

City Parade in Opposition to Name Change

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Disenchanted over the proposed Cal State Hayward name change, city officials, residents and students marched in a December parade to express frustration to President Norma Rees, who they say failed to consult them on the issue.

Scheduled to coincide with the university's 45th anniversary, the Dec. 18 "Yes to CSUH Parade" also attracted former faculty members and alumni.

Waving a "Yes to CSUH" banner, Tina Phillips, co-founder of Alliance for Social Justice, and Political Science Club President Brady Calma, led the march down B Street from Foothill Boulevard. Hayward Mayor Roberta Cooper and city council members, former CSUH faculty members and name change opponents clad in CSUH gear followed them closely as the Hayward Municipal Band played.

At the end of the parade outside City Hall, City Manager Jesus Armas facilitated the event as city and student leaders spoke against the name change.

"Tears come to my eye when I hear of a name change," Councilman Matt Jimenez said.

Jimenez said that Hayward leaders worked very hard to bring the university to the city in the 1950s and it would be unacceptable to change the name to California State University, East Bay, as Rees has proposed.

"Carlos Bee and Guy Warren would turn in their graves if the name is changed," Jimenez said of the city leaders.

Various student groups united under one coalition, dubbed "Students for CSUH," to voice their opposition to the name change. The alliance of student organizations included Democracy Matters, Feminist Majority Leadership Alliance, the Political Science Club, Alliance for Social Justice, Theta Lambda Psi Sorority, Phi Alpha Delta Pre-Law Fraternity and Alpha Phi Sorority.

Speaking on behalf of Students for CSUH, communication major Kerry Barlow began by criticizing the university administration for refusing to present evidence of any research on the name change.

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Community Support: (left) CSUH students and citizens of Hayward paraded along B Street toward City Hall Plaza to rally against the proposed Cal State Hayward name change on December 18.

Backed By City Hall: (below) Hayward Mayor Roberta Cooper marched with students and community members to oppose CSUH's name change to Cal State East Bay, which will be voted on by the CSU board of trustees at the end of January.

Photos/Tourya DeYoung



Students, Hayward Residents March in Parade

Parade, from page one.

"We have never supported the name change, yet the administration blatantly ignores our opposition," Barlow said.

Barlow said that by disregarding students' views on the issue, the administration had proved that it considers them an "incompetent juvenile body."

Associated Students, Inc. President Darrell McKinney announced that ASI had passed a Dec. 8 resolution against the name change, citing a lack of research and Rees' failure to share governance with elected student officials. McKinney said that Rees had insulted students by ignor-

ing surveys that suggested that a majority of CSUH students opposed the name change.

"Obviously Rees wants to sell our name to the highest bidder," McKinney told the crowd.

Councilman Kevin Dowling promised the student leaders that city leaders will rent a bus to transport students to Long Beach on Jan. 26, when the CSU board of trustees is expected to vote on the name change. Armas assured citizens that no public money will be used to pay for the trip.

Several alumni also expressed their disappointment with Rees' failure to discuss the name change with them.

"I have received several letters from Cal State asking me for money but not one asking if I could approve changing the name," said Hugh Murphy, who has three generations of CSUH graduates in his family.

When alumnus Mike Forney heard of a parade to protest the name change, he wore a 1966 CSUH jacket he had passed on to his son. Like Murphy, he said he had only received letters from CSUH soliciting donations.

Not all who were at the parade opposed the name change, however. CSUH Director of Public Affairs Kim Huggett was on site videotaping as speakers addressed the crowd. Huggett

said he went to the parade as both a Hayward resident and school official.

"I think it is great that Hayward gives the university a party every 45 years," Huggett said.

As Huggett was ready to depart, Calma, McKinney and other students asked him why Rees thought the name change was good for the university.

"The more people know about the name change, the more likely they are to support it," Huggett said.

"Then show us the research and let us decide," Calma challenged.

Huggett did not speak further.



Power To The People: CSUH Hayward alumni, students and local residents marched in downtown Hayward to support efforts to maintain the identity of Cal State Hayward with the city's name. The proposed name change to CSU East Bay has drawn criticism from city residents and officials.

Photo/Tourya DeYoung