



ANNUAL REPORT

2024 - 2025

Connect ~ Engage ~ Transform

Preface

I'm excited to share the 2024–2025 Enrollment Management & Student Affairs annual reports, a powerful reflection of the energy, dedication, and passion that drive our work at Cal State East Bay. Each department has captured key accomplishments, trends, and initiatives that marked another impactful year in service to our students and community.

At the heart of everything we do is our unwavering commitment to student success. We strive to create a high-quality, inclusive, and engaging student experience. We're deeply grateful for the partnerships and collaboration with students, staff, faculty, and the broader community that make our progress possible.

As we look ahead, we remain focused on evolving to meet the changing needs and expectations of our students. We recognize the complex challenges facing higher education today, but we approach them with optimism and renewed determination. Our division is dedicated to staying responsive, innovative, and student-centered, always listening, learning, and adapting as we help students reach their goals and achieve their dreams.



Dr. Brenda Amenson-Hill

Interim Vice President
Enrollment Management & Student Affairs

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Accessibility Services (AS) provides academic accommodations to qualified students with disabilities to promote equal access to courses and campus activities. Our mission is to collaborate with faculty, staff, and students to identify and remove barriers experienced by students with disabilities in their learning and living environments, thus creating equal access to the opportunities offered at Cal State East Bay.

TOP 3 HIGHLIGHTS

- The Disability Access & Compliance Committee (and subcommittees) reformed, tackling multiple projects to improve access & inclusion on campus
- Collaborated with Title IX staff to implement the provision of Pregnancy Modifications for pregnant and post-partum students
- AS Student Ambassadors began coordinating monthly social events for AS students

TOP 3 CHALLENGES

- The wait time for a Welcome Meeting for new students could be up to 27 days
- AS Counselor caseloads were more than double the industry standard
- Staying up to date on best practices, as the complexity of student accommodation requests increased, was difficult due to time and staffing constraints

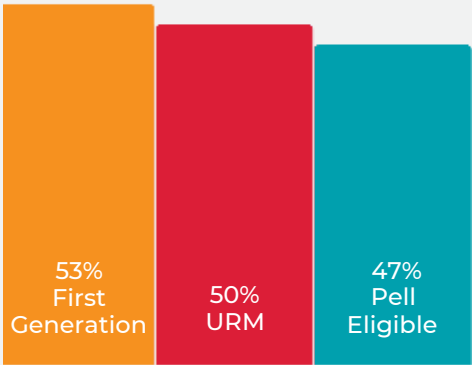


1,154
Enrolled students

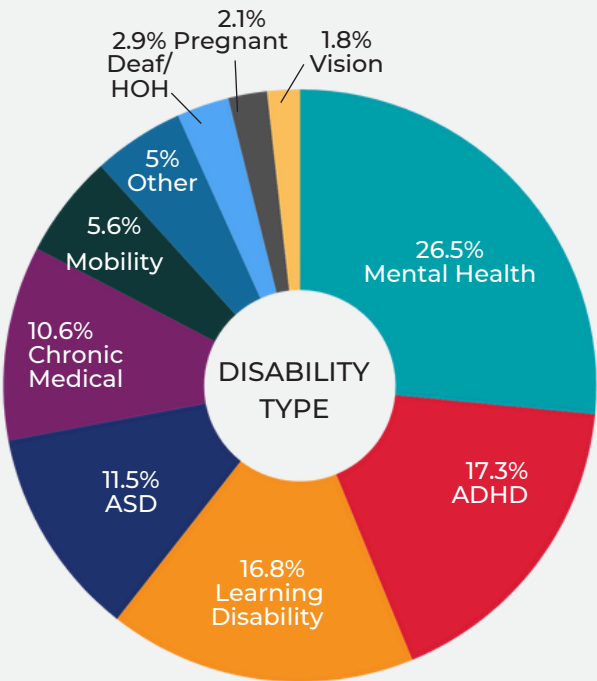
3.18
Average GPA

10%
Retention rate above campus average

18%
Honors eligible (seniors with 3.65+GPA)



STUDENT DEMOGRAPHICS



REQUESTED ACCOMMODATIONS

ACCOMMODATION	# of STUDENTS	# of CLASSES
Accessible Furniture	85	351
Accessible Media	204	877
Accessible Testing	697	1,972
Course Notes	202	783
Interpreting/Captioning	27	131



STUDENT FEEDBACK

93% of students report being satisfied with the services they received

"The services are great and AS is very flexible"

"They are great and respond quickly.
No improvement needed"

"I've used AS services for past 3 years, I've been very happy with them"

476

New student
Welcome
Meetings

1,944

Proctored
exams

3,197

Interpreting
hours for 18
students

1,593

Captioning
hours for 9
students

173

Faculty
collaborations

217

Assistive
Technology
assessments

115

Outreach events &
presentations

27

Average weekly
counselor
interactions with
students

COMPLETED GOALS

Created Faculty and Student Advisory Committees • Strengthened connections with Las Positas and Chabot Community Colleges to support smooth transitions for transfer students

CURRENT GOALS

- Develop Peer Mentoring program • Collaborate with ITS to create a Faculty Portal within the AS Portal • Reduce wait times for student appointments by hiring a fourth counselor
- Increase the percentage of First Generation students served

STAFFING CHANGES

Recruitment approved to hire an additional AS counselor • Recruitment underway to replace resigned AT Coordinator

About Office of Admissions

The Office of Admissions at Cal State East Bay is committed to reviewing, admitting, and enrolling all eligible students, while fostering intellectual, personal, and professional growth. Our goal is to help prepare knowledgeable and responsible individuals who will contribute meaningfully to California's schools, economy, culture, and future.



Top highlights for the year

The 2024 to 2025 academic year marked a milestone for the Office of Admissions, highlighting some of our most outstanding work to date. From relaunching the innovative Future Pioneers Portal to creating eye-catching recruitment materials, our team delivered with creativity, purpose, and impact.

These highlights are just glimpses of the achievements that defined this remarkable year.

- Streamlined and automated the Guaranteed Admission process and sent out over 3,000 admit letters to Direct Admission applicants.
- Designed and launched the Future Pioneers Portal, featuring engaging graphics, videos, and student testimonials to spark interest among domestic and international prospective students
- Created a vibrant, high-energy atmosphere at Welcome Day to celebrate new admits and foster a sense of belonging, complete with a customized photo booth, a 5 ft Perry the Falcon standing cardboard, themed cookies, cowbells, a red carpet, balloon columns, and more

- Created and breathed life into a 3D pop-up version of Perry the Peregrine Falcon, adding a unique and memorable element to our outreach efforts
- Continued to provide accurate and comprehensive degree audit reports to new admits within the first semester
- Collaborated with ITS and Graduate Studies to create the Request for Information Form to include prospective graduates and thereby increasing our pipeline



Turning Challenges into Opportunities

Challenges frequently present us with the chance to think creatively and find solutions. While we faced many obstacles this year, a few particularly stood out.

- Multiple recent changes to AB 540 processing have made it more challenging to identify, review, and update residency statuses efficiently
- Requests to extend application deadlines complicate the timely collection of transcripts and documents, delaying decision-making
- Maintaining the Guaranteed Admission process was labor-intensive, as applicants lacked key identifiers like EMPL ID or NetID, making them difficult to track.

Futuregoals - FY2025-26

Goal	Target	Priority	Status
Collaborate with IT to look into AI solutions for recruitment and admission	Spring 2026	High	Planned
Streamline and automate the Guaranteed Admissions process to be less labor intensive	Fall 2025	High	Planned
Continue to contribute to data integrity in Salesforce making it a useful tool for all	Fall 2025	Mid	In Progress
Create email journeys to increase interest and engage with graduate and credential applicants	Fall 2025	High	Started

About the Advocate

Cal State East Bay's Confidential Campus Advocate provides crisis counseling and advocacy for survivors and those impacted by sexual violence. This includes sexual harassment, dating and intimate partner violence, sexual assault, stalking, and sexual exploitation. The Advocate serves the entire campus community; students, faculty, staff and affiliates.

63

Referrals

445

Direct Service
Contacts

96

Academic
Accommodations
Requests

6

Title IX
Accompaniments

26

Outreach
Programs

"(Michelle's) help, support, and advocacy alleviated many of my concerns. . . I saw light at the end of the tunnel, was given another chance in remediating my grades, and overall, felt more optimistic in staying in school."

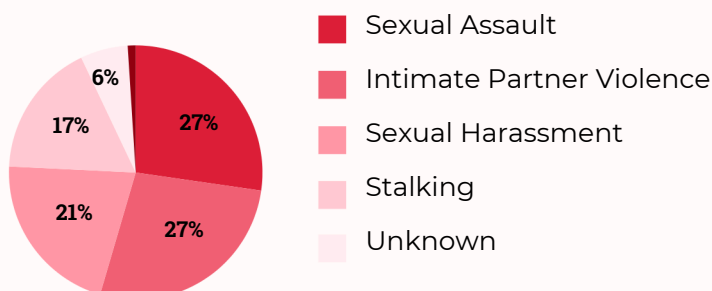
Guiding Principles of Advocacy

- Respect for Survivors' Choices
- Collaboration between Survivor, Advocate, and Campus/Community Partners
- Empowering Survivor with Information and Options

Top highlights for this year:

- IMPACT Bay Area self-defense class
- SPARC training on stalking for department
- Presentations to all INSPIRE cohorts on services and consent

Incident Types



"The Advocate... made me feel safe, heard, and comfortable during one of the hardest times in my life... She checks in on me to see how I am doing and she is always available whenever I need to speak with her. She makes sure I have all the information I need and even if she doesn't know something on the top of her head, she always asks around and researches to make sure she is giving me accurate information. She truly is amazing."

About the Case Manager

Cal State East Bay's Case Manager coordinates support efforts for students facing emergencies, financial challenges, and other barriers to their success.

Referrals

157 Students

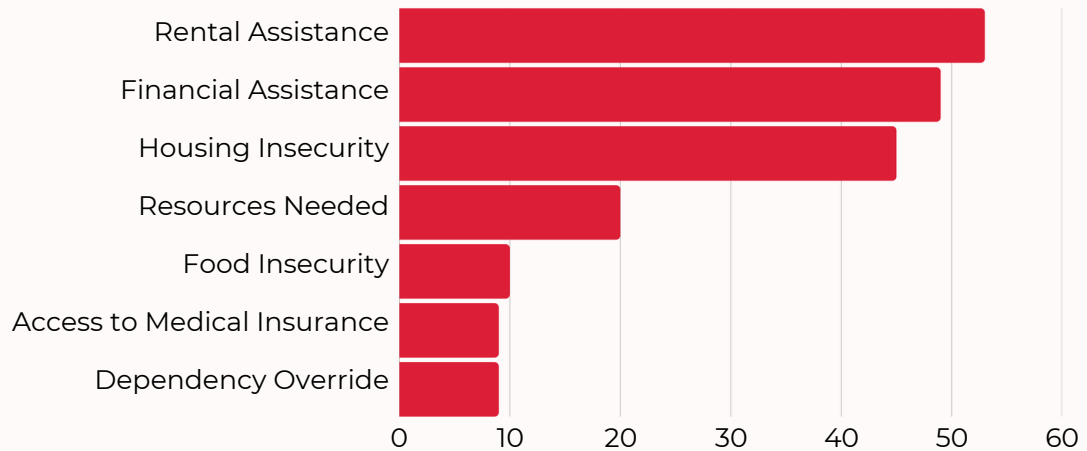
Emergency Housing

**14 Students
Placed**

Emergency Funding

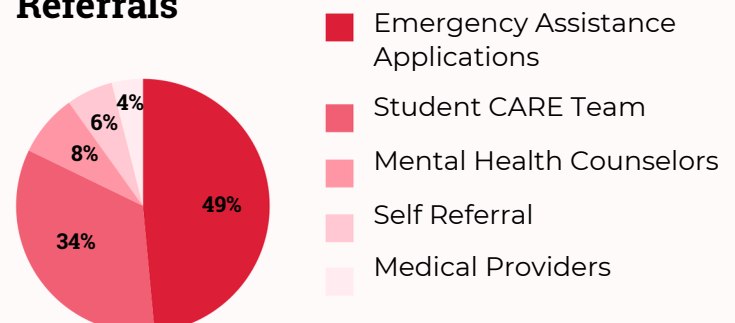
**\$133K+ to
50 students**

Student Issues



"I am in disbelief that I was able to get support like this. I am extremely grateful because this means that I can ensure that I can complete my program, have clothing, gas, and housing security to continue my internship, and have peace of mind with living. I can focus on my academic career, thus having a greater quality of life and greater quality of care I put into my work to others."

