

Name Change Should Reflect Regional Expansion

Deane Edilton

I am writing regarding the article published on Oct. 14 concerning the proposed name change of California State University, Hayward.

Over the course of its 47-year history, the university has undergone four name changes with each change prompted by a critical need to address the shifting environment in which it operated. The catalyst for the recent name-change proposal is no different. By changing the name to California State University, East Bay, the university will more accurately illustrate the scope and reach of

the community it serves.

Over the past 15 years, Cal State Hayward has expanded considerably into both Alameda and Contra Costa Counties with the establishment of a campus in Concord, a Professional Development and Conference Center in downtown Oakland, class offerings in Richmond and San Ramon, and the recent selection of its Hayward campus to be the site of the East Bay Biotechnology Center. With our regional expansion, we truly have become the East Bay's California State University. Our name should reflect our increasing commitment to serve this region's 2.5

million residents.

In an era of declining state supported education dollars, the university also must find new ways to attract students, faculty and cooperative efforts with private and corporate donors. I truly believe that this proposed change to California State University, East Bay will positively assist with this endeavor.

As an alumnus and current university staff member, I strongly support this effort.

Sincerely,

*Deane Edilton, Director
Oakland Professional Development and
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