

AUGUST 2025



ENROLLMENT
MANAGEMENT &
STUDENT AFFAIRS

NEWSLETTER

Dear Cal State East Bay Colleagues,

We are ready and excited to welcome several new and returning students to fall semester 2025. This newsletter includes some of the programs and events planned for the start of the new semester and highlights from each department in the Enrollment Management & Student Affairs Division's [Annual Report](#).

Here We Go!

As has been the case through this cycle, Fall 2025 continues towards a strong start. Headcount and FTES are up, and unit load is holding steady. This is thanks in large part to continued communication and collaboration across the university. A particularly bright spot: New transfer enrollment is up more than 11% over last year. **Overall, as of August 1 we had 9,030 students enrolled versus 8,960 at this time last year.**

Welcome Back, Returning Students

We're seeing an increase in returning students, supported in part by the California Connect initiative, which has helped re-enroll 83 students. These gains reflect sustained outreach and support efforts across the campus.

Caution: Drops Ahead

For the first time in several Fall terms, we'll be dropping students for non-payment. The Student Affairs and Administration & Finance teams are proactively and diligently communicating with students who have outstanding balances. As well, our advisors are at the ready, eager to assist students with re-enrollment. We realize that some of the students dropped will ultimately re-enroll, but will have to be cautiously optimistic about keeping our consistent increase in enrollment over the past several months.

We are looking forward to a fantastic opening of the new academic year and look forward to building on our momentum to continuously improve the student experience and enrollment at Cal State East Bay.

Go Pioneers!

Brenda Amenson-Hill, EdD

Interim Vice President, Enrollment Management and Student Affairs

WEEKS OF WELCOME

WOW is the official kickoff of events and programs during the first six weeks of each semester.

We begin with ASK ME tabling — five locations around campus staffed by student leaders — from August 19 to August 28 (excluding Fridays).

Volunteers welcome — [\[SIGN UP HERE\]](#).

Find out more about WoW events on the [WoW website](#), including:

- Pioneer Palooza
- Al Fresco
- Meet & Greek
- Career & Internship Fair
- Fall Leadership Conference



Fall Fee Payment Deadline

The fee payment deadline for students enrolled in Fall classes is August 12. Please encourage students to check their balance; they can also sign up for a payment plan online.

[Learn more about it here.](#)

Last Call for Professional Development Courses

FALL 2025 – COURSE OPPORTUNITY FOR EMPLOYEES

ENROLL IN UNIVERSITY CREDIT COURSES USING THE EMPLOYEE FEE WAIVER



COMM 104 – Interpersonal Communication

Course Number: 3617

Section Number: 99

Units: 3 Format: Asynchronous Online

Cohort: Employees Only

Grading: CR/NC grading only

No GE Credit will be Awarded

Dates: August 19 – December 13, 2025

Study the principles of oral communication in everyday interactions and learn how to manage disagreements effectively in personal, professional, and public contexts.

- ✓ Focus on interpersonal relationships at work, in families, friendships, and romance
- ✓ Practice listening and speaking strategies
- ✓ Improve your communication and relationships across settings

MGMT 310 – Organizational Behavior

Course Number: 3619

Section Number: 90

Units: 3 Format: Asynchronous Online

Cohort: Employees Only

Grading: Letter grade only

Dates: August 19 – December 13, 2025

Learn to apply organizational behavior theory to create effective, inclusive workplaces.

- ✓ Understand motivation, leadership, group dynamics, conflict resolution, ethics, and more
- ✓ Learn to diagnose and solve workplace problems
- ✓ Practice OB tools to improve team performance
- ✓ Research real-world practices and propose workplace strategies

HOW TO REGISTER (FOR EMPLOYEES ONLY)

Follow the Employee Fee Waiver Program (Work-Related) steps:

1. Download & complete the Employee Fee Waiver form (available [here](#)).
2. Obtain manager approval.
3. Submit the form to HR in person or via email to hr@csueastbay.edu
4. If approved, HR will forward to Registrar's Office, and the staff member will be enrolled.

