

California State University, East Bay

Coordinates: 37°39'25"N 122°03'28"W

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California State University, East Bay (commonly referred to as Cal State East Bay, CSU East Bay, or CSUEB) is a public university located in Hayward, California, United States. The university, as part of the 23-campus California State University system, offers 136 undergraduate and 60 post-baccalaureate areas of study. California State University, East Bay has been designated a top-tier institution among master's-granting universities in the west by U.S. News & World Report and has been recognized as a "Best in the West" college by the Princeton Review. [6]

Founded in 1957, California State University, East Bay has a student body of almost 16,000. In Fall of 2013, it had 752 faculty, of which 275 (or 37%) were on the tenure track. The university's largest and oldest college campus is located in Hayward, with additional campus-sites in the nearby cities of Oakland and Concord. The university operates on the quarter system and is scheduled to convert to the semester system Fall of 2018.

In 2005, with multiple campuses across the region, the university broadened its mission to serve the <u>East Bay</u> region of the <u>San Francisco Bay Area</u>. To reflect a more widespread objective, the school changed its name from *California State University*, *Hayward* to *California State University*, *East Bay* that same year. [9]

California State University, East Bay is the most ethnically diverse college in California and the fifth most in the United States by The Chronicles of Higher Education's Almanac in the year 2015. [10]

History

The university was established as State College for <u>Alameda County</u>, with its primary mission to serve the higher education needs of both Alameda County and Contra Costa County. Its

California State University, East Bay



AST BAY THE			
Former names	State College for Alameda County (1956–61) Alameda County State College (1961–63) California State College at Hayward (1963– 72) California State		
	University, Hayward (1972– 2005)		
Motto	Per Aspera Ad Astra (<u>Latin</u>)		
Motto in English	Through Adversity to the Stars		

Public University

1957

Type

Established

construction was part of the California Master Plan for Higher Education as proposed by Clark Kerr and the original site for the school was Pleasanton, California. The campus was moved to Hayward before plans were finalized due to the efforts of State Assembly member Carlos Bee and other boosters from the Hayward community, including S.E. Bond Jr, and E. Guy Warren, namesake of Warren Hall. [11] At the time of its opening in 1959, classes were first held on the campus of Sunset Elementary School and then Hayward High School. With the addition of the school, higher education in the San Francisco Bay Area became more accessible. To the south was San Jose State College (now San Jose State University) serving the South Bay counties. To the west was San Francisco State College (now San Francisco State University) serving San Francisco and San Mateo Counties. To the north is Sonoma State University, serving Marin, Napa and Sonoma counties. Chabot College, a part of the California Community College system, opened nearby in Hayward in 1961.

The university has undergone numerous transitions in its history, making name changes accordingly. In 1961, the school was moved to its present location in the Hayward Hills and renamed Alameda County State College. In 1963, the name was changed to California State College at Hayward. The school was granted university status in 1972, changing its name to California State University, Hayward. In 2005, the university implemented a new, broader mission to serve the eastern San Francisco Bay Area and adopted the name California State University, East Bay. The proposal to rename the campus to California State University, East Bay was approved by the California State University Board of Trustees on January 26, 2005. [12]

Endowment	\$16.2 million (2017) ^[1]	
President	Leroy Morishita [2]	
Provost	Edward Inch	
Academic staff	737	
Students	15,855 (Fall 2016) ^[3]	
Undergraduates	13,340 (Fall 2016) ^[3]	
Postgraduates	2,515 (Fall 2016) ^[3]	
Location	Hayward, California, U.S.	
Campus	Suburban, 200 acres (81 ha) ^[4]	
Colors	Red and Black ^[5]	
Nickname	Pioneers	
Affiliations	California State University	
Website	www.csueastbay .edu (http://www. csueastbay.edu)	
CAL STA EAST	TE BAY	

Campus



CSUEB student housing district, facing east, showing both old and new facilities

California State University, East Bay's main campus is located in Hayward, California. It is situated on a plateau east of the Hayward fault overlooking the southeast part of the city. CSUEB also has a campus in Concord, California in Contra Costa County, and a professional development center in Oakland. Continuing education programs are available at all three locations.

