

JULY 2025



ENROLLMENT
MANAGEMENT &
STUDENT AFFAIRS

NEWSLETTER

Dear Cal State East Bay Colleagues,

I am excited to share the latest updates with you from Enrollment Management and Student Affairs. We continue to push hard to make final connections with students looking to attend this fall and still need to submit their transcripts and finalize their application to enroll. The continuous personalized and broader outreach continues to pay off for enrollment numbers. Our new student numbers are tracking ahead of last year for Undergraduate, new Transfers and new Graduates. We are still currently on track to come in flat or slightly above on enrollment compared to last year, and this includes the strong headwinds impacting undergraduate and graduate International students

If you are on campus, you will notice that we have many visitors attending camps, conferences, tours and special events. This is all part of our strategy to deepen our relationships with the community, students and families earlier with the goal of building a stronger pipeline. You can learn about some of the new partnerships and events in this newsletter. In the Perry's Nest, we have more than doubled the number of visitors coming to ask questions and get support. We are already up to 4,555 visitors in the one-stop (not including June) versus 2,404 in the EIC last year total. We also have well over 800 more visitors on tours offered this year versus last for a total at the end of May of 7,882 visitors on tour (counting both individual and group tours). Fortunately, we have a strong Student Ambassador and Outreach Team motivated to handle the increased volume and momentum.

June and July are important months for New Student Orientation. Sessions have already started and things are going well, we appreciate your involvement in sessions and the activity fair each day. We know how important it is to provide students and families with a positive Orientation and advising experience.

I also wanted to take this opportunity to share an update on our division name. As of now, moving forward we are the Enrollment Management and Student Affairs Division. All departments remain the same in the division. We are flipping the order putting enrollment first to align with the growing needs, challenges and emphasis on keeping our recruitment and retention initiatives aligned with our university shared enrollment goals. This change also sets us up to start searching for a permanent Vice President for Enrollment Management and Student Affairs this fall. Please make this change to any documents or websites moving forward.

I hope you are enjoying a wonderful summer and taking some time to relax and recharge.

Respectfully,

Brenda Amenson-Hill, EdD

Interim Vice President, Enrollment Management and Student Affairs

Go Pioneers!



Orientation



Orientation



Orientation

Calling all Falcon Foodies

We have launched an opt-in text service for students to receive notification when there is free food on-campus! Staff & faculty can send messages when there is excess catered food after events and students will receive a text message of the location and time duration. This effort supports student access to free food and reduces food waste. Students can register by scanning the QR code to register with their Net ID. They must ensure their telephone number is in the correct mobile field in their MyCSUEB to receive the message. Text message rates may apply.

Falcon Foodies

Opt-in Text Service to get notified of free food on-campus!

Staff & Faculty send messages when there is excess catered food after events
Supports free food access & reduced food waste

Ensure your mobile telephone number is entered into your MyCSUEB
Scan the QR code to register with your Net ID!





SCAN ME

Dual Enrollment

We're excited to announce the launch of a new dual enrollment program, giving high school students the opportunity to take an East Bay course taught by our faculty right at their high school starting in Fall 2025. This initiative aims to help students get an early start on college, earn credit, and build a strong connection with our campus community. The program is already off to a strong start, with the following enrollments recorded so far:

- San Leandro High School (CJ 101) - pending enrollment
- Mt. Eden High School (PSYC 121) - 24
- Hayward High School (PSYC 121) - 20
- James Logan High School (SOC 100) - 13

Guaranteed Admission

Last year, we sent 3,200 admission letters to CSU-qualified students across six school districts as part of the new Guaranteed Admission Program and we are seeing some positive results, most notably a 16% increase in SIR's (accept offer of admission) from the Oakland High School District. With additional agreements currently being finalized, we anticipate sending more than twice that number of admission letters to high school students for Fall 2026.

- Leadership Public Schools Hayward
- Fremont Unified School District
- San Mateo Unified School District
- Pivot Charter Schools
- Fairfield-Suisun Unified School District
- Cristo Rey De La Salle East Bay High School
- Napa Valley Unified School District

University Union - Furniture

Exciting News for Fall 2025!

