



CITY OF HAYWARD
AGENDA REPORT

AGENDA DATE 10/19/04

AGENDA ITEM 9

WORK SESSION ITEM _____

TO: Mayor and City Council
FROM: City Manager
SUBJECT: Possible Name Change for California State University, Hayward

This item appears on the agenda at the request of Mayor Roberta Cooper.

As the Council is aware, President Norma Rees has announced that she will recommend to Chancellor Charles Reed that the CSU Board of Trustees change the name of California State University, Hayward (CSUH) to California State University, East Bay (Cal State EBay?). According to the press release issued by CSUH, a copy of which is attached, President Rees explained her proposal by noting "the new name would signify the university's expanded vision and its role as a regional institution."

For background information, attached is the aforementioned press release, a fact sheet posted on CSUH's website, and various newspaper articles which appeared in the Daily Review, Pioneer and San Francisco Chronicle. Also included is the Daily Review's editorial on this subject, and President Rees' commentary published in the Pioneer's editorial page of October 14.

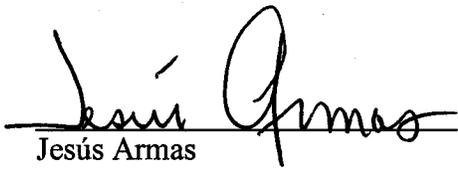
As noted in the press release, CSUH has had a presence in Hayward for 45 years. The same press release notes Hayward has appeared in the name of the University since 1963.

Recently, staff contacted the Chancellor's office and learned that the matter of the name change will be presented as an informational item to the Trustees at their meeting in November. As explained to staff, this item is for informational purposes only and no action will be taken. Thereafter, the Trustees will consider the item in January, at which time it is expected a decision will be made by the Board. As explained to staff, authority for naming a university rests with the Board of Trustees.

While it is true that Cal State Hayward has campuses elsewhere in the Bay Area, indeed elsewhere in the world, such presence in and of itself does not justify a name change. Continuing to identify the institution as CSUH, its original and principal location, does not detract from its ability to serve others in Northern California or, for that matter, in other countries. There are numerous examples of educational institutions incorporating the name of the host city while effectively serving students in other communities, regions, or nations. This has not detracted from their mission or their success. The same can be said in the case of Cal State Hayward.

The University is a highly respected institution, which recognition is not diminished because it includes Hayward in its name. Nor will its reputation be enhanced if it substitutes East Bay for Hayward. The University has not made the case in support of a name change, and the Council is asked to oppose this proposal. Accordingly, the Council is asked to adopt the attached resolution and to authorize the staff to work with the Mayor to pursue appropriate measures to communicate the City's position, including working with our state representatives and appearing before the Board of Trustees.

The Daily Review's editorial of October 9 said it well when it noted: "Cal State Hayward is our university. It's a landmark in our community, stamped with the identity of Hayward in its name...Cal State Hayward has a lot to offer to students from all over the Bay Area as well as other parts of the country." The Daily Review's editorial captures the essence of this issue --- while stating the obvious and offering a prudent admonition --- when it notes that "Cal State Hayward is a beacon of higher learning and a source of pride for the city whose name it bears. Let's not get so carried away with changing the image to ignore its roots.....Let's keep the name."



Jesús Armas
City Manager

Attachments

www.calstatehaywardnews.com

President Proposes Name Change To Cal State East Bay, Designation as a 'Regional University'

FOR IMMEDIATE RELEASE

By Kim Huggett, Director of Public Affairs, (510) 885-2032

Oct 6, 2004

California State University, Hayward President Norma Rees announced Wednesday she will recommend to Chancellor Charles Reed that the CSU Board of Trustees give the university a new regional name: California State University, East Bay. President Rees said the new name would signify the university's expanded vision and its role as a regional institution.

Should Chancellor Reed choose to put the issue before the trustees, which have authority to change the name, they would take up the matter at a meeting in the near future. If adopted, the name change would become effective immediately.

"Over the past four decades this university has been undergoing a transformation," said President Rees. "Basically, I have asked that the CSU change our designation to that of a regional university. Changing our name is a step toward better defining what we do and identifying the region we serve. This will help position us for a broader role in meeting the higher education needs of the East Bay, especially in Alameda and Contra Costa counties.

"It sends the message that we want to expand partnerships and services among the communities we serve."

The university has campuses in Hayward and Concord, and a center in downtown Oakland. Its 13,500 students are primarily from the San Francisco Bay Area and include visiting scholars from 80 countries. Nearly 90,000 alumni live in the Bay Area.

Most students and alumni live in Alameda and Contra Costa counties, which cover 1,471 square miles, have a combined population of 2,374,656 and include 33 cities. The city of Hayward has 144,633 residents.

Hayward has been the home of the university's main campus since the first classes were held in a local high school beginning Sept. 25, 1959.

"As the city's motto says, Hayward is the 'heart of the bay,'" President Rees said. "The Hayward hills campus will continue to be the heart of our endeavors at Cal State East Bay, but changing our name will send a signal that we acknowledge our role of serving the entire region."

"Changing the name will emphasize and focus attention upon the fact that this is now a regional university with a mission that extends far beyond a single city," said Peter Wilson, dean of the Contra Costa Campus. "I'm particularly pleased because this symbolic step can only help speed the development of our campus in Concord, which the president has highlighted as a major priority."

“Cal State Hayward has had a presence in Oakland for years, but its name did not adequately describe just how much we’ve been part of daily life here,” said Ronn Patton, director of the university’s Oakland Professional Development and Conference Center, located in the heart of the city on Broadway. “We’ve been making education, training, and conferencing convenient for Oakland’s working professionals and residents of the surrounding area.

“A name change would send a message that the university has a commitment to its mission of serving the entire East Bay.”

The university also operates the East Bay Small Business Development Center in Oakland with the U.S. Small Business Administration, and director Raj George said a name change would “show how the university recognizes its responsibility to serve the entire East Bay through centers such as ours.”

