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MARCH 2025



STUDENT AFFAIRS
AND ENROLLMENT
MANAGEMENT

NEWSLETTER

Dear Cal State East Bay Staff and Faculty,

We continue to see positive movement in new student applications and admitted student numbers. We continue to communicate and engage with all of the students that have applied or shown interest to move them forward on their path to enrolling for Fall 2025.

February was another very busy month full of visits, virtual and in-person events. A few highlights included hosting over 100 High School and Community College Counselors on campus, Friday, February 21st. Our attendance was up from 75 last year and the Outreach team received several positive comments on the information shared throughout the day

The automatic admission/MOU signings are catching positive attention and more schools want to partner with us in the future. We currently have 6 signed MOU's and are working with 4 more districts to sign soon. We also continue to partner with Marketing to get out in the High Schools for a lunch takeover-including music, swag and time to chat with student ambassadors and staff representatives.

Last week, I had an opportunity to share some of our new enrollment initiatives and strategy with our Education Foundation Board of Trustees. I also presented to the COBRA Committee on campus. We have several ambassadors and long-time supporters of Cal State East Bay that are willing to help spread positive news and build on the success of the university. We need to keep telling our story and work together to share what we can offer to students and the greater community.

I want to publicly thank all of you that have reached out to get more involved and/or share some of the efforts you already have in place to build on relationships in the community and schools. We want to partner and build on these important collaborative partnerships.

CSUEB hosted hundreds of students and visitors on campus this past Saturday, March 1 at Black in the Bay. We also partnered with Athletics to share our Admission materials and answer questions before the basketball game. To see a full list of upcoming events look [here](#).



High School Takeover



High School Takeover



High School Takeover



Counselor's Breakfast



Counselor's Breakfast

Dr. Brenda Amerson Hill

Interim Vice President, Student Affairs & Enrollment Management.

New Housing Incentives for Students

Early Bird Sign-Up Students can earn up to \$500 in housing credit by contracting before May 1.

Affordable Housing: Pell Grant eligible first-time freshmen can receive up to \$1,000 in housing credit.

A new quad apartment option offers the most affordable housing at \$10,548, including a meal plan for the full academic year.

Housing Fall 2025 Applications Open

Priority Application Open: Current Housing residents in good standing can sign up for next year. **Priority Application** runs from Feb. 17 - Mar. 11.

General Application Process: Starting on March 19, all students, including

First Time Freshmen and Transfer students, will be invited to submit their contracts and secure their homes for the next academic year.

Faculty, Staff, and Family Housing

A new addition to the University Housing program will be 8 apartments dedicated to faculty, staff, and family housing - available to students with dependent care. Complete this [Interest Form](#) to be the first to learn more.



East Bay After Dark: Party Smart Pioneers

On February 14, RAW and University Unions hosted "East Bay After Dark" in collaboration with SHCS, DISARC, ASI, SLIC, and Res Life. The event engaged approximately 200 students and provided programming through the lens of the key message "Party Smart Pioneers." In tandem with a silent disco blacklight party, the departments provided alcohol education, safer sex supplies, and information on PreP By the Bay, stress reduction & healthy relationships.



CSU Super Sunday

The Black Student Success Center and the Black Student Union invited campus administrators to join them as they fellowshiped at First African Methodist Episcopal (FAME) Church Oakland on Sunday February 16th. LaRon McCoy addressed the congregation to highlight the "Black at the Bay" culture that we have worked hard to curate at Cal State East Bay. Black At The Bay is more than just a mantra—it's our way of uniting and amplifying the voices of our Black community at Cal State East Bay. When we say "Black At The Bay," we're celebrating Black identity and embracing the unique experience of being Black at East Bay. We are also honoring our Black Alumni that advocated and protested to get the Black Student Success Center on campus that coined the term "Black at the Bay". We invited the congregation to connect with our representation of the Black at the Bay community present after service and offered information about how they can apply to become Pioneers.



Black at the Bay Day

Black at the Bay Day was held on March 1st and packed with exciting opportunities to explore East Bay resources, support services, and the vibrant community curated by our Black students. It was a lively mix of information, community engagement, and FUN! Whether you were a current student, a future Pioneer, or excited community partner, this was the place to be.

There were 172 participants, 41 current East Bay students, 24 Current Faculty and staff, and 26 volunteers present at the inaugural Black at the Bay Day event.