Get ready for a fresh new vibe—starting this fall in the North Union, the space outside Angelica's Taqueria (formerly FryShack) is getting a stylish upgrade! Say goodbye to the old furniture and hello to a dynamic new setup designed for lounging, connecting, and creating community. Whether you're catching up with friends, diving into a group project, or just soaking up the campus energy, this new space will be your go-to hangout spot.

Your next favorite seat on campus is just around the corner!

University Union - Gaming

 Leveling Up This Fall! 

Big things are coming to the North University Union in Fall 2025! Get ready to buckle up as we introduce our first-ever driving simulator game in the Game Cave — a thrilling, immersive experience that's sure to get your heart racing and your competitive spirit revving.

But that's not all — the momentum continues with the launch of space planning for our upcoming e-sports program! With research and development taking place at the same time, next year will be year of growth!

Whether you're here to play or race, the Union is gearing up to be your ultimate gaming destination.

[learn more about it here!](#)



Student Wellbeing Services

🚧 The Wellbeing Services Suite Is Taking Shape! ✨

Exciting progress continues as construction on the new Wellbeing Services Suite moves full steam ahead! What was once the North Union 102 meeting room is quickly transforming into a warm, welcoming hub dedicated to student success and wellness.

In the coming month, we'll turn our attention to furnishing the space—laying the foundation for what will soon become the new home of our Food Pantry and Basic Needs Services.

🔧 From blueprint to reality, this space is being thoughtfully built to serve our campus community with dignity, support, and heart.

A big shoutout and thank you to our incredible partners in Planning, Design, and Construction, and their vendors, for helping bring this vision to life. Stay tuned—something truly meaningful is on the way!

Recreation

🎉 Summer Wellness Win! 🏆☀️

The complimentary 14-day summer pass is a hit — and the numbers prove it! We've already seen 68 employees sign up, surpassing last year's total participation! 🙌

If you haven't jumped on board yet, there's still time to treat yourself to two weeks of movement, motivation, and mindfulness at the Recreation Center — absolutely FREE.

💪 Don't miss out — swing by the Rec Center and grab your complimentary 14-day pass today. Your summer self will thank you! [Learn more about here.](#)

SUMMER PASS TO *Wellness*

FREE
14 DAY
ACCESS

Redeemable May 27 - July 31, 2025
Must be current CSUEB Employee

GET IN TOUCH WITH US



510.885.4749
rawcenter@csueastbay.edu

HOURS OF OPERATION

SUMMER 2025
MONDAY - THURSDAY
11AM - 7PM



RAW CENTER SERVICES

Small Group Personal Training
Cardio & Strength Equipment
Indoor Track
Group Fitness Classes
Relaxation Room
Locker Rooms
Free Equipment Rental
Boxing Speed Bag

Preparing for Fall

The SEAS team recently held its annual End-of-Year (EOY) staff retreat, where we reflected on the accomplishments and challenges of the past academic year and began strategic planning for the year ahead. This retreat provided a valuable opportunity for staff to come together, share insights, celebrate milestones, and align our goals and initiatives to better support student success in the coming year.

In addition to planning, our dedicated advisors are actively preparing for the arrival of new incoming students. They are currently meeting one-on-one with students to assist them in enrolling in their first semester of classes and to support their transition to university life. These advising sessions are essential in helping students navigate academic planning, understand university resources, and feel confident as they begin their journey at CSU East Bay.

Summer of Savings Continues



Summer Sale: Snag a \$400 Housing Credit Extended! 🏠💰

Looking to save big this summer? For additional 2 weeks, and you could score a \$400 Housing Credit just for securing your spot on campus!

This limited-time offer is available exclusively to CSUEB students who complete their 2025–2026 Housing Contract during the month of June. It's our way of saying thanks for choosing to live where you learn!



Here's the Deal:

\$400 Housing Credit for new applications received between June 1–July 15, 2025

Credit split evenly between Fall 2025 and Spring 2026

Must remain enrolled full-time and live on-campus for the entire license period

Cannot be combined with other Housing Credit Incentives

🔔 Heads-Up: This credit applies only to Housing fees (not tuition or other costs), and may affect existing financial aid packages.