Last chance – ONLY A FEW SPOTS LEFT

.....

Enroll Today & Empower Your Future!

WHY TAKE THESE COURSES?

- ◆ Boost your interpersonal and professional communication skills
- ◆ Prepare for leadership roles in any field
- ◆ Learn how to create and sustain great workplaces

CA Reconnect

Through the California Reconnect Project, 67 of our discontinued students have re-enrolled for this Fall. CA Reconnect has joined forces with 30 institutions across the state to identify and re-engage students who have stopped out with some college credit but no credential, empowering them with the resources and coaching support needed to re-enroll and succeed.



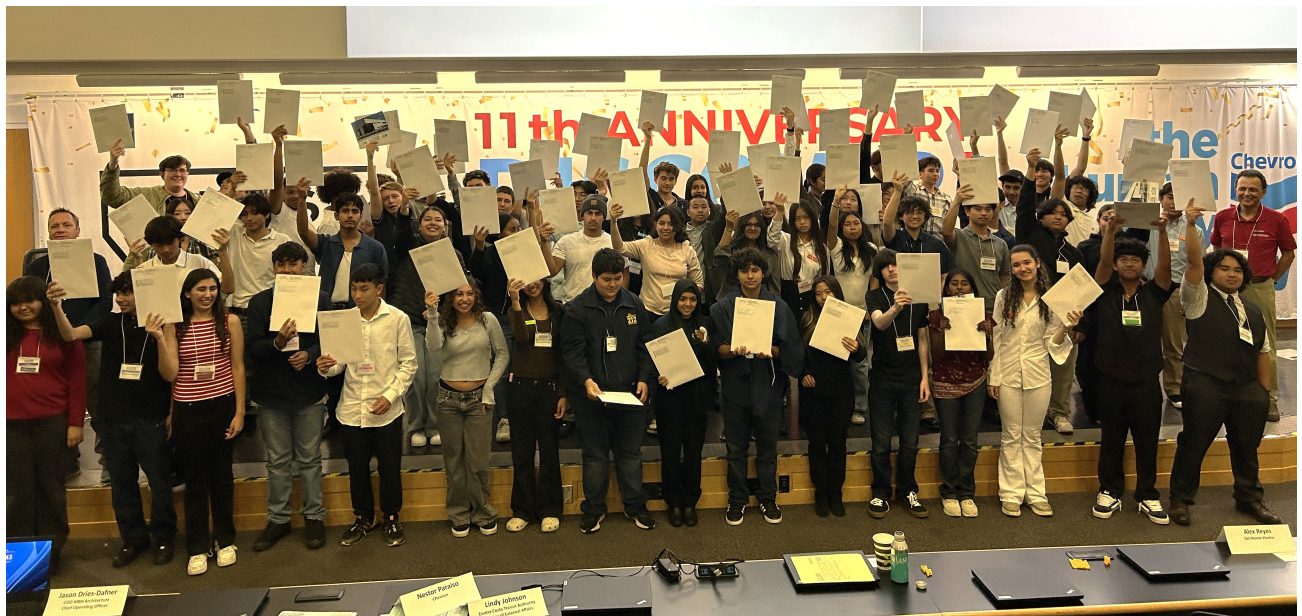
California
Reconnect

Discovering Engineering Residential Summer Camp Guaranteed Admissions

In a historic milestone, all 63 students from the summer engineering camp received guaranteed admission letters to Cal State East Bay. Camp co-founder and CSUEB faculty member Farzad Shahbodaghlou called it the fulfillment of a ten-year vision.

These students now hold a golden opportunity: if they apply to Cal State East Bay immediately after high school graduation and continue to meet academic standards and admission requirements, their place at the university is assured. This agreement not only opens doors; it celebrates the potential of every student who participates in this residential summer camp and steps foot on campus each summer.

