September 2025

CAL STATE EAST BAY | ENROLLMENT MANAGEMENT & STUDENT AFFAIRS

NEWSLETTER

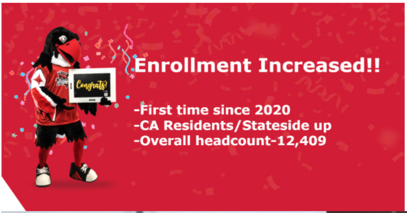
Dear Cal State East Bay Colleagues,

I am excited to kick off the fall semester with great news: enrollment is up! Together, we are turning things around through significant efforts across the university focused on recruitment and retention. We also continue to work hard to share our story and spread the word whenever we can. Hopefully, you have read or heard about some of the campus engagement surrounding Move-In Day, Al Fresco, and many other positive initiatives designed to support new and continuing students. This newsletter includes several great examples of recent highlights in Enrollment Management and Student Affairs.

In addition to our monthly newsletter, I will be partnering with a team of colleagues to provide the campus community with an enrollment briefing on October 2 from 12 to 1 p.m. via Zoom. We are also working to launch the new campus-wide Pioneers Strategic Enrollment University Team and the Enrollment Hub website, both intended to increase campus involvement and communication related to enrollment plans, initiatives, and progress. It is very important for us to maintain and build on this positive momentum as we enter another recruitment cycle and academic year, impacting our students both inside and outside the classroom.

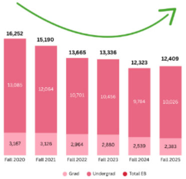
Go Pioneers!

Brenda Amenson-Hill, EdD
Interim Vice President, Enrollment Management and Student Affairs



Enrollment Increased!!

- First time since 2020
- CA Residents/Stateside up
- Overall headcount-12,409



HAPPENING NOW
MOVE-IN DAY AT CSU EAST BAY
abc7
11:08 | 63°

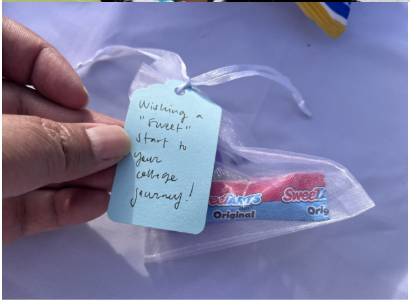
Forbes
Top Colleges for 2026
CAL STATE UNIVERSITY EAST BAY

Brenda Amenson-Hill, EdD
Interim Vice President, Enrollment Management and Student Affairs

ASK ME TABLING

Our ASK ME Tabling initiative welcomed over 2,100 visits across five campus locations! Student leaders, staff, and faculty engaged with students by answering questions, sharing helpful resources, hosting fun activities, and providing snacks. This collaborative effort created a welcoming and supportive environment to help students start the semester strong. Thank you to everyone who made it a success!

CALL ME IF YOU GET LOST
27TH ANNUAL AL FRESCO FESTIVAL
SLIC
Ask Me
CAL STATE EAST BAY
SCAN HERE
ASK ME
CSUEB O-Team
HAVE A GOOD DAY
Would You Rather



Taste the rainbow and chase your dreams!

Classroom Tours

Over a five-day period, 85 new students participated in our classroom tours! Led by our dedicated Orientation Leaders and Transfer Student Ambassadors, these tours helped students find their classrooms and feel more confident heading into the first day of classes.

Pioneer Palooza

Pioneer Palooza was a great success! Each day, we hosted 30 Registered Student Organizations (RSOs), creating a vibrant and engaging atmosphere on campus. The event welcomed an average of 125 student visitors daily, providing plenty of opportunities to connect, learn about campus organizations, and get involved. Thank you to everyone who participated and helped make it a lively and welcoming experience!

FYE-INSPIRE

Our Orientation Programs recently started a collaboration with INSPIRE, where three First Year Experience (FYE) Leaders are supporting four cohorts of students. We also launched a Transfer Experience mentee opt-in program that has already enrolled 39 students in less than one week who will be supported by a Transfer Experience (TE) Leader. These student leaders, known as FYTE-ers (First Year/Transfer Experience Leaders), will support students by sharing their experiences, serving as mentors, inviting them to events, and hosting socials and resource meetups.

One-Stop at Perry's Nest

We hosted a table at the Hayward Street Fair on August 23, 2025, in collaboration with Alumni Engagement & Continuing Education. Perry's Nest had over 1,100 visitors during the first week of school, which also marked the first day of classes . Perry's Nest is open and ready, with staff members from Advising, the Registrar's Office, Financial Aid, and more available in the space to support students.

WELCOME TO
Perry's Nest
CAL STATE EAST BAY'S ONE-STOP
WE CAN HELP
CAL STATE EAST BAY
PIONEER PRIDE
CAL STATE EAST BAY
Perry's Nest
CAL STATE EAST BAY'S ONE-STOP
Welco
LET'S MAKE

Dual Enrollment

The Dual Enrollment program is a huge success! We have enrolled 94 students in four East Bay classes offered at local high schools. We are excited to see so many high school seniors connecting with our campus and faculty, and this enrollment also contributes to our fall enrollment goals. We plan to continue and expand this program in Spring 2026.