President Rees said she based her decision to make the name change proposal on a yearlong investigative process involving more than 600 persons in nearly 20 focus groups, discussions and forums including students, employees, alumni, community leaders, and state legislators. She discussed her decision with the university’s Academic Senate on Oct. 5.

“What we consistently found in our interviews was that there was tremendous interest about a name change when the groups began discussing how it might affect the image of the university,” said Jay Colombatto, the university’s director of marketing communications. “The discussions often turned to issues such as how a name change would reflect the reach, commitment and mission of the university, presenting a more accurate first impression.

“It became readily apparent to many that a name that more accurately identified the university could have great benefits in explaining our role in the region’s economic development as well as its social and cultural vibrancy.”

That economic development includes continued growth at the university’s Hayward campus, where so far this fall there have been groundbreaking ceremonies for two of three major projects as part of the most ambitious series of structural improvements in 30 years. They include: the 67,000 square-foot Wayne and Gladys Valley Business and Technology Center; a \$10 million expansion of the University Union student services complex; and expansion of the Pioneer Heights student residential facility.

Other developments emphasizing the university’s role in the region include the designation of the Hayward campus as the site of a regional biotechnology center, its cosponsorship of the new East Bay Small Business Development Center in Oakland, recent accreditation of the Department of Engineering in its first year of eligibility, and its selection by the Princeton Review as one of the “Best in the West” picks among American public colleges.

Monday, the Environmental Protection Agency announced that the university had won its Green Power Award, one of the nation’s top environmental honors, for installing the largest photovoltaic system for any college in the world.

“We are a university that is growing and redefining itself,” said President Rees. “A new name and identity is essential to communicate that we have a new direction and vision. Because our

vision is to serve as the public university of choice for East Bay students of all backgrounds, we are changing as well.

“Our new name will communicate to our constituents that ‘this is your university,’ and ‘this university is for you.’”

President Rees said if the name change were approved, implementation would be phased in, taking perhaps up to two years. For example, letterhead stock with the old name would be used up before supplies with the new name are ordered. Expenses for new signs, marketing and other one-time related costs will be paid for from the private gifts of donors who have supported and encouraged the name change.

President Rees also said if the name change were approved it would not affect the university’s connections with the city of Hayward.

“We value our relationship with Hayward, and the same is true of our ties to the cities of Concord, Oakland and all the communities we serve in the East Bay,” she said. “A new name would not mean we are leaving or disconnecting with Hayward. It would mean that we recognize our essential connection and involvement in the life of the entire East Bay.”

It is expected that if the name change is approved, the two principal campuses and the Oakland Professional Development and Conference Center would have designations in their titles indicating their location, such as “California State University, East Bay, Hayward Hills Campus.”

If the CSU Board of Trustees votes to change the name of Cal State Hayward, it will be the fifth in the history of the university.

The previous names

- 1957 – State College for Alameda County
- 1961 – Alameda County State College
- 1963 – California State College at Hayward
- 1972 – California State University, Hayward

An initial list of frequently asked questions (FAQs) about the proposed name change has been developed and is posted on the university’s news Web site at www.calstatehaywardnews.com.

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California State University, Hayward is the San Francisco East Bay Area’s regional public university of choice. It serves the region with two campuses, one in the Hayward Hills and the

other in Concord, and a professional development center in downtown Oakland. With a growing enrollment approaching 14,000, Cal State Hayward attracts students from throughout the region and from more than 80 countries. The university supports the quest of students of all backgrounds to discover and develop their potential and career paths. It offers small classes, low fees, individualized instruction, and an emphasis on student academic and personal achievement. Cal State Hayward offers students a choice of more than 100 fields of study, including majors, minors and program options. It confers bachelor's degrees and master's degrees as well as a new Ed.D. in educational leadership offered in conjunction with U.C. Berkeley.



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FOR IMMEDIATE RELEASE

Contact: Jay Colombatto, Cal State Hayward Director of Marketing Communications, (510) 885-4678
Oct 6, 2004

Frequently Asked Questions About the Proposed Name Change to California State University, East Bay From the Office of President Norma Rees

Q. What is the university's proposed new name?

A. The president has proposed to California State University (CSU) Chancellor Charles Reed that the university be given a new, regional name: California State University, East Bay. If approved, the university would be informally referred to as Cal State East Bay, and its acronym would be CSUEB.

Q. Who has the authority to change the university's name?

A. The California State University (CSU) Board of Trustees has the authority to change the name of the university.

Q. When would it become effective?

A. Should Chancellor Reed choose to put the issue before the trustees, they would take up the matter at a meeting in the future. If adopted, the name change would become effective immediately.

Q. What is wrong with our current name?

A. We are a major regional university — the San Francisco East Bay Area's CSU — and an institution deserving of first-choice consideration by prospective students, donors, friends, and supporters. We serve as an economic engine and a major social and cultural resource for the entire East Bay region. With convenient locations and low fees, we make high-quality higher education truly accessible to students of all backgrounds throughout the East Bay. We offer a distinctive freshman-year student experience, and we are building for the future with new student and academic facilities and housing, innovative new programs, and new research and development centers.

We have graduated more than 90,000 students who are now successful alumni working productively and contributing to their communities throughout the East Bay and beyond. Despite these facts, our research and investigations demonstrated that the name "Hayward" either causes confusion about our location (Hayward is not a well-known California city), fails to communicate our primary service area (we serve two counties, Alameda and Contra Costa, with two campuses, one in Hayward and the other in Concord, as well as a center in Oakland), and does not positively affect the public's perceptions about us. In other words, our current name misdefines us.

Q. What is the university's proposed new name intended to communicate?

A. We are university that is growing and redefining itself, its role, and its offerings — and which seeks to reposition and reintroduce itself as a truly regional institution. A new name and identity is essential to communicate that this is a university with a new direction and vision — one that is conducting business in a new way. The region we serve — the San Francisco East Bay region — is extraordinarily diverse and dynamic.

With a population of more than 2.5 million in Alameda and Contra Costa counties, the region is one of the state's most important economic opportunity, cultural, and social change engines. It is also growing and changing rapidly. Because our vision is to serve as the public university of choice for East Bay students of all backgrounds, we are changing as well. Our proposed new name is intended to communicate to all of our East Bay constituents that this is your university and this university is for you.

