

SUBO Getting Spruced Up

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The student center at Brooklyn College will celebrate its 45th anniversary with a major \$1.5 million interior and exterior renovation. Constructed in 1962, and funded entirely by college students, the new student center will showcase major developments within the penthouse, game room and cafe.

Students have long played a significant role in the creation and existence of the student center, located on Campus Road. To ensure that this trend continues, Dean of Student Affairs, Milga Morales, has selected Myles Bassell, a full-time faculty member in Brooklyn College's Business Program, to lead and coach a team of students in the marketing, advertising and promotion of the reconstructed building.

The Student Affairs staff at Brooklyn College credits itself in helping students to clarify their goals, increase their potential and become more productive members of society. Morales applied this philosophy when she suggested that Bassell form a team of students to assist in leading the center's marketing initiative. Bassell, flattered by her confidence, carefully assembled his dream team, which he tagged as "Students 4 Students."

Students 4 Students will aim to define, develop and implement a strategic business and communications plan for the student center restoration, which is set to be completed by November. This plan will consist of three major components.

The Cafe Morales Kewwl Project will give students the opportunity to run a small business within the student center by managing the cafe's day to day operations. The enhanced cafe will offer state-of-the-art plasma televisions, Wii gaming and pizza. Drawing on marketing and advertising strategies, Bassell will coach the Students 4 Students team in promoting the Kimmich Penthouse Project, a mission designed to endorse rental space on the top two floors of the student center. External customers that require a banquet hall or business conference facility will find that this location provides breathtaking views of New York's five boroughs. To increase overall usage of the new and improved student center, Bassell's team will engage the student body by means of the Hager Awareness Campaign.

In addition to his dream team, Bassell is also collaborating with Ryan Buck, the fourth director in the history of the student center. Buck is an experienced hand at managing new initiatives, having contributed his direction in the restoration of the Office of Student Services at a small private college.

When Buck speaks of the student center, there appears to be a glimmer of appreciation in his eyes. His respect for the effort students have imparted on the center over the past 45 years is expressed in his candid enthusiasm for the future of the building. Buck, who supports a personalized, hands-on approach to student services, optimistically describes the modernized student center as "a centerpiece of what characterizes Brooklyn College."