




**STRATEGIC ENROLLMENT MANAGEMENT PLAN
CALIFORNIA STATE UNIVERSITY, EAST BAY**

2023-2027



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| Ei rj_gh_i oTmi ^n[oC[gSd_o 'E[noB[t | ž |
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| Sop^_i oOpom[]c T_ [h | it |
| Opom[]c T_ [h 'Sop] om | it |
| Opom[]c Trj d d b [i ^'Oi bj d b 'D_q_g kh_i o | it |
| R_]rpdh_i oS_rqd_ 'Am[n | it |
| Cj g_b_ 'F[dn | iž |
| R_]rpdh_i oEq_i o | iž |
| Pmqdr 'D[t | iž |
| Trji n_ 'n'Frn[tn | iž |
| W_gj h_ 'D[t | iž |
| Pd i _nD[tn | iž |
| W_gj h_ 'C_i o_m | i! |
| Tj pn'S_rqd_ n | i! |
| Opoj `R_b[i 'R_]rpdh_i o | i! |
| Sj pæ_m'C[g] m['A^h do ^'Sop^_i oR_]_k[i n | i! |
| E[noB[t Cj g_b_ 'Ab[N_ o j rfi' EBCAN | /. |
| C[g] m['Prjh dh_ | /. |
| Amj]d_o 'D_bm_ `] mTrji n_ mADT | /. |
| Cj g_b_ 'Fp[om | /. |
| Trji n_ 'n'Abm_h_i o r æ'Eq_rbm_i 'Cj g_b_ | /i |
| M_h_j rfi ^ph j `Ui ^_m[i ^d b' r æ'Hj g 'N[h_n'Ui d_ mdt | /i |
| Esk[i ^d b'CrjmmEi rj_gh_i o | /i |
| Wj rfd b'Prj`_m[i [gT[nf 'Fj rj_ | /i |
| R_b[i [gE j r[n | // |
| | / |

R_hj qđ b'li ncpđj i [gB[mđ_m //
A^h dngđ i n //
Fd [i]đ gAd /fi
Sop^_i oStno_h n /fl
Sop^_i oFd [i]_ /t
Opon[]c[i ^R_o_i đj i 'Cj đđ \j rđđ i n /t
A][^_h đ 'Cj đđ b_n /t
Hj pnd b[i ^R_nđ^_i]_Ld_ /t
Sop^_i oEl pdđ [i ^Sp]]_m SEAS 'Prjbrđh n /t
Dđ_mđđ [i ^li]đđđ i 'Sop^_i oA i đđ [i ^R_nj prđ_ 'C_i o_m /t
Sop^_i oLđ_ [i ^L_ [^_mđđ /t
Ađđ i dEi b[b_h_ i oOkkj mpi đđ_n /t
Ađđđđ /ž
Ui đđ_mđđ 'Cj h h pi đ [đđ i n /ž
Cj đđ \j rđđ i 'r đđ 'Hđc'S]cj j đđ [i ^'Cj h h pi đđ 'Cj đđ b_ 'Cj pi n_đđ m /ž
Ei c[i]_ ^M[m_đđ b[i ^'Cj h h pi đ [đđ i n'Sđđđ_đđ_n /ž
Ei rđđđ_ i đRX[i ^S[đđđ] rđđ_ /ž
Eh [đđ [i ^'o_sđđ_m[b_n /ž

EXECUTIVE SUMMARY

Fj nrhj m'æ[i t' t_[m'C[gsd' o' E[noB[t'c[n'n_rq'^æ_'S[i 'Frhi] dh] j 'B[t'Am['[i ^'krjqd'^
[]_m'g' cdc_m'^p][øj i 'g' j i _j`æ_'hj no^æ_m'_nop^_i okj kpgøj i nj i 'æ_'US'h [d'g'i ^
Lf_j æ'_m'c'c'_m'^p][øj i 'd' no'p'øj i n'd 'C[øj m'd '[i ^'] rj'm'æ_'i [øj i 'C[gsd' o' E[noB[t'c[n
_sk_rdi] _'^^_hj br'kcd' _] j i j h d' [i ^'k[i ^'_h d' m'g' o'^] c[øj i b_nj q'_m'æ_'k[no'_r' t_[m
Tc_] [h kpn'c[n'_sk_rdi] _'^nc[r'kg' ^_] g' d' b'_i rj'g' _i o'æ[o'æm[o' i 'æ_] [h kpn' i [i] d' g
n'd \æ' [i ^'] [^'_h d' 'krjbr'h n Tc'h dh [i 'prb'_i okrj \g' h 'æ[om] p'hn' dh h _'d' o' [] øj i

Tc'h S'f' h' o' b' d' 'Ei rj'g' _i o' M[i [b'_h'_i o' P' g' i ' j' p' g' _n ['k[æ' g' 'm'ng' r' d' b' ['rj \ p'no'_i rj'g' _i o' r' c' d'
] j i æ' p' d' b' j' p' r' h' k' j' n' d' i o' r' j' r' f' d'] m[æ' b' ['npk' k' j' r' d' _g' [r' d' b'_i q' d' h' i h'_i o' j' r' j' p' r' n' o' p' ^'_i o' i [i ^'
d'] m[n' d' b' æ' _d' h' f' o' n' j' `m' o' i øj i [i ^' b' r' h' ^' p' [øj i Tc'h k' g' i ' r' [n' ^'_q' _g' k' ^'_r' æ' k' [r' d' k' [øj i 'r' h'
['r' d' _r' h' i b'_j `] [h kpn' n' d' f'_c' j' g' _m' l' o' j' p' g' _n [] j' h k' m' c'_i r' d' _ [k' k' r' j'] c' g' [] c' d' q' d' b' j' p' m
[h \ æ' j' p' n'_i rj'g' _i o' j' \ e] æ' _n