Referrals



About ASI

Associated Students, Inc. (ASI) is a nonprofit, student-run auxiliary of Cal State East Bay, serving as the official voice of the students. ASI prioritizes students' needs and advocates for them through lobbying. ASI provides significant services that enhance the holistic educational experience, enabling student success. ASI accomplishes its mission through three pillars of focus: Student Leadership, Student Advocacy, and Student Engagement.

By the Numbers

- **17** elected board members, **22** appointed committee members, **5** first-year mentees, **16** student assistants, and 6 full-time staff.
- **3,325** free scantrons/blue books/green books handed out to students. **58** tabling events on campus to bring awareness, advocacy, and engagement.
- **3.59** average cumulative GPA of the elected board members. **29** campus events with approximately **4,495** attendees hosted by ASI Presents (campus activities board).
- 30 recognized student organizations (RSOs) were awarded **\$26,240.24** in funding for event funding and seed (start-up) funding.
- **30** board business meetings & **37** internal committee meetings were held with a focus on advocacy, policy, resolutions, presentations, funding & campus issues for students.
- **41** university committees and academic senate committees had ASI board members represented on them for shared governance.

Additional Highlights

- Partnered with the Office of the President and University Communications for the feedback process and implementation, and naming of the new mascot, Perry.
- Served on campus task force for the reimagining of the University Hill and honoring RSOs for the new Falcon Flag implementation (also providing funding for the 3 RSOs of the Year).
- Rebranded the ASI local business discount program as the Pioneer Pass with a soft launch and a new partnership with the City of Hayward.
- Revamped the ASI patio to create an outdoor seating area and a welcoming space.
- Participated in East Bay Giving Day for the first time and launched an effort for a program to donate to ASI.
- Resigned two staff positions, given vacancies to enhance direct service to students: Coordinator for Government Advising & Coordinator for Campus Engagement.

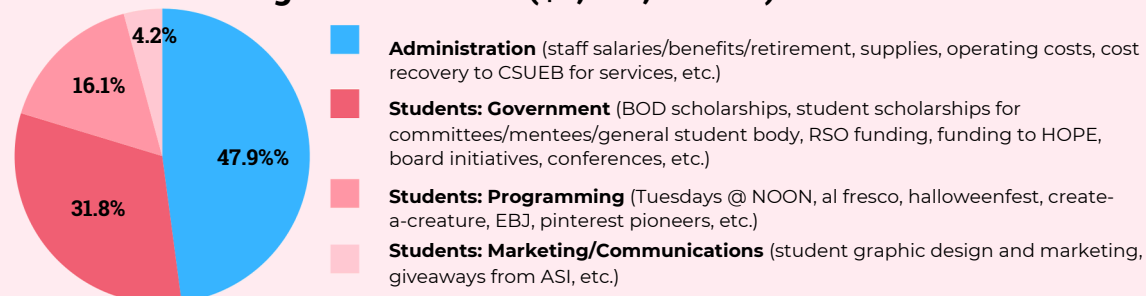
Additional Highlights (cont.)

- The Board set its annual policy agenda to reflect 3 priorities: Enhancing Pioneer Pride, Campus Collaborations, and Transparency within the East Bay Community. A significant number of their objectives were accomplished through their overall work for the year as well as some starting foundations were put in place for 2025-2026.
- **Challenge 1: Financial Stability** - With declining enrollment, a stagnant ASI fee (since 2008), and increasing operating costs, ASI continues to meet its allocated budget, even reducing costs. However, given its strong reserves and a well-performing investment portfolio for a few years, the impact has been minimal.
- **Challenge 2: Participation and Engagement** - Since 2020, participation in student government (including elections) has been down, as well as overall participation in events on campus. This year was the first year of a redesign of a number of board/senate positions to better streamline and reflect student needs. There was some small growth in the number of applications to run for the board as well as join committees. Event attendance has been on a slow increase, including a few evening and weekend event successes. The Engagement Coordinator has a primary focus on this area, partnering with campus colleagues.

Priorities for 2025-2026

- **STRETCH GOAL:** Every student will be able to name 3 things that ASI does to support their success on campus.
- **GOAL 1: Financial Stability** - ASI will continue to create efficiency, reduce operating costs, explore revenue-generating opportunities, and begin to prepare for a minimal necessary fee referendum to create a sustainable financial future and ensure service to students remains the number one priority.
- **GOAL 2: Participation and Engagement** - ASI will continue to strengthen & expand marketing and communications, enhance and increase services to students and RSOs, and enrich student engagement & East Bay pride.
- **GOAL 3: Board Policy Agenda** - while still in draft form, the incoming board will focus on enhancing pioneer pride, increasing collaborations with key departments (Career Center, Civil Right, Student Outreach, Academic Affairs), creating greater accountability to the students, and ensuring advocacy is at the front of all ASI work.

2024-2025 Budget Allocation (\$1,718,929.39)



Annual Report 2024-2025

The College Link Program (CLP) supports students who have been diagnosed with Autism Spectrum Disorder to transition into and succeed in the four-year higher education environment. Its goal is to assist students in identifying and utilizing their individual strengths to facilitate academic and social success.

TOP 3 HIGHLIGHTS

- Remodelled the CLP space to include a comfortable reading area, a quiet study space & a sensory corner
- Increased outreach by tabling at school district events, transition fairs, and Preview Day
- Collaborated with consultant on creation of Career Readiness Workbook, soft launch Spring 2025

TOP 3 CHALLENGES

- Lower than anticipated number of applicants to the program, despite increased outreach efforts
- Not able to fully implement the new Career Readiness Workbook due to competing priorities
- Ongoing need to train new academic coaches due to graduating Seniors



22

Enrolled students

3.40

GPA Average

5.25 yrs

Average time to graduate

2

Honors Graduates

34%

Employed on campus

32

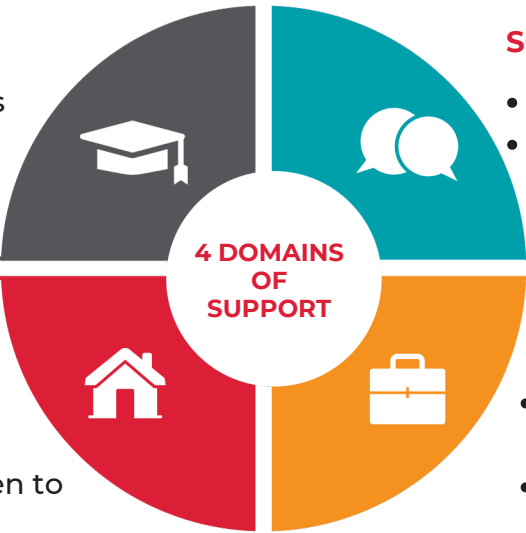
Informational Sessions for prospective students
September-February

ACADEMIC SUPPORTS

- 2,187 academic shadowing hours
- 630 weekly student/ coach check-ins

INDEPENDENT LIVING

- Hosted a shopping on a budget workshop
- 7 dinner nights in Pioneer Kitchen to practice dining etiquette



SOCIAL SKILLS

- 49 Social Events & Outings
- 40 Conversation Club meetings to practice communication skills

CAREER READINESS

- Hosted 4 career readiness workshops
- 15 students participated in the federal Workforce Recruitment Program.

GOALS

- Build alumni engagement
- Fully implement Career Readiness Workbook
- Increase enrollment



Counseling Services Mission

- To provide mental health counseling to registered students of Cal State East Bay, with the aim of supporting student wellness, retention, and graduation.
 - We use a brief model in order to manage high demand in a way that is equitable and accessible.
 - Clinical services should be culturally sensitive, and visible to the student population.
- To improve mental health awareness and wellness practices throughout our campus community. Counselors provide training to campus partners, and preventative education to students. Programming should pay particular attention to groups and individuals who are highest need and/or traditionally underserved.

IMPACT

40%

Clients report a 40% reduction of distress after attending counseling sessions.



"I would recommend counseling to my friends."

94%



"Overall, I feel satisfied with my experience in counseling."

97%



"I have learned skills to help me manage future problems."

85%



"Counseling has allowed me to be a better student."

80%



"Coming to counseling has helped me stay in school."

69%



"Counseling appointments have been available when I needed them."

85%

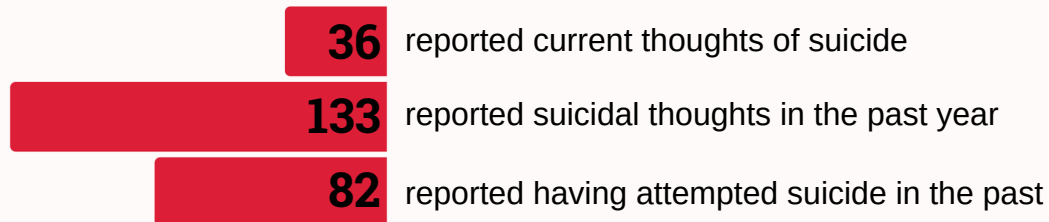
Counseling provided **2,150 appointments** and served almost **800 students** this year.

"When I first came to (counseling) I was in shambles, on the verge of dropping out. (My counselor) made me realize that asking for help isn't something to be ashamed of, it's an act of bravery. . . I really enjoyed how easy it was to be able to make appointments or even send a message when I needed to." - Counseling Client

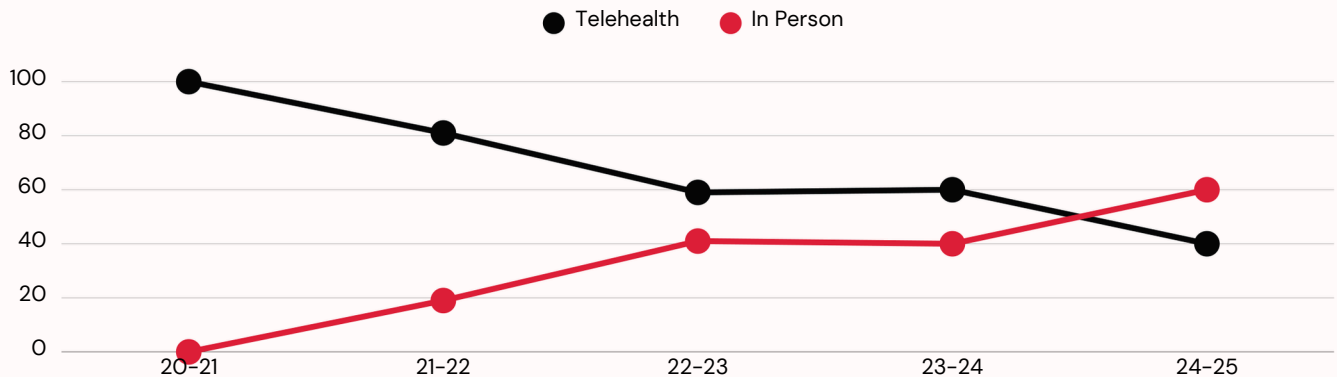
Top Concerns

- Anxiety
- Stress
- Depression
- Personal Growth
- Relationships

Risk Factors for Counseling Clients



In Person vs. Telehealth



Outreach Highlights

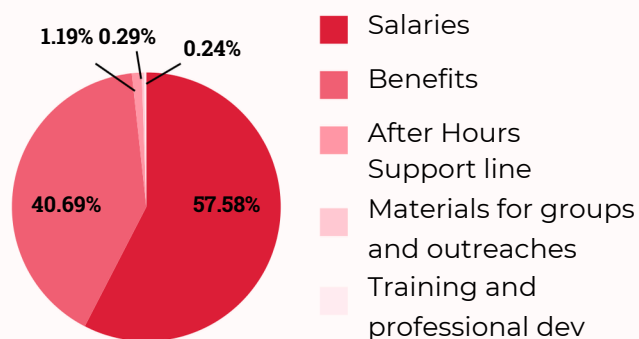
- Counselors responded to **131 Care Reports**
- Counselors have trained **375 Wellness Ambassadors** since 2020, many of them through multiple workshops

Group Counseling Highlights

- Participation in counseling groups has **grown by 59%** since 2023.
- This year, **110 students** participated in counseling groups.

"(My favorite part was) sharing with the group and hearing the experiences of others. It's nice to know that one is not alone in this. . . I feel a bit lighter, hopeful even." - Group Counseling Client

Counseling Budget



Counseling Staffing

- East Bay employs 13 part time counselors - the equivalent of 9.6 full time employees.
- Counseling staffing has grown by 48% since 2020.

