

November 2025



ENROLLMENT
MANAGEMENT &
STUDENT AFFAIRS

NEWSLETTER

Dear CSUEB Community,

I want to thank all of our campus partners who showed up to support, participate, and volunteer in a very successful Preview Day! The light rain and cooler temperatures did not dampen our spirit. Together, we hosted approximately 550 potential Pioneers and guests. A special shoutout to the Outreach and Enrollment Management teams for their leadership and hard work in all parts of the planning and details for Preview Day.

We are well into our new recruitment and retention cycle. The Outreach Team is out recruiting and hosting several events at high schools, community colleges, and throughout the broader community. We are paying close attention to spring recruitment and retention. Spring enrollment is open, which is great news for most of our students. Of course, this is also the time when some students struggle with payments and other holds. We are working across areas to support students as much as possible, helping them take care of business and continue moving forward on their path to graduation.

Great news — we are currently experiencing an increase in new student applications for Spring 2026. Even more impressive, we are seeing healthy increases in SIRs (Student Intent to Register) for new transfer and graduate students. It's still early, but we are also tracking ahead for fall applications. The EMSA Division continues to build on initiatives that were successful last year, using data and feedback to continuously improve our recruitment and retention efforts. Many of these initiatives require collaboration across divisions, and ultimately, it takes the entire university coming together to row in the same direction.

Thank you to everyone engaging in these efforts — whether through events, participation in the campus-wide Strategic Enrollment Team, or by properly referring a student and helping them get answers. Every effort, big and small, matters and makes a difference.

The future is bright at Cal State East Bay! Go Pioneers!



Brenda Amenson-Hill, EdD

Interim Vice President, Enrollment Management and Student Affairs

Spring Enrollment has begun!

Spring enrollment began on October 27! The Spring 2026 class schedule and enrollment times became available for students to view in [MyCSUEB](#) on October 20. Students may have various holds, so if you work with students, please remind them to check for any holds in MyCSUEB prior to registering.

Oakland USD

CSUEB's Outreach team was part of the planning committee for Oakland USD College Day, a CSU-wide event hosted at Fremont High School on October 4. Our campus supported the event by assisting with the Admissions and Financial Aid sessions, leading a Cal State Apply application workshop, and tabling at the College Fair. We were excited to connect with students throughout the day—more than 100 students visited our table and engaged with our team during the fair.



**OAKLAND UNIFIED
SCHOOL DISTRICT**

Community Schools, Thriving Students

Campus ESP Launch

Launched on October 22, 2025, the Campus ESP parent portal helps families stay informed as their students move through the enrollment process. It is currently available for families of continuing students, with outreach efforts now underway to include families of prospective students as well.

Guaranteed Admissions

The Guaranteed Admission Program continues to expand. This year, we sent out 5,134 admission letters to qualified students, much earlier than last year. We now partner with eleven school districts and will continue to engage with students throughout the application process. New this year, each district will host an “Admit Night” for students and families to learn more about Cal State East Bay.

Preview Day Review

Event Highlights:

- 547 total attendees

[Preview Day](#) was a huge success! The event began with a warm welcome from President Sandeen, followed by Admissions celebrating our newly admitted students. Guests enjoyed bag lunches while exploring program tables and connecting with campus representatives.

Housing offered guided tours, the Bay Dolls and Pioneer Folklórico Group delivered exciting performances, and Financial Aid provided a helpful drop-in space. Advising hosted workshops for each college, and ASI led an insightful student panel.

The entire CSUEB community came together to put its best foot forward, showcasing what makes our campus such an amazing place to learn, grow, and belong.





Care2College conference

The 3rd Annual Care 2 College Conference will be held at the Chabot College Campus Event Center on **November 14, 2025**, from **9:00 a.m. to 2:30 p.m.**

This collaborative, small-scale gathering centers on the foster youth community and their allies, with an anticipated 160 attendees. This year's theme is **"Stepping Into College!"**



**STEPPING
into COLLEGE**

**CARE 2 COLLEGE
CONFERENCE**

**College Information for
Foster Youth and Caregivers**

Friday, November 14, 2025 | 9:00 am - 2:30 pm

Chabot College Event Center
25555 Hesperian Blvd., Hayward, CA
between building 700 and 800

Free Lunch and Giveaways!

Get Answers:

- Why explore college?
- What are the benefits of going?
- What are the options?
- How can I get help to pay for college?

RSVP by November 1
bit.ly/Care2CollegeRSVP



**CHABOT
COLLEGE**

**CAL STATE
EAST BAY**

**FRIENDS OF
CHABOT
COLLEGE
FOUNDATION**

Alameda County
**Social Services
Agency**

**OAKLAND UNIFIED
SCHOOL DISTRICT**
Community Schools, Working Students

**HAYWARD UNIFIED
SCHOOL DISTRICT**

**ALAMEDA COUNTY
OFFICE OF EDUCATION**
Alissa Garcia, Superintendent

**SIDE BY SIDE
INDEPENDENT LIVING
PROGRAM**

For more information or accessibility accommodations, please email ccfice@chabotcollege.edu or renaissance@csueastbay.edu

All academic and career technical education programs and student support programs and services are open to all students without regard to race, color, national origin, sex, or disability status.