Tc'h S'f' h' o' b' d' 'Ei rj'g' _i o' M[i [b'_h'_i o' P' g' i ' d'_i æ' _n' o' j' k' r' d' h' [n' b' j' \ e] æ' _n [i ^'_n' q' _r' h' g'] øj i
ø' h' n

li] m[n'_i _r' 'nop^_i o'_i rj'g' _i o' [i ^' t' d' g' ' r' h' o' n
M[d' d' d' [i [] æ' _ [i ^'_i b[b' d' b' j' p' o' m [] c' k' r' j' b' r' h' h
li o' i øj i [g'] p' g' d' [o' f' t' h' [r' h' _o' n' _b' h'_i o' j' `'_i _r' `'_m' n' c' h'_i ' o' r' h' i n'_m' j' p' o' j' `'_m' b' d' i
nop^_i o' i k' r' j' _m' d' i [g' r' j' r' f' d' b' [^' p' g' n' [i ^'] j i æ' p' d' b' 'nop^_i o' i r' c' j' 'c[q'_
n' g' k' k' ^'_j' p' o
Hj no['rj \ p' n' o' n' _o' j' `'_k' r' j' b' r' h' n' [i ^'_n' r' q' d' _n' g' ' k' r' j' h' j' o'] [h kpn' j' k' k' j' r' o' i æ' _n
Ei b[b'_] [h kpn' k' [r' o' _m' d' ' n' p' k' k' j' r' d' b' 'nop^_i o' i æ' r' j' p' b' c' æ'_ [k' k' g'] øj i [i ^'
_i rj'g' _i o' k' r' j'] _m
P' r' j' o' d' ^'_j' p' o' j' `'_m' b' d' i ' n' o' p' ^'_i o' i r' æ' d' r' o' _o' ^'_j' k' k' j' r' o' i æ' _n' g' ' g' [r' h' j' m' [\ j' p' o
] [h kpn' k' r' j' b' r' h' h' n
D' _k' g' t' 'rj \ p' n' o'] j' h' h' p' i d' [øj i n' g' ' k' r' j' n' k' _] æ' _n' o' p' ^'_i o' i æ' r' j' p' b' c' q' [r' j' p' n' i' k' g' _o' j' r' h' n
li] m[n'_j' q' _r' h' g' [r' [m' i _m' [i ^'_m' k' p' d' øj i ' j' `'_æ'_p' i æ' _m' æ' t' \ t' \ p' g' d' b' [i ^'
d' h' k' g' h'_i æ' b' [^' d' h' æ'] æ' _ \ r' h' i ^' k' m' n'_i] _æ[o' [g' b' i n' i' r' æ' j' p' r' h' d' h' g' i [i ^'_q' [g' _n
C' j' i æ' p'_g' ' d'_i æ' t' [i ^'_m' h' j' q'_ [^' h' d' d' h' o' r' h' æ' _ \ [m' d' m' [i ^'_d' h' k' r' j' q'_] r' d'] [g' n' r' q' d' _n
n' p'] c' [n' [^' h' d' h' g' i n' [i ^'_i [i] d' g' d' ^'
C' j' i æ' p'_g'] p' g' d' [o' ' c' d' c' n'] c' j' j' g' [i ^'] j' h' h' p' i æ' t'] j' g' b'_] j' p' i n'_g' m' [g' h' i d' [i ^'
j' æ'_m'] [h kpn' k' [r' o' _m' g' ' n' p' k' k' j' r' o' _i rj'g' _i o' _ j' r' o' n

li] m[n'_p' i ^'_r' b' r' h' ^' p' [o' _m' o' i øj i [i ^' b' r' h' ^' p' [øj i ' r' h' o' n
C' j' i æ' p'_g' ' \ p' g' d' [^' q' d' h' b' d' d' æ' _n' g' ' m' d' d' ' n' o' p' ^'_i o' i [i ^'_n' p' k' k' j' r' o' i æ' _g'
b' r' h' ^' p' [øj i
P' r' j' o' d' ^'_d' o' i øj i [g' n' p' k' k' j' r' o' j' `'_m' n' c' h'_i [i ^'_n' j' k' c' j' h' j' m' ' n' o' p' ^'_i o' i
Ei n' p' m' æ[o' [g'] m' o' t' _ [m' n' o' p' ^'_i o' i [m' [n' r' d' b' i _ ^' [' n' k' _] d'] [] [^'_h' d' [^' q' d' h' m
C' j' i æ' p'_g' ' d' h' k' r' j' q'_ _n' g' n' r' q' d' _ _g' j' g' i' g' `'_ [] g' d' o' _ n' o' p' ^'_i o' i d' o' r' h'] øj i n' i' r' æ' æ'_
p' i æ' _m' æ'

Cj i œ p_ 'g ^_q_ g k' d œ œ_ n'g 'm_ i b[b_ [i ^'m_ i rjœ] j i œ p' d b' nœ^_ i œ
Cj i œ p_ _ j rœ'g 'd h k' rjœ_ _ sœ œ b' k' rjœ b' r' h n' nœ] c' [n] [m_ m_ rœ_ n'g 'i c[i]_
nœ^_ i œ nœ k' j rœ
D_ nœ b' i ' nœ h_ h_ m' j p m_ j _ rœ b' n'g ' nœ k' j rœ nœ^_ i œ^_ b m_ ' k' rjœ b m' nœ] i
D_ q_ g k' j i _ g ' œ j j i œ _ \ [] c_ g m^_ b m_ ' k' rjœ b' r' h n' d' ' cœ bœ ^_ h [i ^ [m [n

Tœ d' h' [^' t i [h g _ i o r k' rœ h_ œ [œ r œ j œ j œ _ œ _ r c j g _] [h k p n] j h h p i œ t [i ^' h [i t _ sœ m [g
k [rœ _ m Tœ r j œ pœ c j pœ œ _ ' q _ t _ [n k _ rœ ^' œ _] j h h œ _ nœ [œ] j h k rœ h_ œ _ Sœ r fœ bœ d' E i r j œ h_ i o
M [i [b_ h_ i œ t [n f ' F j r h_ r œ j h [i [b_ ' [m_ m' [i ^' [^' œ nœ] [h k p n' m] nœ d' h_ i o [i ^' mœ i œ j i _ j rœ
g ' h [sœ h œ _ œ _ d' h k [] œ [i ^' _ _] œ _ i _ m' l i ' [^' ^' œ j i ' [n i _ r _ j k k j nœ p i œ d' n' [m' d' _ i œ _ ^' œ _ t
r œ j _ _ q [œ [œ ^'] n k j nœ g _ d' h k g h_ i d' œ j i