"Despite being an online student, my (telehealth) counseling experience helped me feel supported by and part of the campus. Sessions helped me stay accountable for remaining engaged with my studies while processing my emotions and were important to my success."
- Counseling Client



About Department

Pioneer Dining is all the dining locations at CSUEB. We have our all-you-care-to-eat meals served at the Pioneer Kitchen. You can either purchase a meal plan to have a set amount of meals each semester or pay at the cash register.

2025 Highlights

173,453

Meal Swipes used

479,592

Total Customers in all retail locations

- Al Fresco Celebration
- First Year Eats
- Chef Appreciation Week
- University Union Showcase
- LatinX Block Party
- Teaching Kitchen: Cooking, community & sustainability
- Heritage Kitchen: Filipino Heritage Month
- Halloween Lunch & Weigh the Waste Events
- Coffee Crawl
- Hopesgiving with over 100 swipes donated
- Late Night Breakfast- Cars and Shrek Themed
- Your Voice – Your Choice Student Choice Voting for Special Entrees
- Athletic Celebration of Alex Vesia
- LunarNewYear
- Delightful Week & Black History Month, celebrating our staff and culinarians
- Teaching Kitchen with Nursing Department
- St. Patrick's Day Alumni & Friends Celebration
- Welcome Day
- Earth Week Celebrations
- Sexual Assault Awareness Month: The Clothesline Project
- Vendor City at EB Jamboree
- Over 70 Chartwell's Student employees graduating

2025 Catering Highlights

839

Events

72,884

Guests served

- Business and Technology Career Fair
- Unstoppable Summit 2024
- East Bay Trauma Symposium by Eden Medical Center
- Transfer Motivational Conference
- 2024 Athletics Hall of Fame Gala
- CSUEB Preview Day
- Braddock Building Opening Ceremony
- PauseforPaws
- Criminal Justice Fair
- Catering Showcase
- AAREA Professional Development Summit
- Veteran Center Ribbon Cutting Ceremony
- HRT Career Building Expo
- EB Block Party
- Black at the Bay Day
- Party Play
- MESA & Women in Leadership Event
- Public Service & Business Career Fair
- CSUPOM Conference
- TED Career Fair
- Northern California Science Olympiad
- Welcome Day
- 2025 Honors Convocation
- End of the Year Housing and Residential Life Party
- Etiquette Dinner
- ASI Banquet
- Recreation and Wellness End of the Year Celebration
- Hayward Mayor's office Education Symposium
- Renaissance Scholars End of the Year
- Graduation Celebration
- Athletics Awards Dinner
- Commencement Services
- President's BBQ



MISSION STATEMENT

The Diversity and Inclusion Student Affinity and Resource Centers (DISARC) recognizes the intersectionality within diverse ethnicities and identities from which our students and campus community belong. DISARC aspires to create spaces of inclusion and social justice as we engage all students in the Cal State East Bay community. We use a holistic approach to strengthen an environment that values culture, identity, social change, and transformational experiences to promote social, cultural, and academic success for all students at Cal State East Bay.

DISARC 2024–2025 Highlights



Culture Fest
August 22, 2024

2nd annual Fall Welcome celebrating community, cultural foods & music



Self-Care Expo
February 14, 2025

3rd annual Spring event with Student Health & Counseling Services (SHCS) with activities/workshops to nurture self-love



Runway of Culture
April 22, 2025

2nd annual Spring Cultural Fashion Show and community gathering



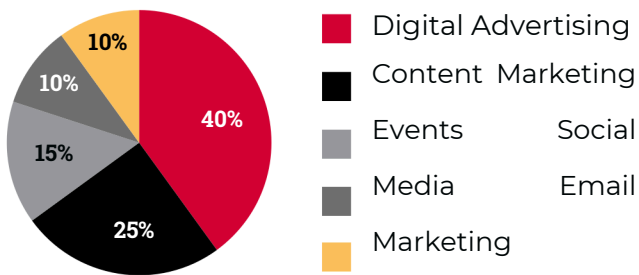
Cultural Graduations
May 2025

Series of annual cultural grad celebrations for students and families

CAMPUS & COMMUNITY COLLABORATIONS



DISARC ENGAGEMENT



FUTURE GOALS | AY 2025-2026

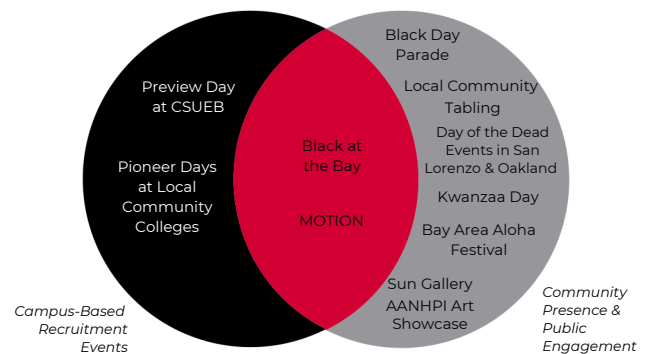
GOAL	TARGET DATE	PRIORITY
Increase Community College Transfer Engagement	May 15, 2026	High
Increase Number of Students Served (On-Campus)	May 15, 2026	High
Increase Unique Students Served to 70%	May 15, 2026	Medium

IMPROVEMENT STATISTICS

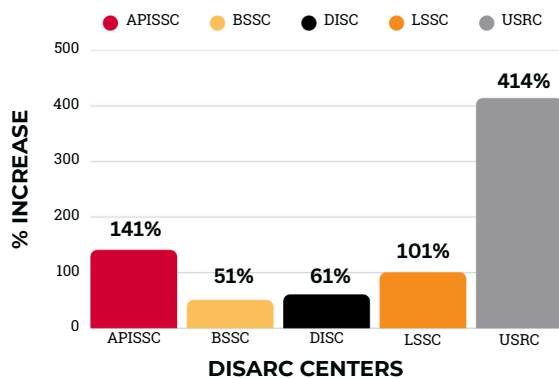


59% Increase in Unique Students Served in 2025

OUTREACH & RECRUITMENT EVENTS



STUDENT ENGAGEMENT YEARLY PERCENTAGE INCREASE (2025)



DISARC'S IMPACT ON DEI

6% vs. **4%**
2024-2025 vs. 2023-2024
of the entire undergraduate population served by DISARC

75% vs. **71%**
2024-2025 vs. 2023-2024
of all students were not affiliated with a campus equity program

120

DISARC Events

- Workshops Pop Ups
- Summit / Conferences
- Social / Community
- Building
- Field Trips



Financial Aid Office Annual Report

2024–2025

Department Overview

The Financial Aid Office is dedicated to supporting equitable access to higher education through the administration of federal, state, institutional, and private financial aid programs. In 2024–25, our team played a central role in maintaining continuity of service amid national policy shifts and internal staffing transitions. With a focus on regulatory compliance, operational resilience, and student-centered service, the office supported thousands of students through a transformative year.

Top 3 Highlights for the Year

FAFSA Simplification Implementation

Led the campus-wide preparation for the 2024–25 FAFSA Simplification Act, including targeted training, interdepartmental workshops, and compliance readiness.

Strategic Restructuring & Cross-Training

Restructured internal operations to meet federal regulations, minimized service disruptions during staffing losses, and improved turnaround times through job function generalization and staff development.

Expanded Scholarship Administration & Literacy Efforts

Addressed staffing gaps by redesigning scholarship processing workflows and promoting cross-campus financial literacy through student service trainings.

Department Goals

Goal	Target Date	Priority	Status
Ensure institutional compliance with administrative capability standards under federal law	June 2025	High	In Progress
Lead the successful completion and renewal of the Program Participation Agreement (PPA)	July 2025	High	Planned

Goal	Target Date	Priority	Status
Contribute to Bay Area Shared Network collaborative project with CSU campuses	Jan 2026	Medium	Planned
Redefine the Financial Aid Office structure to align with increased regulatory demands	Aug 2025	High	In Progress
Maintain student-centered service through ongoing training and collaboration	Ongoing	High	Active

Student Services & Operations

- Facilitated implementation of new federal aid regulations with minimal student disruption.
- Maintained high service levels despite the loss of key staff positions.
- Strengthened interdepartmental collaboration through cross-training on SAP, Federal Work Study, and scholarship reporting.
- Expanded systems capacity by redefining roles and developing staff in backend support areas.

Collaboration & Training

Led 20+ campus-wide training sessions on 2024–25 federal policy changes Increased student service professionals’ understanding of financial aid regulations

Records & Activity Data

Activity	Volume (Estimate)
FAFSA applications processed	~53,364
Institutional scholarships administered	3200+
Federal Work Study placements	1,801
Financial aid counseling sessions	2,000+
Internal training sessions held	12
Emails responded to (general inquiries)	11,000+

Looking Ahead: 2025–2026 Goals

- Sustain compliance amid further changes to federal/state regulations
- Support enrollment and retention efforts, despite continued resource constraints
- Realign staffing and infrastructure to meet institutional growth and regulatory pressure
- Strengthen student-first culture and expand operational innovation

annual SUMMARY

2024-2025

CAL STATE
EAST BAY

UNIVERSITY
HOUSING AND
RESIDENCE LIFE

Who are the Housing Students?



795

Total Students Who
Lived On-Campus



51%

1st Gen



53%

Pell Eligible



65%

Out-of Area
Students



56%

Total URM

*Fall 2025 Census date Includes non-revenue generating student leaders.

How we Supported:



3975 GUIDED CONVERSATIONS

Intentional reach out by
RAs to residents



1500+ DUTY REPORTS

On-call support for 365 days of the
year for crisis, lockouts, & emergency
support. 3 tiers of Housing staff are
always on call and reporting out.



14622 MAIL PACKAGES

received at Housing, with
over 10K processed within
the Mailroom



111 INDIVIDUAL CARE SUPPORT

Roommate conflicts, mental
health, domestic violence
concerns, admin moves, etc.



180 CONDUCT MEETINGS

yielding from 75 conduct cases. Most common
educational conversations around fire safety, alcohol,
quiet hours.



Housing Student Leaders

- 70+ student positions hired 125 applications for RA & RHA applications
- 3 Regional/National leadership conference attended by Housing student leaders

**27 STUDENT LEADERS
GRADUATED**

annual SUMMARY

2024-2025

CAL STATE
EAST BAY

UNIVERSITY
HOUSING AND
RESIDENCE LIFE

Student Residents Engagement with Campus

Residents Engagement with Campus

DISARC/SEAS/HOPE

**37% TOOK PART IN
THESE PROGRAMS**

SCAA/STEM

**38% WENT TO THESE
ACAD SERVICES**

Acad. Advising

**75% VISITED THEIR
ACAD ADVISORS**

Program at RAW

**90% WENT TO RAW
PROGRAM OR FACILITIES**



Housing residents actively engage with the campus in higher numbers compared to percentage reflected of the live-on population. Likewise, they have many opportunities to engage within Housing as the Residence Hall Associations put on over 60+ programs in the 2024-2025 academic year.

Housing Engagement with Campus & Community



**12+ CAMPUS
COLLAB
EVENTS**

**HOSTED
NORTHERN
STUDENT LEADER
DRIVE-IN**

**EMERGENCY
TRAINING &
FIRE DRILLS**

**400 TOURS
@WELCOME
DAY**

**7 DAYS OF FREE
FEST, 30 LARGE
BAGS DONATED**

**508
LATE NIGHT
BREAKFASTS**

**59 CARE
CASES**

**SOCAL
RECRUITMENT**

**PIONEER
STREET FAIR**

Annual Report 2024-2025

Project IMPACT is a TRiO Student Support Services grant with the Department of Education. This program's unique & individualized services are intended to facilitate self-advocacy, increase successful academic outcomes, enhance learning strategies, foster personal development, improve financial literacy, and create paths for reaching graduation in a timely manner for students with disabilities.

