

Name Change Will Encompass Larger Community

Dear Editor,

I write regarding the proposed university name change announced a week ago by President Ross.

I see it as a positive step in the development of the university for several reasons. First, it symbolizes the university's on-going commitment to serving a geographic region that extends far beyond a single city. Based on its current name, one might assume that its focus is localized in the Hayward area. But, as a matter of fact, the university now has developmental, non-degree and degree programs stretching from Richmond in the

west to Concord in the east. The name change acknowledges this and makes it clear that its wide spread impact will continue.

But there is another reason that this step makes sense. I believe it bodes well for the long-term development of our campus in Concord. Much has been made by some of the relatively slow growth of the Concord Campus, particularly given the founders' projections. And there are many factors that have contributed to the campus' failure to achieve initial enrollment assumptions. Certainly, general lack of awareness regarding the campus' existence has had a

severe impact. But this lack of awareness is not solely due to a dearth of quality marketing. Association with the Hayward name has had an impact. For better or worse, when many residents in Contra Costa County, particularly its northern and eastern reaches, read or hear "Cal State Hayward" they stop paying attention simply because that location is viewed as "over there" rather than part of their world view. The use of "East Bay" will help resolve this issue.

So I support the name change and look forward to it along with a change in this campus' name.

Sincerely,

Peter A. Ross, Ph.D., Dean