API In solidarity

The Asian Pacific Islander Student Success Center has partnered with the Black Student Success Center in their celebration of Black History Month. The APISSC led a field trip to the Oakland Asian cultural center for the Black History Month and Lunar New Year exhibit on February 1st to kick off Black History Month. The APISSC also collaborated with the BSSC on their annual Trap & Paint where they learn the history of the popular genre of music known as Trap Music which is a subgenre of Hip Hop.



LSSC Master's Group

The Latinx Student Success Center hosted a Master's Group for students that are in master courses at CSU East Bay. This event was designed to build cultural identity and community, create a supportive space to encourage students retention and positive experiences in graduate programs, and provide strategies for imposter syndrome, self care, sustainability and resilience.



Supporting Pregnant and Postpartum Students

With recent Title IX changes, Accessibility Services has adopted a more proactive approach to supporting pregnant and postpartum students. In FY22/23, the department assisted 20 students with 29 inquiries; in FY23/24, the department assisted 21 students with 31 inquiries. As of Feb 2025, the department is seeing an even larger demand assisting 23 students with 85 inquiries. Through outreach and visibility the demand continues to grow in this segment of student supportive measures.

Accessibility Workshops

Accessibility Services is hosting two workshops in March and April. These are designed for faculty, but are open to anyone who is curious as well.

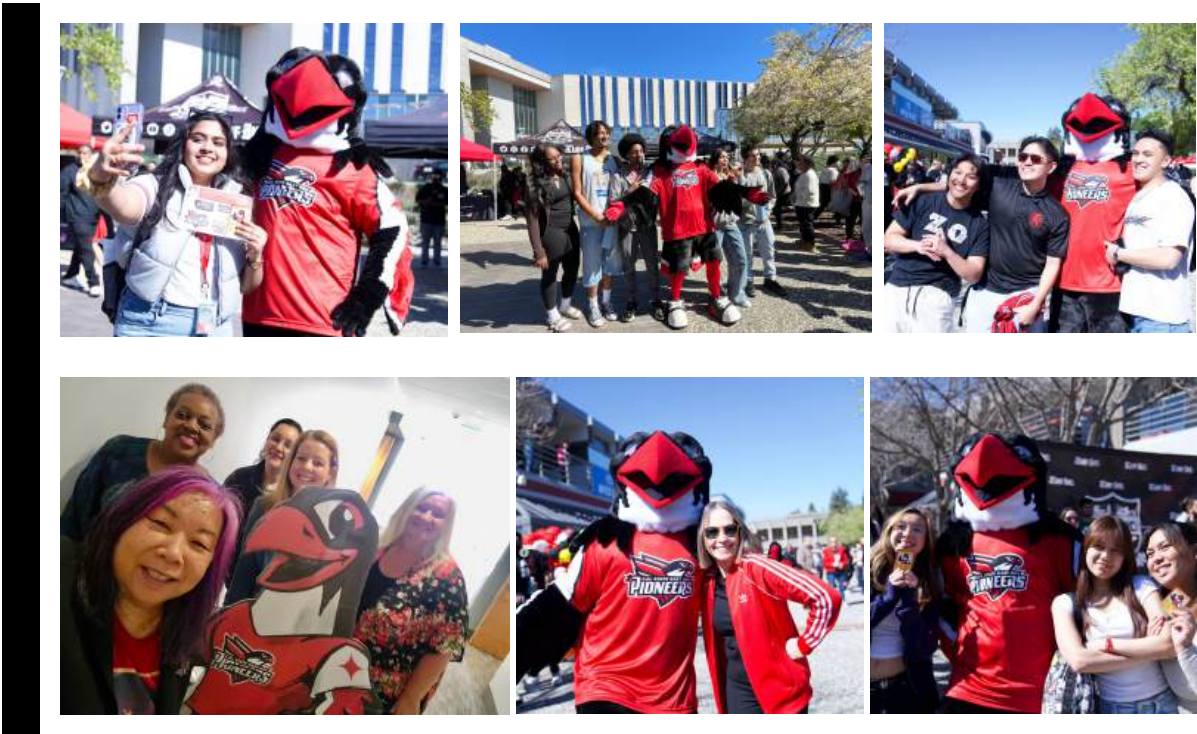
Session 1 - March 7th 9:30am-11am- [Zoom Link](#)

AS 101: What are accommodations, how are they determined, and what happens after they're approved. An overview of the student experience.

Session 2 - April 11th 9:30am-11am- [Zoom Link](#)

AS 201: What does "Pending Agreement" mean? Some accommodations are more complicated than others. Let's talk about how to navigate through them together.

Welcome Perry!



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