

Dear Cal State East Bay Colleagues,

I have some good news to share with all of you, we continue to work hard on providing the best possible student experience for all new and continuing students. Currently, we are experiencing a strong recruitment cycle for California residents. As of April 1, we are up in SIRs (student intent to register) for first-time freshman and new transfer students. The non-resident first-time freshman and graduate resident and non-resident student SIRs are down , but one bright spot is a modest increase in non-resident transfer students. In all categories, we still have many more students that have been admitted but have not SIRed yet-there is still a lot of work to do between now and August.

Enrollment Fall 2026-20 weeks out

CA Residents	SIR Fall 2025	SIR Fall 2026
First-time Freshman	223	234
New Transfer	1,041	1,063
Graduate	191	170
Non-Residents		
First-time Freshman	120	31
New Transfer	41	63
Graduate	139	46

Hopefully, you continue to notice an increase in outreach events and tours happening on campus. One of our largest events, Admitted Student Day is coming up soon- April 25, 2026. We are expecting a record crowd given the current RSVP's compared to last year. Please make adjustments for handouts, giveaways and materials as the numbers continue to rise. Last year, 80% of the students that attended Welcome Day enrolled. We are hoping for the same or better this year. Thank you for participating and making this a great day for new students and families making their final choices on where they will attend this Fall 2026.

Current Numbers (as of April 5, 2026)

- 775 Students (+27.46%) -> **FTF = 286, TR = 470**, 19 tbd
- 1453 Guests (+40.38%)
- **2228 Total (+35.60%)**

Welcome Day 2025 as of 4/6/2025

- 608 Students
- 1035 Guests
- **1643 Total**

In addition to all of the focus on enrollment and yield, we are working collaboratively with Academic Affairs on a revised/ updated First Year Experience full year program for all new first-time freshman. You can find the details in a recent employee email sent out [FYE Email link](#) or go to the [orientation website](#). We will also continue to provide Orientation and programs for new Transfer students. All of the Pioneer Strategic Enrollment University Teams are continuing to work on their top 3-5 initiatives in the four actions teams. There is a lot of hard, strategic work happening across the university and it is making a difference in our enrollment: [enrollment hub website](#).

As my contracted time with the Registry on this assignment at Cal State East Bay comes to a close April 30th, I want to share my deep gratitude for this experience. It has been an honor and great privilege to get to know and work with so many dedicated staff, faculty and students. Together, we were able to turn the ship around and point it in a positive direction and have a lot of fun along the way. We created a new One-Stop (Perry's Nest) and several new initiatives related to recruitment and retention that will provide a strong foundation to build upon in future years. I will forever be a Pioneer and continue to root for you and this amazing university.

With Deep Respect, Go Pioneers!

Brenda Amenson-Hill, EdD

Interim Vice President, Enrollment Management and Student Affairs



Financial Aid

The Financial Aid Office sent nearly 12,000 award letters to new and continuing students on March 12. In addition, five student ambassadors have been hired and trained to assist students with financial aid questions in [Perry's Nest](#). Students can reach out by text message at 510-885-2556 or by email at finaid@csueastbay.edu. Inquiries are triaged by Perry's Nest staff, and students also have the option to join a Zoom session or receive support in person.

WellNest Grand Opening





Advancing Enrollment with AI-Powered Engagement

Cal State East Bay is taking a bold step forward in enrollment innovation by integrating AI-powered tools into our undergraduate recruitment strategy in partnership with a company called HALDA. Designed to create a more personalized and responsive web experience, this new approach helps prospective students find the information they need when they need it, while giving our admissions team deeper insight into student interests and intent.

Since launching alongside our new website in December, the initiative has already generated 176 new inquiries from nearly 6,900 impressions and achieved a 2.8% conversion rate, which is well above traditional RFI benchmarks. Our Transfer Personalized Plan is converting at 3.44%, and nearly 69% of students who complete a form take a second action, almost double the national average. This demonstrates that we are delivering relevant and timely content that keeps students engaged.

