Letter to the Editor

No Alumna Endorsement Here

Dear Editor:

I understand that the CSUH Alumni board of directors has voted to support the proposed name change to Cal State East Bay.

I graduated from CSUH with a bachelor's degree in liberal arts and a master's degree in public administration. I believe that Cal State HAYWARD is a great campus and university. My experience at Cal State HAYWARD has been phenomenal … until now.

I am absolutely dismayed by this proposed change. I am in constant contact with many fellow graduates and we are ALL upset over the proposed name change. I have heard the reasons for the change and, quite frankly, the argument for the name change is WEAK at best! Cal State Hayward is growing and so is its reputation!

- Cal State Hayward raised a record amount of money for the new business technology center (YES, even WITH the name HAYWARD attached).
- Cal State Hayward was recently acknowledged as the Best in the West.
- Cal State Hayward is an established, well-known, reputable educational institution worldwide.

True, there are a few other Cal State Universities with a regional reference … however these all BEGAN with the name. Other institutions also have satellite campuses throughout the Bay, but they are not changing their names. Should San Jose State become Cal State South Bay and San Francisco become Cal State West Bay? When Concord becomes its own campus will we call it … Cal State East Bay, North, then change Hayward to Cal State East Bay, South?

To change the name now would be like turning the clock backwards. Cal State East Bay would have to start all over again to develop a new "reputation"! However, I for one do not find our reputation to be as reprehensible as the administration obviously does. The name Hayward does accurately represent the campus. We are a working-class student population. The majority of the students at Hayward are older, have families and full-time jobs. The majority of us do not belong to the elite upper class, but have struggled to pay our way through college and a better future. Although the administration may be ashamed of our reputation, I, for one, am PROUD of it. The name Hayward accurately represents me, my fellow graduates, the staff, faculty and current student population … but apparently we are not "good enough" for a handful of individuals "looking down on us" from the 9th floor in Warren Hall.

I have heard proponents of the name change claim that the opponents can not comprehend the overall benefits of a name change and that the opponents do not know what they are talking about. However, the truth is that the current administration is out of touch with the very campus, students and community they claim to support. They are the ones who do not seem to understand that it is not a name change that will improve the campus image … it is the quality of the product produced and how the students and alumni perceive their experience at Hayward that will build a reputation and improve the image.

I question any campus administration who dismisses student opinions as "irrelevant." This is an important issue that should have been addressed in a more open and honest manner. Student, alumni and community surveys should have been conducted a long time ago. The carefully "selected" focus groups were not representative of the campus community, but rather designed to provide the outcome the administration wanted. The administration needs to take a closer look at their own true motives. A change is definitely needed at Cal State Hayward … but perhaps it is not the name that needs to be changed, but rather the administration.

Maryann Castanha
1993 & 1998 Graduate of
Cal State HAYWARD

P.S.—The Alumni Association has always had the time to contact members regarding donations and membership fees. I find it strange that not ONE of my fellow graduates were contacted or surveyed regarding the name change. As a graduate of Cal State Hayward, I would hope that the Alumni Association makes it clear to the board of trustees that it is only those serving on the BOARD OF DIRECTORS that support the name change and not the members (as we were never contacted or offered the opportunity to vote). I assure you that if a survey was conducted, the majority would be against the name change (which is probably why this important step was omitted from the process). Please do not misrepresent me or my fellow graduates on this important issue. This would be a great disservice to the members you supposedly represent!

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