SEAS Gives Back -Thanksgiving Basket Drive

This holiday season, SEAS is assembling 30 Thanksgiving baskets for SEAS students and their families experiencing financial hardship or food insecurity.

Your generosity can help provide a holiday meal for a neighbor in our community.

How to participate:

- **Donate:** Non-perishable food items (pantry staples, sides, baking goods)
- **Gift cards:** \$10–\$25 to local grocery stores (allowing families to choose fresh items)

- **When:** Now through Tuesday, November 18, 2025
 - **Where:** SEAS front desk, Student and Faculty Building (2nd floor)
-

Orientation is **HIRING** - Team Leaders

Do you know a proud Pioneer who would be interested in welcoming new students to campus? Apply to be a Transfer Ambassador, Orientation Leader, or Parent/Supporter Ambassador!

Student Ambassadors receive leadership training, build community, and help support new students as they transition to our campus. With hours available throughout the summer, there are plenty of opportunities to make a difference in our community.

If you know a student who may be interested, they can apply [\[here\]](#). Applications close at the end of the month.



JOIN OUR TEAM
WE ARE HIRING!

APPLICATIONS ARE OPENING SOON!

ORIENTATION LEADER

PARENT & SUPPORTERS AMBASSADOR

TRANSFER AMBASSADOR

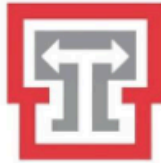
INTERESTED? SCAN HERE



HAVE ANY QUESTIONS?

EMAIL US : ORIENTATION@CSUEASTBAY.EDU



RSO Fall Rec and Renewal has closed

We are excited to recognize 83 student clubs and organizations this fall and look forward to the community engagement and networking opportunities that will come from our many Recognized Student Organizations (RSO).

We're especially thrilled to welcome 5 new RSOs and celebrate 11 previously inactive RSOs that have become active again.

In total, we have recognized 80 RSOs this semester:

- 38 Academic/Honor Society

- 11 Cultural
- 3 Faith/Religious
- 10 Fraternity & Sorority Life
- 16 Special Interest
- 2 Sports/Recreation

If an RSO did not meet the fall deadline, don't worry! Spring Rec & Renewal opens on December 1.



Recognized Student Organizations

Student Leadership and Involvement Center

Upcoming Prospective Transfer Students Events

East Bay Days at Local Community Colleges

Goal/Objective: Strengthen partnerships with key feeder schools by hosting on-site "mini preview days" at their campuses. These events bring CSU East Bay's resources directly to students, allowing them to learn about academic programs, support services, and transfer pathways.

- Diablo Valley College East Bay Day took place on October 2, with over 120 DVC students in attendance.
- Chabot College East Bay Day was held on October 14, and 140 students attended.

Transfer Friday

Goal/Objective: Invite transfer students to campus for a tour and resource fair, with a special emphasis on welcoming student communities and affinity groups from local community colleges. The event connects these students with campus resources and programs designed to support their specific needs and ensure a smooth transition to CSU East Bay.

- Transfer Friday is scheduled for November 14. We are working with the East Bay K16 Collaborative, who are funding a bus to bring a group of Las Positas College students. We expect several other groups to attend as well.

Welcome Day

Students will have the opportunity to receive academic advising, register for classes, and submit their Statement of Intent to Register (SIR) during the event.

Transfer Student Support

Orientation and Transition

- We offer a Transfer Orientation to help students get settled and prepared before the semester begins.
- Before classes start, we host classroom tours so students can get familiar with the campus layout and feel more confident on their first day.
- During the first two weeks of the semester, our “Ask Me” tabling stations are set up across campus to answer questions and guide students to the right resources.

Community and Engagement

- Each fall, we participate in National Transfer Student Week, hosting events that celebrate and highlight the transfer student experience.
- Each semester, we host or partner with others on campus to hold at least two transfer-focused events that help students build community and foster a sense of belonging.

Student Leadership and Outreach

- We currently have a team of four Transfer Ambassadors who meet with students, share their experiences, and build connections. They also visit local feeder schools with our outreach counselors to share their stories and help prospective transfers feel more comfortable.
- We are expanding our support for Students with Dependents by planning at least two signature events for this group and collaborating with ASI to better understand and meet their needs.

Recognition

- We support our Tau Sigma National Honor Society students through an annual induction and cording ceremony each spring to recognize their academic achievements.

Orientation for New Spring 2026 Students and Parent/Supporters is Open

Spring Orientation registration opened on October 27. Students can sign up through [MyCSUEB](#).

The in-person orientation will be held on December 5. Online students can email orientation@csueastbay.edu to receive updates about the online orientation session.



ASI Hosts Systemwide Student Government Meeting

Representatives from all CSU campuses came to East Bay on October 18–19, 2025, for the California State Student Association (CSSA) meeting. ASI had the privilege of welcoming student leaders to campus to conduct regular business and enjoy some time in the Bay.

Attendees had the opportunity to network and spend time with President Sandeen, Vice President Amenson-Hill, and Perry. It was an honor to host our CSU student government leaders!

For more information about CSSA, visit calstatestudents.org.





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

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