

Subject: AY 2026-2027 Trendsetter Application Now Open

Dear Students,

We are excited to announce that the **AY 2026-2027 Trendsetter Application** is now open!

Who Are Trendsetters?

Trendsetters are students committed to promoting equity within the student body. Equity in education means ensuring that personal or social circumstances—such as gender, ethnic origin, or family background—do not hinder one's ability to reach their full educational potential. Below, you'll find the eligibility requirements and application process.

How to Become a Trendsetter:

To become a Trendsetter, applicants must complete a short written essay and meet the eligibility requirements listed below.

Eligibility:

- Students must submit an **essay** (see below) in APA format on a topic provided by the office. Applications are reviewed by the Office Director and faculty advocates to ensure a fair and thoughtful selection process.
- Applicants must:
 - Be declared majors in the **CSUSB Jack H. Brown College of Business and Public Administration**.
 - Have completed, at a minimum, their **first year** at CSUSB.

Essay:

We look forward to receiving your applications and welcoming new Trendsetters into the program!

ESSAY (2026-2027)

Please select **one** of the following months:

- Hispanic Heritage Month
- Black History Month
- LGBTQ+ History Month
- Women's History Month

- Asian Pacific Islander Desi American (APIDA) Heritage Month
- Native American Heritage Month

For the month you select, please address the following prompt:

Prompt:

How has the cultural heritage of the group you've selected shaped business practices and entrepreneurship?

Your essay should be **500-700 words**, written in **APA style**, and provide thoughtful insight into how the history or heritage month you've chosen connects to the business or public administration fields. Please submit your essay between **September 14th, 2026, at 11:59 PM** and **September 30th, 2026, at 11:59 PM**.

The JHBC OAE looks forward to reading your reflections! If you have any questions, contact Dr. Francisca Beer (Fbeer@csusb.edu)

Best regards,

JHBC Office of Academic Equity (OAE)

Submit application to Dr. Francisca Beer (Fbeer@csusb.edu) and CC Jenayah.Shaheed@csusb.edu