TOP 3 HIGHLIGHTS

- The Program Coordinator and Academic Success and Wellness Counselor positions have now been filled, fully staffing the team
- Awarded \$20,000 in grant aid to Pell-eligible continuing students
- Renewed our contract with Tutor.com to provide supplemental tutoring for subjects not covered by the student tutors

TOP 3 CHALLENGES

- We currently have fewer students than the program is funded to serve, despite recruitment efforts
- Low attendance and participation from students within our lab space and at workshops/events
- Lack of awareness in the larger campus community about our program and the supports we provide

100

of students funded to serve



3.17

Average GPA

61%

of students earned 3.0+GPA

28%

of students graduated in 2025

100%

of students were in good academic standing

122

Tutoring hours provided across 10 subjects

108

Coaching sessions focused on executive functioning skills

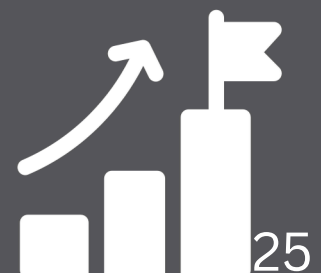


Examples of workshop/events hosted:

- Spring Welcome Lunches, Drop-in advising
- Healthy Cooking and Shopping on a Budget workshop
- Relaxation Room during midterms and finals
- Social Skills Series of student gatherings
- Final exam prep bags distribution

GOALS

- Increase recruitment efforts by tabling at all Summer orientations to expand program participation
- Develop more intentional programming for the population we serve, specifically for online students
- Bring wider awareness of Project IMPACT to the larger campus community by presenting at academic departmental meetings



“Do Well - Being You”

Recreation and Wellness (RAW) and the University Union create transformative experiences through dynamic, inclusive, and sustainable best-practice approaches. We foster skill development leading to positive behavior change and increased retention through campus partnerships. Our programs integrate physical, intellectual, emotional, social, and environmental elements that enhance the student experience.

The RAW and University Union serve the campus community through a user experience model to deliver consistent and responsive practices across every touch point of the user's journey. Our Principles of Leaders model develops 80+ student employees attributes for accountability, communication, teamwork, problem solving, diversity and sustainability.

RAW & UU Successes

- Union Refresh - remodeling of Market & GameZone, renaming buildings to North & South Union.
- Relaunch of Intramural Sports leagues & tournaments with 440 sign-ups across 14 sport offerings of basketball, badminton, volleyball, pickleball, futsal/soccer, football, & dodgeball.
- Rehire Fitness Programs Coordinator to expand group fitness, personal training, & workshops.

Opportunities for Development

- Updating deferred maintenance schedule for aging Union facilities, addressing elevators, paint, flooring, windows, doors, electrical, wi-fi, and review of space utilization for growing programs.
- Fiscal sustainability for RAW and Union budgets with focus upon maintaining debt service ratios and identifying alternate revenue sources of membership sales, space rentals, & commission.
- Expand GameZone to include the hire of Esports coordinator and launch program in Spring 2026.

Assessment Findings

Correlation between RAW Center usage and academic performance

All undergraduates	GPA 2.73
RAW users	GPA 3.06

Housing students utilize the RAW Center at higher rates compared to previous years

2022 Housing utilization	25%
2024 Housing utilization	90%

SEAS cohort students utilize the RAW Center at higher rates compared to previous years

2022 SEAS utilization	16%
2024 SEAS utilization	42%

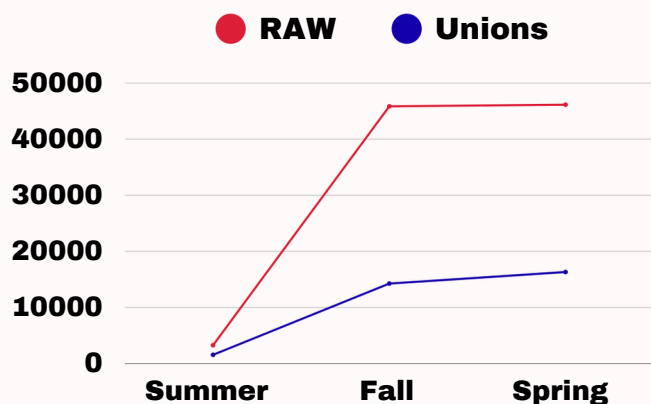
Department Goals - FY 2024-25

Goal	Target date	Priority	Status
Facility projects, space refresh, maintenance & repair schedules	Spring 2025	High	In Progress
Collaboration with IER to assess RAW & Union impact	Spring 2025	High	RAW Completed UU In progress
University Union space allocation	Spring 2025	Medium	In Progress

Future goals - FY 2025-26

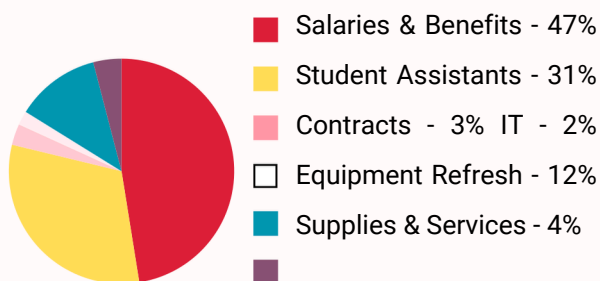
Goal	Target date	Priority	Status
University Union space allocation	Fall 2025	High	Planned
Alternate revenue generation	Spring 2026	Medium	Planned
Esports Program Launch	Spring 2026	Medium	Planned

Facility Utilization



Activity	Participant Counts
Intramural Sports	440 sport participants 200 unique players
GameZone	1,186 check-ins 5.6 average per user
Group Fitness	405 check-ins 107 unique users
Outreach Events	3,307 participants 68 events
Space Rentals	746 Total requests 551 - Departments 20 - off campus 175 - student clubs

24-25 Budget Allocation



About Department

The Office of the Registrar provides support services to students, staff, faculty, and members of the community who are seeking information or assistance regarding student records, registration, and graduation. The department works collaboratively and strategically with many departments on campus to find effective and creative solutions to enhance the service provided to Cal State East Bay students.

Top 3 highlights for the year

- Continued to expand and improve the batch graduation process over the past year. For Spring 2025, 51% of undergraduate degrees were awarded via batch graduation, which means 883 degrees were awarded in one day. Streamlining this process increases efficiency and effectiveness, and improves service to our students by awarding degrees quickly.
- For 2024-25, 99% of all graduation candidates received a preliminary evaluation from the Registrar outlining outstanding degree requirements before the start of their term of graduation.
- This early advising helps facilitate graduation. Continued to enhance Records eForms throughout the year. For example, developed a FAST/Blended Program Application form (change of major) in collaboration with Graduate Studies, Academic Programs, Admissions, International Admissions and Financial Aid.

Department Goals

Goal	Target date	Priority	Status
Continue to improve and streamline processes to enhance efficiency and effectiveness of Registrar processes.	January 2026	High	In Progress
Add three additional majors to our batch graduation process	May 2026	Medium	Planned
Phase I of implementation for the new uAchieve degree audit and degree planner	April 2026	High	Planned
Registrar’s Office assessment in collaboration with Institutional Research	June 2026	Medium	Planned

Records Data

Change of Grade forms processed	1,282
Change of Major/Minor forms processed	1,882
Withdrawal forms processed	3,985
Graduation postponement forms processed	794
Number of calls answered on the Records Call Center	6,099
Number of emails responded to from Registrar email	13,087
Number of emails responded to from Diploma email	1,222
Number of paper and electronic transcripts sent	19,475
Number of diplomas mailed	4,000+

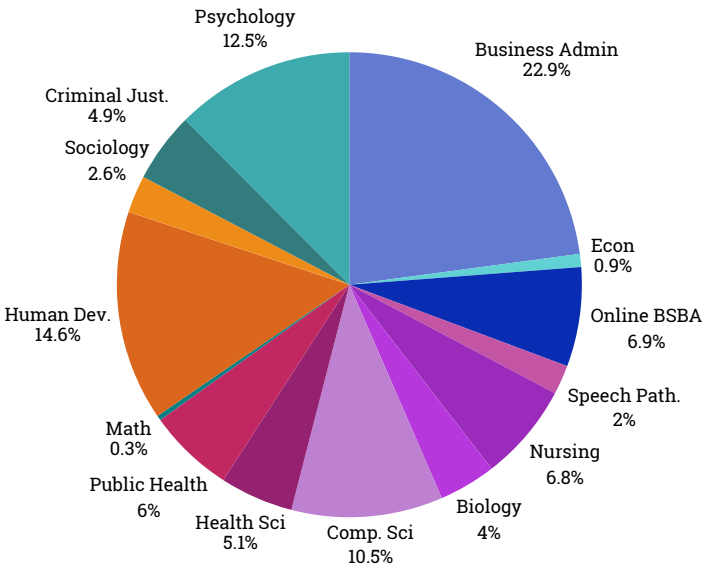
Projects Participated in

- Batch graduation
- CA Reconnect
- Second Start
- Finish Strong
- Graduation Initiative
- Dual Enrollment
- Persistence & Retention
- Blended Programs (4+1)
- Online Forms

Graduation Data

Year-to-Year Comparison	2023-24	2024-25
Total degrees awarded: Summer - Spring	4262	3662
Percentage of students sent preliminary evaluations prior to term of graduation	87%	99%
Total Spring UGD degrees awarded by batch graduation (Spring 2024 vs Spring 2025)	767	883
Percent Spring UGD degrees awarded by batch graduation (Spring 2024 vs Spring 2025)	40%	51%

Breakdown of the 883 BA/BS degrees (51%) awarded by batch graduation for Spring 2025



About Department

The Student Equity & Success Center works collaboratively with students, faculty, administrators and staff to enhance the CSUEB experience. Our programs are designed to retain and graduate low-income, first generation, historically underrepresented and underserved student populations.

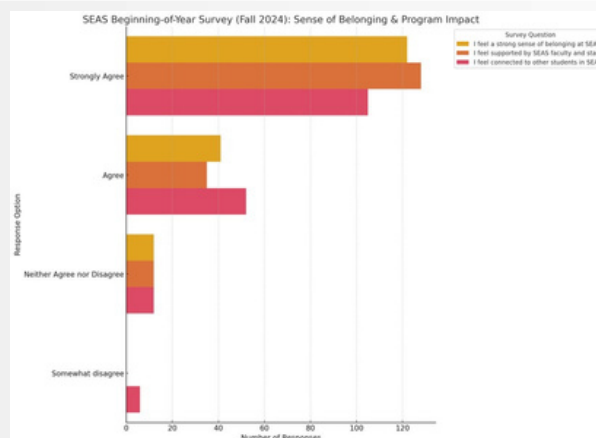
Top 3 highlights for the year

- Partnered with the PUENTE Program to host the Puente Motivational Conference, bringing over 1,400 transfer students from across Northern California to CSU East Bay for a day of inspiration, learning, and campus exploration.
- Received a \$7,500 grant from the Bay Area K-16 Collaborative College & Career Exploration Fund, enabling 12 students and 4 staff to attend the CSU Male of Color Conference, supporting leadership development and academic success.
- Enhanced student engagement within the SEAS community by creating intentional opportunities for involvement, mentorship, and exposure to college and career pathways through high-impact events and off-campus experiences.

Top 3 challenges to continue to work on

- Strengthening consistent student engagement and improving retention, particularly among historically underserved student populations.
- Streamlining data collection and reporting systems to better track student progress, outcomes, and program impact.
- Expanding program capacity and services while navigating limited staffing and resource constraints, impacting scalability and long-term planning

Assessment Results

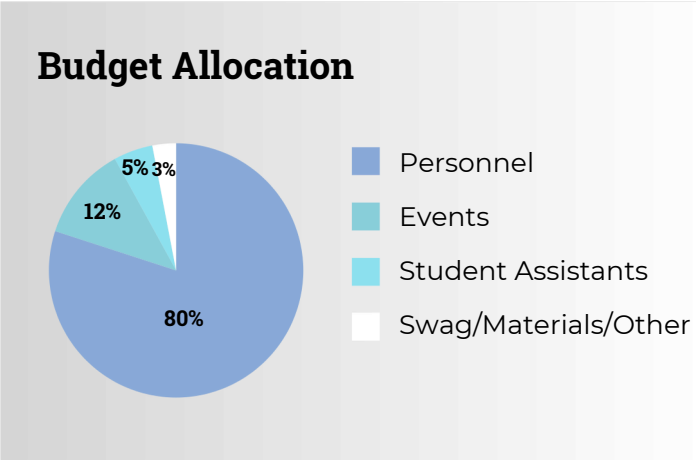
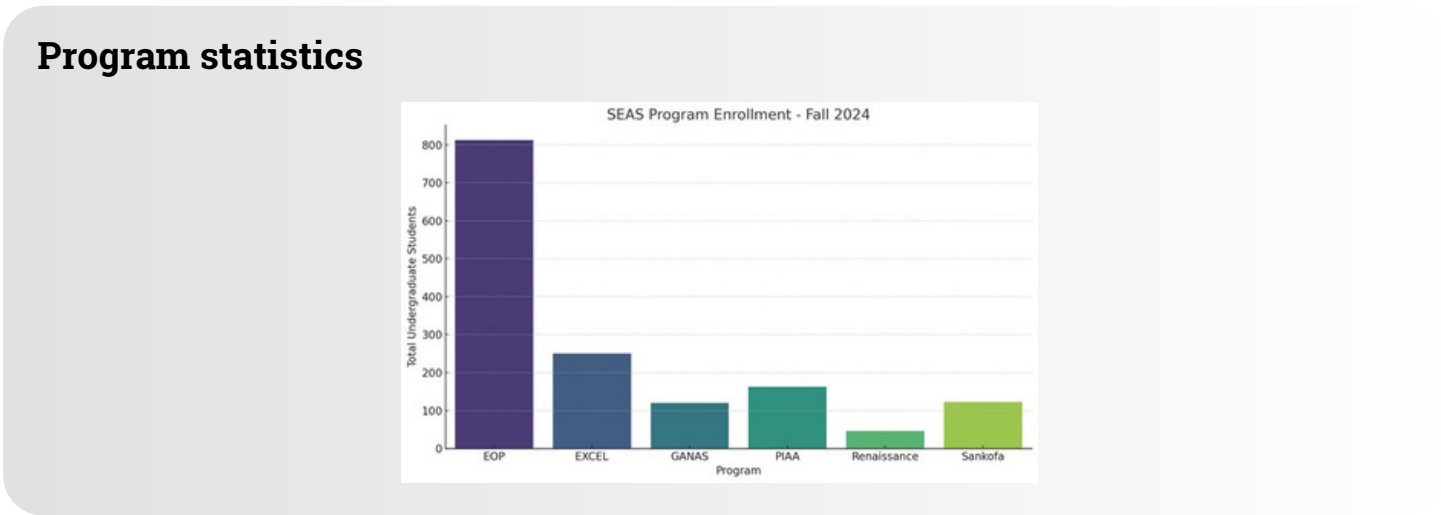


