

Name Change Will Not Enhance University's Standing

Dear Editor,

I am moved to write this letter because of an article I read in the San Francisco Chronicle. The article I read stated that Cal State Hayward, my alma mater, of which I am proud to be an alumnus, is proposing to change its name — its identity — to California State University, East Bay. What a diluted and unwieldy name! Such a change in the university's name does little to improve the image of Cal State Hayward, which already has a strong and well-deserved reputation as a major university in the San Francisco Bay Area, and in the state overall.

To see another East Bay university for comparison, University of California, Berkeley has had its name for a very long time. Why? Because people all over the United States and the world know the name. The administration of that university sees no reason to change the name to better reflect the identity of the university. If the Cal State Hayward community wishes to improve the identity and image of the university, they should and

can do so in other equally tangible ways but in ways that would be far more beneficial and have greater results. For example, the new business and technology center, the new student housing and the solar panels that were installed throughout campus are significant improvements that do much to enhance the university's image and identity. Changing the name has little benefit, but could quite easily cause confusion to many residents of the Bay Area and Northern California — not to mention the rest of the nation — because so many people know the name California State University, Hayward. These people are familiar with its name and admire and respect the university that is connected so strongly with the name!

As with U.C. Berkeley's identity, the identity of California State University is to a great and significant degree, the present name that it has had for most of its history. Thousands of alumni, hundreds of faculty and many other people all over the state know California State University, Hayward as a major university that provides an excellent edu-

national experience, which it has done successfully for nearly 50 years. The majority of those years have been with the name California State University, Hayward. The current name is consequently associated with a positive image. Changing the name of the university would change the identity of the university for many people, regardless of how deep (or superficial) their relationship is with the university. Change is a necessary and good thing; indeed I have seen many improvements in the university since graduating in 1980, such as those highlighted in the previous paragraph. But changing the name of the university is neither helpful nor good. The administration, students, faculty, and staff of the university should embrace and be proud of the name California State University, Hayward!

I strongly urge the administration and the Cal State, Hayward community to retain the university's current name.

Thank you for your time.

Respectfully,
Nick Dellaportas
Class of 1980