

DAILY REVIEW

November 4, 2004

The name isn't the issue

"ACTIONS SPEAK louder than words" means that your actions communicate more clearly than your words. California State University, Hayward, administration obviously doesn't live by these words.

CSU Hayward administration truly believes changing the name, instead of the atmosphere, surroundings and curriculum, will change the school's image. That's like saying if you put a Jaguar emblem on a Kia it's going to drive like a Jaguar. No offense to Kia owners.

The problem is not the school's name; it's the school's overall image and lack of vision. Maybe instead of updating the name, it's time to look at updating the administration. The current administration's vision: Grasp at straws and hope one strand will spin to gold. The most recent examples: soccer field lights, Internet switching site and faculty housing. Still only have straw.

Norma Rees, in one breath, states the school's name change will improve the school's image and draw more students. In her next breath, she states she couldn't possibly take the time to ask the CSU Hayward students their opinion with regards to something that directly impacts them. Isn't this whole issue about improving students' impression of CSU Hayward? Also, don't forget that students become philanthropists.

If for some absurd reason it does become CSU East Bay, is the next plan to start auctioning off degrees?

Laura Swan

Hayward