

Dear Cal State East Bay Colleagues,

I am pleased to share the following updates related to Enrollment Management and Student Affairs. This semester is moving quickly, and we are hard at work during the busiest part of our “yield” season in Enrollment Management. Hopefully, you are seeing the Outreach Team, Student Ambassadors, and many other departments out on campus, in the community, and in the news sharing the great work and positive experiences at Cal State East Bay. Engaging student experiences, both inside and outside the classroom, all impact our enrollment and image as a university. One great example is the amazing year Athletics is having. Many of our teams are competing at the top levels within our conference. A special shoutout to the CCAA Conference Champion, undefeated Men’s Basketball Team. We look forward to cheering on the Pioneers at the upcoming tournament.

I also want to pause and reflect on our recent efforts and momentum to stop the five-year decline in enrollment. Together, we have turned the corner to stabilize and increase enrollment in Fall 2025 and Spring 2026. Currently, we are on track to continue with modest growth for Fall 2026, though we still have months ahead of us to cross that finish line. We are strengthening our recruitment efforts and increasing our retention and persistence rates to ultimately grow enrollment. This newsletter provides some highlights of that work.

<u>Fall 2025 Headcount – 10,912</u>	<u>Fall 2024 Headcount – 10,897</u>
CA Residents – 10,315	CA Residents – 10,019
Non-Residents – 597	Non-Residents – 878 (Mostly international students)
<u>Spring 2026 Headcount – 10,343</u>	<u>Spring 2025 Headcount – 10,183</u>
CA Residents – 9,822	CA Residents – 9,399
Non-Residents – 521	Non-Residents – 784

As you can see, we experienced an overall increase, with most of the growth among California residents. We are also proud of our growth in new transfer students, increasing from 1,779 in Fall 2024 to 1,952 in Fall 2025. As a university team, we are proud of turning the ship around on enrollment after five years of decline. This past year’s increase has helped build morale, hope, and positive momentum that ultimately benefits our students. We are assessing our efforts and incorporating what we learn into our strategic enrollment plan moving forward. We are piloting many new initiatives and understand that the return on investment will vary, helping to guide future decision-making.

Other Enrollment Efforts – Pioneer Strategic Enrollment University Action Teams

There are four Pioneer Action Teams: Retention; Enrollment Recruitment and Marketing; Student Financial Services; and New and Evolving Academic Programs. The focus of these teams will be evaluated annually, and their charges will be updated based on evolving needs, priorities, and progress.

Each Pioneer Action Team is charged with providing a prioritized set of recommended actions and implementation strategies to the Enrollment Strategy Team. These recommendations should be informed by:

- An inventory and evaluation of current practices, as well as the downstream impacts of any changes.
- Consultation with stakeholders prior to recommending changes to existing practices.

- Identification of existing and potential future barriers to progress in a given domain, including but not limited to resource constraints.
- Submission of three to five initiatives and strategies to the Executive Team for the year, followed by ongoing progress updates.

I am thrilled to see the outstanding work of colleagues and students across the university who are participating in the Pioneer Strategic Enrollment University Action Teams. We recently conducted a pulse check on the work completed during part of last semester and thus far this spring. Below is a brief summary of the priorities outlined for each action team. The goal is to complete or make significant progress on each action by the end of this semester.

[Pioneer Strategic Enrollment University Action Teams](#)

We will also continue to update the [Enrollment Hub](#) with the latest information, as well as the [Enrollment Management and Student Affairs website](#).

Go Pioneers!

Brenda Amenson-Hill, EdD

Interim Vice President, Enrollment Management and Student Affairs



Next Steps Video

Check out the four-minute video that explains all the next steps for new students.



Admitted Student Website

This website provides new transfer and first-year students with a checklist of required tasks, information about admitted student events for the month, access to archived past events, and much more. [Check it out here.](#)

Admitted Student Day Overview/Program

Admitted Student Day will be held on Saturday, April 25, 2026. The President will kick it off with a welcome address. We are planning an exciting Admissions Station where students can visit, ask questions, and submit their deposit. Student organizations will not only be present but will also provide performances. Housing and SLIC will offer tours and entertainment in the RAW Plaza. Academic Advising will advise transfer students and help them register for classes. Numerous campus resources will host tables and provide informational materials to support students on their journey at East Bay. The MPR will host all the Colleges and majors. Financial Aid counselors will offer one-on-one meetings with students. We will host two presentations at the top and bottom of each hour on the topics of Student Finance and Careers, in addition to flash classes that will give students insight into what it means to take a class at East Bay.