Q. What are the potential benefits associated with the new name?

A. The proposed new name, California State University, East Bay, could help the university more clearly communicate its full reach, commitment, and mission, thus presenting a far more accurate first impression. This institution is a major regional university with deep connections to the lives and economies of the East Bay communities we serve.

Our current name defines us narrowly and implies a small local college important only to its immediate area — not a major university with regional as well as state, national and global impact. Unfortunately, perception is reality. Consequently, a new name — as one element in a long-range strategic plan — could potentially assist us in taking our rightful position among peer institutions in the region, state, and nation.

In addition, a new, more appropriate name and identity could also support other important university efforts and initiatives, now underway, to:

- increase regional awareness and visibility of the university;
- change the overall perception of the university;
- increase donor recognition and expand fundraising capabilities;
- enhance our relationship with East Bay communities and elected representatives; and
- recruit new students more broadly and effectively.

Q. Would this be the first time the university has changed its name?

A. No. The university has had four names since it was chartered in 1957, prior to this proposed fifth name. Its original name was The State College for Alameda County (informally referred to as "Alameda State College."). In 1960, its name was formally changed to Alameda County State College.

In 1963, the name was again changed to California State College at Hayward, and in 1972 to California State University, Hayward. In each case, the changes were intended to clarify the university's mission and to acknowledge its growth, achievements, and changing charter — just as the current proposed name change is intended to do.

Q. How quickly would the change take effect?

A. It depends upon when the CSU Board of Trustees may take up the matter, if at all. If approved, however, a name change would be phased in gradually over period of at least two years.

Q. Who would pay for it?

A. Private gifts from friends who have supported and encouraged our name change would pay for capital expenses such as signage, marketing expenses, and other one-time costs related to the name change. We would use consumable items such as stationery, business cards, brochures, and other publications with the old name until they ran out before reprinting with the new name. Taxpayers would not pay for the new name.

Q. How would university staff and administrators know when and how to change university identity on signage, displays, facilities, or printed materials?

A. A work group would be designated by the president to develop guiding principles and procedures.

Q. If the university changes its name, would it make new diplomas available to those who graduated prior to such a change?

A. Yes.

Q. Would the university have a new seal and logo?

A. Yes. The university would develop a new institutional identity system, including a seal and logo.

Q. Would the university colors change?

A. No, our school colors would still be white, black and red.

Q. Would the mascot change?

A. The university mascot would be under review. The name "Pioneers" might be retained, but a new athletics logo could be developed.

Q. Would this change affect our relationship with our hometown City of Hayward?

A. Naturally, we value our relationship with the City of Hayward, where our main campus is located. The same is true of our relationship with the City of Concord, where our other campus is located, as well as the many other communities we serve in Alameda and Contra Costa counties. With respect to our hometown of Hayward, we have been — and continue to be — deeply involved in the life of the city and supportive of its efforts to revitalize and to improve its future prospects.

At this time in the university's evolution, our most important responsibility is to our own future vitality, health, and success. The proposed new name and identity are intended to express our commitment to our mission and our vision, which is to serve the needs of all East Bay constituents. It also recognizes our essential connection and involvement in the life of the entire East Bay — not just Hayward.

A new name would not mean the university is leaving or disconnecting from its hometown community. In fact, in order to preserve and honor that connection — as well as the university's connection to its other host city — CSUEB will reflect those locations in the formal names of its two campuses: Cal State East Bay's Hayward Hills Campus and Cal State East Bay's Concord Campus.

Q. How might a name change affect alumni relations?

A. We have discussed the possibility of a name change with various alumni constituents. Based on what we have heard, we believe that many — if not most — alumni can appreciate and understand the reasons why we might consider a name change as part of a larger, long-range vision and plan to grow and reach our full potential. While some alumni have told us they are uncomfortable with the change and concerned it may disrupt or interfere with relationship to their alma mater, we've sought to reassure them that we are not seeking to change the values of the institution, but looking for ways to strengthen its essential character and improve its future prospects. And while we are earnestly concerned about how current alumni feel, we are equally focused on new generations of students who, we hope, will graduate with perhaps an even deeper emotional connection to their alma mater.

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California State University, Hayward is the San Francisco East Bay Area's regional public university of choice. It serves the region with two campuses, one in the Hayward Hills and the other in Concord, and a professional development center in downtown Oakland. With a growing enrollment approaching 14,000, Cal State Hayward attracts students from throughout the region and from more than 80 countries. The university supports the quest of students of all backgrounds to discover and develop their potential and career paths. It offers small classes, low fees, individualized instruction, and an emphasis on student academic and personal achievement. Cal State Hayward offers students a choice of more than 100 fields of study, including majors, minors and program options. It confers bachelor's degrees and master's degrees as well as a new Ed.D. in educational leadership offered in conjunction with U.C. Berkeley.

California State University, Hayward, 25800 Carlos Bee Boulevard, Hayward, CA 94542, (510) 885-3000

W

Daily Review

What's in a name? CSUEB says a lot CSUEB? It's A-OK

to college

president

By Ricci Graham
STAFF WRITER

Thursday, October 07, 2004 - HAYWARD -- After a year of studies, focus groups and forums, the president of Cal State Hayward announced Wednesday that she will propose changing the name of the campus to better reflect the region it represents.

Norma Rees, president of the 47-year-old university, said she will recommend to CSU Chancellor Charles Reed that the campus be renamed California State University, East Bay.

Rees said the new name would "signify the university's expanded vision and its role as a regional institution with an international reach."

"Over the past four decades, the university has been undergoing a transformation," Rees said. "Basically, I have asked that the CSU change our designation to that of a regional university."

"This will help position us for a broader role in meeting the higher education needs of the East Bay, especially in Alameda and Contra Costa counties."

Under a best-case scenario, Rees said CSU trustees could vote on her proposal as early as November. If adopted by the board, the name change would become effective in 2005, she said.

"Changing our name is a step toward better de-

fining what we do and identifying the region we serve," Rees said. "It sends a message that we want to expand partnerships and services among the communities we serve."