[Check more about it here.](#)



Guaranteed Admission Napa Valley Unified School District

We are pleased to announce a new guaranteed admission agreement with Napa Valley Unified School District—the seventh district to join this expanding initiative aimed at increasing college access.

As part of the program, all eligible students from participating schools will receive a guaranteed admission letter by October 1, 2025, ahead of the Fall 2026 application cycle.

To further support these students and their families, the university is also developing a personalized communication and event plan tailored to their needs and college journey.



NVUSD

NAPA VALLEY UNIFIED SCHOOL DISTRICT

Save the Date for Preview Day October 26

We're excited to announce that Preview Day will take place on Saturday, October 26! This special event is designed for prospective students and applicants considering enrollment for Spring and Fall 2026.

Preview Day is our opportunity to highlight the incredible programs, services, and campus community we offer. It's also a chance for future students to meet our dedicated faculty and staff—and for us to showcase everything that makes our campus unique.

Stay tuned—more details on how you can get involved will be shared soon!



Spring Application Period

The Spring 2026 admissions application period is open. Applications for undergraduate and second baccalaureate applicants will be accepted from August 1 through October 15, 2025.

[Check application deadlines here.](#)



Financial Aid Updates

Significant changes to federal student aid programs will take effect starting July 1, 2026—including updates to Pell Grant eligibility, student loan borrowing limits, repayment options, and FAFSA rules.

To help our community stay informed, we've created a comprehensive student FAQ that breaks down these changes in accessible language. This resource is

designed for all members of our campus—whether you're a current student, student leader, faculty member, or staff advisor.

The FAQ includes details on:

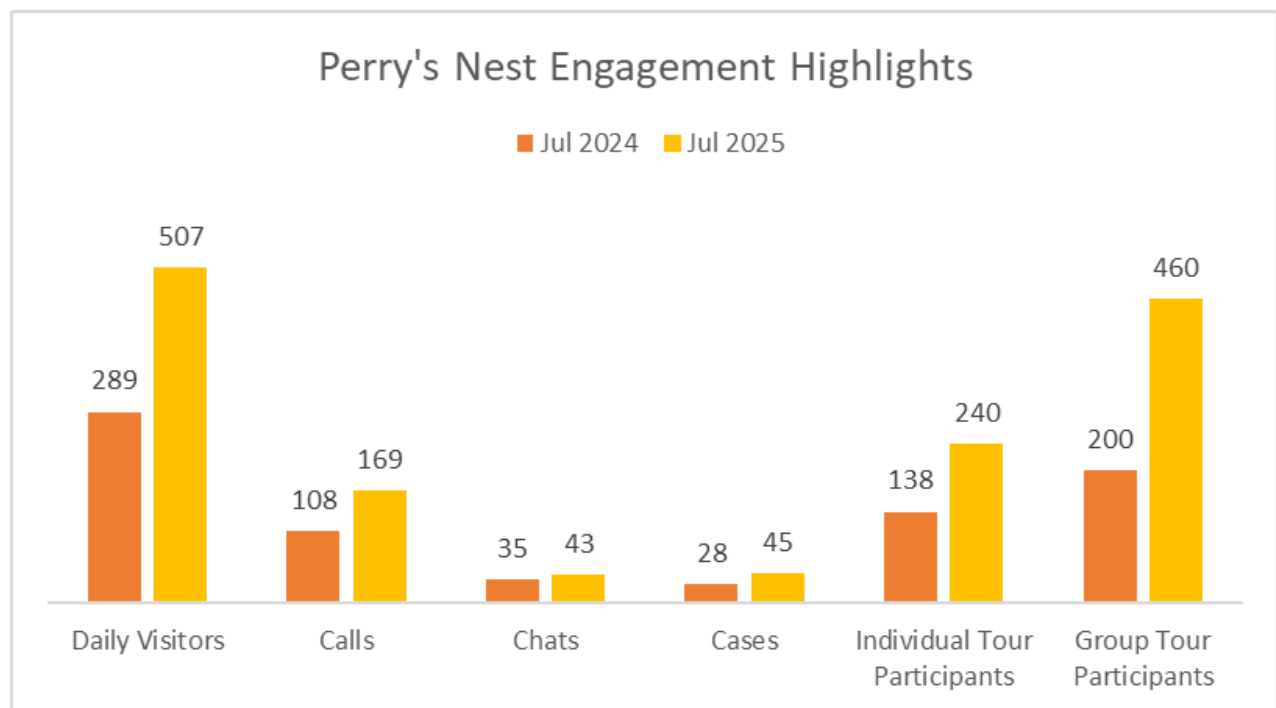
- New federal student loan borrowing limits and lifetime caps
- The phase-out of Graduate PLUS Loans and what that means
- Changes to Pell Grant eligibility criteria, including how outside scholarships and aid affect it
- The introduction of a new Repayment Assistance Plan (RAP)
- Sunset timelines for current repayment plans like SAVE and PAYE
- Important FAFSA and need analysis changes beginning in 2026–27
- Program accountability measures that could impact loan eligibility for underperforming degree programs