Statement of the Problem

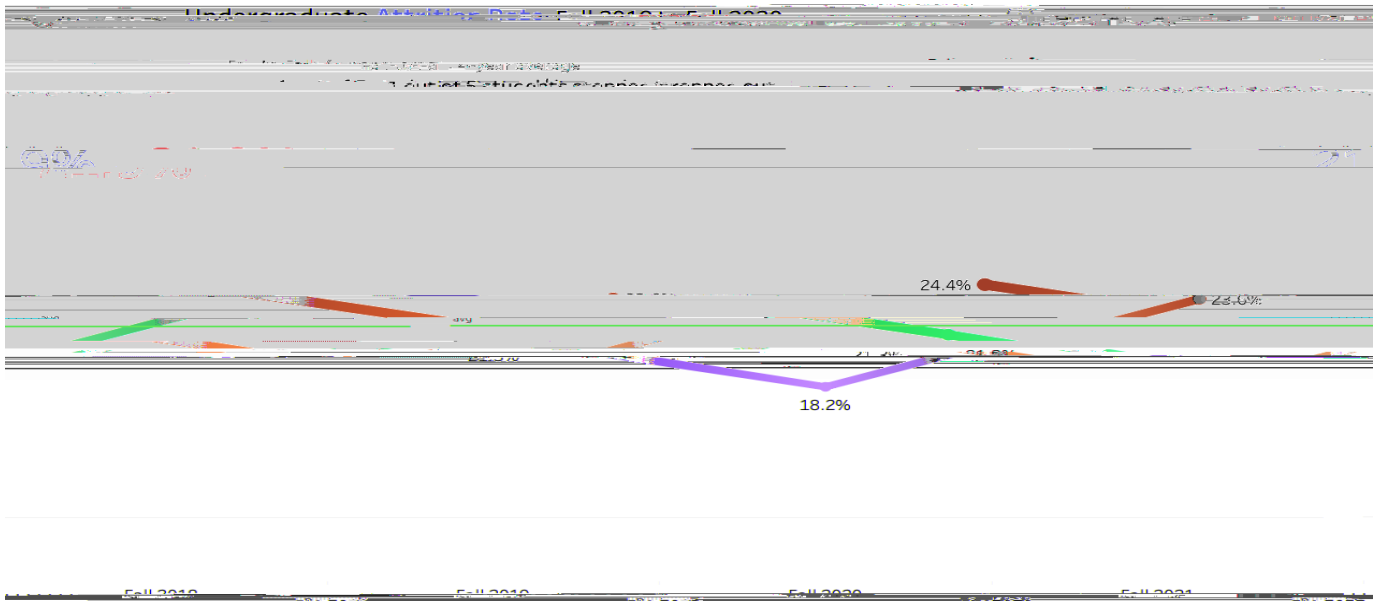
Ld_j c_n cbc_m ^p] [aj i 'd ncpaj i n'd C[aj md [i ^[] rjnn'c_i [aj i 'C[gSd_o_E[noB[t'c[n
_sk_rdi]_^^_hj brfkcd ']j i j h d [i ^k[i ^_h d mg[o^]c[aj b_nj q_m'k[no`r `t_[m
n_Fdpm'i 'li 'c_F[aj `// // 'C[gSd_o_E[noB[t nC[aj md 'mnd_i o_i rjgh_i oc_[^]j pi o
g d g^i i i ! E/t FTES Tcdimkmn_i on[^rh[aj _i rjgh_i o^_]aj _`rh'kmaqj pnt_[m
r cd'c'cm[o_i n'g 'dk[]oc_] [h kpn'd ^_q[n'aj br [tn `j c' i [i] d g[i ^[] [^_h d

Tcd'Sof'o_bj 'Ei rjgh_i oM[i [b_h_i oPj i 'r ajc_g bpd'_j prk[aj _m[g

n_h_nom^ch'ni n'ij i'g^'g' [i' i' r'gh_ i' o'^] g' _'Eq_i' _j m'ce_] j i q_m'j i' r [n
dh kg_h_i o'^d' ce_F [g'j' /, iz' h [i' t' n'p'^_i' o'i[]] _g_r'f'o'^_ce_d'h] j p'm_r_j r'f'id' j m'_m'j' b'r'h^p [o
j i' ce_l'p [n' r'm'tn'o_h' A'o_n'ce_] j i'

Fórmulur Tjálma

Fdbpm fl'Ui ^_rbf^p[o'Acnd]i R[o'F[gy'.iz'F[gy'./.



Tc_]c[i bd b'[wop^_nj`nop^_i on[oc[gsq_o'E[noB[t'h dnmocj n_j`nop^_i on[aj i r d'_Tc_
]j noj`ghd b'd'oe_B[t'Am['g'mj`e'n'[i^e_j q_rfg i [i] d'g^omnj`h[i t'nop^_i on[i^
 e_oh[h d'n d'[^^aj i 'g' i_r g'd oja^p]^r j m'rh'cj h_j k'ing^g [nbi d][i oh d'faj i
 j poj`oe_B[t'Am[[i^C[aj rd' An'mkj m^t'oe_C[aj rd' Pj aj t'LL\ e_n_k[i^h d
 h d'faj i'oni^nr_m_nk_]d'aj k'ri j pi]_^d'oe_B[t'Am['n_Fdbpm'k

