

December 2025



ENROLLMENT
MANAGEMENT &
STUDENT AFFAIRS

NEWSLETTER

Dear Cal State East Bay Campus Community,

As we enter the holiday season and near the final weeks in the Fall semester, I want to pause and share my appreciation for the many collaborations and partnerships taking place across the university. Together we have implemented many new initiatives and strengthened some of our existing recruitment and retention efforts. Thankfully, many of the efforts are paying off as we look to Spring and Fall 2026. We continue to see our greatest strength in the growth of new transfer students and graduate students, but are holding steady and growing the pipeline for new freshmen as well. The Guaranteed Admissions partnerships continue to grow, we currently have 12 signed MOU agreements with a significant increase in admission letters sent out earlier to students that qualify this year compared to last year. On December 1st, we had a MOU Signing Event with Pittsburg Unified School District and look forward to working with their students, families, teachers and leadership.

Many of the high schools we have partnerships with are also interested in dual enrollment, we will continue moving forward with this initiative in collaboration with our faculty and the various high schools. The Outreach Team has been extremely busy out attending several events at high schools, community colleges and community events. In addition, Perry's Nest continues to see increases in the number of visitors and tours-all positive pieces to the overall enrollment and student experience picture at CSUEB. We also continue to follow up with students and families that attended Preview Day or signed up but were not able to attend.

Finally, hopefully you have noticed a number of amazing events and opportunities for our current students to engage in the campus community. Halloween is a very festive time on campus and students, faculty and staff really enjoyed the ASI sponsored Trick or Treat around campus as well as the Haunted House hosted in Juniper this year by Residence Life, Residence Hall Association, SLIC, RAW and University Union. The Block Parties were successful and the students and campus community members are embracing the dining changes and new pop-ups in the Union and Food Trucks on campus. The campus community also stepped up to provide more support to the Hope Pantry and emergency funds in a time of great need for some of the members of our community-thank you so much!

Wishing you a strong finish to the semester, wonderful holidays and some down time to rest and recharge for the new year.

Go Pioneers!

Brenda Amenson-Hill, EdD

Interim Vice President, Enrollment Management and Student Affairs



District	No. of Letters Fall 2025	No. of Letters Fall 2026
Castro Valley USD	454	492
Fremont USD	0	1557
Hayward USD	401	409
Leadership Public School Hayward	0	133
Making Waves Academy	0	Pending
Napa Valley USD	0	587
New Haven USD	553	373
Oakland USD	995	1012
Pittsburg USD	0	301
Pivot Charter School	0	29
San Leandro USD	254	229
San Lorenzo	259	313
Total	2916	5435

Text Perry's Nest

Not sure where to go with your question? Call or text **Perry's Nest** at 510-885-2556.



Spring 2026 Payment Deadline Info

The fee payment deadline for Spring 2026 is **January 13**. Students who wish to enroll in an installment payment plan for the Spring term can find more information [\[Here\]](#).

Dual Enrollment – Spring 2026

We have confirmed six dual enrollment classes for Spring 2026 that will be taught at our partner high schools. Each school is currently collecting the names of interested students, who will be enrolled in PeopleSoft in January. As of November 20, we have 151 interested students, and this number is expected to grow. These enrollments will positively contribute to our incoming freshman headcount and FTES, supporting our overall enrollment goals.

School	Class	Number of Students (as of Nov 20)
Hayward High (and Tennyson)	SOC 100	25
Mt. Eden	SOC 100	21
San Leandro	KIN 270	Pending
James Logan	CRJ 101	35
	KIN 162-01	35
	KIN 162-02	35

MOU Admit Nights: 3 down, 8 to Go!

Outreach, Admissions and Financial Aid recently celebrated three admit nights across local high school districts, with eight more events to go through February 2026. So far, we have hosted admit nights with Castro Valley Unified, San Lorenzo Unified, and New Haven Unified. The San Lorenzo event was especially memorable, students showed

great excitement, and both the assistant superintendent and a board member, who are proud CSUEB alumni, attended the celebration.

SEASgiving

This holiday season, the SEAS department offered Thanksgiving baskets to students who are experiencing financial hardship and/or food insecurity. We handed out 55 baskets in total. Thank you to all who contributed!



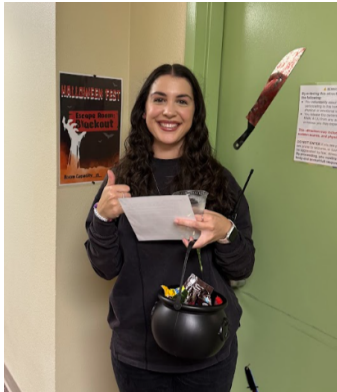
Give the Gift of Warmth This Season

The SEAS Center invites you to participate in our Holiday Toy, Coat, and Sock Drive! We're collecting new, unwrapped toys, gently used or new coats, and new socks to support local families and students. Together, we can make this season brighter for those in need.

- Drop-off location: SF Front Desk (2nd floor)
- Collection period: **Now through December 15**

contest, and various photo opportunities. The event was an amazing chance to use a new space and create a unique experience for the entire campus community.

Join us next year, either as an attendee or as a volunteer to host a fear room or activity! We are always looking for more campus partners to get involved.



Young Males of Color Consortium Conference

DISARC and SEAS took 10 young males of color to the CSU Young Males of Color Consortium Conference, held November 20–21 at CSU Fullerton. When discussing their experience, one student shared, *"It made me realize that even at my young age, I can have a huge impact on my community and my peers."*

When asked how the conference impacted their sense of identity, another student responded, *"It helped me push through with my academic journey. I'd been thinking about dropping out to work, but hearing other students' stories about their journeys made me feel like I'm not doing enough, and that I can do so much more during and after school."*

This conference served as a source of validation, motivation, and celebration of who they are and what they bring to the world around them. It was a beautiful experience for our students, and it has been nothing less than transformative.



MOTION Event

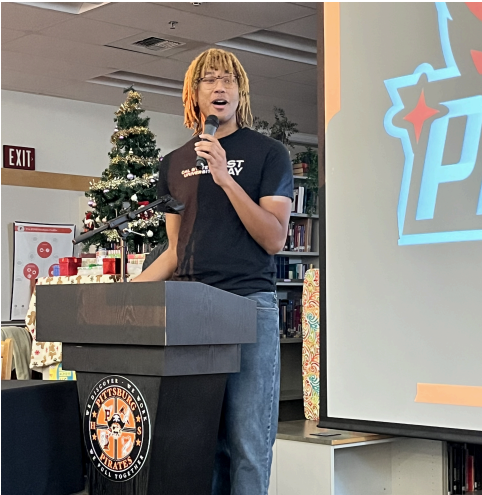
MOTION (Meeting Ourselves in educaTION) is an opportunity for local community college students to learn more about AANHPI student services and community at CSUEB. Building upon PIAA's four pillars—Access, Allyship, Action, and Aspiration. MOTION is a day dedicated to moving beyond representation and toward understanding what it means for our community to exist and thrive in higher education.

This semester, PIAA hosted students from the APIDA Learning Communities at Contra Costa College and Los Medanos College on Friday, November 13, 2025.



Gallery









EMSA Newsletter Archive

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

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