[Lock in your housing early and save here](#)—because summer perks are better when they come with a \$400 bonus!



Housing Move-In

Housing Move-In is right around the corner. Save the dates to come support Move-In is on August 14 - 16, 2025. Opportunities to volunteer are coming soon.

Position Recruitments

🌟 We're Growing — Join the Accessibility Services Team! 🌟
Exciting things are happening at Accessibility Services, and we're hiring! We're currently recruiting for two impactful positions:

- ◆ Accessibility Services Counselor
- ◆ Assistive Technology Coordinator

With the addition of a fourth counselor, we're expanding our support to better serve the increasing number of students seeking pregnancy-related modifications —while also balancing caseloads across our dedicated team.

Meanwhile, the Assistive Technology Coordinator role opens as we prepare to say farewell to our incredible colleague, Doug Ferguson, who will be retiring at the end of this month. Doug's legacy leaves big shoes to fill, and we extend our heartfelt thanks and best wishes as he embarks on his next chapter. You will be missed Doug!

Caring for Campus: New Services and Safety Initiatives

The Student Health Center is excited to share several important developments. We were recently awarded a campus safety grant and have begun planning building safety upgrades that will be completed over the next year. Our PrEP program—pre-exposure prophylaxis, a daily medication that helps prevent HIV—is now fully operational and available to students. In addition to ongoing medical and mental health services, we now provide chiropractic care not only to students but also to staff and faculty. Looking ahead, we are preparing to launch in-house X-ray services, which will further expand our diagnostic capabilities. As always, our mission is to provide accessible, high-quality care that meets the evolving needs of our campus community.

Falcon Flags

Falcon Flags have started to appear on campus. These flags are a new tradition to acknowledge and highlight the importance of student involvement and representation of Recognized Student Organizations (RSOs). We have 42 orgs represented + 3 organizations of the year with these flags with 90 total RSO on campus.



Summer Orientation is Happening

Transfer Orientation Transfer student orientations started June 5 and take place each Tuesday and Thursday. The final in-person session is June 26th. Each session is one day from 10:00 am -4:00 pm. We will hold two half-day sessions on June 24th - Session 1 from 10:00 am -12:30 pm and 1:00pm -3:30 pm. These modified sessions are targeted towards students who have already registered and do not need academic advising. They will have a 90-minute tour and resource fair. We have a 71% show rate for our in-person transfer student session. 68% of enrolled Transfer students have signed up for either an in-person or online session. Orientation Leaders are phone banking to encourage those that registered for a session but did not attend to reschedule their session.

[Check all the information here.](#)

Freshman orientation session will take place in July, with overnight stays available. Sessions will be each Wednesday/ Thursday in July (July 9/10, 16/17, 23/24 and 30/31) With the overnight stay, students will also experience East Bay

after Dark: Summer Edition. This is an overnight stay at Pioneer Heights and an action packed evening with the RAW, 59% of our enrolled Freshmen have registered for a Freshman orientation. with 28% in the overnight option. Orientation Leaders are currently phone banking to encourage those who have not registered to register for an overnight stay.

Parent/Supporter: We have welcomed 97 parents and supporters at our Transfer Student sessions! Attendees had the opportunity to explore the many resources available to help their students thrive as they transition into our East Bay community.





One-Stop at Perry's Nest

This June we worked on establishing the email address for the ONE-STOP as one-stop@csueastbay.edu. We will also be part of the phone tree and will be listed as an option when students call. The Student Ambassadors will have access to PeopleSoft and will also get trained. The 'Welcome to Perry's Nest' flags/banners will arrive soon and will be posted on the polls outside to welcome visitors and students. We were also happy to welcome the Advising team and Housing to our One-Stop GChat so we can escalate students' questions and concerns. This July,

we will be starting on establishing a website and planning out the marketing campaign to launch before the students return for the Fall semester.

EMSA Newsletter Archive

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



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