Current goals - FY 2024-25

Goal	Target date	Priority	Status
Fostered intentional student engagement and community-building	Jun 30, 2025	Medium	Completed
Strengthened cross-campus collaborations	Jun 30, 2025	Medium	Completed
Enhanced visibility and outreach efforts	Jun 30, 2025	Medium	Completed

Future goals - FY 2025-26

Goal	Target date	Priority	Status
Secure sustainable funding and institutional support	Sep 30, 2026	High	Planned
Foster a collaborative team environment	Jun 30, 2026	Medium	Planned
Strengthen partnerships with academic departments and other student support services	Jun 30, 2026	Medium	Planned



- Staff - any changes
- The EOP director resigned in October 2024.
 - SEAS Budget and Operations Coordinator resigned in December 2024
 - Jose Padilla became the official Director of SEAS in March 2025
 - Hired SEAS office manager in April 2025
 - Hired SEAS Budget and Operations Coordinator in April 2025

About Department

The Educational Opportunity Program (EOP) is designed to improve access and retention of historically low-income, first-generation, and educationally disadvantaged students. EOP identifies and admits students who have the potential to succeed at California State University campuses, but who have not achieved their educational goals because of economic and/or educational background. EOP provides students with the resources, tools, and skills to ensure academic and personal success through a variety of academic support services. Services are proactive, culturally sensitive, and personalized to meet the needs of a diverse student population.

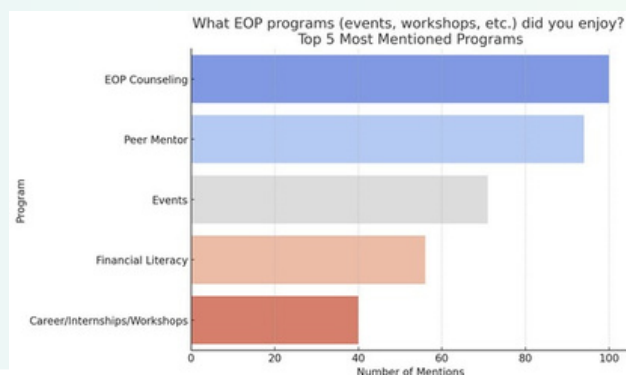
Top 3 highlights for the year

- Successful Launch and Co-Leadership of the EOP Summer Bridge Program
- Strengthened EOP Admissions and Onboarding Process
- Continued Growth of the EOP Peer Mentor Program

Top 3 challenges to continue to work on

- Enhancing Consistent Student Engagement and
- Retention Streamlining Data and Reporting Systems
- Expanding Capacity Amid Limited Staffing and Resources

Assessment Results



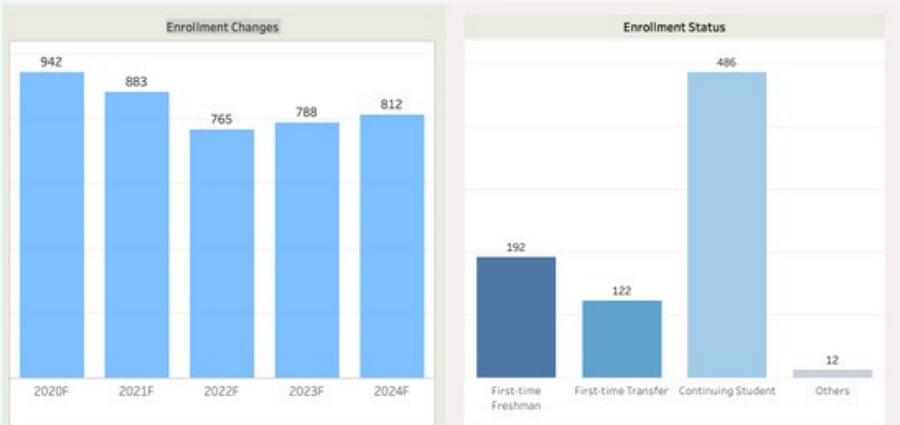
Current goals - FY 2024-25

Goal	Target date	Priority	Status
Establish a sense of belonging	Jun 30, 2025	Medium	Completed
Establishing a trusting relationship with EOP Counselor	Jun 30, 2025	Medium	Completed
Higher retention and graduation rates for BOTH transfer and frosh	Jun 30, 2025	Hlgh	Completed

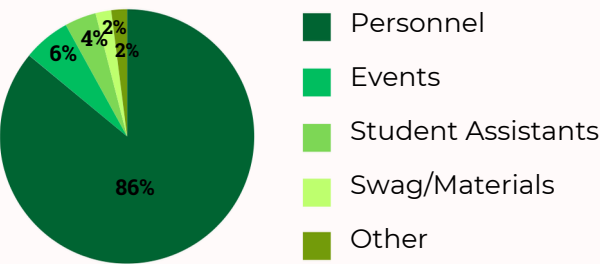
Future goals - FY 2025-26

Goal	Target date	Priority	Status
Adapting a model for incoming transfer	Mar 24, 2026	High	Planned
Adding More Courssees	Jun 26, 2026	Medium	Planned
Expand the program	Aug 23, 2026	Low	Planned

Program statistics



Budget Allocation



Staff - any changes

- EOP director left for another opportunity outside the university replace by Jose Padilla October, 2024.
- Promoted an individual to EOP Admissions and Outreach Coordinator Role Febraury 1, 2025.

About Department

As a federally funded TRIO program, since 1971, EXCEL has had a proud tradition of helping undergraduates accomplish their academic and personal goals. The EXCEL program offers eligible students in-depth, long term academic support throughout their undergraduate education. Assistance is available in a wide variety of areas including Academic Advising, Personal Counseling, Scholarship Information, Career Development, Graduate School Advising, and Skill Development.

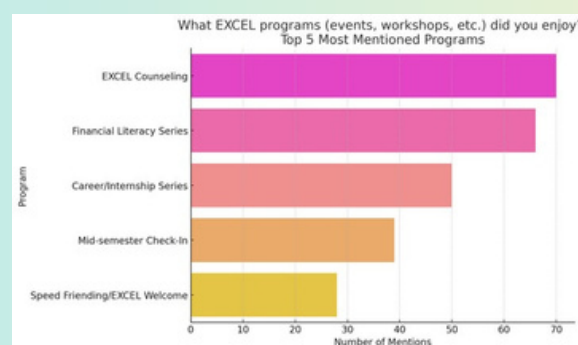
Top 3 highlights for the year

- Successfully submitted the Annual Performance Report (APR), meeting all federal expectations and ensuring that all eligible students outlined in the grant were effectively served.
- Established a partnership with Patelco Credit Union to deliver a series of financial literacy workshops, equipping students with essential money management skills.
- Collaborated with the Career Empowerment department to develop and deliver a workshop focused on preparing students for life after college, supporting their transition into careers or graduate school.

Top 3 challenges to continue to work on

- Enhancing consistent student engagement
- Navigating uncertainty around federal grant funding
- Increasing visibility and awareness of EXCEL program services

Assessment Results



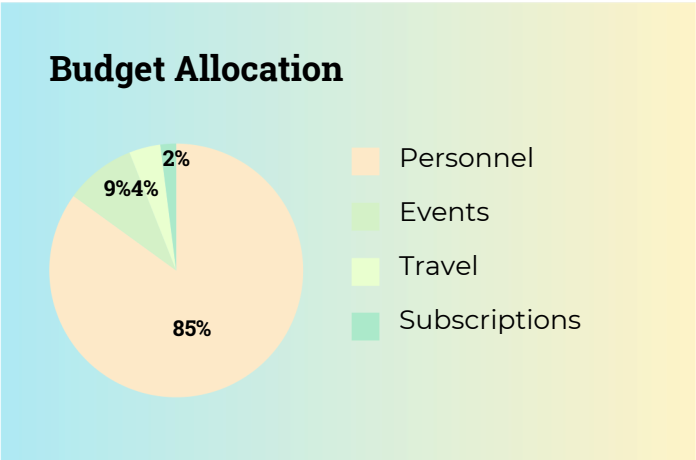
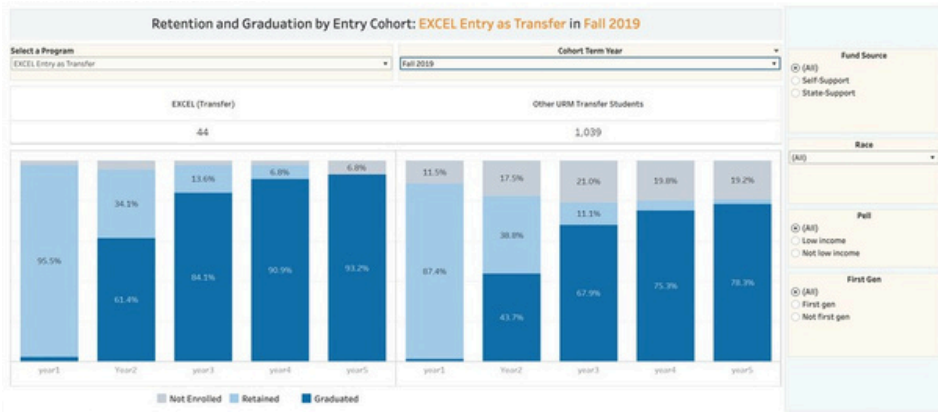
Current goals - FY 2024-25

Goal	Target date	Priority	Status
Ensure all 438 eligible students are served in alignment with Annual Performance Report (APR) requirements	Dec 15, 2024	High	Completed
Successfully implement grant-mandated engagement events to meet program objectives and support EXCEL student involvement	Apr 31, 2025	Medium	Completed
Effectively utilize remaining EXCEL grant funds to ensure full spend-down of overage funding	Aug 31, 2025	High	In-Progress

Future goals - FY 2025-26

Goal	Target date	Priority	Status
Securing a new five-year grant award from the U.S. Department of Education	July 15, 2025	High	In-Progress
Recruit and onboard new staff to support program operations and student services	Sep 30, 2025	High	Planned
Recruit and serve 438 eligible students in alignment with federal grant guidelines and program objectives	Aug 31, 2026	High	Planned

Program statistics



- Staff - any changes
- Contract ended for two Academic Peer Coaches in October 31, 2024
 - Contract for Academic Enrichment Counselor January 5, 2025
 - Added a new Academic Enrichment Counselor March 24, 2025

About Department

GANAS is an innovative access and retention program at Cal State East Bay that targets and serves newly arrived community college transfer students. The GANAS model offers integrated academic and cultural approaches that welcome and socialize new freshmen and transfer students while increasing their confidence, engagement, resiliency, academic success, persistence, and, ultimately, baccalaureate degree attainment rates. GANAS is open to all students. It provides a supportive environment that focuses on Latina/o and multicultural content.

