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CSUH must think regionally
Section: Reader's Letters

Article Text:

ON ONE hand, as a resident of Hayward and as next-door neighbor to Sam Cohen (one of the original community visionaries and activists who worked hard to bring the university to Hayward, and to sustain it through its startup years), I understand and deeply respect the historical and emotional attachment to the university's name. On the other hand, as an administrator at the university and as a member of the university's strategic enrollment management committee, I also understand that effective institutional identity begins with a clear understanding of how the institution wants to be perceived -- in this case, as a regional university. Unfortunately, market research collected over the past few years has shown that our use of the Hayward place name within the university's name is getting in the way of projecting our institution as a regional university serving communities beyond Hayward. Changing the institution's name to Cal State East Bay is one of many steps the university is taking to help strengthen its regional branding -- steps that are strategically important for the continued growth of our Hayward hills campus and our Concord hills campus.

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