The day will be filled with informational resources and fun, with the goal of giving new students a full understanding of what we are all about. Volunteer sign-ups are coming soon. This day would not be possible without everyone's help.

Counselor Appreciation Brunch

The Counselor Appreciation Brunch was attended by 65 high school and community college counselors, as well as administrators, deans, and associate deans. Our VP and AVP provided an overview of enrollment, guaranteed admission, dual enrollment, and much more. Catering did an amazing job with the food. Visitors also had the opportunity to attend several sessions on the nursing application process and careers beyond East Bay, and they took a tour of the campus and housing.





Yield Activities

There are numerous activities underway to engage our fall applicants and encourage them to submit their enrollment deposit by the May 1 deadline. A mailing was sent to all admitted students featuring a Perry Pop-Up and an invitation to Admitted Student Day. Students are also receiving targeted messages and videos outlining next steps, including additional information about the resources East Bay offers, as well as invitations to topic-based webinars.

Financial Aid is sending reminders to complete the FAFSA and providing confirmations to students who have submitted it, along with a timeline for when they can expect to receive their award packages. Students can text Perry's Nest with any questions, including those about financial aid, at 510-885-2556. In addition, the Outreach team is meeting with students to answer questions and guide them through next steps, and we are working closely with Academic Advising to ensure a smooth transition to class registration.

CSU Application Timeline Changing

The CSU system is moving up the application timeline so students have more time to complete their application in Cal State Apply. These changes are intended to support and empower students by providing additional time and clarity for thoughtful, accurate application completion. The submission deadlines will remain the same.

Spring 2027 Admission

1. July 1: Application opens for Spring 2027
2. August 31: Priority filing period deadline for Spring 2027 (CSUEB typically extends the deadline to October 15)

Fall 2027 Admission

1. August 1: Students may begin working in Cal State Apply for Fall 2027 and can complete most portions of the application, but cannot submit it yet.
2. October 1: Application submission opens
3. November 30: Priority filing period deadline for Fall 2027 (CSUEB typically extends the deadline to February 15)

Housing Priority Application Opening!

The 2026–2027 Housing Application will open in March 2026. For the first time ever, all incoming and current students will have the opportunity to receive early access to apply for on-campus housing, giving them the best chance to secure their preferred room, choose their suitemates, and find their home away from home for the next academic year.

HOUSING APPLICATIONS OPEN 2026



Included In Price



UTILITIES



LAUNDRY



DINING



ONLINE
STREAMING



FREE WI-FI



FURNISHED



Address
LASSEN HALL



Phone
(510) 885-7444



Email Us
housing@csueastbay.edu

Campus Living

Life on campus offers students 24/7 opportunities to build new friendships and create lasting memories. Shoutout to the Housing Residence Life Association for hosting an array of spring events, including Speed Friending, Lego Mania, "Handmade Love: Valentine's Craft," and Vision Board creation.



Welcome - Director for Student Health Services

Annie Marlis joined our campus on Monday, February 23, as the Director of Student Health Services. Most recently, she served in the same role at San Francisco State University. Annie holds an MS in Health Care Administration from East Bay and recently completed her law degree with a focus on Health Care Compliance at Pitt School of Law. Please join us in welcoming her to our campus.



Wellness Ambassador Trainings for Spring

Counseling Services is offering three Wellness Ambassador trainings this spring for any interested staff, faculty, or student leaders. We know that it takes a village to support students with complex needs, and we want our community to be well resourced.

Please join us for the following workshops: Supporting Survivors of Sexual Violence (Thursday, 3/19/26, 12–1 p.m.), Supporting Trans and Gender Nonconforming Students (4/14/26, 12–1 p.m.), and Avoiding Burnout and Compassion Fatigue (4/21/26, 12–1 p.m.).

For details, registration links, and videos of past trainings, please visit our [Wellness Ambassador website](#).

Puente Day

CSU East Bay played host to over 500 high school freshmen from Northern California for the Puente Student Leadership Conference (SLC), a high-energy and engaging event designed to empower Puentistas to continue on their path toward higher education.



Black College Expo

Admissions Office staff represented the CSU system at the Black College Expo, providing on-the-spot evaluations for prospective students. High school students presented their transcripts for immediate review and received personalized guidance on admission eligibility, next steps, and pathways to enrollment within the California State University system.