The 13,500-student university, which has a satellite campus in Concord, serves both Alameda and Contra Costa counties, which combined have a population of 2.3 million. The university operates the East Bay Small Business Development Center in Oakland in partnership with the U.S. Small Business Administration and offers MBA programs in Hong Kong, Singapore, Moscow and Graz, Austria.

Raj George, director of the business center in Oakland, supports the change, saying it would show "how the university recognizes its responsibility to serve the entire East Bay through centers such as ours."

Cal State Hayward is undergoing a massive face-lift that will ultimately increase the number of students it will be able to serve. The university recently began construction of a \$23 million business and technology center, and is poised to break ground on the \$10 million expansion of the Student Union complex and the \$28 million expansion of Pioneer Heights student housing complex.

Rees believes those projects -- along with the ongoing push to increase enrollment of first-time freshmen -- will heighten Cal State Hayward's profile in Alameda and Contra Costa counties.

"We're a university that is growing and redefining itself," Rees said.

Not everyone is enamored by Rees' proposal.

Darrell McKinney, chair of Associated Students Inc., said student leaders don't think a name change is warranted, particularly if the goal is to clarify the university's identity. McKinney also was critical of the process that led to Rees' recommendation, saying ASI leaders were not invited to participate in the discussions.

"Students should have been consulted more," McKinney said. "They told us, instead of asking us. We're the customers. We're paying the bills. We should have been the ones who had the final say.

"From what we gathered already, most students don't agree with it at all."

Rees said it would have been impractical to survey students.

"I can't do that with every student who would like to have a voice in the matter," Rees said. "I don't think it would be fair, and I don't think it would be meaningful."

While Rees stressed the name change would not affect the university's connections with the city of Hayward, City Manager Jesus Armas said city leaders "would be disappointed" if trustees approved the name change.

"If identity is the issue, 'East Bay' probably muddies it further because you don't know what it means," Armas said. "It doesn't do justice to the location or history."

However, Peter Wilson, dean of the Concord campus, said changing the name to reflect the university's ever-expanding reach is essential as the campus continues to grow.

"This will enhance the campus's image in the East Bay, showing that we indeed are a university vital to the growth of Contra Costa County," Wilson said.

Over the past year, Rees said the university sought input from more than 600 people, 20 focus groups and forums that included faculty, alumni, community leaders and state legislators.

"What we consistently found in our interviews was that there was tremendous interest about a name change when the groups began discussing how it would benefit the university," said Jay Colombatto, the university's director of marketing communications.

"It became readily apparent to many that a name that more accurately identified the university would have great benefits in explaining our role in the region's economic development."

If approved, it would be the fourth time in the university's history that its name has been changed. In 1957, the campus opened as State College for Alameda County. Trustees changed the school's name to Alameda County State College in 1961. Two years later, the name was changed to California State College at Hayward.

Trustees adopted the university's current moniker in 1972.

Asked if she envisioned another name change in the future, Rees said: "Who knows? My recommendation is really aimed at the university's future. My crystal ball can't go so far out in the future that I can say for sure how many name changes the university will have."

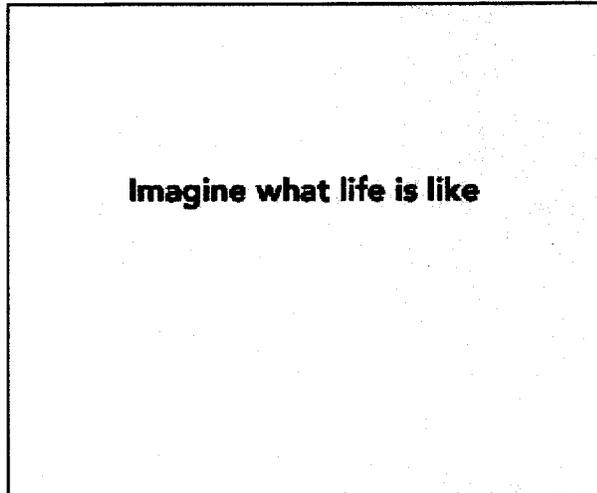
Ricci Graham covers Cal State Hayward, Chabot College and Hayward schools. Reach him at rgraham@angnewspapers.com.

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HAYWARD
Cal State East Bay?
Campus president proposes
removing Hayward from name

- Tanya Schevitz, Chronicle Staff Writer
Thursday, October 7, 2004



Cal State Hayward, which opened its ridgetop campus in 1963, wants to change its name to reflect a broader geographical reach -- while at the same time shedding any reference to the downtrodden city where it is located.

In an announcement Wednesday, campus president Norma Rees said the university should be called California State University East Bay.

Students, alumni and even professors wasted no time at scoffing at the idea as a marketing ploy and a waste of time and money.

"I hate the idea," said junior Christen Gray, 20. "It is a waste of money. It is a waste of energy. Instead, we should be talking about tuition, class sizes, improving the way our buildings look inside and out.

"Our president needs to walk through our library and see the construction that needs to be done, from carpeting to new chairs," Gray added. "Having so many classes cut is what hurts our reputation. It's not our name change."

But others, including some of those who derided the new name as "weird" or "cheesy," conceded that they understood why the university wanted the change, said that the school attracts students from throughout the East Bay and has a satellite campus in Concord.

Even the chairman of the Hayward Chamber of Commerce said he didn't blame the university for trying to separate itself from the beleaguered city where the former school superintendent was run out of town amid allegations of corruption and the current mayor is facing a recall election.

"It is a shame we will lose the moniker, but at the same time I understand why they are doing it," said John T. Hunter, who emphasized that he was speaking for himself because the chamber's board hadn't yet discussed the issue. "Deserved or not, Hayward has a stigma. If I were at the campus, I would have to think of the Rodney Dangerfield 'no respect' thing."

Rees said the real focus of the name change is embracing the university's wide and diverse reach.

"We are a regional university. We are an international university. It identifies us as a regional university rather than a university in Hayward," Rees said Wednesday. "People who don't know the campus tend to think of Hayward as the industrial area you ride through on the way to somewhere else, so we have a lot of explaining to do."