Fdbpm'k 'Nph_mj`Opoj`Sq_o'Ei ohi]_n[i^Esdn S[i 'Frhi]dh]j /, it' /, /i

San Francisco

Application Trends

C[gSd_ o_ E[noB[t[[g_ j_ _sk_ rd_ i_]_ ^_[^_]_ g_ _d_ [kk_ g_ [g_ i_ n_ r_ h_ _ j_ e_ i_ _r_ `m_ n_ ch_ _i_ [i_ ^_ i_ _r_ s_ f_ i_ n_ `m_ n_ o_ ^_ _i_ o_ t_ _ b_ d_ i_ d_ b_ i_ d_ _e_ _F[g_ j_ ` / _ / _ / _ Akk_ g_ [g_ i_ ` g_ _i_ r_ j_ g_ ^_ t_ d_ g_ ` r_ h_ o_ n_ [g_ j_ ` ^_]_ g_ _d_ _e_ _d_ e_ a_ k_ _r_ j_ ^_ i_ n_ _ F_ d_ b_ p_ m_ ` W_ c_ g_ ` m_ n_ ch_ _i_ [kk_ g_ [g_ i_ r_ h_ o_ n_ i_ c_ [q_ _h_ j_ n_ o_ j_ m_] j_ q_ _m_ ^_ d_ _e_ _] p_ m_ i_ o_ t_ [m_ e_ _ ^_]_ g_ _j_ ` h_ j_ m_ e_ [i_ f_ i_ n_ o_ ^_ _i_ o_ t_ _i_ r_ j_ g_ ^_ d_] j_ h_ h_ p_ i_ e_ t_] j_ g_ b_ _n_ i_ c_ [n_ _ _i_ [] j_ i_ o_ d_ p_ a_ i_ b_ ` [] g_ m_ [n_ o_ s_ f_ i_ n_ ` m_ n_ o_ ^_ _i_ o_ i_ c_ [q_ _s_ t_ ^_ d_ e_ j_ i_ [g_ _ _ _i_ _e_ _ g_ r_ o_ _n_ o_ h_ [r_ i_ o_ n_ _b_ h_ _i_ o_ j_ ` d_] j_ h_ d_ b_ i_ n_ o_ ^_ _i_ o_ t_ T_ c_ o_ h_ p_ o_ e_ t_ [m_ ^_]_ g_ _d_ _i_ _r_ ` n_ o_ ^_ _i_ o_ [kk_ g_ [g_ i_ n_ i_ c_ [n_ i_ g_ ^_ g_ ` i_ n_ h_ [g_ _m_ i_ d_] j_ h_ d_ b_] g_ _m_ _n_ [i_ ^_ _r_ _m_] j_ i_ o_ d_ p_ a_ i_ b_ i_ n_ o_ ^_ _i_ o_ t_ k_ r_ i_ b_ m_ m_ d_ i_ b_ e_ r_ j_ p_ b_ c_ p_ k_ k_ _m_ ^_ d_ e_ j_ i_] j_ p_ m_ _n_ _n_ _ F_ d_ b_ p_ m_ ` Z

F_ d_ b_ p_ m_ ` Z ` R[r_ ` Akk_ g_ [g_ i_ ` C_ j_ p_ i_ o_ t_ / _ / _ / _ / _ / _

T_ c_ _k_ [i_ ^_ _h_ d_ [g_ j_ ` ^_ d_ k_ r_ i_ k_ j_ m_ i_ [o_ g_ _d_ h_ k_ [] o_ ^_ P_ _g_ _g_ b_ d_ g_ _n_ o_ ^_ _i_ o_ t_ l_ i_ _e_ _F[g_ j_ ` / _ / _ / _ C[g_ S_ d_ _o_ _E[n_ o_ B[t_ _i_ r_ j_ g_ ^_ / _ / _ f_ i_ ` _r_ _n_ P_ _g_ _g_ b_ d_ g_ _n_ o_ ^_ _i_ o_ t_] j_ h_ k_ [m_ ^_ g_ _e_ _F[g_ j_ ` / _ / _ ! ` i_ n_ _ F_ d_ b_ p_ m_ ` Z ` A_ g_ _r_ o_ _k_ r_ i_ k_ j_ m_ i_ _r_ o_ _

C[gsd]o_E[noB]t'c[n_i b[b_^d] i ph _nj `nofo_bd_nj [rh [od_g dh k[]o_i m

Fm̄nch_i 'r æd̄i 'æ_ 'E[nɔB[t'n_rɑd̄_ 'm̄bɔ̄i
Tr̄fi n`r̄nɑp^_i t̄r̄h 'm̄bɔ̄i [g]j h h pi æ]j ɔ̄b_n
Sɑp^_i t̄r̄h 'æ_ 'Sj pæ_r̄n`C[ɔ̄j r̄nd̄ 'm̄bɔ̄i
Sɑp^_i t̄d̄ 'i _d̄bc\j r̄d̄ b'm̄bɔ̄i n'r cj 'r j p̄g^__i _ ɔ̄r̄h '[æ_i ^d̄ b`C[gSd̄_ ɔ_ 'E[nɔB[t
R_ ɔ̄r̄nd̄ b[^p̄ɔ̄nɑp^_i t̄
Cj i æi p̄d̄ b' nɑp^_i t̄r̄ cj 'c[q_ 'nɔ̄ k̄k_ ^ j p̄ɔ̄

STRATEGIC ENROLLMENT ACTION PLAN

Objective 1: Increase New Student Enrollment and Yield Rates

Focus Group Research

A o[h j `i rjgn_i oh[i [b_h_i ond_]j g\j rfo^r de'li nappoj i [gR_n_[rhc'g_]j i ^p]o'j]pn brjpkmb[m'd b[^h dngi i n'di ce_ 'Skrd' b'j `/. /_ 'Op_noj i n]_i o_m^ [rjpi ^nop^_i o km^dkj noj i g_ [oe_i ^]j gub_ 'ce_]j gub_n_[rhc'krj]_m[i ^r c[o[]]g m'h [om^r c_i nop^_i oh [^_ce_ d'n i [g]j gub_]c] d_ 'P[rd] p'g'mj]pn'brjpknr _m[g'j _nd \gnc_ ^'g_ 'skg m ce_]j gub_ ^_] d'g i h [f'd b'krj]_mj `oh^d'g i [g'pi ^_m'kmn_i o^ ^nop^_i obrjpkn 'B[n_ ^] i ce_n_ i ^d'bn[i ^_ \nokrj] d' _n'd]j gub_m] rpdh_i o[i ^ [^h dngi i n_ ce_]j g' r d' b'krjbr'h n [i ^'d' d' d' _nc[q_ _i ^_q_g k_ ^[i ^[m'pi ^_m[t

Student Outreach Team

Sop^_i oOpon[]c`j no_m'm'g'oj i ncdknr de'c'dbc'n]c] j gn[i ^]j h h pi dt]j gub_n_]j p'rh'd b _so_m[g]j i napp_i o'g' qdr 'j pm[h'kpn[n'ce_n]c] j g' `]c] d_ `] n'ce_m'bd' i [i ^_nd \gnc'd b[] [h'kpnr d_ [k'krj[]c'g_ n'rd' b'krjnk_] d' _nop^_i o[i ^ [h' d'n Tc_ 'bj [g'oh'g_ 'm] rpd' [i ^ _i rjgn[^'d' _m_ nop^_i o'j ^t ce[o'oh'kmk[m^'g_ 'np]] _^ k_m'ho[i ^'br'h^p[o_ `rjh 'C[gSd' o E[noB[t 'Sk_]d] 'bj [g'j `Sop^_i oOpon[]c[m'g'ho_ ^_ _g' r

