

MAY 2025



STUDENT AFFAIRS  
AND ENROLLMENT  
MANAGEMENT

# NEWSLETTER

## Dear Cal State East Bay Colleagues,

Thank you for your support and continued engagement with the many new initiatives we are launching to increase enrollment at California State East Bay. This semester was full of events and outreach and it is making a difference in our yield/ultimate enrollment numbers. Currently, new CA Residents are up by 347 headcount over point in time last year. To be expected, our non-resident students are currently down, but some of the recent news related to international students gives us some hope that the non-resident students may pick-up before Fall 2025. Our new transfer students applications are up by 374 (5%) and SIRs are up 165 (11.68%).

We are still building off of the great momentum you helped create at the recent [Campus Welcome Day](#) and Pioneer Days. In addition, we continue to hold online Financial Aid and department workshops, in person and virtual meetings and many more tours. We just added tours on Saturdays, this is already very popular with students and families. Finally, the One-Stop in the SA building lobby continues to evolve and serve new and continuing students. We would like to invite all of you to an **Open House/One-Stop new name reveal Monday, May 5th, 12:30 p.m.-1:30 p.m. in the SA Lobby.**

In addition to all of the recruitment and outreach efforts, we are busy closing out the semester strong with several awards ceremonies and celebrations to honor the success and accomplishments of our students. A retention sub-committee is also working hard to reach all of our current students that have not yet registered for fall semester. It is critical that we advise and register all of our current students before they leave for the summer. If you are working with students that have holds, please direct them to the One-Stop and we will provide them with steps to help them clear their hold and register for classes. Providing our current students with high quality support and service is one of the best ways to retain students and increase enrollment.

We are excited to join you in celebration at our upcoming Commencement ceremonies.

With Pride and Respect,

**Go Pioneers!**



Welcome Day



Welcome Day



Welcome Day

**Dr. Brenda Amerson Hill**

Interim Vice President, Student Affairs & Enrollment Management.

## Welcome Day

Our Welcome Day for admitted students was a huge success! This year's event featured expanded activities and entertainment, an admissions station where students could accept their offer of admission and celebrate, and advising and registration opportunities for transfer students. Our new mascot, Perry, was a big hit and made everyone smile. Students and their guests took part in presentations and visited the resource fair to meet faculty and staff and learn more about the academic programs and support services our campus has to offer.



Total Attendees	1313
Admission Offers Accepted (SIR's)	57
Transfer Student Registered for Classes	72
Resource Fair	1249
Campus Tours	599
Housing Tours	410
Financial Aid Counseling Drop In	75
Housing Contracts at Welcome Day	26

## New Saturday Tours and Welcome Center Events

April was a vibrant month for campus visits, with over 1,250 guests participating in a series of dynamic events and tours that brought new energy and excitement to our community. The month began on a high note with Welcome Day on April 12.

On April 18, the Student Summit welcomed 200 high school students for a full day focused on academic exploration and leadership development. Through engaging workshops, panels, and interactive sessions, students were empowered to think critically about their educational goals and potential career paths, while also learning valuable skills to help them succeed in higher education.

April 19 marked the official launch of our Saturday Tours, a new initiative aimed at increasing accessibility for families who may be unable to visit during the traditional workweek. This ongoing program reflects our commitment to making the campus experience available to all interested students, regardless of scheduling constraints. Tours are also available in Spanish.

The month wrapped up on April 25 with two significant visits: a general Campus Tour that welcomed 300 guests and a dedicated visit from 150 freshmen from Oakland Tech. These events underscore our strong partnerships with local schools and highlight our ongoing mission to engage future students early and meaningfully.



# SATURDAY TOURS ARE NOW OPEN!

*Ahora disponible en Español Etiquetado con (ESP)*

**APRIL 26, 2025**

**9:00 AM (ESP) | 10:00 AM | 11:00 AM | 12:00 PM**

**MAY 3, 2025**

**9:00 AM (ESP) | 10:00 AM | 11:00 AM (ESP) | 12:00 PM**



## Pioneer Days

Pioneer Day events were held at three local community colleges (Chabot, Las Positas and DVC) to connect with admitted and prospective students at their campus, address any questions they may have, and celebrate admitted students with food and giveaways. The active participation from our campus partners played a significant role in the events' success. We had 23 - 28 departments participate and 90-110 students attended each event.