She said that with Hayward in its name, parents of prospective students sometimes had to be reassured that the university was not an urban campus and instead is a quiet, leafy campus on a lush hill above the city.

Rees said the idea for the name change came during last year's fund-raising campaign for the campus' new business and technology center. People complained that it was hard to sell the campus because the name of Hayward was not well known. In addition, officials from the Concord satellite campus wanted to be reflected in the name of the university.

The name change proposal will be forwarded by CSU Chancellor Charles Reed and the Board of Trustees for approval.

If approved, the name change will be phased in over time to allow the campus to use up existing supplies of stationery and other items printed with the old name. The campus Web site could be updated with the new name as soon as it is approved, Rees said, and the cost of new signs, marketing and other one-time expenses will be covered by private gifts from donors who encouraged the change.

This will be the university's fifth name. The university was chartered in 1957 as the State College for Alameda County. It began offering classes at a high school a few years later and changed its name to Alameda County State College. Next, when the campus opened in 1963, it became California State College at Hayward. In 1972, the name was changed to California State University Hayward.

English Professor Margaret Rustick said that the proposal has not been well received among other professors she had spoken with and that the perception is that it is "another one of those silly ideas" proposed instead of finding a serious solution to serious problems.

"I'm suspicious of attempts to market a college by things like name changes. We don't call other Cal State universities regional," she said. "The tradition in the CSU is to identify the college by the city it is associated with. It feels like smoke and mirrors."

E-mail Tanya Schevitz at tshevitz@sfgchronicle.com

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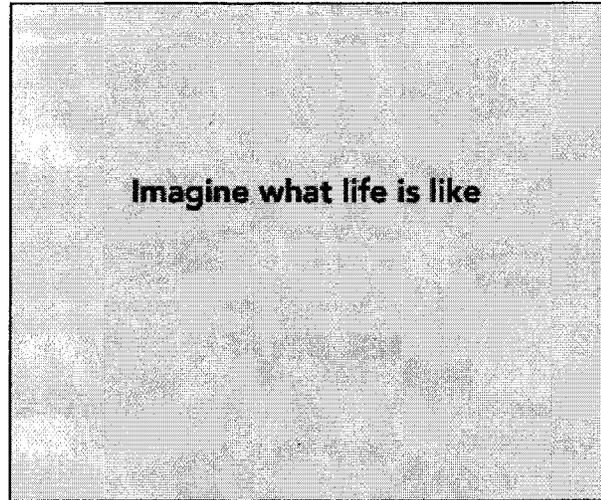
HAYWARD

Proposed CSU name change riles city

Dropping 'Hayward' for 'East Bay' called 'foolishness'

- Tanya Schevitz, Chronicle Staff Writer
Tuesday, October 12, 2004

The idea of changing the name of California State University Hayward to CSU East Bay is not resonating well in the namesake city, where some politicians and residents think their town has been dissed.



"It's really a slap in the face to Hayward to use the word East Bay," said Hayward Mayor Roberta Cooper, who said she wasn't even given a heads-up on the proposal. "It is just foolishness. There may be an agenda here, it is somewhat of an implied insult."

The mayor and others noted that Hayward is a city of 145,000, where million-dollar homes are selling "like hotcakes" and the redevelopment of downtown into a transit, housing, restaurant and entertainment hub has been recognized by the League of California Cities.

Campus President Norma Rees announced last Wednesday that she would ask the CSU chancellor and Board of Trustees to approve the name change to better reflect the university's broader geographical reach.

And Monday, Rees said she didn't mean to offend anyone in the city, but she has to do what is best for the university.

"They ought to be pretty pleased to have a regional university in their backyard with a name that matches the region," Rees said. "We are, after all, in two counties, and we have three separate sites.

"I've always been a very proud resident of Hayward, but the university has outgrown its name, and that is the situation I'm trying to deal with now."

Her proposal is likely to be presented to the Board of Trustees as an information item in November and then will be brought back for a vote in January, said CSU spokeswoman Colleen Bentley-Adler.

City officials have promised to fight the name change and will go to the CSU board if they aren't successful in changing Rees' mind.

"If you look at their Web site, they say it will be 'CSU East Bay, Hayward Hills,' like you don't want to be associated with the rest of Hayward," said Hayward City Councilman Kevin Dowling.

He predicted that the university will name itself into obscurity.

"East Bay has no meaning outside of the Bay Area at all," he said.

Cooper agreed and called it ridiculous to say that the school has outgrown its name. She said that the other CSU campuses also have a long reach for enrollment and aren't named for the region, except in a few cases where they are not located in a significantly size city, such as Humboldt State.

"It is Cal State University Hayward. That is where it is located. While it draws students from around the world, we don't want to name it Cal State University, the World," Cooper said.

According to 2000 data from the U.S. Census, 19.9 percent of Hayward residents 25 or over have a bachelor's degree, compared with 45 percent in San Francisco; and 26.7 percent of Hayward residents work in management or professional occupations, compared with 48.3 per cent of San Francisco residents.

The median household income is \$51,177, compared with \$55,221 in San Francisco.

But Ernest Avellar, a Hayward resident and former member of the Alameda County Board of Education, said in an e-mail that he would put Hayward up against San Francisco or any other "self-proclaimed great city" anytime.

"We don't have rah-rah professional sports teams or the opera, but we have Little League, school teams and many cultural activities for the common man/woman," he wrote. "Our local paper doesn't feature high-muck-a-mucks of the society world sipping wine at some self-congratulatory event, but we celebrate the ordinary citizen doing something for others."

In 1998, Hayward built a new City Hall, with an art gallery. It boasts a blues festival and the Zucchini Festival.

As part of its revitalization, the city is building two new elementary schools -- its first in 40 years. A new 12-screen theater is going in downtown and the old Cannery in West Hayward is being redeveloped with new housing, schools and park space. The city houses the headquarters for Mervyn's and has the largest Pepsi plant west of the Mississippi River.

There are two golf courses in town, and a country club with 600 luxury homes is under construction.