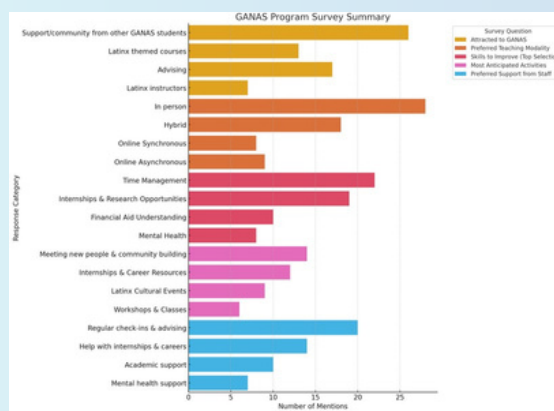
Top 3 highlights for the year

- Recognized by the Seal of Excelencia for intentional program design and targeted support of Latinx student success.
- Collaborated on the Puente Motivational Conference, welcoming over 1,400 prospective transfer students to CSU East Bay to learn about the university and the GANAS program.
- Partnered with the Latinx Student Success Center to co-host cultural events—including Latinx Heritage Month Celebration, Día de los Muertos, and La Posada—with a combined participation of over 500 students.

Top 3 challenges to continue to work on

- Limited staffing capacity, with only one team member responsible for supporting, advising, and engaging all GANAS students.
- Inability to offer the GANAS General Studies course due to budget constraints, reducing opportunities for structured cohort-based learning.
- Uncertainty regarding the continuation of GANAS-designated upper GE courses, as they no longer consistently align with student schedules and academic needs.

Assessment Results



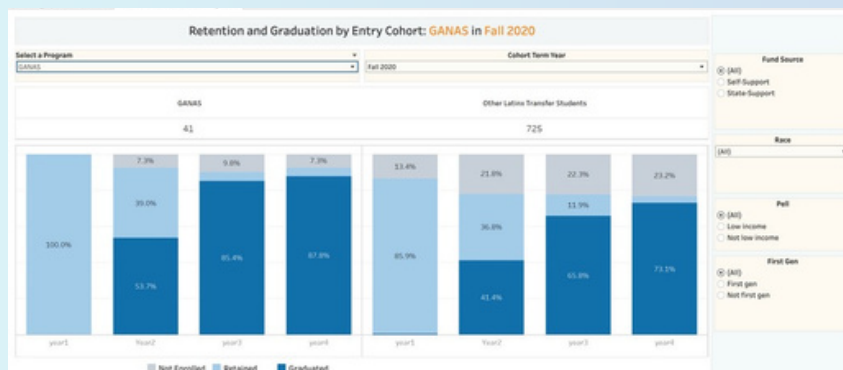
Current goals - FY 2024-25

Goal	Target date	Priority	Status
Recruit and Enroll 60 new transfer students for the Fall 2024 Cohort	August 15, 2024	High	Completed
Establishing a trusting relationship with GANAS Counselor	Jun 30, 2025	Medium	Completed
Create and develop 6 events for FY2024-2024	Jun 30, 2025	Medium	Completed

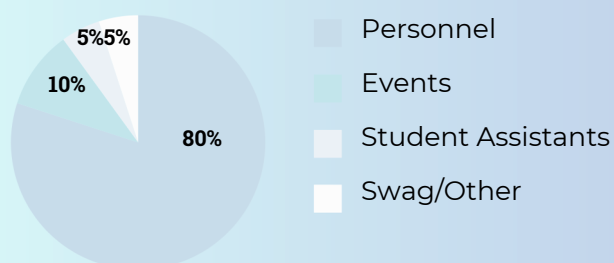
Future goals - FY 2025-26

Goal	Target date	Priority	Status
Recruit and Enroll 60 new transfer students for the Fall 2025 Cohort	August 15, 2025	High	Planned
Secure More GE Courses to provide student with more options	March 30, 2026	Medium	Planned
Bring back the GANAS GS Course	March 30, 2026	Medium	Planned

Program statistics



Budget Allocation



Staff - any changes

- N/A

About Department

As one of the affinity programs within Student Equity & Success (SEAS), the Pacific Islander Asian American (PIAA) Program is an access and retention program designed to empower and support students during their time at CSUEB through holistic advising, community-building, and access to resources and tools for success. While we consider specifically the community conditions of Asian American and Pacific Islander students on campus, we are inclusive and open to all students.

Top 3 highlights for the year

- Secured the AANPHI Grant from the CSU Chancellor's Office as part of the Asian Pacific Islander (API) Initiative.
- Launched the TARO Pathway, an academic initiative within PIAA developed in collaboration with CSU East Bay's Department of Ethnic Studies.
- Established the PIAA Peer Mentor Program to foster student support, engagement, and leadership development

Top 3 challenges to continue to work on

- Sustaining consistent student engagement, particularly outside of mandatory programming and during peak academic periods.
- Student attrition, with participants leave the university due to personal, financial, or academic challenges.
- Limited staffing, with only one team member responsible for program coordination, advising, outreach, and student support.

Assessment Results



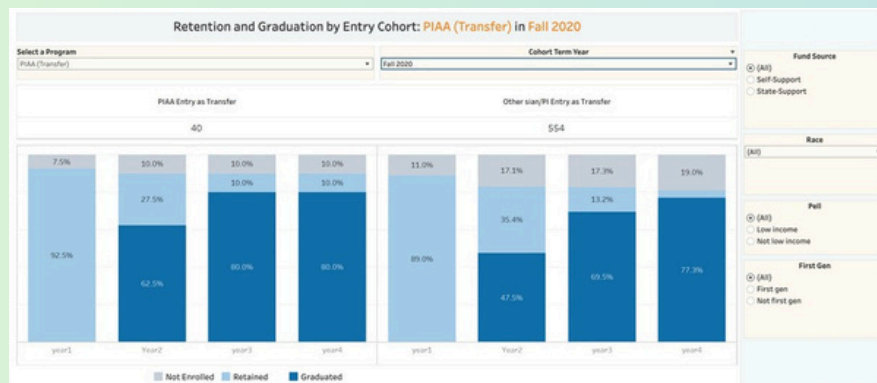
Current goals - FY 2024-25

Goal	Target date	Priority	Status
Reached student enrollment capacity for the TARO Pathway	December 1, 2024	High	Completed
Developed and launched the PIAA Peer Mentor Program	Jun 30, 2025	Medium	Completed
Expanded the reach and impact of the Motion program	April 30, 2025	Medium	Completed

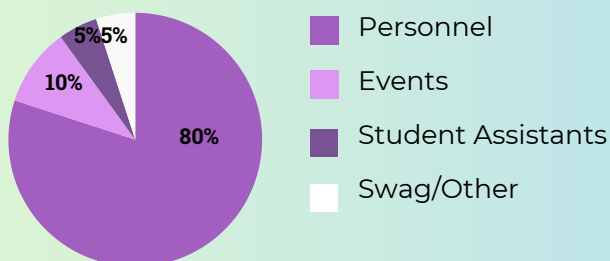
Future goals - FY 2025-26

Goal	Target date	Priority	Status
Received NAAHPI Grant	August 30, 2025	High	Planned
Expand and Develop Student Leadership Series for Peer Mentors	Jun 30, 2026	Medium	Planned
Expand the reach and impact of the Motion program	Aug 23, 2026	Low	Planned

Program statistics



Budget Allocation



Staff - any changes

- N/A

About Department

The Renaissance Scholars Program exists to support the growth and development of former foster youth. Ultimately, we aim to improve the graduation rates of former foster youth attending CSU East Bay by providing support services with the help of other university departments and a variety of community organizations. The Renaissance Scholars program aims to improve life outcomes for freshmen, transfer, and continuing undergraduates who are former foster youth at CSU East Bay.

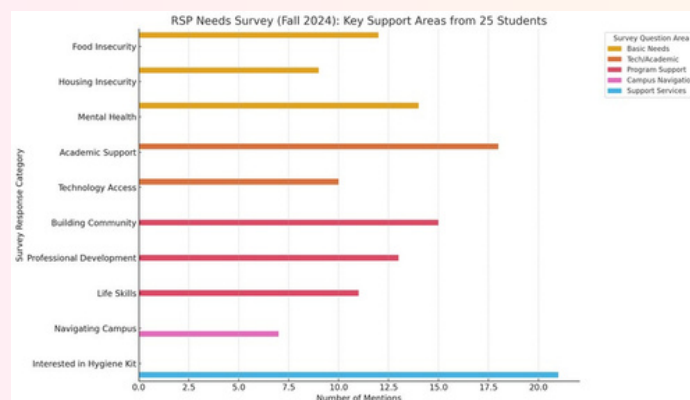
Top 3 highlights for the year

- Participated in the JBAY Blueprint for Success Conference in Los Angeles, bringing a cohort of 10 students and 3 staff to engage in statewide advocacy, networking, and leadership development.
- Co-hosted the CSU Collaborative Retreat in partnership with Sacramento State, taking 18 students and 2 staff on a transformative experience that included their first-ever trip to the snow, fostering community and personal growth.
- Hosted the End-of-Year Luncheon and Academic Celebration, honoring student achievements, academic milestones, and building a strong sense of community within the program.

Top 3 challenges to continue to work on

- Maintaining consistent student engagement, especially during periods of academic and personal stress.
- Navigating complex Financial Aid policies to better advocate for and connect students with critical monetary support.
- Providing holistic support to students facing personal hardships, ensuring their academic success remains a priority despite external challenges. consistent student engagement

Assessment Results



Current goals - FY 2024-25

Goal	Target date	Priority	Status
Establish a sense of belonging	Jun 30, 2025	Medium	Completed
Establishing a trusting relationship with EXCEL Counselor	Jun 30, 2025	Medium	Completed
Higher retention and graduation rates for BOTH transfer and frosh	Jun 30, 2025	Hlgh	In Progress

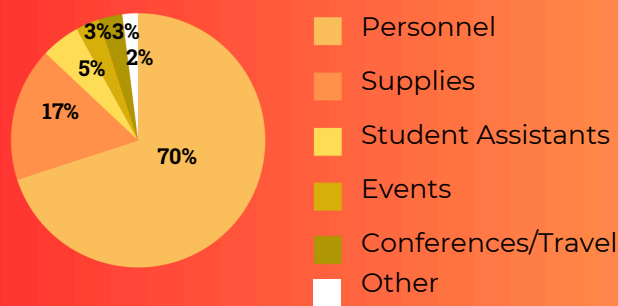
Future goals - FY 2025-26

Goal	Target date	Priority	Status
Develop a comprehensive recruitment strategy to increase student enrollment and program visibility within the Renaissance Scholars Program (RSP)	August 31, 2025	Medium	Planned
Host the CARE 2 College Conference, offering foster youth valuable resources, college-readiness tools, and opportunities for community connection.	November 15, 2025	Medium	Planned
Launch a new RSP signature event designed to engage and educate community partners about the program's mission, services, and student impact.	March 30, 2026	Medium	Planned

Program statistics



Budget Allocation



Staff - any changes

- Added a new Admissions & Engagement Counselor on November 1, 2024.

About Department

Sankofa is an innovative access and retention program that aims to smooth the process of transition for community college transfer students to Cal State East Bay (CSUEB) and increase the baccalaureate degree attainment of program participants. Sankofa supports its students and addresses the challenges they face as they enter CSUEB. Sankofa also enables students to integrate their home identities with their school identity by creating a sense of community within the cohort. Sankofa is open to all students and provides a supportive learning environment that focuses on African Diaspora Studies.

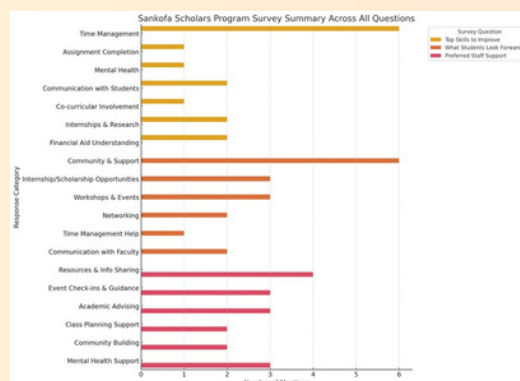
Top 3 highlights for the year

- Awarded a grant from the CSU Chancellor's Office to advance and support Black Student Initiatives on campus. Created "Black at the Bay" in collaboration with the Black Student Success Center, offering a dedicated space to celebrate and uplift Black student voices and experiences.
- Expanded "Umoja Day", continuing its tradition while extending participation to include additional community college partners, fostering stronger transfer pipelines and engagement.

Top 3 challenges to continue to work on

- Sustaining consistent student engagement, particularly outside of mandatory programming and during peak academic periods.
- Student attrition, with participants leaving the university due to personal, financial, or academic challenges.
- Limited staffing, with only one team member responsible for program coordination, advising, outreach, and student support.