For 40 years, Warren Hall was CSUEB's signature building; the building was visible from cities throughout the San Francisco Bay Area and served as a landmark for Hayward and the surrounding Eastern San Francisco Bay Area. Warren Hall was rated the least earthquake-safe building in the California State University system by the CSU Seismic Review Board. In January 2013 the CSU Board of Trustees authorized \$50 million to demolish the former administrative building and replace it with a new structure. Warren Hall was demolished by implosion on August 17, 2013. Construction for the new 67,000 square foot-building is expected to begin in November 2013. Doors are expected to open in May 2015 on the completed structure. [14]

California State University, East Bay is also known for its Solar Energy Project. Solar panels were installed on four campus rooftops and are used to generate supplemental power during peak periods and is one of the largest <u>photovoltaic</u> systems in Northern California. Since its completion in 2004 the university has received recognition on a regional and national level for the project; those include:

- A \$3.4 million rebate from PG & E, the largest rebate issued to date for solar power installation.
- The 2004 Business Environmental Achievement Award from the Hayward City Council.
- The 2004 Green Power Leadership Award at the National Green Power Marketing Conference.
- A 2005 Exceptional Project Award from the Western Council of Construction Consumers.

On April 8, 2010, the California Public Utilities Commission approved a fuel cell project of Pacific Gas and Electric Company (PG&E) allowing Cal State East Bay's Hayward campus to become one of the first college campuses in Northern California to have a fuel cell. Once installed, the waste heat generated by the fuel cell will be converted into hot water to be used in campus buildings. [15]

Since 2004, the Pioneer Amphitheatre on campus has been home of the KBLX Stone Soul Picnic, a day-long festival of R&B, soul and Urban Adult Contemporary music, featured performers have included Ronald Isley, The Whispers, Teena Marie, Rick James, and The O'Jays. California State University, East Bay's Associated Student Incorporated also hosts concerts with artists like Lupe Fiasco and Goapele.

In 2005, Cal State East Bay launched an aggressive construction project with the building of three new facilities: the Wayne and Gladys Valley Business and Technology Center (VBT), the Pioneer Heights student housing expansion and the University Union annex. The 67,000-square-foot (6,200 m²) VBT center was dedicated on February 28, 2007, making it the first new academic building on the Hayward Campus in more than 30 years. The building offers a state-of-the-art home for programs in business, technology management, engineering, multimedia, science, and online degree programs. An expansion to Pioneer Heights was dedicated in fall 2008. Student housing was able to accommodate more than 450 new residents and offer a 16,000-square-foot (1,500 m²) dining commons. An annex to the existing University Union opened in January 2007.

Construction continued with the anticipated dedication of the new Student Services and Administration building in summer 2010^[18] and the Recreation and Wellness Center in Fall 2010.^[19]

Construction workers removed the stadium's grass and replaced it with artificial turf, while widening the field to regulation size, said Jim Zavagno, director of planning design and construction for Cal State East Bay.

As part of the facility's overall renovation, which began in January, the width of the existing running track circling the playing field was narrowed to five lanes to accommodate the larger field. "In addition to the competition areas, improved sidewalks and fencing were added to the facility," said Zavagno, who reported that the construction costs came in under budget at \$1.9 million, about \$600,000 less than had originally been projected. "Renovations to Pioneer Stadium included new markings and a recently installed artificial turf field that's been widened to meet professional soccer regulations."

Beginning in September 2010, a parking structure is to be built that will add 1,100 additional parking spaces. The project with a cost of \$24.5 million, will be paid by the parking fees. A bridge from the parking structure will allow students and faculty access to the central campus and other buildings such as the Recreation and Wellness center and Meiklejohn Hall. [20]

The campus is home to the C. E. Smith Museum of Anthropology, created in 1975. The museum, open to the public, has rotating exhibits, and archives including records of 18 Bay Area archaeological sites. [21][22][23]

Organization

Presidents

Leroy M. Morishita was named as interim president on April 18, 2011. Morishita's appointment became effective July 1, 2011 when former president Mohammad Qayoumi assumed the role of president of San José State University. [2] Qayoumi succeeded Norma S. Rees as president of the university in 2006. He is the first Afghan-American to lead a major American university. [24]

