

## Dear Cal State East Bay Colleagues,

I am excited to share several positive updates and important things to look forward to in the future. We are starting the Spring 2026 semester strong with an increase in student headcount by 164 students compared to Spring 2025. We currently have 10,347 students enrolled, and our largest growth areas are in California residents. We also experienced a nice bump of 121 new transfer students. In addition, our Dual Enrollment and Guaranteed Admission programs continue to provide great connection and engagement with the community and are influencing an increase in our enrollment overall.

We have a few important deadlines we want to highlight. February 15th was the preferred application deadline for Fall 2026. We have extended this deadline to April 30th to allow more students to get their applications in to CSUEB. The initial SIR (Student Intent to Register) deadline is May 1st. We continue to engage with students all along the funnel from inquiry to enrollment and registration. Students can SIR and register for classes at the upcoming Admitted Student Day on April 25th if they do not take care of this before that time.

We are also laser-focused on our current students and providing them with strong student experiences and opportunities that set them up for success. We look forward to the upcoming Block Party, celebrating Perry's first birthday on February 19th! Students are also busy engaging in their student organizations, planning events, attending conferences, and in some cases looking forward to graduating in just a few months.

Thank you for your partnership and collaboration. Together, we are working hard to increase enrollment and provide our students with the best possible student experiences at Cal State East Bay!

### Go Pioneers!

**Brenda Amenson-Hill, EdD**

Interim Vice President, Enrollment Management and Student Affairs

### Guaranteed Admission

- Special admission letter prior to application (English and Spanish)
- Admit Night at each district for students and families
- \$1000 Scholarship & Financial Aid

Fall 2025 Semester	
High School District	Admission Letters Sent to CSU Eligible Students
Hayward	400
San Leandro	250
San Lorenzo	270
New Haven	550
Castro Valley	450
Oakland	1300
Total	3220

Fall 2026 Additional MOU's
Fremont Unified School District
Leadership Public Schools Hayward
Napa Valley Unified School District
Pivot Charter Schools
Diablo Valley College
Napa Valley Unified School District
Fairfield-Suisun Unified School District (Pending)

Community College Agreements
EB CAN (Chabot and Las Positas)
Diablo Valley College
Porterville Community College (Pending)
Bakersfield Community College (Pending)



## 2025-2026 Dual Enrollment Data

### Spring 2026

School	Class	Course Title	Enrolled	Modality
Hayward High /Tennyson High <small>(Hayward Unified School District)</small>	SOC 100	Intro to Sociology	37	Online Asynchronous
Mt. Eden <small>(Hayward Unified School District)</small>	SOC 100	Intro to Sociology	33	In Person - Mt Eden
San Leandro <small>(San Leandro Unified School District)</small>	KIN 270	Women and Sport	18	Online Asynchronous
James Logan <small>(New Haven Unified School District)</small>	CRJ 101	Intro to Criminal Justice	31	Online Asynchronous
	KIN 162-50	Nutrition and Performance	34	Online Asynchronous
	KIN 162-51	Nutrition and Performance	35	Online Asynchronous

Total Spring Enrollments: 188

### Fall 2025

School	Class	Course Title	Enrolled	Modality
Hayward High <small>(Hayward Unified School District)</small>	Psyc 121	Drugs & Behavior	10	In Person
Mt. Eden <small>(Hayward Unified School District)</small>	Psyc 121	Drugs & Behavior	21	In Person
San Leandro <small>(San Leandro Unified School District)</small>	CRJ 101	Intro to Criminal Justice	19	Online Asynchronous
James Logan <small>(New Haven Unified School District)</small>	SOC 100	Intro to Sociology	44	Online Asynchronous

Total Fall Enrollments: 94

## Cal State East Bay Recognized with Two National NASPA Awards for Student Success and Equity Work

Cal State East Bay has been recognized nationally for its innovative and equity-centered approach to assessment and student success — earning two national honors from NASPA — Student Affairs Administrators in Higher Education.

