

**Understanding Key Decision Factors to Attract  
and Retain International Students in CSUEB  
MKTG 612 - MAP project by  
Shrikirti Vijayendra, Priyanka Singh, Vinmathi Iyappan, Tia Cao**

**Depth interviews and observations for the MA Project**

Participant #1

We are conducting this survey for our Marketing Analytics Project to better understand the key factors that influenced your decision to choose CSU, East Bay. Your responses will help us identify areas for improvement and tailor our offerings to better meet the needs of current and future international students.

Question: How was the survey to you?

Answer: The survey is good. It has the factors that I was looking for while making decision for my master degree.

Question: We didn't collect the personal information but want to have deeper insight thought about the key decision Factors to attract and retain students in East Bay, especially, international student. Would you mind sharing your student status is?

Answer: I am a US citizen

Question: Thank you for letting us know. There are 4 factors that tuition fees, Coursework and flexible schedule, Location and infrastructure and school ranking. Which are the most important and the least important to you? And Why?

Answer: The most important to me is the location, since I'm working fulltime and taking my master degree at the same time. I'd rather to take East Bay because of no traffic compare to San Francisco State and San Jose State. My work is 30 minutes with busy time and it could take me an hour or two hours to travel to SJ and SF. Otherwise, gas is also expensive. The next important is how the coursework and flexible schedule. I need to be onsite so after work as East Bay offers class at 6 PM works perfectly for me. I heard from my friends that SF and SJ don't have good schedule to pick so I would like the more flexible the better. Then, tuition and school ranking, as my previous research before choosing East Bay, I find those schools have similar tuition fee. However, the school ranking is different in each school. San Jose State is the closest to Silicon Valley and their school job fair is pretty much get higher chance to meet with tech companies than East Bay. To me, San Francisco state is more about medical and engineering major school more than business. Some of my colleague got their bachelor's in accounting in San Francisco and it's also a good school. Overall, East Bay has the lowest ranking in university ranking website compared to other two schools but East Bay still has other things that made me feel comfortable and the right place to pursue my degree.

Question: How do you feel about East Bay's support in Career and post-completion planning, Basic needs, financial aid, safety and DEI (Diversity, Equity and Inclusion)?

Answer: East Bay has the strongest supportive in DEI and basic needs for students who needs help. For financial aid, I'm not sure others but I didn't qualify since I am working right now. Career and post-completion planning will need to have more investigate until I graduate to see what will happen. I believe the alumni and Career and post completion planning will help to repair the path for getting the job since the job market is really unpredictable now.

Question: Is there anything you want to add on the survey or any feedbacks from us?

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Answer: There are many other factors that affect decision making and I think your questions are really straight forward. I would like to have stronger recognition for CSU East Bay or anything that East Bay can compete so gain higher ranking in school. I don't know the standard, but to have more flexibility schedule for classes or even school funding, East Bay needs to improve their image and the school name so students and even hiring managers, recruiters can impress to see the name of the school. In that case, most of the problems that solve by attracting more international students or more local or out of state students. Comparing to famous school as Harvard, I found that classes have lack of practical project so when jumping to workplace, you know how to solve the problem than sitting there and get stuck. It still focuses more on grades and credit for passing classes more than real scenario.

It was great to talk to you. Thank you for sharing your thought.

Participant #2

We are conducting this survey for our Marketing Analytics Project to better understand the key factors that influenced your decision to choose CSU, East Bay. Your responses will help us identify areas for improvement and tailor our offerings to better meet the needs of current and future international students.

Question: How was the survey to you?

Answer: Survey is good. Thank you.

Question: We didn't collect the personal information but want to have deeper insight thought about the key decision Factors to attract and retain students in East Bay, especially, international student. Would you mind sharing your student status is? And Why you chose CSU East Bay instead of other schools?

Answer: I am an international student. My finance is holding a H1B visa, I came to visit him and would like to get my master degree while we are together. I chose East Bay because he works in East Bay and close to my house so it's convenient for me to take public transportation since I don't know how to drive.

Question: As we mentioned in our survey, there are 4 factors that tuition fees, Coursework and flexible schedule, Location and infrastructure and school ranking. Which are the most important and the least important to you? And Why?

Answer: I would say tuition fees – of course – the most important since as an international student, tuition is double or I think triple than citizen. There is a huge amount of cost-living expense that need to consider, and I couldn't work. Then, I chose location and infrastructure because of not driving. The same idea above, I need to see which school that is convenient for me and safe to do so. Then, school ranking – as long as it's not too low and have reputation I think it's okay. The last is coursework and flexible schedule, I spend most of my time studying so it is okay most of the time for any time that will work.

Question: How do you feel about East Bay's support in Career and post-completion planning, Basic needs, financial aid, safety and DEI (Diversity, Equity and Inclusion)?

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Answer: I can tell CSU East Bay has good safety and DEI. I saw police and security on campus to make sure students are safe. I don't need to worry to see some random guy or homeless around the campus. But I noticed that campus has a lot of local citizen walk and exercise so it should be safe enough to do so. Next, I think basic needs are good and career and post-completion planning is also good too. I received emails for job fair, mental health help or food help as needed. I saw the portal for students who would like to land the job is also good but I think not a lot of students know about it. It called Handshake, if you know.

Question: Is there anything you want to add on the survey or any feedbacks for us? Anything that we can improve in your point of view.

Answer: I didn't know about East Bay until a family member lived in Hayward told us. I think East Bay should utilize different platform for international students to know more about the school or also get the update by Instagram or Whatsapp or WeChat. Or even having more student exchange programs so the words can be spread out. The school ranking didn't get my attention and information still limited but staffs are nice. After graduating, I really want to have a chance to work and live here, but I hope East Bay has the good foundation to achieve my dream. With just the tuition and location, I definitely take CSU East Bay as my choice and school ranking is really pulling me back comparing to other schools in Bay Area. I do think CSU East Bay was underestimated; we can make it better.

Thank you for sharing. I really appreciated your time.

**Participant #3**

Why CSUEB? - Very few BA options are available in Bay area, flexibility in completing the courses.

Pros of CSUEB - Location, Fee structure is good comparatively.

Cons of CSUEB - Courses are basic, career fairs aren't happening.

**Participant #4**

Why CSUEB? - I chose California State University, East Bay (CSUEB) because of its well-structured curriculum and comprehensive syllabus, which aligned with my academic and career goals. The course offerings are designed to provide both theoretical knowledge and practical skills. Additionally, the strong alumni network reflected successful career paths and professional growth, showcasing the university's reputation and the opportunities it offers to its graduates.

Pros:

1. Comprehensive syllabus.
2. Located in California, near tech hubs.
3. Good reviews from industry professionals.
4. Flexible course selection

Cons:

1. Tuition fees are relatively high compared to other state universities in Bay area
2. Limited support for career preparation and professional development.
3. Delayed or unresponsive communication from departments via both calls and emails.
4. On-campus job opportunities may be biased or difficult to access fairly.