



Associated Students, Inc.
of CSU Hayward



**Resolution Against the Proposed Name
Change from "CSU Hayward" to "CSU East Bay"**

I. Introduction

Whereas we feel that the university has many distinct advantages that can be marketed, including that it:

- 1) is centrally located within the San Francisco bay area and the route east where many people commute from for work and study,
- 2) is a significant economic alternative than other universities in the area,
- 3) has accommodating evening, weekend, and virtual classes,
- 4) has well-respected music, education, and business programs,
- 5) has highly-regarded student services.

II. Non-Hayward campus development

Whereas we appreciate President Rees' commitment to further developing the Contra Costa campus site,

Whereas we feel that the commitment to developing the Contra Costa campus should continue regardless of the university's name,

III. University name integrity

Whereas we understand that a majority of private donations don't come from the city of Hayward, but feel that private donations should not dictate Administration's policy rather the will of the university population,

Whereas changing the name of the university based on the amount of money being offered does not set a good precedent,

IV. Name Change costs and supporting data

Whereas President Rees has promised that the funds used for the name change would come completely from private funding,

Whereas we have not been provided any evidence that the private funding used for the name change might not have been used for other university efforts,

Whereas we have not been provided any evidence that the less quantitative factors like staff time for designing new forms, planning the change of our websites, planning the change of our domain name, etc., will be funded privately,

Whereas we have not been provided any evidence that time spent in meetings on this issue (including Dr. Rees' and Jay Colombatto's time spent) instead of on other issues is currently being funded privately,

Whereas we have not seen any evidence that changing the name would increase enrollment,

Whereas we feel that if President Rees' ultimate goal for the name change is to improve enrollment, she is not adequately brainstorming alternatives with students, faculty, alumni, and residents of the city,

V. Name Change and decision-making process opposition

Whereas President Rees conducted a public forum on November 10th, 2004, about the name change, and a significant number of attendees spoke passionately against the name change and an overwhelming majority of those present were clearly against the change,

Whereas Associated Students, Inc. feels that there is majority opposition to the name change at the Hayward campus, the Contra Costa campus, the Oakland professional development campus, and the international student population,

Whereas our Associated Students, Inc. board has also demonstrated an overwhelming amount of individual opposition to the name change,

Whereas in a May 2004 scientific survey using a cluster sampling procedure (n=173 students), the following opinions on the Hayward campus were gathered:

- Changing the name of the campus will...
- Improve the image: 83% disagree
 - Attract more first-time freshmen: 83% disagree
 - Secure more private funding: 80% disagree
 - Confuse people: 84% agree
 - Create too many unnecessary expenses: 82% agree

Whereas during the November 10th name change forum, President Rees clearly committed to providing the data behind the name change decision, but has not done so more than a month later (despite repeated requests from three different CSUH student organizations for said evidence over two months),

Whereas we do not feel that the academic rigor required of CSU Hayward students has been adhered to in developing the name change proposal nor in following the decision-making process,

VI. Resolution

Let it be resolved that Associated Students, Inc., the elected voice of the CSU Hayward student population, is **AGAINST** the proposed name change from "CSU Hayward" to "CSU East Bay" until such time as demonstrable evidence convinces a majority of the student population that it is a wise change, and

Let it further be resolved that Associated Students, Inc., the elected voice of the CSU Hayward student population, will oppose any major proposed changes at CSU Hayward that do not contain equitable input from the student population.

To be passed and adopted by the Board of Directors of Associated Students, Inc., California State University, Hayward, on Wednesday, December 08, 2004.

It is Associated Students, Inc.'s intention to distribute this resolution to CSU Hayward's *Pioneer* newspaper, CSUH Student Affairs, the CSUH Academic Senate, the CSUH Alumni Association, Chancellor Reed, the CSU Board of Trustees, the Dean's council, the President's cabinet, the CSUH Foundation Board, the CSUH Faculty Student Affairs committee, the California Faculty Association, and the California State Student Association.