- li]m[n_ [i ^nc[k_ 'C[gSd' o_ E[noB[t [r [m] _m'd o_m'no'crj'pbc' no'ho_b'd' h [r'h_ail b[i ^]j h h pi d [oj i 'p'od' b [q[rd' d' j `k'g'oj rh n[i ^_i b[b_h_ i o'j k'k'j r'p'i d' d'n li `j rh 'nop^_i o'j ` [^h dngi i 'm] p'oh_ i o'n
- R_] rpd' [] [^_h d [g'] p [g_ ^'nop^_i o[i ^ [^'d' _m_ nop^_i o'j ^t]j i n'ho_ i or de
- Ui d' _m'at' _i rjgn_ i o'bj [g
- P'rjh'j o_ [i 'd] g'nd' _i q'oh' h_ i o'j n'krjnk_] d' _nop^_i o'n
- S_r'_ [n[g' d' h' i 'm'j p'rh_ [i ^'krj_ 'm'g] i [g]j i ^p'd _o_ _i 'ce_ 'O_]_ j `
- A^h dngi i Ui d' _m'at' [i ^_ce_]j h h pi dt
- E_] d' g']j g' \j rfo_ j i 'm] rpdh_i o_ j r'oir de 'D' d' h' i n 'Cj gub_n_ 'D_ k[r'h_ i o'n 'A'g' h' i d [i ^'j ce_n] [h'kpnk[r'o_ m

Outreach Team Structure

Tc_ 'Opon[]c^_k[r'h_ i o'oh]j h'k'j n_ ^'j `ce_m_ 'o_ [h'n'g_ ^_ \t_ ce_ 'D'oh] g' m'j `Opon[]c[i ^ d] g' ^_n' Cj pi n_ g' b' Eq_ i o'n 'M[r'h_ail b [i ^_ce_ 'W_ g'j h_ 'C_ i o_m' Tc_]j pi n_ g' b' o_ [h' c[n'ns]j pi n_ g' m'ir c'j `]]pnj i [^'q'oh' b' c'j no' b'ir j r'fincj kn' m'kmn_i ail b' C[gSd' o_ E[noB[t [o]j gub_ ` [d'n [i ^'krj'q'd' d' b [^'d' g' i [g'm] rpdh_i o'n_ r'q' d_ 'n'di ce_ 'B[t 'Am[[i ^'ce'rpbcj poC[g'j r'nd' [i ^ WUE'nd' o_n Tc_ _q_ i o[i ^h [r'h_ail b' o_ [h' d' h' m'nkj i nd' g_ `] m' g' d' r'o_ n] [g_ _q_ i o'icj no_ ^'j m krjnk_] d' _ [i ^ [^h d' _m_ nop^_i o'n ce_ 'F'p'om' Sop^_i o'ir _ \n'ob_ [g'k'rd' o_ ^h [o'rd' g' [i ^ _g_]o'j i d]]j h h pi d [oj i r de'krjnk_] d' _nop^_i o'n [i ^h [d' d' d' d' b [i 'd' q_ i g' r'j `h [r'h_ail b h [o'rd' g']j n'k[r'o_ m]c] j gn[i ^_q_ i o'n Tc_ 'W_ g'j h_ 'C_ i o_m' g_ ^_ \t_ ce_ 'W_ g'j h_ 'C_ i o_m A^'q'oh' m' [i ^_ce_ 'O_]_ 'M[i [b_ m'j q_ m_ n'ce_ 'Sop^_i o'Ah \[m[^'j m'ir c'j 'c] no] [h'kpn'g' pm'] m krjnk_] d' _nop^_i o'n [i ^ [h' d'n brjpk' g' pm'] n'c'd'bc'n]c] j g[i ^]j h h pi dt]j gub_ 'brjpkn [i ^ h [d' d' d' ce_ 'k'c] i _ `h [d' [i ^]c[o'g' _n'] m' g'krjnk_] d' _nop^_i o'd' l' p'oh' n Tc_ 'no' d' _m

F₀p_m



Fdbpm ii Hbc Prj g A^h dnj i [i ^Yd g^Eq_i on/ ././././fi

Pmqdr D[t]j g \j r q i r dc Fj mq_m Pgi __mD[t
Trfi n_n Frd [tn
Cj pi n_g m Bm [f [no
A^h do ^ Sop^_i oR_]_kaj i 'Gm [o ni LA Am [
A^h do ^ Sop^_i oR_]_kaj i 'Rd_m d_ Oi d rj 'm [
Pgi __mD [tn g] [gm]_kaj i n'j m __^_m d c n] c j j g
]j h h pi dt]j g b_n
W_g j h _D [t
WACAC Cj g b_ F [dn
NACAC Cj g b_ F [dn

Preview Day

A] b u i l j v i u [f k p h g k r j q d _ d i o m n o ^ k r j n k _] a t _ n o p ^ _ i o n r d c [i j k k j n o p i d t g _ g [m h j m
[\j p o C [g S d _ o _ E [n o B [t]] [h k p n i g _ n p k k j n o n _ r a d _ n [^ h d n j i m l p a h _ i o n i [i] d g [d
c j p n d b [i ^ h j m l o n [i j k k j n o p i d t] m n o p ^ _ i o n g _ b _ o [n i _ [f k _ f j ^ _ e _] [h k p n i [i ^ g
r n i j j p r h b _ [k k g [a i n ' j m [g [^ h d n j i P m q d r D [t d k d [g ^ n r n i . . . n o p ^ _ i o n [i ^ [h d
T r a f i e r o v e n d s t o r i d o t s n u s h e
p _ h \ m g] [h k p n i [d k d [g _ d _ h k j] _ d _ o j _ m
] r c s] n