- Fred F. Harcleroad (1959–1967)
- Ellis E. McCune (1967–1990)
- Norma S. Rees (1990–2006)
- Mohammad Qayoumi (2006–2011)
- Leroy M. Morishita, (2011–present)

Academics

The university is best known for its Fall Freshman Statistics [25][26][27][28][29][30] College of Business and Economics; a

7
strong Education Department, where
a large percentage of California
teachers receive their certification;
and the thriving Music Department
where the California State University,
East Bay Jazz Ensemble, directed by
Dave Eshelman (retired June 2007),
holds annual performances in Yoshi's
(http://www.yoshis.com/) at Jack
London Square in Oakland and
frequently tours Europe and parts of
South America. The Biotechnology
Program developed at California
State University, East Bay affords the
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university a status as the center of

	2014 preliminary	2013	2012	2011	2010
Freshman Applicants	13,056	14,126	12,752	10,778	9,980
Admits		9,636	8,760	3,840	2,184
% Admitted		68.2	68.7	35.6	21.8
Enrolled		1,511	1,572	1,225	1,211
GPA		3.10	3.08	3.04	3.11
ACT Average			19	19	19
SAT Composite			921	912	922
*SAT out of 1600					

research and development in the <u>Life sciences</u>, <u>Bioinformatics</u> and <u>technologies</u> for the <u>Eastern San</u> Francisco Bay Area.

California State University, East Bay also participates in the <u>Internet2</u> project, a collaboration led by over 200 U.S. universities, private industries, and governments to develop advanced network technologies for research and higher education in the 21st century.

California State University, East Bay offers 52 undergraduate degree programs and 39 Master's degree programs in addition to its teacher education program. [31] The university also has a doctoral program in Educational Leadership (Ed. D.) held in cooperation with the University of California,

Berkeley, San Francisco State University and San José State University. The most popular undergraduate majors are: Business, Psychology, Liberal Studies, Biological Sciences, Pre-Nursing, Human Development, Health Sciences, Criminal Justice, Communication, and Computer Science. [31]

The academic departments of the University are organized into four colleges:

- College of Business and Economics
- College of Education and Allied Studies (CEAS)
- College of Letters, Arts, and Social Sciences (CLASS)
- College of Science

First year students are put into Freshman Learning Communities which help students to: 6

- earn higher GPAs
- develop superior writing and communication skills
- graduate reliably in four years.

Hayward, East Bay hills, and the San Francisco Bay, overlooking California State University, East Bay and the iconic (now demolished) Warren Hall

Academic achievements

The September 1995 issue of SUCCESS magazine reported the university as one of the 25 best business schools for entrepreneurs. The ranking was based on four key criteria: qualifications of faculty, entrepreneurship curriculum, academic standards and student scores, and quality and depth of resources. The California State University, East Bay College of Business and Economics is ranked as the up and comers of to watch by Columbia University, schools Massachusetts Institute of Technology (MIT), and Stanford University. CSUEB has been noted for its fine collection of faculty members. In 2002, Professor Roger Baldwin received the prestigious Peet award for his superior lectures on American History.



Pioneer Amphitheatre

The university was also ranked 8th among Top Regional Public Schools in the West in <u>U.S. News and World Report</u>'s 1999 America's Best Colleges guidebook. The publication recognized Cal State East Bay again in 2008 as a "top-tier" institution among master's-granting universities in the West. The University's exceptionally diverse student body was noted in the 2009 guide from <u>U.S. News and World Report</u> who ranked it as the second-most diverse master's-granting university in the Western region.

In 2003, the College of Business and Economics was ranked by <u>BusinessWeek</u> as one of the Top Business Schools in the West.

The <u>Princeton Review</u> has selected California State University, East Bay, as a "Best in the West" college every year since 2003; making note of its affordable tuition, small class sizes, diligent, career minded students, multicultural community, and strong business, nursing, and education programs. [6]

The Freshman Learning Communities are seen as a National Model. Students are clustered together in courses with peers who have similar interests and career aspirations. The courses within the cluster have a theme that carries on the entire length of the freshman year. It helps students get through their General Education, while helping them making decisions about their major. In addition, the program has been noted to produce students who earn higher GPA due to the support and close interaction with their peers and professors; development of strong written and oral communication skills and awareness of graduation requirements, are also outcomes that help lead students to graduate on time. [32]