The university received **Gold** in the [2026 NASPA Excellence Award](#) in *Assessment, Persistence, and Data Analytics* and was also named **Grand Bronze for Overall Excellence**, placing Cal State East Bay among the top programs nationwide across all award categories.

The recognition honors the [Student Affairs](#) and [Institutional Effectiveness and Research](#) Data Partnership for Equity and Student Success, a campus-wide collaboration that helps the university better understand what supports students and what truly helps them stay, succeed and graduate. By using clear, accessible data tools and a shared approach to assessment, Student Affairs programs can demonstrate how services such as counseling, housing, recreation and equity programs make a real difference in students' lives.

This work has contributed to closing equity gaps, improving graduation rates, and shifting assessment from a compliance-focused exercise into a meaningful way to tell student stories and strengthen support across campus.



## Black Student Success Center - Black History Month

The Black Student Success Center is excited to invite you all to the events being hosted during Black History Month. The Month at a Glance has been shared and provides an overview of activities taking place throughout February. If your schedule allows, please come share space and spend some time with our students.



**Hosted by BSSC, BSU, & Sankofa**

- FEB**  
**2**

**MELANIN BRUNCH:  
BHM OPENING CEREMONY**  
Located in MPR  
Time: 10:00 am - 12:00 pm
- FEB**  
**4**

**SCHOLARSHIP WRITING WORKSHOP**  
Located in the Core 306  
Time: 3:00 pm - 4:00 pm
- FEB**  
**6**

**SUPER BLESSED: A COLLEGE  
SUMMITT**  
Located at 20613 Stanton Ave  
Castro Valley, CA 94546  
Time: 4:00 pm - 6:00 pm
- FEB**  
**10**

**BLACK MENTAL HEALTH**  
Located in the DISC, S. UU 1005  
Time: 4:00 pm - 6:00 pm
- FEB**  
**12**

**SELF CARE EXPO**  
Located throughout DISARC  
Time: 11:00 am - 1:00 pm
- FEB**  
**15**

**BHM DAY OF WORSHIP**  
Located at FAME Oakland  
1060 32nd Street, Oakland  
Time: 10:00am - 2:00 pm



**Hosted by BSSC, BSU, & Sankofa**

- FEB**  
**17**

**DID YOU KNOW?**  
Located within the DISARC spaces  
A tabling trivia Experience  
Time: 12 pm - 1:15 pm  
University Hour
- FEB**  
**19**

**EDUCATED BLACK MAN**  
Located in the DISC UU 1005  
Time: 5:30 pm - 7:30 pm
- FEB**  
**21**

**CSU MEET UP AT THE LAKE**  
Located at Lake Merritt  
Time: TBD
- FEB**  
**22**

**BLACK JOY PARADE**  
Located in Downtown Oakland  
14th St to W. Grand  
Time: 12:00 pm
- FEB**  
**25**

**TRAP, PAINT, AND POETRY  
FT. EBONY STEWART**  
Located in the DISC  
Time: 12:00 pm - 2:30 pm
- FEB**  
**26**

**BLACKOUT BASKETBALL  
TAILGATE & GAME**  
Located in the GYMNASIUM  
Time: 3:30pm

## Weeks of Welcome (WoW)

Weeks of Welcome is underway! [Visit our website](#) to explore the many upcoming events designed to welcome students and help them build community.



### Next Steps for new students all in one website

Admissions & Outreach has created one website for new first-year and transfer students where they can get all their questions answered. [Visit the site here.](#)



### Counselor Breakfast

We will host a Counselor Breakfast on Feb. 20, welcoming both high school and community college counselors. Photos and attendance numbers will be shared following the event.