Transfer Fridays

T r a f i e r o v e n d s t o r i d o t s n u s h e
^ b n P r j n k X 人 #

Welcome Center

Tc_W_gj h_C_i o nm S_rqd_n'd] g^_^ [d] [h k p n i g p m ' b r j p k i g p m ' j n p a h a i b ' c d e n] c j j g n
] j h h p i d t] j g b_n [i ^ n k _] d g n o p ^ _ i o j p o n [] c k r j b r f h n ' l i / . / / [` p g j a h _ [^ q a j n i r [n
[^ _ ^ g _ e _ W _ g j h _ C _ i o n i j _ n i l k _ m j i [i ^ q a p [g k m [^ h a n g i [^ q a h b ' j n e d e n] c j j g
] j h h p i d t] j g b _ [i ^ m o p r n d b ' n o p ^ _ i o n ' S o p ^ _ i o [h \ [m [^ j m k r j n a d _] [h k p n i g p m ' d i \ j e
E i b a n c [i ^ S k [i a c [i ^ [^ h d a n f a d _ n p k k j n o [o e _ W _ g j h _ C _ i o n S o p ^ _ i o [h \ [m [^ j m [m
o b d _ ^ _ s e i n t e d i d ' S f g n j n h _ Y i n C [i B i j f M _ C [g S d o ' A k k g [i ^ j e _ n O p a n [] c ' n _ r a d _ n d
j h _ n i j ' k r j n a d _ ' k r j h k o n _ r a d _ ' j n k r j n k _] a d _ n o p ^ _ i o n i r c j] [g j m] c [o ' S o p ^ _ i o [h \ [m [^ j m
[e r j h a n j i k [i _ g n j n k r j n k _] a d _ n o p ^ _ i o n i g ' k r j n a d _ ' d n d e c o j i e _ n o p ^ _ i o _ s k _ r d i] _ l i
/ . / / / / f i e _ W _ g j h _ C _ i o n i r g j \ _ p k ^ [o ^ r e e o j ' h p r f g j i e _ _ s o r j m j ` e _ S F
\ n g d e b ' r d ^ j r ' n d b i [b _ i _ r ' d o n j n k [d o [i ^ k d o m n T c a h k c t n d [g p k ^ [o _ r g j k r j n a d _ [' h j m
r _ g j n d b [m ' k r j n ` m j i [g [k g _ C e m ^ k d n

Tc_n_q_i oitkd [gt^rfr'dl j q_m] . . `ppm'np^_i oi[i ^`[h dt'h_h\m[i ^d'f_kj]_di
M[n]c

East Bay College Agile Netw

Regional E orts

Cj ɟʃ \j rɦɔj i r ɔc j pɪ CSU k[rɔ _mɪ d' ɔc _B[t'Am['ɔh] nɔ] d' ɟɟ 'ɔc _nɔ]] _mɪ j `j pɪ kɪ rɦn k_] ɔɔ _
nɔp^_i ɔɪ d' ɔc _mɔɟ i Tj _nɔɪ n_rɔ _j pɪ mɔɟ i r _kɪ rɦn d' _ɔc _`j ɟʃ r d' b j i _c[ɟ j `B[t'Am[
CSUn

W_ kɪ rɦn d' _mɔɟ i [ɟ[kkɟ][ɔj i nɔk k j nɔ \t' c j nɔɪ b' ɔɔ nɔ [ɟ[i ^'d i k _m j i 'C[ɟ S d' o 'Akkɟ
r j nɪ n c j k n' ɔc [ɔc _ɟ nɔp^_i ɔɪ n d' nɔ[i ^'] j h k ɟ o _ɔc _[kkɟ][ɔj i 'mɔ b[mɟ m j `r c d' c' CSU
ɔc _t'[m'[kkɟ d' b' ɟ

Hj nɔ mɔɟ i [ɟ] j p i n_ɟ n' h __ɔɪ b n r ɔc CSU k[rɔ _m
Spk k j nɔ CSUn [ɔ] j ɟ b _`[ɔh' ɔc [ɔc _t'[m' p i [\ɟ _ɟ ' [o

T_g][hk[di 'li]j g[\j rñi r de'Ord i d'oj i 'A

R_qoh^S[oh[]g nA][^_h d`Prjbmnnkj g]t`[i ^krjod`n`ofhd d b`g`ind` ^[]pgt`[i ^
cdbc`n]cj j g[i ^]j h h pi dt`]j g_b_]j pi n_g`m`mb[m`d b`e`_m`qoh`^kj g]t`[i ^j`e`_m
mbp`g`g`n`_nokrh]d`_d`j`rh [o]i`g`c`g`nop^_i`on[od`d`[i ^h`[d`d`d`[d`_gbd`g]t`
End\gbc`^`nojhi b`k[r`o`_m`cdknr`e`A][^_h d`A` [dn`g`'n`oni b`e`_i`'npkkj`ro`]`m`qo`^_i`on
r`cj`[m`i`j`oh`_`o]b`in[oh[]g nA][^_h d`krjbmnn
C_i`of`gu`^`[i ^`nom`[h`g]`_`^`][h`k`pn`n]cj`g`m`cdk`[h`d`d`d`of`h`o]i`[i ^`n`oni b`e`_i`_`^
_i`b`[b`_h`_i`o`r`e`U`i`o`_m`d`A`^`q`[i]`_h`_i`o`D`of`h`i`g`'m`^`p]`_`pi`i`_]`_m`[n`b`m`n`o]o]i`n`[i ^
ndh`k`g]t`[k`k`g]`[o]i`'krj`_m`n`j`m`qo`^_i`on
Ppr`hc`[n`^`Cj`pm`_`Ap`^`o]m`j`n`th`k`g`h`_i`d`o]i`g`'b`p`[r`hi`o`_`e`[o`

Spkkj ro^A^h dnj i n\ t'krjqd' d b' i c[i]_ h_ i o' j niofi n_ m' m^ d[i ^' ofi n] rko
krj]_ m d b' 'Ei c[i]_ ^' _' SIR' [^h dnj i []]_ k d i]_ ' krj]_ m' g'] m[o_ [_ o_ m' i ^' g_ m
] j i ' p n d b' _ sk_ rd_ i]_ ' j m' o p ^_ i o n