The impact is also distinctly regional. Ninety nine percent of new inquiries are from California, reinforcing our role as a regional anchor institution. Meanwhile, our AI search experience has supported 192 student searches with a 99% “knows answer” rate, providing immediate and accurate responses about programs such as Nursing, Accounting and Analytics, and Business Administration.

In the coming months, we will expand these efforts to support yield and melt prevention, enhance AI training, and introduce AI-driven SMS and phone outreach. This work reflects our commitment to leading with innovation, meeting students where they are and confidently guiding them to East Bay.

Niche Direct Admissions

Cal State East Bay has partnered with Niche, a leading college search platform, to pilot a new Direct Admission initiative for out-of-state students. Through this partnership, eligible students who explore our campus on the Niche website will automatically receive an offer of admission. Their information will also be prepopulated in Cal State Apply, streamlining the application process.

This initiative provides an exciting opportunity to expand our reach into new markets while proactively introducing prospective students to our campus, as well as the wide range of academic programs and student support services we offer.

Admitted Student Day

[Admitted Student Day](#) on April 25 will feature live entertainment, outdoor activities, and a variety of opportunities for students to engage with their academic programs, connect with support services, and have their questions answered. Students will also be able to take important next steps, including accepting their admission offer and receiving assistance with class registration.

If you are interested in being part of this exciting event, we would greatly appreciate your support. You can [sign up here](#) to serve as a general volunteer.

Outreach Master Calendar

You can access the [Outreach Master Calendar](#) through the link below. It includes both yield and recruitment events and activities that have been scheduled. You will need to log in using your @csueastbay.edu account.

ASI Election Results for 2026-2027!

The tentative results for the [2026 to 2027 Board of Directors](#) election are in! April will include a runoff election for Senator of CBE. Once the ASI Elections Committee reviews any remaining grievances and the results are certified by President Sandeen, the newly elected Board will take office this summer.

Congratulations to the student leaders who will serve in these important roles and help create positive change on campus.



ASI Board of Directors 2026-2027 Tentative Election Results – as of 3/27/26

Below are the tentative elections results pending any final grievances and grievance hearings, any further candidate eligibility reviews, the required run-off election, as well as the certification of the elections by the University President. Bolded and Yellow Highlighted are the tentative designated winners.

President/CEO

- **Matthias Dempsey** 363 votes out of 651 votes (55.76%)
- Joe Trujillo 288 votes out of 651 votes (44.24%)

Executive Vice President/Chief of Staff

- **Casey Panglinan** 588 votes out of 588 votes (100%)

Vice President of Internal Affairs

- **John Christian Tecson** 545 votes out of 545 votes (100%)

Vice President of External Affairs

- **Yashica Avhad** 594 votes out of 594 votes (100%)

Vice President of Finance

- **Harshvardhan Patel** 579 votes out of 579 votes (100%)

Director of Communities

- **Analise Grajeda** 374 votes out of 688 votes (54.36%)
- Sakshi Mehta 314 votes out of 688 votes (45.64%)

Director of Sustainability

- **Sai Sravan Andhavarapu** 570 votes out of 570 votes (100%)

Director of Wellness & Recreation

- **Avalina Arnold** 581 votes out of 581 votes (100%)

End of year Celebration

EXCEL, GANAS, and Sankofa Scholars will celebrate their end-of-year event on Saturday, April 11, 2025. The celebration will bring together students and their families to honor their accomplishments.

Spring Wellness Ambassador Trainings

Counseling Services will offer two additional Wellness Ambassador sessions in April:

- Supporting Trans and Nonbinary Students, April 14, 12 to 1 p.m.
- Avoiding Burnout and Compassion Fatigue, April 21, 12 to 1 p.m.

All staff, faculty, and student leaders are encouraged to participate. All sessions will be held on Zoom. Please visit the [Wellness Ambassador](#) page for more information and to register.

EB Jamboree is Almost Here!

Get ready! Join us on Thursday, April 23, 2026, from 11 a.m. to 3 p.m. Check out more [event information here](#).



Photo Gallery





EMSA Newsletter Archive

Prior editions of the Enrollment Management and Student Affairs newsletters are available on the [EMSA Newsletter Archive](#).