A 2010 report on the California State University system's statewide economic impact reveals that California State University, East Bay contributes \$415 million annually to the regional economy: a return of more than \$5 for every state dollar invested. The report, "Working for California: The Impact of the California State University System," also underscores the long-lasting value of a Cal State East Bay education, concluding that approximately \$1.6 billion of earnings by alumni in the East Bay area is directly attributable to their college degrees and creates an additional \$2.5 billion of industry activity throughout the state. [33]

The University is an awardee of a 2010 <u>Promise Neighborhoods</u> grant from the <u>United States</u> Department of Education, to aid in improving educational opportunities in Hayward. [34]

Rankings

Cal State East Bay has been designated a "top-tier" institution among master's-granting universities in the west by <u>U.S. News & World Report [6]</u> and has been recognized as a "Best in the West" college by the Princeton Review. [6]

USNWR graderankings ^[35]	uate school
Education	180

USNWR department rankings ^[35]	
Social Work	147
Speech–Language Pathology	183

Student life

The university's Department of Communications publishes a weekly newspaper called *The Pioneer*, its name referring to the school <u>mascot</u>, Pioneer Pete. The paper is staffed by faculty and students. [36] East Bay is a diverse state university as indicated by the annual headcount report.

Associated Students Incorporated

Associated Students Incorporated (ASI) is a student-run and student-owned organization that represents the student body at California State University, East Bay. Elected by the California State University, East Bay student body, the 15-member ASI Board of Directors is the governing body of Associated Students, Inc. The Board makes policy and oversees the fiscal responsibility of ASI.

Additionally, the Board assists the University in planning, implementing, and evaluating campus programs, events, and curriculum. ASI currently has four departments: ASI Presents, ASI Business Office, Student Government, and the Early Childhood Education Center. In 2007 the University administration did not allow ASI to hold a student referendum on increasing student fees to fund a recreation and wellness center. It substituted 'alternative consultation'. In 2008, the administration again did not allow ASI to hold a referendum on increasing student fees to fund athletic scholarship for a move to Division II sports. Again, it substituted 'alternative consultation'. [38]

				. [27]
,	Fall 2011	Demographics	of student	hadula.
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an zorr bornograpinos er etadent body		
African American	9.5%	
Asian American	21.8%	
White American	24.1%	
Hispanic American	17.5%	
Native American	0.3%	
Multiple ethnicity	2.6%	
International	9.5%	
Ethnicity unreported/unknown	14.7%	

Athletics

California State University, East Bay is a member of the National Collegiate Athletic Association (NCAA) at the Division II level. The Pioneers compete within the California Collegiate Athletic Association (CCAA) in 15 sports and the Western Water Polo Association for water polo. The university offers six men's sports: baseball, basketball, cross country, golf, soccer and Track; as well as nine women's sports, including: basketball, cross country, golf, soccer, softball, swimming, track, volleyball and water polo. [40]



A CSUEB soccer player attempting to take the ball from a <u>University of</u> California, San Diego attacker

Mascot

The mascot of the university is the Pioneer. At the inception of the athletic program in 1961 the student body chose a spacesuit clad Space Pioneer as the mascot. In the years since the mascot was shortened to the Pioneers and took a more terrestrial image; first as a frontiersman with a coonskin cap and then as a forty-niner

who is reminiscent of Yosemite Sam. In the 1980s the student body voted to change the mascot to the Vampires, but the decision was overturned by then-president Ellis McCune. In 2005 there was talk of changing the mascot along with the university's name change. The original plan was to unveil the new mascot by the end of the 2004-2005 academic year. However, there was little student support for a mascot change; a majority of the students and faculty were in favor of keeping the Pioneer as the school mascot while supporting a redesign of the Pioneer image. A final decision on whether or not to keep the Pioneer as the mascot of the university was to be reached before the 2006-2007 academic year but is still an open question in 2010. A new athletics logo was unveiled on November 20, 2009 at a home opener basketball game.