## EB Jamboree - Another Success!

ASI along with support from many departments hosted its 4th annual EBJ. The community came together with approximately 1200 people playing games, dunking greeks, enjoying food trucks, climbing the rock wall, dancing with Turf, Inc. and enjoying free snacks from ten vendors!



## Summer Orientations

Orientations for our Fall 2025 students are almost here! We're excited to welcome our new students and introduce them to our campus. You can find the dates for transfer and freshmen orientations [here](#). Interested in tabling? Make sure you [sign up to table](#) by May 12, 2025.

For our freshmen sessions, we will be hosting a modified Freedom Talks with

students and are asking our campus community to share their story with our students! We're looking for four students, faculty, or staff to present their story and hold a small group Q&A to end the first day with our students. Interested? You can find more information [here](#).

## Cultural Graduations

It is that time of the year to start preparing to celebrate our graduating Pioneers! Save the dates and join us as we celebrate our graduating students at each of the cultural graduation celebration ceremonies!

- [Asian Pacific Islander Graduation Celebration](#)

Friday, May 9, 2025 @ 5:00 PM, University Theater (TH-0170)

- [Chicanx/Latinx Graduation Celebration](#)

Saturday, May 10, 2025 @ 10:00 AM, Main Gymnasium (PE-0145)

- [Black Graduation Celebration](#)

Saturday, May 10, 2025 @ 6:00 PM, Main Gymnasium (PE-0145)

- [Lavender Graduation Celebration](#)

Sunday, May 11, 2025 @ 3:00 PM, Valley Business and Technology Presentation Center (VBT-0124)

## Housing's End of Year Celebration

University Housing and Residence Life hosted their end of year celebration on April 23. The 22 graduating seniors who were recognized is one of the biggest graduating groups in the Housing Department's history.



## RWUU Casino Night was a Winner!

Recreation, Wellbeing, & University Unions hosted a casino night to celebrate our 45 graduating seniors! Students played games, enjoyed dinner, and were awarded graduation stoles to wear at commencement ceremonies.





## College Link Program - Highlight

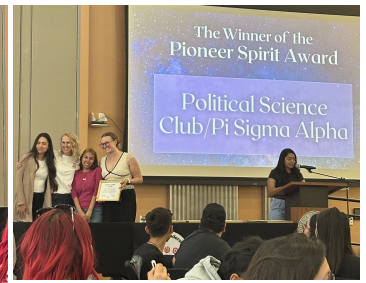
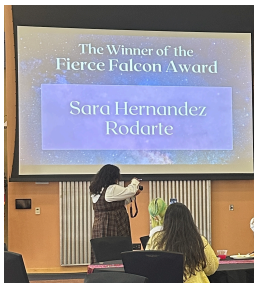
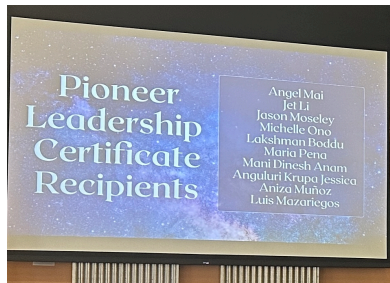
Founded in 2010, the College Link Program (CLP) supports students with Autism Spectrum Disorder in successfully transitioning to and thriving in college. Beyond standard ADA accommodations, CLP offers individualized services that promote academic, social, and independent living skills, with the goal of increasing student independence over time. A highlight for the program showcasing academic success is that in 2023/24 there were three CLP students recognized at Honors Convocation and this year, there were two students recognized at Honors Convocation.



## Leadership Banquet

Student Leadership and Involvement Center (SLIC)'s Leadership Banquet honored our Pioneer Leadership Certificate recipients, campus partners, student leaders, Recognized Student Organizations (RSO) and introduced a new campus tradition - Falcon Flags.





## Photo Gallery







## SAEM Newsletter Archive

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



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