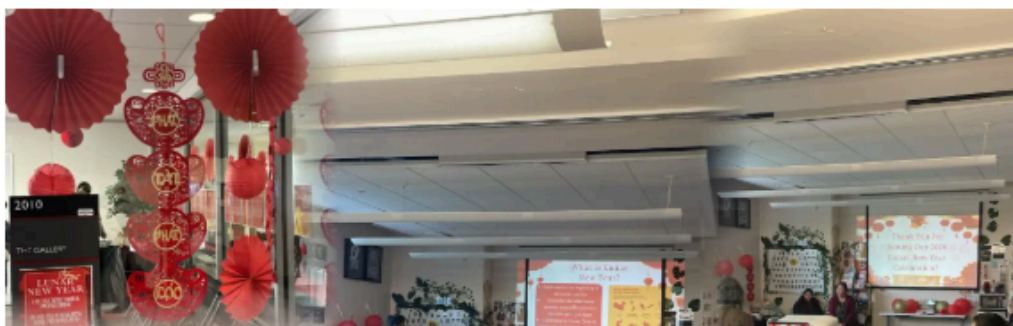
100th Year of Black History Month Celebration

In celebration of the 100th year of Black History Month, the Black Student Success Center hosted a multitude of student engagement events, ranging from mental health and community building to a performance by a world-renowned poet. We also had the opportunity to pack the house in support of our men's and women's basketball teams. We look forward to continuing to engage and support our students on campus.



Lunar New Year

The leaders of the AANHPI Grant partnered with the Asian Pacific Islander Student Success Center to host a Lunar New Year celebration extravaganza. AANHPI staff leaders provided an educational presentation on the history and traditions of Lunar New Year, while APISSC students decorated the space, making it lively and festive. Staff also led games and activities centered around Asian cultures, creating an invigorating celebration of food, fun, and culture. It was truly a celebration to remember.





Pioneer Spirit Week Poster Contest

RSOs created posters throughout the week to bring to the basketball game against Stan State. SLIC held a poster contest, judging entries on creativity and innovation, Pioneer pride, and representation of their student organization. Shoutout to East Bay Folklorico for the highest-scoring poster!



2026 Per Aspera Ad Astra Nominations - Open to all students!

Nominate a student leader for the inaugural Per Aspera Ad Astra Award. This award is open to the campus community, and all are encouraged to nominate an outstanding student leader who has gone above and beyond and has truly demonstrated “through adversity to the stars.”

A Per Aspera Ad Astra recipient is someone who inspires others through integrity, initiative, and a commitment to making a positive impact. They lead by example, demonstrating responsibility, empathy, and strong communication skills in every interaction. Whether organizing events, supporting peers, or representing student voices, they balance academic excellence with active involvement in our community. With vision and resilience, they not only solve problems but also create opportunities for growth and success for others.

Submit your 2026 Per Aspera Ad Astra nomination by completing the [nomination form](#).

Recognized Student Organization (RSO) Individual Awards

The Recognized Student Organization (RSO) Awards are designed to honor outstanding student leaders, Recognized Student Organizations, and advisors who have presented exceptional events and programs and demonstrated exemplary leadership within the CSUEB community and beyond.

Use this form to nominate individuals. Read each description carefully and nominate those who best fit the criteria. Submit your RSO Award nominations for individual categories by [completing the form](#).

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New Student Orientation

New for 2026: First-year and transfer students will complete a new online pre-orientation launching in May after Admitted Student Day. The modules cover key information and resources, allowing in-person sessions to focus on connection and engagement.

Transfer registration opens February 15 for in-person sessions and June 28 for online sessions. Visit the [Orientation website](#) for updates.

NODA Conference @ UC Irvine

NODA hosted its inaugural Spring Learning Conference, a reimagined event designed to foster connection, learning, and leadership development. VG Amino and five Orientation Lead Team members attended. Two team members earned Best Communication Awards in their groups. The team returned energized, inspired, and ready to elevate their work.



ASSOCIATION FOR
Orientation • Transition • Retention
IN HIGHER EDUCATION

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Spring 2026 Leadership Symposium

On February 27, SLIC, in partnership with the Career Empowerment Center and the Society for Collegiate Leadership and Achievement, hosted the Spring 2026 Leadership Symposium. The event brought students together under the theme "Connect, Inspire, and Lead with Vision." Hayward Mayor and CSUEB alum Mark Salinas delivered the keynote address.

Eggstravaganza

On March 28, in celebration of springtime and Easter, SLIC, in collaboration with the RAW, will host this year's Eggstravaganza. Students, staff, and faculty are invited to join us for crafts, an egg scramble (hunt), lunch, and a movie.

AANHPI Student Achievement Program - Wellness & Community Initiatives

Through the AANHPI Student Achievement Program – Wellness and Community Initiatives, we hosted several events in the month of February, including a Lunar New Year celebration, RISE: Talk Story Circles, and Crafternoon in collaboration with SLIC, the API Center, and the PIAA Program.

EMSA Newsletter Archive

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