begun to create exciting digital projects, such as the Oakland History Lab’s collaborative public history class uncovering great Oakland stories, which California College of the Arts artists illustrated in interactive downtown murals: a smartphone “open” historical documentation. Key plans to extend history’s digital approach to the humanities at large. She and Kaatz envision interdisciplinary exhibitions, such as a video-rich global humanities map. The future seems limitless, maybe augmented reality "drives" through a Civil War battlefield or downriver with Huck Finn!

Q: What role did Cal State East Bay play in your career path?

A: "I didn’t want to go to college. I wanted to be a rapper, I wanted to be an R&B singer. But then I was offered a music scholarship to Cal State East Bay. I did a summer program there, and the big musical was Oklahoma! From the moment Curly sings, ‘There’s a bright golden haze on the meadow,’ I was like, ‘That’s it! I’ll be doing this forever.’ So I just threw myself into the program. I learned about Oedipus, Moliere, and Shakespeare. I learned my craft at Cal State. And just being in that environment, I learned what it takes to be an actor.”

Q: What message do you have for students?

A: "There are places you can go if you listen to your heart and your dreams — and you work hard enough for it. I wake up in the morning and say, ‘I gotta sing! I gotta dance!’"

BA, THEATRE ARTS
CURRENT JOB: STARRING AS THE GENIE IN ALADDIN ON BROADWAY, HE WON A 2014 TONY AWARD FOR HIS ROLE.

JAMES MONROE IGLEHART ’98

ALUMNUS: JAMES MONROE IGLEHART '98

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Undergraduate Degrees:
Bachelor of Arts
Bachelor of Fine Arts
Bachelor of Science

Undergraduate Fields of Study:
50 Baccalaureate Degrees
61 Minors

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

Undergraduate Student/Faculty Ratio: 28:1

Average Undergraduate Class Size: 31

Graduate Degrees:
Master of Arts
Master of Business Administration
Master of Public Administration
Master of Science
Master of Social Work
37 Credentials and Certificates
Doctorate in Education

Graduate Fields of Study:
35 Master’s Degrees
Ed.D. in Educational Leadership

Graduate Student/Faculty Ratio: 17:1

Average Graduate Class Size: 21

Total Enrollment: 14,526

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

Men’s Athletics:
Baseball, basketball, cross country, golf, indoor track, soccer, track and field

Women’s Athletics:
Basketball, cross country, golf, soccer, softball, swimming, track and field, volleyball, water polo

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

Cost of Attendance:
Cal State East Bay rates high in value and affordability with among the lowest tuition and fees in the nation for comparable institutions.
Visit www.csueastbay.edu/affordable for current fee information.

Financial Aid:
More than $100 million in aid is awarded annually, including scholarships, state and federal grants and loans, and Work-Study Program.

On-Campus Housing:
Pioneer Heights on-campus apartments and suites are spacious, fully furnished and affordable. Computing labs, as well as study, exercise, laundry, and recreation rooms are available for more than 1,100 student residents. All students may use the Recreation and Wellness Center fitness and recreation facilities, programs, and classes.

Invest in the future. Cal State East Bay is a valued educational investment.

Take a tour, and discover why Cal State East Bay. It’s a great way to see and hear our students and learn more about our beautiful hilltop campuses, exciting programs, and outstanding instruction. Call 510.885.2556 for tours of our Hayward Campus or 925.602.6700 for tours of our Concord Campus.