

It's Time for a Change

Dear Editor:

First let me commend Michelle Morales' story on the proposed name change of the university. (Oct. 14) I thought it did a great job of covering all aspects of the issue. As a TV/mass communications graduate of California State University, Hayward, I appreciate balanced reporting, prominent placement of an important campus issue and the fact that the various constituencies of the university — students, faculty, alumni, community, et. al. — care enough about the institution to have strong opinions about the name change and are willing to express them. In my opinion, apathy is the enemy and a silent outcry would be defeating.

As an alumnus and a member of the university's educational foundation/board of trustees (former chair), I was asked my thoughts about a name change. On a personal level I was against it. But knowing President Rice and the others who have worked for so long to investigate and determine if this could help increase visibility, notoriety and support for the university, and hoping their work come back to me and say they think it will help to change the university's name ... they have my

support. I have overriden my personal feelings on this issue because I trust them. I know in their hearts they have the best intentions for the university and for the students (past, present and future). I know they have done their homework. I know they have agonized over the decision. If they think a name change can help to garner more community support and money from private and corporate sources, then I say let's give it a try. Let's do something to charge out of the shadows of Berkeley, Oakland, San Jose and San Francisco and gain the recognition that this university and its students deserve.

I understand why those of us who know and love the university recoil from the name change. We associate all the goodness we have experienced with the university — our learning, our friends, our instructors, our personal transformations — with the name California State University, Hayward. My wife, my two younger sisters and I are all graduates of Cal State Hayward. We will carry these memories under the name Cal State Hayward with us forever. But we also know that 89 percent of the people in the Bay Area don't have

that association with the university and won't carry the baggage of a name change. However, they may embrace the university as part of their East Bay community. They may realize that it is a university serving — and growing to meet the needs of — a diverse student population from an expanding East Bay community on an international stage, and may want to become a part of this effort.

Wasn't it William Shakespeare who wrote, "That which we call a rose, by any other name would smell as sweet." Wouldn't that sentiment apply to California State University, East Bay? Wouldn't it remain (at least) the same great institution no matter what we called it, yet have the possibility of attracting greater visibility, notoriety and support?

The Pioneer story says it's been 22 years since the university has changed its moniker. Isn't it time we made history?

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