

Losing Face and Faith

Dear Editor:

California State University Hayward: where all your possibilities come into view.

California State University eBay (a) East Bay: where your degree aspirations are up for bid.

Bay Area club owners are salivating at the job possibilities. The ill-fated connection between the proposed name change and the online auction company would make us an East Bay laughingstock.

Of course, the university could capitalize on the connection by selling to eBay the naming rights for the new Business and

Technology Center. What! Did I say that out loud? That's exactly the kind of idea that university officials might go for...

We are led to believe that the myriad costs associated with the proposed name change would be paid for completely with private donations. Suppose for a minute that you actually believe that.

Does anyone think that the university could be tapping community philanthropic resources for a better cause?

On the other hand, CSUEB could become "pioneers" in a new strategy for naming colleges. University of California Davis could become University

of California West Capital. After all, where on earth is Davis? Oh, that's right. UCD understands what it has to offer and knows how to promote the quality of its programs. If you build it, they will find it and they will come...

It seems to me that over the past couple of years some university officials have lost faith in our campus. Students, staff, faculty, and alumni have not. Perhaps what we really need is to change the names of the people occupying those positions where this loss of faith is most evident...

Stephen Fainel
CSUEB Staff and Alumni