

## Dear Cal State East Bay Colleagues,

Happy New Year! I hope you enjoyed some time off over the winter break. As we dive back into our work in the new semester, I wanted to share a few updates. We continue to recruit and accept applications, but the bulk of the work now is to turn the applications we already have into students that ultimately choose Cal State East Bay and enroll. There are several factors involved in students making their decision. I am excited to share a few updates that could positively impact our ability to compete and reach our goals for enrollment and providing a high quality student experience.

- The University Website was recently updated with a focus on prospective and current students (Congratulations and thank you to the Marketing Team)
- A new partnership with Campus Esp is focused on family communication from recruitment cycle throughout the student experience. For High School students entering college, parents are still one of the number one influences on where a student decided to attend college. We are working hard to build authentic relationships, strong communication and community that will attract more students. \*See Campus Esp sample photo below.\*
- A new AI Agent has been launched and is starting to work on recruitment communication with new students-freshman, transfers and international students. The great news is that we can now engage with students 24/7 with a very quick response for many of their initial questions.
- Financial Aid & Scholarships: last semester we partnered with the Chancellor's Office and a few seasoned colleagues from Cal State San Marcos to do a deep dive review of all things Financial Aid and Scholarships. The visiting team delivered recommendations and a final report that we will now work together to implement. We look forward to sharing more changes and highlights throughout the semester.
- We spent last semester looking deeper into the retention and persistence of our students. Academic Affairs and Enrollment Management and Student Affairs will pilot some best practice First Year Experiences this spring and fully launch an updated First Year Experience for all new freshman in Fall 2026.
- Finally, our partnerships and MOU signing work continues to grow and develop. We are already seeing very positive signs of increased applications for fall, particularly from Oakland, Hayward, San Lorenzo and Napa Valley. In addition, we continue to see our largest increase in applications from transfer students. We have many new and improved initiatives moving forward and the current data on enrollment is trending in a positive direction. I look forward to continuing our work together to reach our shared university goals around the entire student experience.

### Go Pioneers!

**Brenda Amenson-Hill, EdD**

Interim Vice President, Enrollment Management and Student Affairs



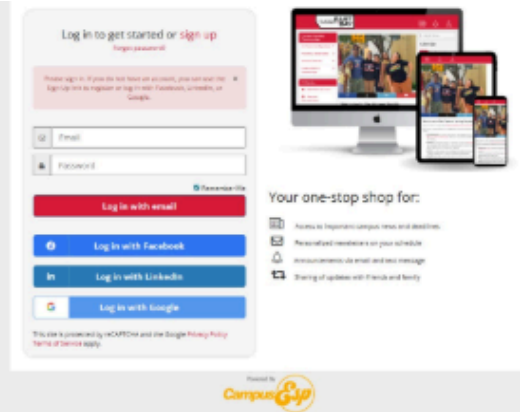
A way to stay involved with your student and Cal State East Bay.

Log in to get started or sign up

Registration

Please sign in if you are not a new student, you can see the options to register or log in with Facebook, LinkedIn, or Google.





## ASK ME Tabling - Spring 2026

We're seeking volunteers for our "Ask Me" welcome tables! Volunteers in Ask Me shirts will greet and guide students at stations across campus, including the UU/MI Walkway, A&E Walkway, Science Overhang, East Bay Letters, and RAW/Shuttle Stop. Interested staff or student leaders can [sign up to help here](#).



## Classroom Tours -Spring 2026

Classroom tours are available for new Spring 2026 students! Our student ambassadors are here to support a smooth transition by guiding students to their class locations before the semester begins. Students can [register here](#).

Hayward Campus Classroom Tours  
Spring 2026

## Spring 2026 Orientation

We welcomed 175 students and 18 supporters at our Spring 2026 Undergraduate Orientation on December 5. New students can still register for upcoming sessions:

- January 15 – Undergraduate In-Person, 1–4 p.m.
- January 15 – Graduate In-Person/Online, 1–4 p.m.
- January 16 – Undergraduate Online, 1–3 p.m.

## Are you ready for the Super Bowl LX!?!

Not able to head to Levi's Stadium for the game?? No worries! Join ASI and the campus community on February 8th in the MPR - football, Bad Bunny, awesome commercials, food, and prizes! Start time is 3:30pm

## 2026 Graduation and Commencement Webinars

The 2026 Graduation and Commencement webinars will be held on **Thursday, February 6, at 12:00 p.m.** and **Wednesday, March 4, at 10:00 a.m.** Students who would like to learn more about the graduation process and the 2026 commencement ceremonies are encouraged to attend. Webinar registration is available on the [graduation website](#).



## Cultural Grad Festivities 2026

Plans are underway for this year's Cultural Graduation Celebrations. SLIC, DISARC, and committee partners invite the campus community to join us.

- Lavender Cultural Graduation: May 3 at 3:00 p.m.
- Chicax/Latinx Cultural Graduation: May 9 at 9:00 a.m.
- API Cultural Graduation: May 9 at 1:00 p.m.
- Black Cultural Graduation: May 9 at 5:00 p.m.





## January MOU Admit Celebrations

We are celebrating MOU-admitted students throughout January.

- San Leandro Unified – Thursday, January 8
- Hayward Unified – Thursday, January 22
- Oakland Unified – Tuesday, January 27

## Late Night Breakfast

Housing and Pioneer Dining hosted a free Late Night Breakfast in the Pioneer Kitchen for all on-campus residents to wish them well and provide an exciting meal each semester ahead of finals week. This fall's event featured festivities inspired by the movie Coraline.



## Cocoa, Cookies and Crafts

This event was an opportunity for students with dependents and staff/faculty to bring their dependents to campus to connect with others and build community. We had 32 total attendees, including students, students with dependents, staff (family housing), alumni, and guests.





## Second Place Jingle & Mingle Pole Decorating

Mariah Carey made a surprise appearance at this year's University Jingle & Mingle pole decorating contest, earning the SEAS team second place.



## SEAS Coat and Sock Drive

The Student Equity and Success (SEAS) Center hosted its first annual Coats and Socks Drive to support local shelters and community members in need. Through generous donations from students, staff, and faculty, we collected a significant number of warm items, making the drive a meaningful success and reinforcing our commitment to basic needs and community care.



## East Bay is Bountiful!

ASI hosted its annual Bountiful Baskets, a 20+ year campus tradition, with departments competing to donate over 375 items to our HOPE Pantry.

Congratulations to our winners:

- 1st Place: Accessibility Services
- 2nd Place: Student Leadership & Involvement Center
- 3rd Place: Department of Political Science





## Holiday Celebration

DISARC celebrated the end of a successful semester with a Winter Holiday celebration. DISARC students and staff were able to share a meal together, play games, and create personalized snow globes. Most importantly, we were able to celebrate our Fall graduates and say farewell as they move into the professional world.

