

Name Change Argument Lacks Sufficient Evidence

Dear Editor,

You are in the best tradition of journalism to question and to expose the name change proposal for CSUH. You are simply holding the administration's feet to the fires of honesty, truth and light.

To-date the proposal is ludicrous and irresponsible. No evidence has been presented to the public that can be sustained.

It is as if President Rees is submitting a thesis or dissertation — "conclusion" only. Hypothesis, methodology, review of literature, research, footnotes and bibliography are omitted.

So far, all you have given us is opinion, hearsay and innuendo (The California State University's standard for removing "Hayward" from CSUH should be dissertation research of the quality required at our premier research universities.)

The students, faculty and staff of CSUH, the residents of the greater Hayward area, and the chancellor and trustees of the CSU system can only evaluate the proposal for a name change with full public disclosure. ALL minutes, transcripts, and records of ALL meetings, large and small, should be made public under the California Public Records Act. Failure to do so inflicts personal, it robs "no confidence" in the proposal's integrity, procedures and research. It suggests that the research cannot stand public scrutiny and is not replicable.

Like President George W. Bush, President Rees avoids public involvement, disclosure of intelligence/research and questions.

Perhaps it's not the name "Hayward" that turns away students and donors. Perhaps it's the "name the university administration has made for itself" that does. A reputation for maintaining public involvement, disclosure of intelligence/research and questions. Prospective students and donors are just too polite to say so. They vote with their feet.

Chabot CC and CSUH are almost the same age in the same community. One enjoys fast growth, the other slow growth in the greater Hayward area. Chabot brings many events to its theater and campus, which draws community. CSUH many times.

The CSUH administration's major mistake from the beginning is its failure to invite students, faculty and staff, as groups and as individuals, to participate as full partners in any consideration of a name change. Imagine telling the Academic Senate, the single greatest repository of formal education combined with life experiences on any campus, of the

name change proposal the day that it is announced to the public. Embarrassing! Revealing! Self-defeating! If the chancellor and the trustees exercise due diligence in this matter they will brush-off the name change proposal in order to get to-the-question of the CSUH administration's competence to lead the campus.

Long Beach, Los Angeles, San Diego, San Francisco, just to name four, have had as much negative publicity about city and school-district governance over a longer period of years than Hayward. Where are the proposals to change the name of CSULB, CSULA, CSUN, and CSUSP? Who would dare propose a change?

CSUH is justifiably proud of its ranking by the Princeton Review. It is now going to join the well-documented list of distinguished private and public universities that have shunned the neighborhoods and cities they birthed and parented them? Will CSUH sell its birthright for a mess of pottage?

Remember, Carlos Bee, speaker of the State Assembly, former Hayward High School teacher, snatched CSU from the county fair ground in Pleasanton when it was a small town and brought it to a more populous Hayward. Once the decision was made in Sacramento, many residents of the greater Hayward area pitched in, rolled out a carpet to welcome Alameda State College. CSUH has yet to reciprocate.

CSUs in communities larger and smaller than Hayward have usually met their projected enrollment and increased private donations. It is doubtful that the problem is the "name." Remember, there are several CSUs younger than CSUH that are doing better. The CSUH administration might apprentice itself to them. "Seniors" can learn from "juniors" despite the adage that you can't teach an old dog new tricks.

Representatives of Associated Students, the faculty, the staff, The Pioneer and the city of Hayward should attend all meetings where the chancellor and trustees will consider the name change proposal with all the letters and editorials in hand that have they have received.

Rees gives three key factors for her recommendation. She numbers them separately but they closely overlap. Briefly examine them.

1) The contention that CSU "Hayward" is an impediment to more private donations in the two-county areas the university serves. Does anyone suggest that the other 22 CSU names impede donations to those same 22 CSUs? That, immediately raises

a red flag about President Rees and her proposal.

2) The contention that CSU "Hayward" causes confusion in an area with 22 cities. How many cities are there in the areas served by each of the other 22 CSUs? Fewer, more, or about the same as the 22 in Alameda and Contra Costa counties.

3) The contention that the Concord campus' growth is especially important to CSUH. The faster and larger the Concord campus grows, the faster it will be accepted from CSUH to become independent.

Rees states that a stand-alone CSU Concord would have a devastating effect on CSUH. If so, it is more likely that slowing down Concord's growth is CSUH's best hope for holding it longer as a satellite campus! Each of the 22 CSUs is really striving to achieve and retain regional standing. That requires substance, not name change, from each.

If full public disclosure and full public examination of "the record" were to conclusively demonstrate that the name "Hayward" is an impediment to CSUH's full flowering, then Rees' name change proposal is too tame. If "Hayward" does devalue the university, then bolder more creative proposals are in order.

Here are some ideas:

1) Get off campus! Go head-to-head with non-Bay Area private schools, in-state and out-of-state, that are "meeting Cal State Hayward's needs."

2) Make the Hayward campus a satellite of CSU San Jose, the Concord campus a satellite of CSU San Francisco and the Oakland campus the nucleus of a new CSU Oakland.

3) Close CSUH as a public campus. Reel-lease its classrooms and buildings to many private Bay Area colleges and universities: Holy Names, Saint Mary's, JPK, Dominican, USF, Notre Dame of Belmont, Santa Clara University, National Hispanic University, Pepper, DeAnza — each with its own distinction and mission. Watch them co-operate with each other. Watch the campus fill up with students.

4) Make the Hayward campus the statewide center for short, intensive remedial programs for protesting high school students so that they enter all 22 CSUs as freshmen fully prepared from day one to do university work.

Reveal: CSUH! Leave it alone.

Patricia D. Asher
Hayward, Calif.