Student Finance

Cc[i b_ ^' _' _' rj k'] j m' j i ' k[th_ i o_ e m n c j g' _ b d i d b' Sk r d b' / _ / f i' r j h' ' E_ _' g' ' i t' _
n j ' _ r_ m' o p ^_ i o n [m' ^' r j k k_ ^' _' r j h' _' o_ d i] g' m_ n
I h k g_ h_ i o [p g_ h [o ^'] j h h p i d [o j i n r' o_] p n g' h d_ ^' _ d j b' d' j r h [o j i '] j m' o p ^_ i o n
D t i [h d' _ d j b'] j i o_ i o' _ p o d i g' _' o_ k[th_ i o n t n o_ h
I' pi ^' d b' _ s a h o' _'] [h k p n r' o j k [t' _ g i]_ n' j m' o p ^_ i o n i r' c j [m' j i ' _' _' r j k' g' h o d
n k_ d]] [o_ b j r d_ n' n p] c [n' b r h' ^' p [o i b' n_ i d i m' i ^' i _ r' n o p ^_ i o n
S] c_ ^' p g_ ^' g' b j' g_ d' M [r h c' / _ / f i' p k ^' [o i b' _' o_ k [th_ i o n t n o_ h' C [n c i _ o' r' o_ ^' t i [h d'
 _ d j b' ^' p i] o j i [o t' h [f d b' d_ [n d m j m' o p ^_ i o n g' p i ^' m d i ^' _' o_ d i _ d j i ^' m l p a h ^'
 k[th_ i o n

Outreach and Retention Collaborations

Academic Colleges

E [] c' n_ h_ n o_ m' O p o m [] c' h_ _' o i r' o_ g_ [^' _' m c k' r j h' _']] c' C j g_ b_ ' j n p k ^' [o_ n' [_ j p o h [e' m
k r j b r h n [i ^' m n j p n_ n] j g_ _ j r h o_ j i ' p k] j h d b' _' q_ i o n [i ^' d' i o t' f' t' k r j b r h n _' o_ _
C j g_ b_ n i r' j p g' g' _' g' c d c g b c o d i _' o_ p k] j h d b' m] r p d h_ i o t] g_ ' S j h_ j ' _' _' r [t n i r' _' k [r o_ m
[m
A m j] d o_ D_ [i n [m' n_ i o g h o n j ' i _ r' g' [^' h d o_ ^' o f i n _' n i m' o p ^_ i o n T c_ ' A m j] d o_ D_ [i n
] j j m d [o_ ^' _' k [r h_ i d g] j h h p i d [o j i n g' _' o_ n o p ^_ i o n [_ j p o [^' q a d b_ i r j g h_ i o
F [] p o t [m' U U p_ r' ^' d_ i o n

Student Equity and Success

B_bdi d bM[n]c / / fi'

F[]_ \j j f

Vd_j n`rjh]j g_b_n[i ^^_k[rh_i 0
Cm[q^ [qd_j j `] g_m'h_j ^[gtt g' c_g' nq^_i 0 pi ^_mqi ^'cj r' 0t] [i [0i ^] g_m_n
r cd'c] [i _p0g_u ^'d] j h h pi d [0i n' Agj] m [0^ ['qd_j j i 'cj r' g' _i rjgd] g_m_n
Cj i 0i p_g'] m [0_] j i 0i 0nj 'nq^_i 0] [i 'h j m _ [n0j pi ^_mqi ^'krj] _m_n

Campus Virtual Tour

li 'Nj q_h _n' // 'r _g' pi] c_ ^ [i _r] [h k p n' q d t p [g g p m 0 [0 [g r n k r j n k _] 0 i _ n q ^ _ i 0] [i ^
0_ 0 n [h 0 j n i g' q d r ' [i ^ g [m [\j p o j p m] [h k p n' q d t p [g t c _ g' p r h _ h _ ^ ^ _ ^ d ' h p 0 k g ' k g] _ n
j i ' 0 _ pi 0 _ m 0 t t r _ \ n 0 _ [i ^ p n _ ^ d ' h [r f _ 0 i b ' h [0 _ r d] 0] j h h pi d [0 i n [h g ^

_i rjgn_i on_rqd_n'm] pabh_i o[^h dngl_i [i ^'mbahofaj_i 'Opon[]c:[gij 'npkkj ron
^dphj_i [gr d^_][hk[dbi _ j ron 'np]c[nTrfi n_nPrjbrfh n 'GANAS 'S[i fj`['EOP 'EXCEL _d
Tcd'ah[^'rjh [aj ^_]m[n_d j pckpo[n]j hk[m^'g i, 't_[m[bj ']j i nd^_nib'ae_d]m[n_^
pn_j`_h[aj q_nabh_

Print Media

Opon[]c'ah'mrkj i nd'g`j n'ae_]j j m'd [aj_i _^'dib[i ^'^pkaj [aj_i j`fi 'm] pabh_i okn'd okd]_n
[]c't[mr 'ae'ae_^'ndbi 'npkkj roj`Ui d_matt 'Cj h h pi d [aj_i n'Tc_n_ d_h n'[m'krth [n'dj 'pn_^
] n'ae_m] pabh_i oo[h '[n'b'd[r [tn[o]j g'b_`[ah'g 'd'q'd 'np^_i on`[h d'n[i ^]j pi n_g m'g
pk]j h d'b_q_i on'g 'krjh j o'ae_'Ui d_matt 'g 'd'q'd j pm] p'g h_m 'g] [h kpn _d

Objective 2: Increase Undergraduate Retention and Graduation Rates

Tc_ 'Sop^_i oSp]]_m[i ^R_o i o]i]j h h d o _r d]j i o i p _g ^_q _g k[i ^d h k g h _i o n o f o _b d n
g ^ d h k r j q _m o i o]i [i ^b r h ^p[o]i 'E s[h k g n d]o ^ _s[h d d i b o e _[o]i r j o h _i o o m i ^n
r [o]h o n n o p ^_i o i g m i o e [i ^p o]o h _ _d ^c j r ^_k[r o h _i o n] [i ^p k ^[o _e _^_b m _[p ^o
e r j p b c j p o [n o p ^_i o n] [m _n [i ^p o]o h _e _^_b m _[p ^o] n [h [e m] c _] f ^ d r b _o ^
]j h h p i d [o]i j i k [t h _i o ^ _[^g i _n k r j] _m _n [i ^c j r ^_g] j i d] o [i [^o]h j m

Freshmen & Sophomore Success Team

A g] m n c h _i c [q _[^_n d i [o _^ [] [^_h d [^o]h j n r c j ^r d] _b d ^r j r f d b i r o e _[] c i n o p ^_i o [n
r j j i [n i e _t i n p \ h d o e _o h S o p ^_i o l i o i o g ^ R _b o h o _m [i ^r d] j i o i p _g ^j ^n j e r j p b c i e _
n o p ^_i o n j k c j h j m t _[m j n r c _i ^e _t _[m t _ _n _h _n o _n p i o n ' l i ^e _g r b _n o h [e m [i ^] n o] [g
n _r o d _] j p m _n d i] o ^ d b E i b o h c [i ^M [e _h [o] n i n _] o] i n i r _m i m n _r q _^] n o e _n _n o p ^_i o n
T c _[^o]h j m i k r j q d ^_n o p ^_i o n o] i f h p o p ^ t q e r h i