"We really are a hidden treasure," Cooper said.

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Opinion

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LOCAL 9

SATURDAY

October 9, 2004

dailyreviewonline.com

Cal State Hayward shouldn't ignore roots

CALIFORNIA State University, East Bay? Forget it.

Like Rodney Dangerfield, Hayward "just can't get no respect."

Cal State Hayward is our university. It's a landmark in our community, stamped with the identity of Hayward in its name.

Yet, after a year of studies, focus groups and forums, CSUH President Norma Rees announced that she would recommend the campus be re-named California State University, East Bay.

The arguments in favor of the change point to expanding the vision of the university as a regional institution with an international reach. But why

must its location — in Hayward — be obliterated for the sake of the "big picture"?

To follow that line of logic, next thing you know, San Jose State would become Cal State South Bay, and San Francisco State would be Cal State West Bay. After all, only seven of the 23 campuses in the CSU system aren't named after the city where they are.

Having the school's location in the name hasn't hurt UC Berkeley (UC Bay Area?), yet Berkeley definitely has a global vision and reputation, and the name hasn't limited the university's impact or its ability to draw students from all over the nation and the world.

It's true that Cal State Hayward has satellite campuses in Oakland and Concord. If those

OUR OPINION

campuses should get big enough to go their own way, they could become Cal State Oakland and Cal State Concord.

Rees says Cal State Hayward has undergone a transformation over the past four decades, and she wants the CSU system to change its designation to that of a regional university.

"This will help position us for a broader role in meeting the higher education needs of the East Bay, especially in Alameda and Contra Costa counties," Rees says.

That expanded role can be accomplished as Cal State Hayward, if the university will, focus on promoting itself and its not inconsiderable advan-

tages over other schools that would encourage students to enroll here. The lament that the 13,500-student campus must change its name to identify with the other East Bay communities that it serves is hollow.

Cal State Hayward has a lot to offer to students from all over the Bay Area as well as other parts of the country. Let's focus on promoting those positive improvements, including the massive construction and face-lift now happening on campus.

Rees' contention that it would be impractical to survey students about the name change is also disturbing. While, as she says, it might not have been practical to query

every student about the idea, at the very least the Associated Students Inc. should be included in the discussions. Darrell McKinney, Associated Students Inc. chair, said student leaders don't think a name change is warranted. And he said the ASI leaders were not invited to participate in the discussions. The message here is the students' opinions don't matter.

Cal State Hayward is a beacon of higher learning and a source of pride for the city whose name it bears. Let's not get so carried away with changing the image to ignore its roots.

We don't want to lose our identity in the rush to renovate the campus. Let's keep the name.

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The PIONEER

University Name Change Plan Announced at Academic Senate Meeting

By **Melanie Commins**
Staff Writer

President Norma Rees announced during her report to the Academic Senate on Tuesday that she will take steps toward a formal name change for Cal State Hayward.

"The future of this university is not going to depend on its name. It's going to depend on the quality of work we do," Rees said.

However, the name change from California State University, Hayward to California State University, East Bay would reflect the regional dimension of CSUH, said Rees.

"The new name would signify the multiple campuses under the CSUH name, which includes the Hayward Hills campus, the Concord Hills or Contra Costa campus and the Oakland Professional Development Center," said Rees.

Rees said she wanted the Academic Senate to be the first to know that at some point in the near future, she would be speaking with Chancellor Charles Reed, who would then formulate an agenda to take to the CSU Board of Trustees for consideration.

When concerns over cost arose during Rees' report to the senate, she said that she does not want and will avoid using state money to fund the

name change. Rees also re-emphasized that the name change was contingent upon her planned conversation with Reed and the subsequent steps it would take for Reed to form an agenda to take to the board, which would then need to deliberate over the issue.

Should Reed agree with the request, it would then be submitted to the CSU Board of Trustees, who would make the final decision.

In addition to Rees' report, the senate approved the formation of a bookstore advisory committee, which was solicited by the Pioneer Bookstore. The committee will include one representative from each college and one representative to be appointed by the executive committee. The committee will also include one student representative to be appointed by Associated Students Inc.

While questions concerning the necessity of the committee were debated by various senate members, the consensus was that implementing a bookstore advisory committee was a means to formalize a process that has been occurring on an unofficial level.

Professor Tom McCoy, CSUH chapter president

See **Name**, page 7.

CFA Matters Discussed

Name, from page one.

of the California Faculty Association, announced in his report the upcoming CFA contract negotiations. McCoy informed the senate that there would be a campus-wide meeting on Oct. 22 in the basement of the University Union to discuss the upcoming CFA meeting.

"There are four key areas: salary, workload, benefit improvements and faculty rights. For those of you that

may be new, this is going to be a long haul," McCoy said.

Among the topics on the senate agenda was the expansion of the major options in the philosophy department. The senate approved the motion to enlarge the philosophy options.

Professor Terence Kelly, newly appointed philosophy department chair, thanked the senate for voting in approval of the philosophy department.