Student Outreach

Outreach counselors are hitting the road to kick off the fall recruitment cycle! We currently have 60 college fairs and high school visits scheduled for September, and we are preparing for Counselor Conferences, which begin on September 15.

We are also excited to announce that we have signed a guaranteed admission agreement with the Napa Valley School District. The official signing event is scheduled for September 26.

Preview Day

We're excited to announce that **Preview Day will take place on Saturday, October 25** (correction to the date printed in the last newsletter)! This special event is designed for prospective students and applicants considering enrollment for Spring and Fall 2026.

Preview Day is our opportunity to showcase 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 to experience everything that makes our campus unique.

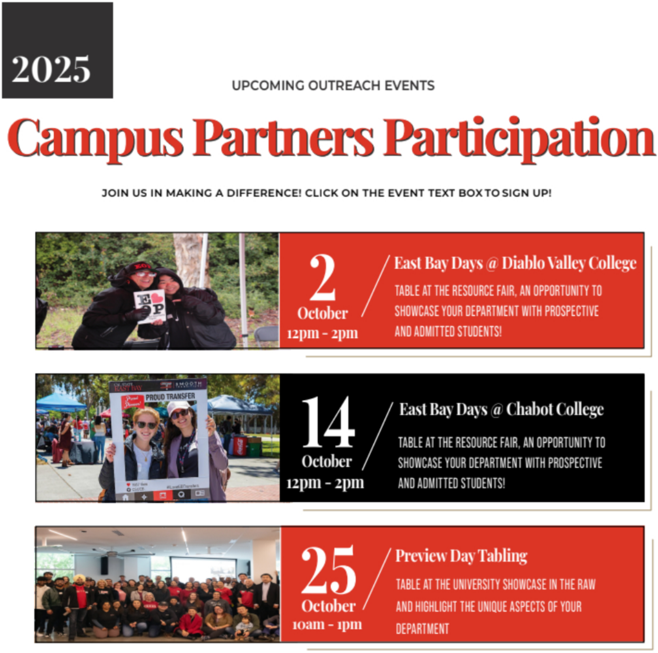
Save the date and stay tuned—more details on how you can get involved will be shared soon!

ALUMNI
FOREVER PIONEER NETWORK
CAL STATE

CAL STATE EAST BAY
UNIVERSITY HOUSING AND RESIDENCE LIFE

Sign Up for Events!

Outreach is excited to host several important recruitment events on campus and at local community colleges, and we invite you to join us as a volunteer. You can represent your department or serve as a general volunteer—your support plays a vital role in showing prospective students why East Bay is the right choice. Our largest event, Preview Day on October 25, welcomes prospective students and their families to campus and provides a key opportunity to showcase all that we offer. Please see the flyer for event details and click to sign up.



2025

UPCOMING OUTREACH EVENTS

Campus Partners Participation

JOIN US IN MAKING A DIFFERENCE! CLICK ON THE EVENT TEXT BOX TO SIGN UP!

2 October
12pm - 2pm

East Bay Days @ Diablo Valley College

TABLE AT THE RESOURCE FAIR, AN OPPORTUNITY TO SHOWCASE YOUR DEPARTMENT WITH PROSPECTIVE AND ADMITTED STUDENTS!

14 October
12pm - 2pm

East Bay Days @ Chabot College

TABLE AT THE RESOURCE FAIR, AN OPPORTUNITY TO SHOWCASE YOUR DEPARTMENT WITH PROSPECTIVE AND ADMITTED STUDENTS!

25 October
10am - 1pm

Preview Day Tabling

TABLE AT THE UNIVERSITY SHOWCASE IN THE RAW AND HIGHLIGHT THE UNIQUE ASPECTS OF YOUR DEPARTMENT

25
October
10am - 1pm

Preview Day General Volunteer

GENERAL VOLUNTEERS ARE ASSISTING WITH A VARIETY OF TASKS, SUCH AS GREETING GUESTS, SETTING UP, ASSISTING AT CHECK-IN, ETC

RAW Center Memberships

Move More Daily with your RAW Center Membership!

We are excited to announce the return of the **payroll deduction option** for Staff & Faculty RAW Memberships. With this option, your membership fee will be automatically deducted from your paycheck each month through the California State Controller's Office. You will receive a form via Adobe Sign to authorize your payroll deduction.

Sign up today and enjoy these benefits:

- Access to the RAW Center for free from August 18 – September 30. Payroll deduction begins October 2025.
- Membership fee of $32.00/month, a savings of $5.00 per month.
- Weekly group fitness classes.
- Intramural sports leagues and tournaments.