### Admitted Student Day (formerly known as Welcome Day)

We will be welcoming admitted first-year and transfer students to campus on Saturday, April 25, from 10 a.m. to 2 p.m. The event will include campus tours, flash classes, transfer student advising and registration, admissions stations, three food stations, financial aid drop-ins, presentations, a DJ, student organization

performances, and much more. Admitted students will have the opportunity to meet representatives from their majors, student organizations, and support services. We currently have over 600 students and guests registered and hope to continue growing attendance. We will be looking for volunteers, so please mark your calendars, as we will be calling on you to help make the event a success. [Check out more about it here.](#)



## East Bay welcomes new Confidential Advocate!

Cal State East Bay is thrilled to welcome Lorraine Holmes as its new Confidential Advocate. Lorraine is returning to East Bay after previously serving as our contracted Advocate through Bay Area Women Against Rape in 2020, and she is already a familiar face to many on campus.

Lorraine provides crisis counseling and advocacy for students, faculty, staff, and affiliates impacted by interpersonal and sexual violence. Services provided by the Confidential Advocate are private. Unlike many staff members, the Advocate is not required to initiate a formal reporting process when a survivor shares their story.

Lorraine is available for consultations, workshops, and referrals and can be reached at (510) 885-3700 or [advocate@csueastbay.edu](mailto:advocate@csueastbay.edu). Please spread the word to your students and remember that the Advocate is here to support staff and faculty as well.

## Counseling Groups starting for Spring

Know students who are looking for support, connection, or space to grow this spring? Student Health and Counseling Services (SHCS) is offering free counseling groups designed to help students strengthen their mental health and find strength in community.

Students can choose from in-person or Zoom options and explore groups such as Think Less, Vibe More; Healthy Relationships; Calm Anxiety; Life Mindfully (CALM); Rooted in Nepantla; and The Art of Self-Discovery. Each group is designed to support reflection, healing, and connection in a welcoming environment. Details and schedules are available on the [group counseling website](#).

Students can register at <https://health.csueastbay.edu>, call (510) 885-3735, email [shcscounseling@csueastbay.edu](mailto:shcscounseling@csueastbay.edu), or speak with a counselor to learn more.

**"I thought I was the only one facing these**

I thought I was the only one facing these problems, so it's nice to talk with others."



## Black Student Union at Afrika Black Coalition Conference

The Black Student Union had a strong showing at the Afrikan Black Coalition Conference, hosted by CSU Northridge. We took a delegation of 11 students to represent the Black Student Union as well as the Black Student Success Center. The conference featured workshops on topics such as gender, politics, workplace fashion, and much more. Our students returned to campus rejuvenated.



## Pioneer Leadership Certificate - Online

The Pioneer Leadership Certificate (PLC) Online Program is launching in February 2026. Open throughout the month, the course helps students build confidence, recognize their strengths, and shape their leadership style. Students who complete the program will be celebrated at the Leadership Banquet. Check out the [sign up form here](#).

## ASK ME Tabling

Our ASK ME Tabling initiative welcomed over 693 student visits across five campus locations. Twenty eight student leaders, 11 staff members, and three faculty engaged students by answering questions, sharing resources, hosting activities, and offering snacks. Together, they created a welcoming and supportive environment to help students start the semester strong. Shout out to Risk Management and Internal Control, ASI, SLIC, Perry's Nest, DISARC, University Diversity Office, and Student Support Services Advocacy Services for their support at the tables.





## RSO Rec and Renewal Spring 2026

Recognition and Renewal is now open, and the deadline to submit for this semester is March 1. For additional information about Recognition and Renewal, please visit the [RSO webpage](#). Questions may be directed by email to [studentorgs@csueastbay.edu](mailto:studentorgs@csueastbay.edu). For a full list of RSO events and organizations, log in to BaySync.

## RSO Award Nominations are Open

RSO Awards are designed to recognize outstanding student leaders, Recognized Student Organizations, and advisors who have presented exceptional events and programs and demonstrated exemplary leadership within the CSUEB community and beyond.

## Falcon Flag Nominations are open

SLIC launched a new tradition, Falcon Flags 2025, to acknowledge and highlight the importance of student involvement and the representation of RSOs on campus. Banners featuring RSO names and logos are displayed on light poles as a visible celebration of RSO achievements. A total of three Organizations of the Year Falcon Flags are displayed in front of the CORE.



# EMSA All Staff Meeting Gallery



## EMSA Newsletter Archive

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