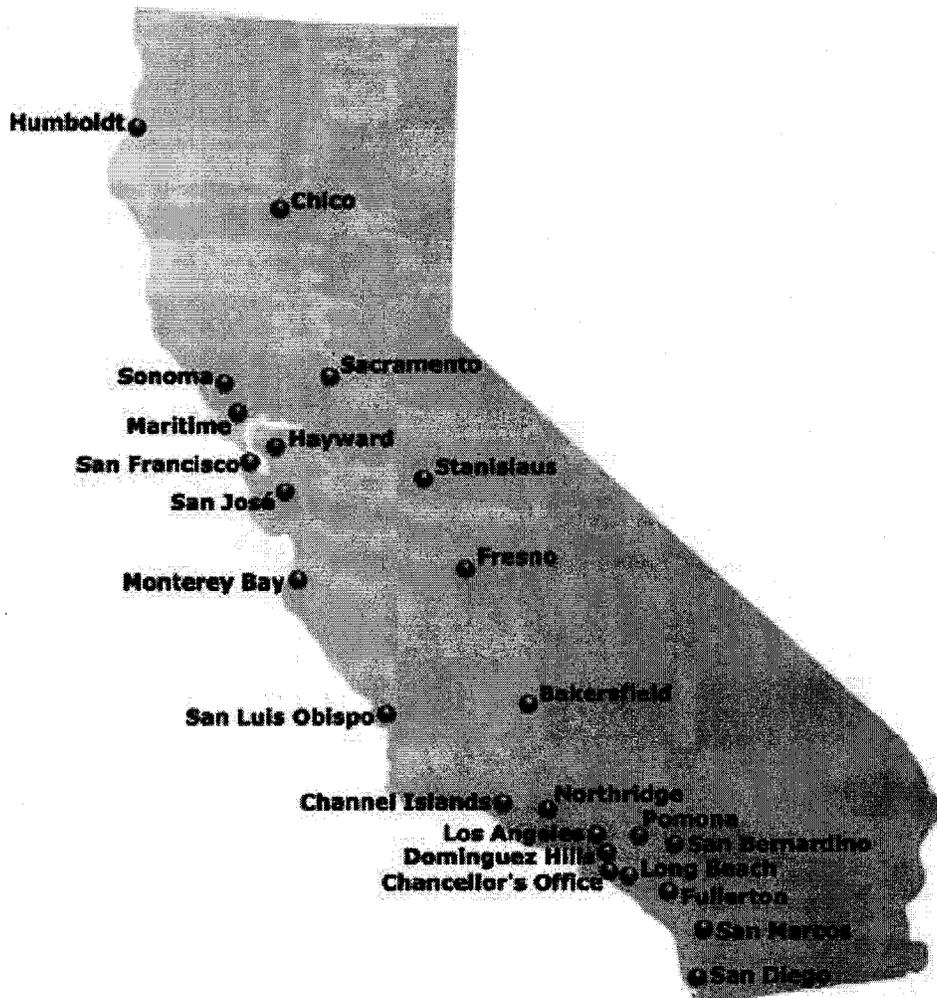
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The PIONEER

Free

Rees' Name Change Proposal Provokes Controversy

By **Michelle Morales**
Staff Writer

For the first time in 32 years, Cal State Hayward faces the possibility that its name could be changed. President Norma S. Rees made the formal announcement last week.

Should CSU Chancellor Charles B. Reed accept Rees' recommendation to change the name, the issue would be slated for the next CSU board of trustees meeting, where a final decision will be made. The committee could discuss the matter as soon as November and possibly vote on it in January.

The proposed name for the university and the three satellite campuses is California State University, East Bay.

The Hayward campus would be identified as the Hayward Hills Campus, the Contra Costa Campus as the Concord Hills Campus and the professional center in Oakland as the Oakland Professional Development Center.

School officials say that because of statewide budget cuts, the university has been forced to look at alternative options for funding. During recent fundraising efforts, the name of the university often came up as a deterrent, according to Bob Brauer, CSUH executive assistant to the president and director of governmental and community relations.

"We went out and raised the extra \$10 million for the Science and Technology Building and the Pioneer Heights expansion construction projects," said Brauer. "We found that the name, Cal State Hayward, was an impediment for giving."

Brauer and Jay Columbatto, director of university communications and marketing, said that between talking with many

constituents and during many focus group sessions, the name kept coming up.

"We have to find creative ways in raising funds and one of those ways is with donor recognition," said Brauer.

Said Columbatto: "It's not just about repackaging; it's about telling the truth about the university. We are hoping people will take a look at our commitment to the communities we serve."

Even though Hayward Mayor Roberta Cooper attended the Business and Technology Center groundbreaking ceremony last week, she told the San Francisco Chronicle on Tuesday that the name change was just "foolishness."

"It's really a slap in the face to Hayward to use the word East Bay," said Cooper.

On the other hand, Hayward Chamber of Commerce Chairman John T. Hunter told the Chronicle, following Rees' announcement, that he didn't blame the university for trying to separate itself from the city since the former school superintendent was run out of town and the mayor is facing a recall election. Hunter emphasized in the article that he was speaking for himself, and not the chamber's board, which has yet to discuss the issue.

Brauer said the city issues had no bearing on the name change.

"We are not trying to separate ourselves from the city," said Brauer. "What we are talking about is making a more distinguished university."

See **Name**, page 7.

Name Change Proposal Not Enthusiatically Embraced by Students

Name, from page one.

At Hayward's City Council meeting on Tuesday, the board decided to ask the university to postpone the name change in order for Contra Costa and Alameda counties to have the opportunity to submit comments.

School officials said the issue has been under discussion for at least a year.

"We were very open about it and ran many forums and open-group discussions here on campus, and there were the articles in *The Pioneer*," said Columbatto.

The *Pioneer* first reported the possible name change in October 2003, even though the idea was actually suggested in previous years. In 1995 a committee was formed to design a new logo. That committee also recommended the university change its name.

In April, *The Pioneer* reported on a survey that students participated in as part of a senior project that was presented at the CSU Student Research Competition. The survey, conducted by Corissa Barbary, a mass communications senior, reported that 75 percent of the 172 participants of the true random survey were against the name change.

"Yes, President Rees did see

likes the name change and is seeing it as a new changing university and the name reflecting what we've become. Then the third group seems to like the idea of the name change but don't like the new name."

David Bowen, assistant professor of engineering, said credibility comes from work within the university.

"I think it's important to build the university based on the accomplishments of the university — the name doesn't really matter much one way or another" he said. "But if you want people to have a good association with the name then that comes from within."

Professor Cal Caplan, who is also the graduate coordinator of the kinesiology and physical education department, said he would support any change that benefits the university.

"My basic feeling about this whole thing is that if this is going to be good for the university, then I'm for it," he said. "I'm not so tied to a name like some people — people in athletics are more

this article," said Columbatto. "We reflected on all options."

Rees said there wasn't a specific reason that caused her to go forward with the decision. She said she had three main reasons for recommending the name change: financial viability of the university, academic and fiscal health of the university and the ability to achieve and retain regional standing.

"We obviously didn't talk to every student, every faculty member or all alumni, but we did get some candid responses back (about the university's name)," said Brauer.