If you have questions or would like additional guidance, please don't hesitate to contact the Office of Financial Aid & Scholarships.

Please [\[click here\]](#) to access the FAQ under our "Consumer Information" webpage.

One-Stop Visits

The new Perry's Nest One-Stop has been busy in July. Our tour guests for July 2025 compared to July 2024 rose considerably. The data reflects significant growth across all service areas at Perry's Nest, highlighting the success of our summer outreach, advising, and tour programs.



Freshman Orientation 2025

July kicked off our two-day Freshman Orientation sessions, with an option for an overnight stay in Housing. The freshmen who stay overnight participate in *East Bay After Dark: Summer Edition*—a collaboration with ASI, RAW, and SHCS.

We welcomed 600 freshmen both online and in person (68 attended online). Of the 532 who attended in person, 204 stayed overnight.



Transfer Orientation 2025

We have finalized our Transfer orientation sessions, between in-person session and online Zoom sessions, we hosted 956 new Transfer Students and 122 Transfer parent/supporters.



RSO Rec and Renewal 2025

Our Rec and Renewal process for Recognized Student Organizations (RSO) is now open and will remain open until September 30, 2025.

[\[Click here\]](#) for more information.



Leadership Initiatives

Starting in fall 2025, the Pioneer Leadership Certificate Program will offer both in-person and online options.

The Pioneer Leadership Certificate (PLC) Program is an 8-week leadership program designed for emerging student leaders. In the PLC Program, students will identify how their experiences and backgrounds are strengths, build their confidence, and develop their leadership philosophy and skills.

All students will be recognized and awarded their certificates at the end of the semester.



Project IMPACT

We are thrilled to announce that the Department of Education has awarded Project IMPACT another TRIO Student Support Services five-year grant! With the recent hires earlier this year, we are now in a strong position to build our program stronger than ever—supporting 100 students with disabilities on their journey to graduation by providing subject-specific tutoring, executive functioning coaching, wellness counseling, and specialized programming to help them achieve their goals.



Accessibility Services

We are excited to expand the role of our AS Ambassadors this fall! They have been a tremendous benefit to our department by orienting students to their approved academic accommodations at the end of each Welcome Meeting with the AS Counselors, as well as by recently starting social activities for students with disabilities.

We will now pilot a program in which they begin providing peer mentorship to students receiving academic accommodations. If all goes well, we look forward to growing this program to provide these additional supports to more students.



College Link Program

The College Link Program will be welcoming four new freshman students to the program this fall! We will kick off the new academic year in August with an orientation for all CLP students to reconnect and meet their new peers. We will also host an orientation and training for 20 academic coaches.



EMSA Newsletter Archive

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

This email was sent by: California State University, East Bay
25800 Carlos Bee Blvd, Hayward, CA, 94542 US

[Privacy Policy](#)

[Update Profile](#)

[Manage Subscriptions](#)

[Unsubscribe](#)