CLICK HERE TO SIGN UP

VSS Open House

Cal State East Bay is excited to invite you to the **James Anthony Sandeen Veteran Student Services (VSS) Open House** on **Tuesday, September 9, 2025, from 11:00 AM to 2:00 PM.**

Join us to tour our remodeled veterans lounge and study lab, and learn more about our expanded support services and resources for veterans and dependent students.

📍 **Location:** Library Annex Building LI2200 (near Starbucks)
25800 Carlos Bee Blvd, Hayward, CA 94542

We look forward to welcoming you!

Questions? Email Veterans@csueastbay.edu

Student Health and Counseling Happenings

Student Health and Counseling is excited to welcome students back to campus with an **Open House on Tuesday, September 9, from 11:30 AM to 1:30 PM.** Please encourage students to stop by and explore our Medical, Wellbeing, and Counseling services through interactive stations. There will be plenty of swag and opportunities to win prizes!

In addition, Counseling Groups will begin in mid-September. Students can view the schedule and find information on how to register on the **Group Counseling webpage.**

AS Ambassadors

Have questions about Accessibility Services? Want us to meet with your students or staff? Our wonderful AS Ambassadors are ready for your invitation! Please reach out if we can be of any assistance at as@csueastbay.edu or (510) 885-3868.

EOP Summer Bridge

The EOP Summer Bridge Program welcomed newly admitted first-year students to Cal State East Bay with a multi-day introduction to college life, academic expectations, and the supportive EOP community. Designed to ease the transition to college, the program featured engaging workshops, peer mentoring, and community-building activities.

Restorative Practices Training Available

We're excited to invite you to a two-day training on the fundamentals of restorative practices—an approach that is transforming how we build community and respond to conflict in higher education.

Training Highlights

- Learn the core principles of restorative practices and how they apply to our daily work.
- Practice strategies for building trust, repairing harm, and cultivating accountability.
- Connect with colleagues across Enrollment Management and Student Affairs who share a commitment to student success and community well-being.

Training Details
📅 Dates: September 24 and October 1
🕘 Time: 9:00 AM – 5:00 PM
📍 Location: UU 311
🍴 Lunch will be provided

To register, [click here].

Culture Garden

DISARC collaborated with Housing's Street Fair to present the **Cultural Garden**, where each of the six DISARC centers hosted two tables. One table provided information about how each center supports all students, and the other featured a fun game and snack to engage students in real time.

TER
DIVERSITY & INCLUSION STUDENT CENTER

Student Assistant Training

DISARC completed a two-day training for Student Assistants to prepare them to engage with all students in our spaces and help them connect with Cal State East Bay as they work toward their degree.

ASI Board is Looking for more Leaders!

The ASI Board has kicked off the year with regular meetings and assignments to serve on 40 University and Academic Senate Committees! ASI is also looking for students to join as mentees and internal committee members. Students can apply using this link.

ASI Presents' Amazing Fall Calendar

ASI Presents has an awesome lineup of new events this term: Pioneer Spirit Week, First-Gen Celebration Week, Campus wide Trick-or-Treat, Movie Night at the Parkway Theatre, Bountiful Baskets, and much more! There will also be more collaborative events with RSOs and campus departments.

al Fresco 2025

Our 37th Annual Fall Welcome event was a huge success! We were thrilled to welcome over 1,300 students, staff, and faculty. There was music, food, and plenty of resources throughout the day. Thank you to our campus partners for all your hard work in making this event possible.

CAL STATE UNIVERSITY EAST BAY

PIONEER
PRIDE

Pioneer Street Fair 2025

Various EMSA departments came together to host the annual Pioneer Street Fair.

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EAST
BAY

Housing Free Little Library

In collaboration with the campus CORE Team, Housing now has a Free Little Library available in the Lassen Laundry Room. The library team will help support free books at two locations in Housing. Books will be available on an honor system—take what you like, and please bring them back (or donate more). The CORE Team is currently calling for paperback donations, so if you'd like to contribute, you now have a space to do so!

Laundry Room Etiquette
Place leftover items in the provided bins
Students are responsible for collecting their own forgotten clothes
Please Pick Up Your Laundry Promptly!
DO NOT REMOVE OTHER RESIDENT'S CLOTHING FROM MACHINE!

Project IMPACT

Project IMPACT (PI) is a TRIO grant program within the Department of Education that serves up to 100 students with disabilities. PI provides subject-specific tutoring, academic coaching, wellness counseling, and programs and events designed to strengthen students' independent living and study skills in support of their academic success. We are still accepting students for the 2025–2026 academic year. If you know students who may benefit from our services, please complete a referral form.

PROJECT IMPACT

TRIO
STUDENT SUPPORT SERVICES

Gallery

WAR
Send a Thanks
Fill out a card for a colleague to express your THANKS!
Drop the envelope back in the box (don't forget recipient's name on outside).
We will send it out for inter-office mail for delivery.

CAL STATE EAST BAY
PIONEERS

EMSA Newsletter Archive

Prior editions of the Enrollment Management and Student Affairs newsletters are available on the **EMSA Newsletter Archive**.

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