Student sentiment about the university name change doesn't seem to have changed from earlier this year.

"I think it is stupid," said Celisne Catey, a sophomore psychology major. "Everyone has sweatshirts and everything with Cal State Hayward; everyone knows it as Cal State Hayward. Changing it will just confuse everyone."

"I actually don't like the name change. I'm actually hoping we don't change it," said Kevin Salinas, an art major junior. "I see they've been talking about it more and more. I think they should just keep it as Hayward. I don't want to say I go to Cal State East Bay."

Said Associated Students

inc. chairman Darrell McKinney: "Me, personally, I understand where President Rees is coming from. But I feel like she should have asked the students instead of doing it without discussing it with us."

Rees contended that she met with ASI in the spring and was scheduled to meet with them on Wednesday.

"I don't know why people are saying I didn't talk with the students," she said.

ASI has yet to take a stance on the issue because they are still polling students.

"We can't go out and say no to the name change if the students like it," McKinney said. "We want to make sure we're doing what the students want."

Current students aren't the only ones who are concerned about the university's name change.

Bauer and Columbatto are both CSUH alumni. Both believe that the change could add value to their diplomas in the long run.

"The alumni seem to be falling in three categories," said Thomas R. Hoeber, director of alumni relations of the CSUH Alumni Association. "One group is opposed to it, period. They don't believe there's a need for the change. The second group

The CSU board of trustees has 25 members. All serve for two years except for appointed trustees who serve for eight. The two appointees from San Francisco are Roberta Achtenberg of the San Francisco Chamber of Commerce and Jeffrey L. Bleich, a partner of Munger, Tolles & Olson, LLP.

Gov. Arnold Schwarzenegger, Speaker of Assembly Fabian Núñez, Lt. Gov. Cruz Bustamante, State Superintendent of Public Instruction Jack O'Connell and Reed are executives of the CSU board of trustees.

CSUH has undergone several name changes in its 47-year history. When CSUH first opened its doors in 1957, it was called the State College for Alameda County. In 1961, it became the Alameda County State College. Then, in 1963, it changed to California State College at Hayward. In 1972 the university became California State University, Hayward.

Gov. Arnold Schwarzenegger, Speaker of Assembly Fabian Núñez, Lt. Gov. Cruz Bustamante, State Superintendent of Public Instruction Jack O'Connell and Reed are executives of the CSU board of trustees.

Cal State East Bay: Sustaining Our Momentum Toward Full Regional Status and Recognition

Last week, I announced my decision to recommend a new name for the university, recognizing our expanding regional role: California State University, East Bay. Before making this decision, I considered the advice, opinions, and recommendations offered to me by a wide range of internal and external constituents. I also reflected upon the university's recent achievements and newfound momentum: major new construction underway on the Hayward campus, designation by the Princeton Review as a "best western" college, planning for expanded offerings at our Concord campus, and our selection as home for a new East Bay Biotechnology Center, to name just a few examples.

In the end, I based my decision on three key factors, all aimed at sustaining our regional vision for the future of the university — and increasing our momentum. Because these reasons were compelling enough to persuade me that a name change is essential, I want to be sure the entire university community understands them clearly.

our service commitment (Hayward is but one of 33 cities in our region). Moreover, regional constituents often tell us that our name is not inclusive and does not communicate that the university is their university. I have become convinced that over time, the name Cal State East Bay would prove far more effective in supporting our recruitment and regional outreach objectives.

3. Our ability to achieve and retain regional standing — together with the benefits of expanded enrollment and state financial support — depends heavily upon our ability to further develop our Concord campus. Toward this end, Dean Peter Wilson is spearheading a joint planning effort with local community colleges to expand our Concord campus offering including the ability to serve undergraduate students. In discussions with area constituents and elected representatives, however, we have learned that our institutional name is a serious perceptual barrier to the full support needed for success in this effort. A more inclusive name — Cal State East Bay — would play a critical

1. The long-term financial viability of the university depends in large part upon our ability to build donor recognition and support. Consistent feedback from major donors — including those who helped make our new Business & Technology Center possible, as well as those who declined to support us — made it clear that our current name is an impediment to wider donor recognition by failing to communicate our regional role and relevancy. If we hope to find the means to provide the quality programs, facilities, and experience that our students deserve and demand — despite declining state support — we must make a clear and unequivocal case for broad private financial support throughout the two-county region that we serve. I am convinced the name Cal State East Bay not only communicates this worthiness but will also serve as an essential asset in this effort.

2. The academic and fiscal health of the university requires that we grow our enrollment. Today, the only source of additional, new financial support from the state is

role in signaling our commitment to serve the growing higher education needs of the area. The alternative — the potential creation of a stand-alone CSU Contra Costa — would have a devastating effect on our university, including a critical loss of funds and students, perhaps forever limiting our ability to achieve the full benefits of regional status.

In preparation for a potential name change, we are turning to friends and supporters who are committed to our quest for regional status. We are requesting their support in underwriting the costs associated with a name change. Thus, while I believe the long-term future benefits of a changed university identity are potentially great and would vastly outweigh the costs, public funds will not be used to pay for the change. A new name for our university is an important step in evidencing and sealing our commitment not only to better serve but also to play a greatly expanded role in the life of a geographic region that extends far beyond a single city.

Norma S. Rees is the president of California State University, Hayward

Norma S. Rees

tied directly to enrollment growth. Of the 23 CSU campuses, we are one of the few with the capacity to serve more students. Despite tremendous growth in our region (Alameda and Contra Costa counties now have a combined population of almost 2.5 million), this university never reached its full potential and planned reenrollment. To secure the enrollment growth needed to justify faculty, staff, and program expansion, we must recruit more broadly and effectively.

Unfortunately, as we begin to reach further into our regional service area and beyond, we find that our name causes confusion. It misrepresents our location and setting (we are not a single campus located in an industrial environment — a common misperception — but a university with two campuses in two counties, each offering an attractive and spacious hilltop setting, ideal for learning, intellectual exploration, and personal growth). Our name also miscommunicates