First Year Experience Program

Trjpbcc @n Fmnrch [i 'Y_ [nEsk_rdi] _ 'FYE 'Prjbrfh 'C [gSd @Z-d

Graduation Workshops

W_m b p g n g ' c j n o b r h ^ p [o j i ' r j r f i n c j k n ` j m n p ^ _ i o i g ` \ _ o _ m p i ^ _ m d i ^ ' o _ b r h ^ p [o j i ' k r h] _ m n
[i ^ [n f ' l p _ n o j i n R _] j m d b n j ` b r h ^ p [o j i ' r _ \ d i [m i [m k j n o ^ j i g _ g ' h [f _ o _ h ']] _ m d g
g ' n p ^ _ i o i

Ca

_ [m^ t . pi dn [i ^^] g rai b [h [e m t e _ o h _ e t m] c t . pi dn Fj nj priUi ^] g m ^
nop^ i oir e [i li o m n o d i N p m d b CSUEB c [n i n d i d] [i o j m ^ p] _ ^ e _ i p h \ _ m j ` e a h] j c j r o
` r j h i / . . . n o p ^ i o i [o e _ \ _ b d i d b j ` F [o j / i z ` o / Z ! n o p ^ i o i r j o u ^ d] j p m _ n [o e _
 \ _ b d i d b j ` S k r a i b / . / i n _ h _ n o _ m

A ^^ o j i [o j e _ S _ i [o k [m _ ^ [k j o j t i t i z C I C ! h [i ^ [i b [k k r j q [g j ` e _ D _ [i j ` A] [^ _ h d
P r j b r f h n [i ^ S _ r a d _ n ` j r h [e m] c [i b _ n j m _] j i ^ h [e m ` j m n o p ^ i o i r e n _ i g i m d i ^ d b
T c _ n _ h _ [n p m n i r o j s k _ ^ e _ b r f ^ p [o j i ` j m n o p ^ i o i

EAB Navigate ("Bay Advisor")

F j n e _ g n o q _ t _ [m E A B N [q d [o _ j n CSUEB n _ B [t A ^ q a h j m c [n i o f i n j r h _ ^] [^ _ h d
 [^ q a h i b ` o p o r a i b [i ^ `] p o t ` _ ^ \ [] f j i n o p ^ i o n k r j b m m i [o C [g S d o _ E [n o B [t CSUEB
 CSUEB] j i a i p _ n o _ i c [i] _ j p r j n _ j ` e a h k g o j r h e r j p b c r [d c g h o n _ [r h c _ n [k k j d i t h _ i o
] [h k [d b i n _ [r g [g r o n [i ^ _ h [o j o s a i b] [k [\ o b e n A g j [^ q a h i b [i ^ o p o r a i b [k k j d i t h _ i o [i ^
 i j o n [m] [k o p m ^ d B [t A ^ q a h j m t c _ B [t A ^ q a h j m j o n [m n _ i o i d e c a j o _ C M S [i ^] j i q _ m _ g
 [^ q a h i b i j o n k g] _ ^ d i C M S [m n _ i o j B [t A ^ q a h j m CSUEB n _ s k _] d o j i d h e a [o [o j [^ q a h j m
 `] p o t [i ^ n d ` [i ^ j e _ m] [^ _ h d i n p k k j m o n _ r a d _ n i n p] c [n o p o r a i b [i ^ k _ m j] [] c d b p n _
 e a h k g o j r h

CSUEB [o j o j f n j p r i A ^ h d H p \] c [d j o g B [t A ^ q a h j m j n o [r a i p n _ i r j o h _ i o] [h k [d b i n F j m
 _ s [h k g ` j n e _ f i f l i n o p ^ i o i r c j r _ m _ g b d g o _ i r j o d i S k r a i b / . / i \ p o c [^ i j o [n j ` e _ m o
 _ i r j o h _ i o r d i j r _ r _ m [] c _ ^ j p o g e _ h e r j p b c [A ^ h d H p \] c [d j o] [h k [d b i i f l e Z j ` e _ h
 m n k j i ^ _ ^ o j j i _ j ` e _ e m _ m n k j i n _ n i k g i o j m b a h o m i z z ` l i _ ^ c _ g r e m b a h o r o j i
 f i z i [i ^ i r j i o \ _ m b a h o r a i b i f i f l W _ o j f _ ^ \ j e e _ l i _ ^ c _ g r e m b a h o r o j i [i ^ i
 k g i o j m b a h o m o B [t A ^ q a h j m A o d g j ` i ! f l i j ` e _ f i f l i n o p ^ i o i r _ m _ i r j o u ^ [o CSUEB
 m n p o a i b d i [e Z ` m o i o j i r h o d i e a h d r b _ o ^] [h k [d b i

B [t A ^ q a h j m j i a i p _ n o _ \ _ _ m _ i a i g a i k r j a d i d b k r j [] e a _ [i ^ e h _ g _] [^ _ h d [^ q a h i b [i ^
 _ i r j o h _ i o [m a d i] _ o _ j p m n o p ^ i o i F j m j e n _ h _ n o _ m j j i q _ m _ g i [i ^ C O V I D e _] [h k p n
 [^ q a h i b [i ^] [^ _ h d i n p k k j m o] j h h

CLOSING REMARKS

An^j]ph_i o^d'æhmkj r'c h p]c'c[n__i '[]]j h k g h c_ ^æ_m dh j m' r j rfi g ^j Tcah
nofo bd _i rj g h _i oh [i [b_h_i ok g i 'krj q d _n[`r h _r j rfi g 'krj r d u _j p m' r j rfi [c_ [^
li]m[nd bj pm_i rj g h _i or d j m h [d [i 'prb_i ok rj r d t `j mæ _`j m n _[\g `p q m 'C[g S d o 'E[no
B[t' d h `j m pi [o_ g 'c[q_ nj 'h[i t' d g i o ^`[] p g t [i ^n d ' r c j] [i 'm h _g 'æ h] c[g i b _