Greek letter organizations

Fraternities Sororities Co-ed fraternities NPHC

- AKΩ (Alpha Kappa Omega, Alpha Chapter)
- AKO (Alpha Kappa Omicron, Beta chapter)
- AΦΩ (Alpha Phi Omega, Omicron Zeta chapter)
- AKA (Alpha Kappa Alpha sorority, Xi Pi chapter)

- <u>ΔX</u> (Delta Chi, Hayward chapter)
- ΓΖΑ (Gamma Zeta Alpha, Tau chapter)
- ΛΘΦ (Lambda Theta Phi, Gamma Omicron chapter)
- ΣΔΥ (Sigma Delta Upsilon, Hayward chapter)
- TKE (<u>Tau Kappa</u> <u>Epsilon</u>, <u>Upsilon Psi</u> <u>Chapter</u>)
- ZΩ (Zeta Omega, Alpha Chapter)

- <u>AΦ</u> (Alpha Phi, Eta Delta chapter)
- ΔΣΓ (Lambda Sigma Gamma, Alpha Beta chapter)
- <u>AOA</u> (Lambda Theta Alpha, Zeta Zeta chapter)
- <u>ΛΘN</u> (Lambda Theta Nu, Alpha Tau chapter)
- KΞ (Kappa Xi) (Alpha Chapter)
- ΣΣΣ (Sigma Sigma Sigma, Epsilon Alpha chapter)
- ΘΛΨ (Theta Lambda Psi, Alpha chapter)

- ΔΣΠ (Delta Sigma
 Pi, Zeta Tau chapter)
- ΑΦΑ (Alpha Phi Alpha fraternity, Xi Pi chapter)
- ΔΣΘ (Delta Sigma Theta sorority, Epsilon Nu City-wide chapter)
- IΦΘ (lota Phi Theta Fraternity, Beta Upsilon chapter)
- ΚΑΨ (Kappa Alpha Psi fraternity, Nu Sigma chapter)
- <u>ΩΨΦ</u> (Omega Psi Phi fraternity, Alpha Rho chapter)
- ΣΓΡ (Sigma Gamma Rho sorority, Sigma Omicron chapter)
- ΦΒΣ (Phi Beta Sigma fraternity, Delta Beta chapter)
- <u>ZΦB</u> (Zeta Phi Beta sorority, Tau Mu chapter)

Notable people

Alumni

Among the more than 100,000 CSUEB alumni are: [31]

- Brian A. Arnold, U.S. Air Force general.
- Asif Ali, Arena League & Minor League Football player & executive [41]
- George Barlow, poet
- Ted Barrett, an umpire in Major League Baseball
- Frank Beede, former Seattle Seahawks offensive lineman and 2010 NFL Teacher of the Year^[42]
- Mike Bellotti, college football analyst for ESPN television broadcasts^[43]
- Greg Blankenship, former American football linebacker who played one season in the NFL with the Oakland Raiders and the Pittsburgh Steelers
- Sue Burns an American businesswoman who was the senior general partner (principal owner and largest shareholder) of the San Francisco Giants^[44]
- Ellen Corbett, a democratic politician now living in Hayward [45]
- Joe Coto, educator, city councilmember, and a Democratic politician [46]



