

Regional Name Fits Changing Time

Dear Editor,

The university president's recommendation to change the name of CSU Hayward to CSU East Bay has my full support. I have been a professor here for 18 years, hold a master's degree from the university and have a daughter who is currently a senior.

The university has had several names over the years, as times and circumstances have changed. Adopting the name Cal State East Bay would celebrate the accomplishment of our having grown into a truly regional university.

Furthermore, considering we have a campus in Contra Costa County and a center in down-

town Oakland, it would more accurately describe our reach.

CSU campuses in other cities that are less well known take on county or regional names which are less restrictive and more descriptive of their reach. CSU Monterey Bay, Humboldt State, Sonoma State are not named for Searsville, Arcata or Redwood Park. Neither should we be named only for Hayward. The name change proposal is not meant in any way to disparage the city of Hayward. Rather, it is meant to accurately describe our reach while reducing confusion about the area we serve.

We have a marvelous university and we have room for

enrollment growth. The president is quite right to apply the best practices in branding and marketing as a strategy to accomplish the growth we seek. Increasing enrollment will help us all. It will bring new faculty, new facilities and new energy. The proposed name change, which is squarely aimed at targeting new enrollment, would be good for the university's future growth, creating new resources for our students. It makes good business sense. Ultimately, it's good for the California taxpayer.

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