

The Daily Review (Hayward, CA)

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Letter to the Editor

The greater good

ONCE UPON A TIME there was an organization intimately tied to its community. While not an "official" part of the local city government, it was almost viewed in that way, as this organization represented the soul and personality of its small, East Bay city -- Hayward.

But a problem arose. This organization really served a bigger community ... a region. The entire East Bay, a growing concern of diverse people and interests, was really its coverage area and the organization longed to change its name and structure to properly service these communities.

Critics, of course, did not agree with this decision and opposed the idea of abandoning the exclusivity of Hayward.

However, as the saying goes, progress waits for no one, and the organization changed its name. It expanded to better serve the entire East Bay region and successfully integrated itself into these communities.

Doom was avoided and soon everyone forgot about the name change ruckus. Once again the communities welcomed the organization into their hearts since it still represented the qualities, determination, beliefs and interests of the communities it served -- their communities.

Of course, we are talking about the move of the Hayward Daily Review into the larger Alameda Newspaper Group. But one could project a similar outcome will result from the local university's name change to California State University, East Bay, featuring its Hayward Hills Campus, its Contra Costa Campus and its Oakland Professional Development and Conference Center. The university will continue to represent the qualities, determination, beliefs and interests of the community it serves.

As a graduate of the campus, as well as chair of the California State University Hayward Educational Foundation, I support President Norma Rees' proposed university name change recently announced.

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