Assessment Results



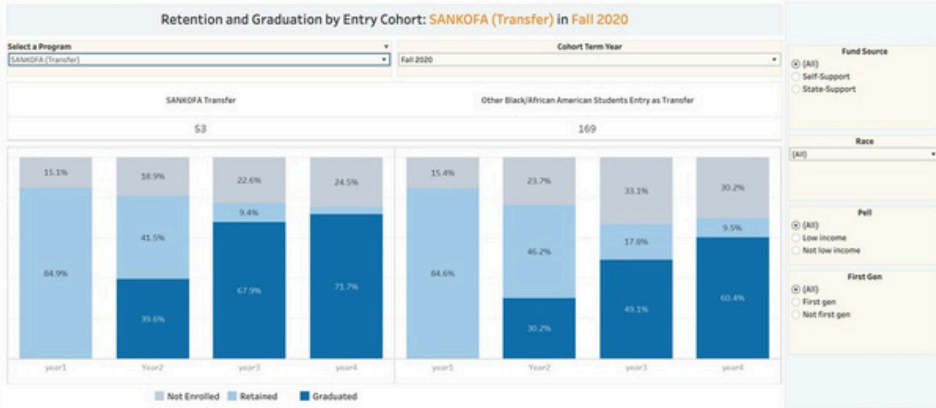
Current goals - FY 2024-25

Goal	Target date	Priority	Status
Increase student retention	Jun 30, 2025	High	Completed
Host the annual "Black at the Bay" even	March 1, 2025	Medium	Completed
Continue and expand "Umoja Day"	March 15, 2025	Medium	Completed

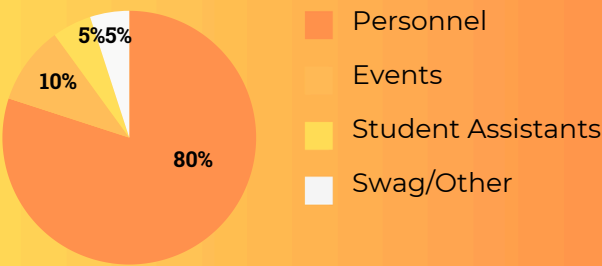
Future goals - FY 2025-26

Goal	Target date	Priority	Status
Establish stronger partnerships with local community college Umoja programs	Jun 30, 2026	Medium	Planned
Pursue future grant opportunities to expand programming and resources for Black Student Initiatives	Jun 30, 2026	Medium	Planned
Develop a cohort-based academic model in collaboration with the Ethnic Studies Department	Aug 23, 2026	Low	Planned

Program statistics



Budget Allocation



Staff - any changes

N/A

About Department

Student Conduct, Rights and Responsibilities (SCRR) is responsible for the investigation and adjudication of violations of the Student Code of Conduct, reinforcement of educational, ethical, and social development of students, and fostering a safe living and learning environment for the campus community.

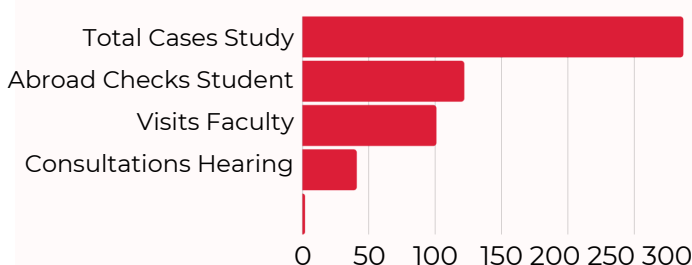
Top 3 highlights for the year

- In collaboration with the Senate, the Academic Dishonesty Policy was updated from its 2008-09 version.
- Restorative Practices training was brought to the campus community.
- The number of formal conduct hearings decreased by 50%

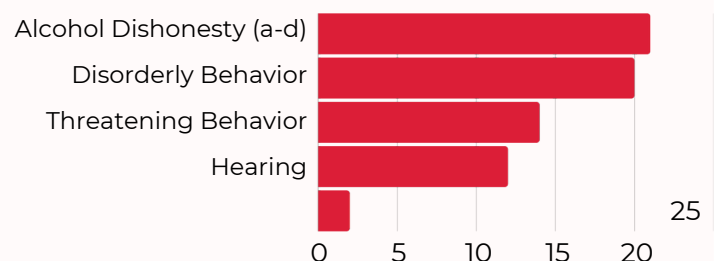
Top 3 challenges to continue to work on

- Various academic departments continue to have conflicting practices for non- academic student grievances that are incongruent with the Student Code of Conduct
- Faculty continue to under report instances of academic dishonesty.
- SCRR continues to look for more opportunities to educate and collaborate with campus partners about the mission and purpose of the department.

Assessment Results



Most Prevalent Charges



Current goals - FY 2024-25

Goal	Target date	Priority	Status
Deliver Restorative Practices Training to campus community	May 1, 2025	High	Completed
Revision of Academic Dishonesty Policy	April 1, 2025	High	Completed
Create Conduct Process Resources	Dec. 20, 2024	Low	Completed

Future goals - FY 2025-26

Goal	Target date	Priority	Status
Develop non-academic grievance process with faculty partners	September 2025	Medium	Planned
Implement restorative practices as a pillar of our campus culture	May 1, 2026	Medium	Planned
Develop new marketing & educational materials for SCRR	January 2026	Medium	Planned



Staff - any changes

- Admin. Assistant position is vacant
- Hiring Graduate Asst. for Fall 2025



Student Health Center

Annual Report 2024–2025

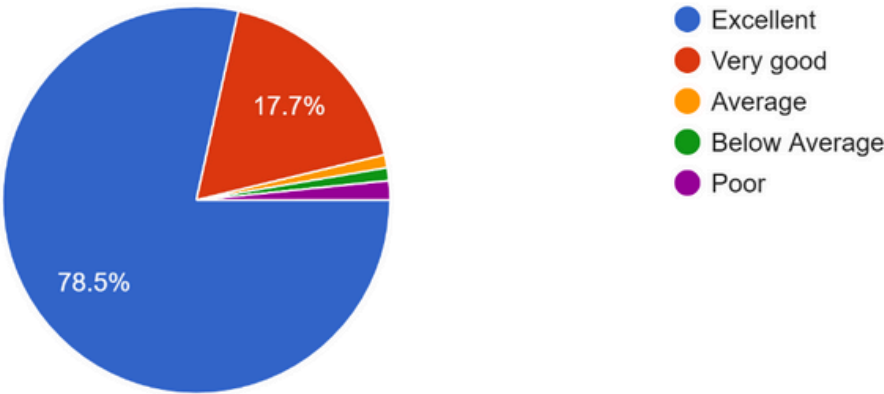
Overview

The Student Health Center (SHC) assists CSU East Bay students in achieving their academic and career goals by maintaining optimal health. SHC shares responsibility with students for their physical well-being and for making informed, appropriate, and healthy life choices. We are committed to providing high quality, low-cost health care for all CSUEB students. These services are confidential and responsive to the needs of our diverse student population.

Survey and Data Collection

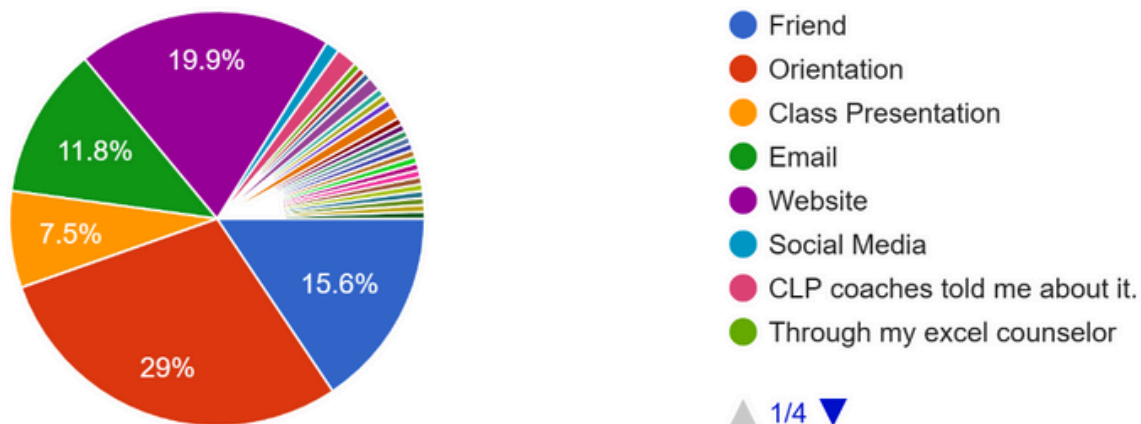
Throughout the 2024–2025 academic year, SHC continued to monitor utilization trends and performance indicators. Service counts were used to assess our reach, identify gaps, and support future planning and resource development. In a recent survey, 97% of students rated our services as excellent or very good, reflecting a high level of satisfaction with the care they received at the SHC.

How would you rate today's appointment overall?
186 responses



How did you first learn about Student Health & Counseling Services?

186 responses



Notable qualitative feedback includes:

“Dr. Wong is amazingly kind and very attentive. He made me feel comfortable and cared for. The lady at the lab was also very kind and caring. Great service!!”

Key Performance Indicators

Clinic Utilization

Total Visits: 5,136

Primary Care Visits: 3,559

Nursing Visits: 900

Chiropractic Services: 392

Psychiatry Visits: 280

Immunizations Administered: 859

Pharmacy Medications Dispensed (Prescriptions & OTC): 2,169

These figures demonstrate the continued demand for SHC services across primary care, nursing, and augmented services such as chiropractic care. The integration of psychiatry, immunizations, and medication dispensing further supports our goal of comprehensive student wellness.

Program Highlights

- Sustained utilization of augmented services, such as chiropractic care, supports student wellness through non-pharmacologic pain management.
- Continued delivery of immunization support, ensuring compliance with university and public health requirements.
- Steady primary care access supporting students with chronic, acute, and preventive care needs.
- High patient satisfaction, with 97% of students rating our services as excellent or very good.
- Pharmacy operations dispensed 2,169 prescription and OTC medications, contributing to improved access and medication adherence.

Conclusion

In 2024–2025, SHC served as an essential health and wellness resource for students. With over 5,000 total visits and robust utilization of both core and augmented services, SHC remains central to student success and retention at CSU East Bay. We will continue to prioritize high-quality, accessible care for our diverse student population.



"Bridging connections from orientation to graduation!"

The Student Leadership and Involvement Center (SLIC), formerly known as Student Life and Leadership Programs, offers opportunities for student learning beyond the classroom and supports the university's mission by coordinating and promoting various special programs that enhance campus life, leadership, and community engagement. We have 5 Professional Staff and 11 Campus Involvement Ambassadors.

Our Goals

- Create opportunities to make meaningful connections to foster a sense of belonging
- Develop student leaders' self-efficacy and confidence to create a positive impact
- Promote a growth mindset outside the classroom to encourage continuous learning and establish personal values and beliefs

Our Programs

- **Orientation** is an exciting and engaging program designed to help students and their families start a successful journey at the University.
- **Transfer Student Programs (TSP)** engages in outreach of students to come to Cal State East Bay and enhance a student's experience on campus.
- **Parent and Supporter Programs (PSP)** provide support to parents or guardians of students enrolled and for students with dependents.
- **Recognized Student Organizations (RSOs)** are designed to engage, support, and encourage involvement as a co-curriculum experience to foster a sense of belonging, leadership development, and self-exploration.
- **Leadership Initiatives** support the development of student leaders by fostering personal growth, determination, and self-awareness through our events and activities.

Fall 2024 Highlights



1 al Fresco

al Fresco is our annual Fall welcome festival featuring free food, giveaways, and tons of campus and community resources tables. The festival features live performances and a DJ brought to you by Associated Students, Inc.

Spring 2025 Highlights



1 BaySync

In collaboration with Information Technology Services (ITS), we launched BaySync, our campus involvement platform on Salesforce. BaySync is your one-stop shop for accessing university events, student clubs and organizations, academic departments, campus programs, services, and more!

2 Hiring Graduate Assistant

Destiny Jones earned her undergraduate marketing degree at Cal State East Bay and she continues her studies in the Master's in Marketing program. She has been instrumental in assisting with large scale events and the marketing team.



2 Monthly Newsletters

We see you reading our monthly newsletters, thank you! With our name change, we wanted to ensure we're spreading the word about our department thus the monthly newsletter was born! We send it out to over 14k emails with an average open rate of 59%.