Timothy P. White

- Tom Coughlin, former vice chairman of Walmart
- Mark Curry, actor and comedian^[47]
- Natalie Del Conte, co-hosts the technology news podcast Buzz Out Loud^[48]
- George Fernandez, retired American soccer defender who played professionally in the Major Indoor Soccer League and National Professional Soccer League^[49]
- Ted Griggs, President of Comcast SportsNet Bay Area
- <u>Elihu Harris</u>, Chancellor of the Peralta Community College District, former Oakland City Mayor^[50]
- Sara M. Harvey, an American costume designer, and an author of fiction and nonfiction^[51]
- J.R. Havlan, comedy writer on "The Daily Show with Jon Stewart" and recipient of six Emmy Awards for "Outstanding Writing for a Variety, Music or Comedy Program."^[52]
- Glenn Henry, computer industry executive and cofounder of Centaur Technology
- Eric Hughes, assistant coach, Toronto Raptors and former assistant coach of Washington Huskies^[53]
- James Monroe Iglehart, Tony-award winning actor
- Larry Johannessen, NIU English professor^[54]
- Jay Kleven, Major League Baseball catcher^[55]
- Suzy Kline, author of children's books, "Horrible Harry" and "Herbie Jones" [56]
- Scott Kriens, chairman and CEO of Juniper Networks^[57]
- Roger Lim, American-Asian actor, director, producer, and screenwriter^[58]
- <u>Bill Lockyer, former State Attorney General, current California State</u> Treasurer^[59]
- <u>Ludmyrna Lopez</u>, Democratic member of the City Council of the California city of Richmond^[60]
- Mark Mastrov (class of c. 1980), founder of <u>24 Hour Fitness</u>, partial owner of the <u>Sacramento Kings</u>
- Howard McCalebb, African-American abstract sculptor [61]
- Farzaneh Milani, Iranian-American scholar and author [62]
- Joe Morgan, Two-time Sports Emmy Award winner, former <u>Cincinnati</u> <u>Reds</u> great and Hall of Fame second baseman, analyst for <u>ESPN</u>'s Sunday Night Baseball^[63]
- Kristen Morgin, sculptor^[64]
- Natali Morris, technology news journalist and online media personality^[65]
- Steven T. Murray, American translator from Swedish, German, Danish, and Norwegian. He has worked under the pseudonyms Reg Keeland and McKinley Burnett when edited into UK English^[66]
- Louis Navellier, Wall Street icon and trustee of the Cal State East Bay Education Foundation [67]
- <u>Susan B. Neuman</u>, prominent educator, researcher, and education policy-maker in early childhood and literacy development [68]



Bill Lockyer



Mark Curry



Ellen Corbett

- Landon Curt Noll, American computer scientist [69]
- Greg Petersen, an American soccer coach^[70]
- Mario R. Ramil, former Associate Justice of the Hawaii State Supreme Court [71]
- Bruce Sagan, mathematics professor at Michigan State University and folk musician
- Christopher Seufert
- Phil Snow, assistant coach at Eastern Michigan University^[72]
- Phil Sykes, former college and professional ice hockey player^[73]
- Chester Lovelle Talton, Provisional Bishop of the Episcopal Diocese of San Joaquin in The Episcopal Church^[74]
- <u>Nicholas Vasallo</u>, composer, founder of the <u>post-metal</u> group <u>Antagony</u>, [75] <u>film score</u> career, and concert works [77][78] lecturer for the CSUEB Music Department [79]
- Timothy P. White, chancellor of the University of California, Riverside [80]
- Dawn Monique Williams, American theatre director^[81]
- Jennifer Wolch, dean of the College of Environmental Design at University of California, Berkeley
 [82]
- Gene Yang, comic book artist^[83]
- Chuks UC Ukaoma, Retired Senior Market Manager, Drees Homes Inc, Real estate investor, blogger, Austin, Texas. California State 1989-1991

Faculty

- Clayton Bailey, artist, professor emeritus of art
- Larry Bensky, radio show host, lecturer in the communications department
- Stephen D. Gutierrez, professor of English and director of creative writing, was awarded the 2010
 Maxim Mazumdar New Play Competition in the One-Act category for his play, "Game Day". [84]
- Dave Eshelman, director of jazz studies
- Mel Ramos professor emeritus of art, noted Pop Art painter
- Dakin Matthews, actor, emeritus professor of English
- <u>John V. Robinson</u>, lecturer in English is a 2006 <u>Guggenheim Fellow</u> in the field of folklore and a 2007 California Council for the Humanities recipient. Robinson is an award winning photographer and the author of many books and articles. [85]
- Theodore Roszak professor emeritus of history and author of the seminal 1968 book, <u>The Making of a Counter Culture</u>
- Agha Saeed, lecturer in the program in Asian studies
- Raymond Saunders professor emeritus of art
- Allan Temko, architecture critic, teacher of city planning
- <u>Farid Younos</u>, lecturer in human development and women's studies, presented his plan for achieving Afghan peace and diplomatic conflict resolution to members of the U.S. House of Representatives on July 28, 2010 in Washington, D.C. [86] He is an expert in ethnic studies and politics of <u>Afghanistan</u> and expert on <u>Dari language</u>. [87] He obtained the degree of Doctor of Education from University of <u>San Francisco</u>. [87] He is an authior of the following books (self-

published): Principles of Islamic Sociology (2011), Democratic Imperialism: Democratization Versus Islamization (2008), Gender Equality in Islam (2002).

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