

Rees' Name Change Proposal Provokes Controversy

By Michelle Morales
Staff Writer

For the first time in 32 years, Cal State Hayward faces the possibility that its name could be changed. President Norma S. Rees made the formal announcement last week.

Should CSU Chancellor Charles B. Reed accept Rees' recommendation to change the name, the issue would be slated for the next CSU board of trustees meeting, where a final decision will be made. The committee could discuss the matter as soon as November and possibly vote on it in January.

The proposed name for the university and the three satellite campuses is California State University, East Bay.

The Hayward campus would be identified as the Hayward Hills Campus, the Contra Costa Campus as the Concord Hills Campus and the professional center in Oakland as the Oakland Professional Development Center.

School officials say that because of statewide budget cuts, the university has been forced to look at alternative options for funding. During recent fundraising efforts, the name of the university often came up as a deterrent, according to Bob Brauer, CSUH executive assistant to the president and director of governmental and community relations.

"We went out and raised the extra \$10 million for the Science and Technology Building and the Pioneer Heights expansion construction projects," said Brauer. "We found that the name, Cal State Hayward, was an impediment for giving."

Brauer and Jay Columbatto, director of university communications and marketing, said that between talking with many

constituents and during many focus group sessions, the name kept coming up.

"We have to find creative ways in raising funds and one of those ways is with donor recognition," said Brauer.

Said Columbatto: "It's not just about repackaging; it's about telling the truth about the university. We are hoping people will take a look at our commitment to the communities we serve."

Even though Hayward Mayor Roberta Cooper attended the Business and Technology Center groundbreaking ceremony last week, she told the San Francisco Chronicle on Tuesday that the name change was just "foolishness."

"It's really a slap in the face to Hayward to use the word East Bay," said Cooper.

On the other hand, Hayward Chamber of Commerce Chairman John T. Hunter told the Chronicle, following Rees' announcement, that he didn't blame the university for trying to separate itself from the city since the former school superintendent was run out of town and the mayor is facing a recall election. Hunter emphasized in the article that he was speaking for himself, and not the chamber's board, which has yet to discuss the issue.

Brauer said the city issues had no bearing on the name change.

"We are not trying to separate ourselves from the city," said Brauer. "What we are talking about is making a more distinguished university."

See Name, page 7.

Tuesday, October 14, 2003

The Source

News

Name Change Proposal Not Enthusiastically Embraced by Students

News, from page one.

At Hayward's City Council meeting on Tuesday, the board decided to ask the university to postpone the name change in order for Contra Costa and Alameda counties to have the opportunity to submit comments.

School officials said the issue has been under discussion for at least a year.

"We were very open about it and ran many forums and open-group discussions here on campus, and these were the articles in *The Pioneer*," said Columbatto.

The *Pioneer* first reported the possible name change in October 2003, even though the idea was actually suggested in previous years. In 1996 a committee was formed to design a new logo. That committee also recommended the university change its name.

In April, the *Pioneer* reported on a survey that students participated in as part of a senior project that was presented at the CSU Student Research Competition. The survey, conducted by Corinne Barbary, a mass communications senior, reported that 75 percent of the 172 participants of the true random survey were against the name change.

"Yes, President Rees did see

this article," said Columbatto.

"We reflected on all options."

Rees said there wasn't a specific reason that caused her to go forward with the decision. She said she had three main reasons for recommending the name change: financial viability of the university, academic and fiscal health of the university and the ability to achieve and retain regional standing.

"We obviously didn't talk to every student, every faculty member or all alumni, but we did get some candid responses back [about the university's name]," said Brauer.

Student sentiment about the university name change doesn't seem to have changed from earlier this year.

"I think it is stupid," said Celine Catey, a sophomore psychology major. "Everyone has sweatshirts and everything with Cal State Hayward; everyone knows it as Cal State Hayward. Changing it will just confuse everyone."

"I actually don't like the name change. I'm actually hoping we don't change it," said Kevin Salinas, an art major junior. "I see they've been talking about it more and more. I think they should just keep it as Hayward. I don't want to say I go to Cal State East Bay."

Said Associated Students

Inc. chairman Darrell McKinsey: "Me, personally, I understand where President Rees is coming from. But I feel like she should have asked the students instead of doing it without discussing it with us."

Rees contends that she met with ASI in the spring and was scheduled to meet with them on Wednesday.

"I don't know why people are saying I didn't talk with the students," she said.

ASI has yet to take a stance on the issue because they are still polling students.

"We can't go out and say no to the name change if the students like it," McKinsey said. "We want to make sure we're doing what the students want."

Current students aren't the only ones who are concerned about the university's name change.

Brauer and Columbatto are both CSUH alumni. Both believe that the change could add value to their diplomas in the long run.

The alumni seem to be falling in three categories," said Thomas R. Heaber, director of alumni relations of the CSUH Alumni Association. "One group is opposed to it, period. They don't believe there's a need for the change. The second group

likes the name change and is seeing it as a new changing university and the name reflecting what we've become. Then the third group seems to like the idea of the name change but don't like the new name."

David Bowen, assistant professor of engineering, said credibility comes from work within the university.

"I think it's important to build the university based on the accomplishments of the university—the name doesn't really matter much one way or another" he said. "But if you want people to have a good association with the name then that comes from within."

Professor Cal Caplan, who is also the graduate coordinator of the kinesiology and physical education department, said he would support any change that benefits the university.

"My basic feeling about this whole thing is that if this is going to be good for the university, then I'm for it," he said. "I'm not so tied to a name like some people — people in athletics are more

tied to the mascot. But from what I've seen so far, the evidence indicates that it will help the university in terms of providing for regional exposure."

CSUH has undergone several name changes in its 47-year history. When CSUH 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. In 1972 the university became California State University, Hayward.

The CSU board of trustees has 25 members. All serve for two years except for appointed trustees who serve for eight. The two representatives from San Francisco are Roberta Achtenberg of the San Francisco Chamber of Commerce and Jeffrey L. Blech, a partner of Munger, Toles & Olson, LLP.

Gov. Arnold Schwarzenegger, Speaker of Assembly Fabian Núñez, Lt. Gov. Cruz Bustamante, State Superintendent of Public Instruction Jack O'Connell and Rees are executives of the CSU board of trustees.