

CALIFORNIA STATE UNIVERSITY, HAYWARD

DESIGNATION CODE: 04-05 BAS 1  
DATE SUBMITTED: January 4, 2005

TO: The Academic Senate  
FROM: The Executive Committee of the Academic Senate  
SUBJECT: University Name Change

DIRECT SENATE  
AGENDA ITEM: Discussion and possible action

Procedures to be followed:

- 1) Discussion of the topic
- 2) Voting by written ballot
- 3) The Chair will report the Academic Senate support (or lack of support) for the name change proposal to the Chancellor and the Board of Trustees, along with the vote count.

BACKGROUND

INFORMATION: At its meeting on February 3, 2004, the Academic Senate held a Forum on the University Name Change Exploration (agenda item #6), led by Jay Colombatto, Director of Marketing Communications. This forum was held in order to provide feedback to the President on this issue. A vote of the Senate was not taken. The minutes for this meeting can be found on the Senate web page, as item #6 on the agenda.

<http://imctwo.csuhayward.edu/senate/minutes/03-04%20minutes/sen02-03mapp.pdf>

In response to a Senate directive at its meeting on November 16, 2004 (to discuss the proposed name change of the University to CSU East Bay, that the Executive Committee compile relevant information for the Senate packet, and that ExCom discuss possible resolution choices for the Senate to decide upon), the Executive Committee discussed this topic at the November 23, 2004 and January 4, 2005 meetings. It was decided to put forward the following motion to the Senate for consideration and that a vote, by written ballot, of a majority of the members present be taken:

**The Academic Senate of CSUH supports the name change of  
CSU, Hayward to CSU, East Bay.**

The Chair will report the Academic Senate support (or lack of support) for this statement to the Chancellor and the Board of Trustees, along with the vote count.

As part of the "relevant information for the Senate packet", the Chair obtained information from a number of sources. The President provided the full packet of information that was given to the

Chancellor and the Board of Trustees. Also included in the Senate packet are materials regarding the consultation process with various constituencies and documented opinions received on the topic. The Senate Chair also sent an email to Senators with links to many articles and information available on the web, including the Senate meeting minutes of February 3, 2004.

The Guidelines for discussion of the topic at the Academic Senate meeting on January 11<sup>th</sup> are as follows:

#### **Guidelines for Senate Discussion on Name Change**

- **To speak to the issue, the Chair will recognize only those who are members of the University Community (faculty, staff, students), with priority given to Academic Senators.**
- **Limit of 2 minutes per speaker, who will kindly identify themselves by name and university affiliation prior to speaking.**
- **Questions and comments will be directed to the Chair**
- **Comments are to be on the name change topic ONLY**
- **Speakers will have the opportunity to speak again as time allows (and after others have had the chance to speak once).**
- **The vote will be taken no later than 3:50 PM**