

## **ASI Statement on the Proposed Athletics Fee Increase**

Good afternoon East Bay Pioneers,

On behalf of Associated Students, Inc. (ASI) at California State University, East Bay, we write to share our perspective on the proposed Athletics Fee Increase.

ASI is committed to ensuring that students are not only represented, but informed and equipped with accurate, transparent, and data-driven context when engaging in decisions that impact their educational experience and financial commitments. We encourage all Pioneers to evaluate this proposal with both its immediate implications and long-term effects in mind.

Athletics plays a significant role in shaping the identity and visibility of our university. It contributes to campus life, strengthens school spirit, and serves as a primary driver of alumni and community engagement. With approximately 1.3 million social media impressions every 30 days, ranking among the highest in the Bay Area behind major professional teams, Athletics provides a level of visibility that extends the reach and recognition of CSUEB far beyond campus. This visibility contributes to the strength of the university brand, which impacts all students, not only student-athletes.

At the same time, ASI recognizes that mandatory fee increases must be carefully examined. Currently, CSU East Bay ranks 17th out of 23 CSU campuses in total mandatory student fees, with Athletics comprising approximately 2.03% of those fees. The proposed adjustment would increase that share to 3.60%, representing an estimated \$94 increase over 18 months. While this is positioned as a gradual and relatively low-impact increase within the CSU system, it still requires thoughtful consideration given the financial realities many students face. Once fully implemented, the per semester Athletics fee for students would be \$158.50 by Spring 2028.

It is important to emphasize that this proposal is not framed as expansion or enhancement, but as a necessary adjustment to maintain the continued functioning and sustainability of Athletics. The program has operated under the same fee structure for nearly two decades despite rising operational costs and inflation. During this time, Athletics has already made reductions, including the elimination of programs such as Water Polo, in order to remain operational within existing constraints.

The data also highlights a broader sustainability challenge. Athletics currently supports 14 sports programs, more than many institutions in the California Collegiate Athletic Association (CCAA) conference, resulting in resources being spread across a wide range of teams and placing strain on per-athlete investment and program competitiveness. Without additional funding, there is a risk of further program reductions, diminished competitiveness, and reduced recruitment capacity, which may ultimately impact student opportunity and institutional visibility.

Revenue generated through the Athletics fee directly supports essential operational areas, including coaching staff, student-athlete scholarships, travel, equipment, home competitions,

and student employment opportunities. Importantly, most student-athletes at CSUEB are not on full-ride scholarships, making these funds critical to maintaining equitable access and competitive participation across all programs. Additionally, a portion of institutional funding currently used to sustain Athletics could be reallocated to other university priorities if this adjustment is implemented. Student aid would also be adjusted to accommodate any resulting increases. If the Cost of Attendance and mandatory fees rise, financial aid packages would increase accordingly, helping ensure continued affordability and support for those affected.

ASI understands that not every student directly participates in Athletics. However, we also recognize that the broader impacts, campus engagement, institutional visibility, school spirit, and student opportunity, extend beyond participation alone. It is important that each student has access to clear information to weigh these collective benefits alongside individual financial considerations.

With this in mind, ASI is in support of the Athletics Fee Increase. We recognize that if this adjustment does not move forward, the university may face the need for a significantly more dramatic increase in the future to address growing financial pressures. Our goal is to support a more measured approach now, while remaining mindful of the financial impact on students and working to ensure that any potential harm is mitigated as much as possible.

ASI supports informed Pioneers, students who critically engage with data, ask questions, and participate meaningfully in shaping the direction of our campus. We strongly encourage all students to review available materials and actively engage in this process.

This is not simply a financial decision; it is a decision about the kind of campus community we choose to sustain and strengthen.

ASI remains committed to centering student voice, promoting transparent information sharing, and ensuring that any path forward reflects both fiscal responsibility and the long-term vitality of the university.

Sincerely,

London Rain Deguzman (ASI President)

Matthias N. Dempsey (ASI Director of Wellness & ASI President-Elect)

ASI Board of Directors

Associated Students, Inc.  
California State University, East Bay