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The PIONEER

CSU Board of Trustees Votes Unanimously for Name Change

By Michelle Morales
Staff Writer

The California State University board of trustees voted 15-0 to change the name of Cal State Hayward to Cal State East Bay on Wednesday.

The name change is effective immediately.

Ex officio trustees of the board include Gov. Arnold Schwarzenegger and Lt. Gov. Cruz Bustamonte, who were present for the meeting.

"I do think the board (of trustees) and president (Norma Rees) are acting in the best interest of the university," said trustee member Melinda Guzman-Moore during a brief discussion before the vote.

The issue was first brought before the Committee on Institutional Advancement, which first voted 4-1 in favor of the proposal Tuesday. Guzman-Moore was the only trustee on the committee to vote against the name change at that time, though she changed her vote

Wednesday.

She addressed the board with the story of how her law firm dissolved after 147 years.

"I think seven years from now we will reflect on this (issue) and may find that it was the best choice, as we did with my law firm," said Guzman-Moore.

Before voting, the board acknowledged the presence of Mayor Roberta Cooper, who attended the CSU board of trustees meeting over two days.

Within hours of having the name

change approved, the university Web site was updated, including a press release announcing the change.

"Implementing other changes could take place over the next two years," Rees said in a written statement.

At Tuesday's meeting, emotions ran high when visitors who were opposed to the name change didn't have enough time to speak. Alameda County Supervisor Gail Steele told Chair Diane Farar that she deeply resented having to travel to Long Beach and that all visiting speak-

ers should be heard. Her comment was followed by applause. Farar promised that the trustees would read written statements from the speakers who weren't heard.

The committee allotted 30 minutes to opponents and proponents. It began with Chancellor Charles Reed explaining why he supported the name change by identifying regional status, donor recognition and how the name was previously suggested. He also went on to note letters he had received from state assembly members.

Students opposing the name change addressed the committee first.

"We've been denied our opportunity to have a say in this matter," said Associated Students, Inc. Chair Darrell "D" McKinney.

He went on to say that students were misled and their suggestions were ignored by Rees.

It's Official: New Name 'Cal State East Bay'

Vote, from page one.

Tina Phillips, of Students for CSUH, an organization that opposed the name change, told the board how their organization had to file a lawsuit under the California Public Records Act in order to obtain all name change research from the administration. The lawsuit was filed the same day.

Another student, Charles Cole, co-founder of Democracy Matters, described to the board his experience at the Name Change forum that was held in November.

"I sat there and listened as (Rees) assured us that the research would be made available on the CSUH Web site. That never happened," said Cole. "We received the research a few days ago."

Cole went on to say that after reviewing the name change research, there was still no proof that changing the university's name would be beneficial and that it was the last suggestion on a list of 20 ideas on how to improve the image of the university.

Cooper and Hayward City Manager Jesus Armas addressed the board, reiterating that the city was opposed to the name change.

In support of the name

change, Monica Pacheco, president of the Alumni Association, told the board the name change was needed.

"I wholeheartedly believe that by adopting a name that encompasses the areas that it serves, the university will move forward and grow in the region with its students," said Pacheco.

Oakland City Councilman Dick Spees addressed the board in support of the name change. He believed that with his experience in corporate and institutional branding that the university was taking a step in the right direction.

Krista Kohlberg, a student who attends classes mainly at the Concord campus, said that changing the name would show the university's commitment.

"The proposed name change represents a symbolic yet firm commitment that would be easily recognized by those within the community that the university serves," Kohlberg said.

Julie Norton, chair of the statistics department, explained to the board how the name wasn't tied to the integrity of the staff or students.

"My dedication to the university is based on and founded in my belief of the missions and values of the university and the students, not on the name of the

university," said Norton.

After listening to arguments, Farar challenged the community to unite should the name change be approved.

The Pioneer first reported that the idea of changing the university's name was being considered in October 2003. Rees made her formal announcement that she would make the recommendation of changing the university's name to the chancellor in October.

The issue was brought before the board of CSU trustees in November, where only supporters of the name change addressed the board. Afterward, the committee agreed to vote on the matter in January.

This is the university's fifth name in its 47-year history. When CSUEB first opened its doors in 1957, it was called the State College for Alameda County. In 1961, it became the Alameda County State College. Then, in 1963, it changed to California State College at Hayward. It wasn't until 1972 the university became California State University, Hayward.

See **Vote**, page 5.