

The best news I have to report is that we are currently up in applications for Fall 2025 compared to last year in all categories of students. Now we need to keep working together to move the students along to SIR and enroll.

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If you have a chance, please stop by the new, enhanced Welcome Center and Enrollment Information Center that is evolving into a Pioneer Welcome Center/One-Stop that will be renamed in the future.

As planned, the Student Ambassadors and Outreach Team moved over to the SA Lobby and are the first line of welcoming and support for students. The existing professional staff from the EIC and Outreach are also available daily to assist with questions and meet with students on a drop in basis.

In collaboration with the Library and Facilities Team we were able to repurpose some existing furniture to add to the inviting atmosphere we want to create for all students and visitors. The Marketing Team is also working on some branding for the space. This is now the new location to begin and end campus tours.



We continue to work on the staff and student training across many departments to better serve students, but we are on our way. A big thank you to all involved in moving this initiative forward. In addition, we continue to work hard on creating new partnerships and have signed several MOUs with local high schools. This allows us to automatically admit qualified students and create lasting relationships and pathways to East Bay. We are also focused on collaboration with key community colleges.

High School Districts with MOUs	Admission Letters Sent to CSU Eligible Students
Hayward	400
San Leandro	250
San Lorenzo	270
New Haven	550
Castro Valley	450
Oakland	1300
San Mateo (Pending)	

**Dr. Brenda Amerson Hill**  
Interim Vice President, Student Affairs & Enrollment Management.

We are excited to engage more students, faculty and staff to participate in the Admissions and Outreach Events. Please take a look at the [Recruitment and Yield Events Fall 2025](#). Join us to provide a warm Pioneer Welcome and help students and families see the great opportunities at Cal State East Bay and ultimately choose us.

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Please make plans to volunteer at Welcome Day on Saturday, April 12. Come meet and welcome admitted students to our campus community and encourage them to choose Cal State East Bay. Breakfast and lunch will be provided. Click [here](#) for more information and to sign up.

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Intramural Sports is a great way for students to unwind, relax, move more daily, and make meaningful connections with others on campus. This semester RAW will be hosting leagues for futsal, indoor volleyball, and both badminton singles and doubles. We will also host tournaments for both 3v3 and 5v5 basketball, dodgeball, and offer pickleball for the first time.



We celebrate and elevate our Black culture here at East Bay as a collective that we affectionately call "Black at the Bay." This year's Black at the Bay theme for Black History Month is "History in the Making." This year we will be solidifying five of our Black History month events as annual events, in addition to a large inaugural event. We are super excited to share the community we are curating for our Black students on our campus.



Several Student Affairs departments have come together to present Self Love week. During this week we will present several events that focus on self love and self care to encourage our students to love and take care of themselves first before pouring into others. These events will present our students with various opportunities to actively love themselves and equip them with tools to do so consistently.



CLASP (Campus Life Advisory & Support Partners) invites your department to submit any signature events or weeks of welcome events for Spring 2025! This information will be shared with the campus to help with promoting programs and events.

[Submit](#) your department's events and programs - Spring 2025 CSUEB Signature Events.

Click [here](#) to view the list of events.

The James Anthony Saks seen Veteran Student Services Lounge reopened this semester with a fresh look, thanks to a generous donation from a Cal State University, Hayward alumnus and Army veteran. The renovated space features new flooring, furniture, and an improved snack area, providing 171 veterans and 101 veteran dependents a comfortable place to relax, study, and connect. The lounge has already seen increased usage, with veterans expressing gratitude for the upgrades. A dedication ceremony on February 1 honored the donor family, celebrating their generosity and lasting impact on the veteran community.



The Recreation, Wellbeing, & University Union (RWUU) held their “Travel to Greatness” leadership summit on Saturday, January 28 for 70 student employees. Brenda Amenson-Hill, the Interim Vice President of Student Affairs and Enrollment Management, served as the keynote speaker with a 10,000’ view about student leadership, first impressions, and the future direction of the division. Additional sessions built upon the RAWUU Principles of Leadership to develop student employee accountability while providing services, engaging practices for programming, and teamwork. UPD Officer Ray Huey provided a safety briefing for the potential of a violent intruder and RAWUU J students gained hands-on experience with a CPR lesson.

The Fall 2024 semester was busy for the RWUU team with campus engagement through:

- 125 events with 4,200+ participants
- 14,324 walkthrough counts at the University Unions
- 415 room setups for rental clients
- 2,433 GameZone visits and a newly renovated space
- 45,846 check-ins at the RAW Center
- 1,856 visits to the food pantry
- \$250,000+ awards for emergency aid for housing, food, class supplies, & more