Impact Report

Summer2024 - Spring2025



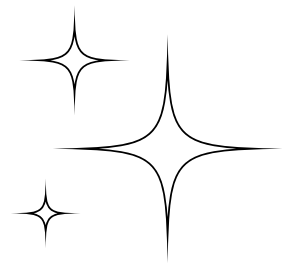
Event	# of Events	Interactions
SLIC Events, Programs & Activities	4	2,510
SLIC Participation Across Campus	13	1,227
New Student Orientation Programs	19	1,871
Transfer Student Programs	15	1,945
Parent and Supporter Programs	15	225
Recognized Student Organizations	9	1,703
Leadership Initiatives	8	495

Total Reach: 9,976 interactions

Program Highlights

- Orientation programs held a rigorous interview process for the 2025 summer orientations and **interviewed 92 students**
- Orientation programs **collaborated with various campus departments**, including but not limited to Admissions, Outreach, International Education, and Graduate Studies
- Transfer Student Programs organized **Ask Me Tables** were set up during the **first 2 weeks of each semester** and welcomed hundreds of students
- Transfer Student Programs supported **Tau Sigma** by sending **2 students to Chicago, Illinois**, for the Tau Sigma Leadership Conference
- Parent & Supporter Programs started a **new Instagram**
- **565 active families utilized** our Pioneer Family Experience Portal
- **92 Recognized Student Organizations** have done recognition and renewal, hosted events, and activities
- SLIC approved **716 RSO events and activities**, which included SLIC supporting space reservations, purchasing, and planning
- **24 students** received their Pioneer Leadership Certificate
- **9 students** received their RISE Leadership Certificate, and the RISE Leadership Series released a Zine about API Identity and Leadership

Year in Review



SLIC organized or participated in

83

events, programs & activities across campus

SLIC had

9,976

student interactions at events, programs & activities

SLIC supported

92

Recognized Student Organizations



About the Department

The mission of the Outreach Department is to expand access to higher education by building meaningful connections with prospective students, families, schools, and community partners. Through inclusive, equity-driven outreach and engagement efforts, we aim to inspire, inform, and support students—especially those from underrepresented and underserved backgrounds—on their path to college. We are committed to promoting the university's values and opportunities while helping students envision and achieve academic success at our institution.

Top 3 highlights for the year

- Launched a Guaranteed Admissions Program across six local high school districts, resulting in 3,220 admission letters for Fall 2025 and a notable increase in SIR (Statement of Intent to Register) rates from participating schools.
- Enhanced student engagement by expanding both the quantity and quality of in-person and virtual events, including the introduction of a webinar series and upgraded promotional materials and swag.
- Contributed to the development of the One Stop for current and prospective students, while also expanding the Student Ambassador Program from 12 to 24 students who now support campus tours, provide front-line information, and represent the university at outreach events.

Top 3 challenges to continue to work on

- Continue to revise and develop communications and marketing materials to more effectively engage prospective students and highlight the unique story and value of East Bay.
- Improve and streamline processes to ensure seamless service and efficient handoffs between departments, enhancing the overall student experience.
- Track student interactions and recruitment activities to evaluate impact and expand outreach territories based on application trends and enrollment data.

Future goals - FY 2025-26

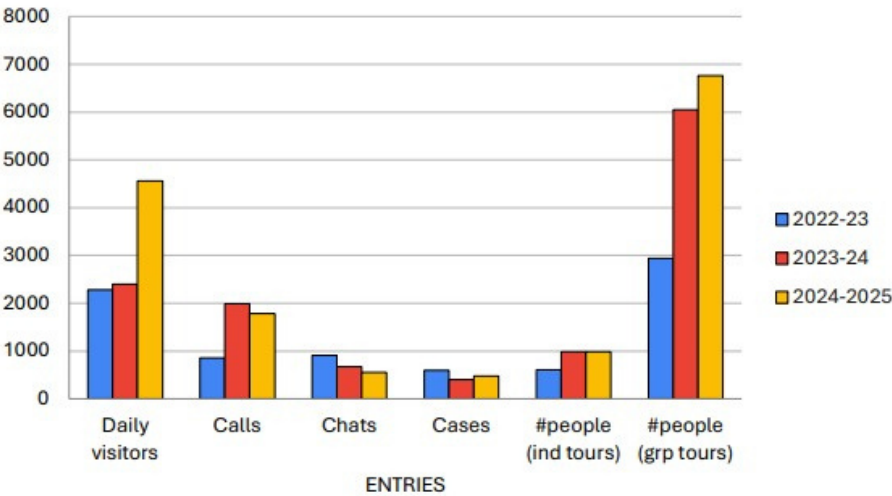
Goal	Target date	Priority	Status
Dual Enrollment Program	Fall 2025	High	In Progress
Expand Recruitment Territories	Fall 2025	High	Planned
Strategic Recruitment Plan for 2026	Summer 2025	Low	Planned

Yield Rates for Undergraduate Applications Fall 2025

		Fall 2024	Fall 2025	% Difference
First Time Freshman	Applied	12168	11809	-3%
	Admitted	10510	10289	-2%
	SIR'ed	967	985	2%
New Transfer	Applied	7491	7889	5%
	Admitted	6085	6277	3%
	SIRed	1910	2159	13%

Data as of June 1t

One-Stop Contacts and Visitors



About the Department

The mission of Student Systems is to support the initiatives of our operational units while maintaining and improving MyCSUEB. We support Admissions, Academic Advisement, Student Recruitment, and Student Records. We maintain enhancements and modifications (Degree Audit, Batch Graduation, WebAdmit, Transfer credit processing) that help these departments achieve their goals. Through collaborative and inclusive work with our stakeholders, we aim to increase productivity, efficiency, and the MyCSUEB experience for students, faculty, and staff.

Top highlights for the year

- Completed transition to the new GE pattern with updates to all impacted PeopleSoft components through collaboration with Academic Affairs, Admissions and Advising.
- Completed all major PeopleSoft updates with minor implementation impacts.
- Supported multiple SA recruiting initiatives including Motimatic, California Reconnect,
- MOU with local high schools.
- Completed multiple modifications and enhancements to support Admissions and Records initiatives.
- Supported the Onbase/Brainware upgrade and increased efficiency with transcript processing.

Top challenges to continue to work on

- Continue to complete all upgrades and enhancement requests on time. Support the implementation of UAchieve degree audit and planning system.
- Support continuing and new SAEM initiatives with recruitment and retention.
- Meet document processing deadlines for transcript processing.

Student Wellbeing Services

Basic Needs & Wellness

Student Wellbeing Services (SWS) supports the basic needs and wellbeing of Cal State East Bay students. The department is centered on enhancing wellness, preventing illness, and promoting healthy lifestyle choices through dynamic and culturally sensitive best-practice approaches. SWS staff encourage students to think critically regarding choices that support wellness and to take an active role in their individual health. A variety of services are available to students to assist them maintain healthy lifestyle choices while on and off-campus.

The department outcomes focus upon 6 key message areas to support students Eating Healthier Options, Moving More Daily, Partying Smart Pioneers, Expressing Wants and Needs, Taking Time for Yourself, and Making Meaningful Connections. The Peer Advocates for Wellbeing (PAW) students deliver outreach activities through a peer education model to the campus community.

SWS Successes

- Construction of the new Wellbeing Suite began in North Union that will open Fall 2025. The space will expand office space, PAW resource room, and pantry access.
- Streamlined emergency financial awards between SWS, Financial Aid, & Student Financial Services to support 132 students totaling over \$311,000.
- Pioneer Wellness Challenge educational workshops reaching 812 Freshman within their GS Classes focusing upon key message health topics and promoting campus resources.

Opportunities for Development

- Establish brand identity for SWS, a new department bringing together former Pioneers for HOPE & Wellness Services, including central website, marketing, social media & BaySync.
- Fiscal sustainability for expanded services and staffing through a dedicated operating budget from the health fee, basic needs funding, and exploring grant/donor opportunities.
- Collaboration with Pioneer Dining to streamline nutrition education, cooking classes, and accept EBT within retail markets.

Assessment Findings

- 92% PAW students reported high or very high change in sense of communication, teamwork, and accountability as a result of their experience working in the department.
- Student engagement in 4+ wellness programs correlates with higher GPA on average 3.5
- Freshman students participating in PWC programs enrolled the following year 94% retention compared to 72% overall.
- This program has consistently shown retention efforts for past 2 years.

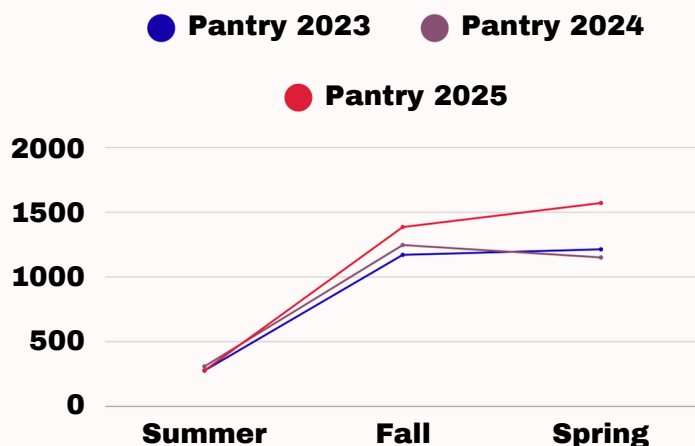
Department Goals - FY 2024-25

Goal	Target date	Priority	Status
Begin construction of Wellbeing Suite	Spring 2025	High	In Progress
Awarded 2 CalFresh Grants totaling \$180K, Donor Gifts totaling \$50K	Spring 2025	Medium	Completed
Collaborate with IER to assess basic needs status and SWS impact upon students	Spring 2025	Medium	In Progress

Future goals - FY 2025-26

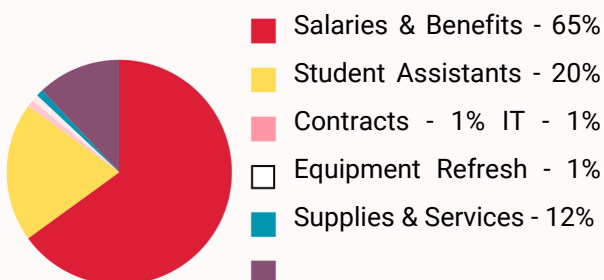
Goal	Target date	Priority	Status
Implement basic needs housing scholarship for first-time Freshman	Fall 2025	Medium	In Progress
Launch opening of Wellbeing Suite	Fall 2025	High	In Progress
Fiscal stability with health fee and basic needs funding to allow for staffing/program expansion	Spring 2025	Medium	Planned

Service Utilization



Activity	Participant Counts
Pantry Usage	3,245 visits 923 unique people
CalFresh Assistance	156 student contacts
Emergency Assistance	\$103,527 awards 104 unique awards
Basic Needs Housing Funds	\$283,923 awards 112 unique awards
Outreach Activities	4,781 participants 81 events & workshops

24-25 Budget Allocation



Annual Report 2024-2025

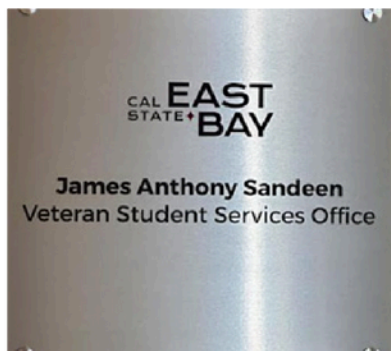
Veteran Student Services is dedicated to providing comprehensive support for CSUEB's veteran students by assisting with VA educational benefits, including processing and coaching on effective use of such benefits and other resources to meet educational goals. This program hosts on- and off-campus workshops, partners with external agencies for support, fosters networking and community among student veterans.

TOP 3 HIGHLIGHTS

- Completed remodel of the newly named James Anthony Sandeen Veteran Student Services office
- Established a Veterans Advising Committee
- Hosted events such as Veteran's Day recognition, Women Veterans' luncheon, and Veteran's Graduation celebration

TOP 3 CHALLENGES

- Low student attendance at VSS events and activities
- Unclear expectations for VA work-study student assistants
- Fewer programming opportunities due to limited staffing resources



188

Student veterans using VA education benefits

97

Dependents using VA education benefits

18

Outreach events

13

Fairness, inclusion, and campus culture events

1,500+

Visits to the lounge, most staying an hour or less

\$982,000

Total amount received by the university in veteran's education payments for tuition and fees

GOALS

- Build more structure around the VA work-study program by creating a VA work-study handbook for the student assistants
- Increase student engagement in department events and activities by providing incentives for participation to increase retention
- Continue working with the Veterans Advising Committee





ENROLLMENT
MANAGEMENT AND
STUDENT AFFAIRS



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