

Revitalizing the Union to Adjust to Student Social Needs

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Stony Brook Union



- Has turned into a quiet library-like environment
- Loud voices and social gatherings seem almost out of place
- Infrastructure does not support student socialization
- Filled with administrative offices that serve no socialization purpose

Who is affected & why is it important



Students

- The library is already extensively used as a study spot.
- The entire point of a student union is a haven for students to connect, socialize, and create meaningful relationships with the community.
- SBU already has a notorious reputation for being a school with a lacking social scene.

Who is affected & why is it important



The University

- Admissions: student enrollment suffers and hurts long term future of the university.
- Students will seek socialization in other more dangerous ways off campus.
- Student productivity and mood suffers.

Potential Solutions

What makes a solution great?

- Encourages socialization and fun
- Feasible to college campus environment
- Affordable and without major remodeling
- Rebrands identity of student union

Game Room(s) (T)

Specifications:

- Pool table, foosball, ping pong table, air hockey
- Arcade games, projector, lounge sofas
- Board games, speakers, projector with consoles

Cost: Mid-level

Location: Treetop Lounge, Cola Lounge, 1st floor offices



Movie Nights (T)

Lecture halls can be repurposed into “cinemas” to show movies at night when classes are not in session

- Halloween themed decor & movie selection
- Christmas themed decor & movie selection
- Valentine’s Day themed decor & movie selection
- Back-to-school SBU themed decor & movie selection



Film Festivals to show off the work of Stony Brook Students @ Lecture Halls

- “But wait! Doesn’t Staller have movie nights?”
- “Yes, but with a campus population as large as Stony Brook, it is best to concentrate social efforts in a place where students know they can find a social scene. Even if there are dispersed movie nights across campus, there is a good chance half the campus won’t know of it’s existence”

Cost: Minimal

Location: Lecture Halls, Auditoriums

Retail Food Court Stops (T-R)

More options that are popular with the student body

- Chick-fil-A
- Wendy's, McDonald's, Halal Food Shah's
- Jamba Juice
- Taco Bell

Cost: Mid-High *depends on execution*

Location: Cola Lounge

Relocate/replaced office to basement or virtualized

Important: Food stops must be open for longer/flexible hours to accommodate students with various schedules. Stony Brook can budget ways to subsidize these locations so prices are not sky high. They have a clear upper hand in the negotiation.



Small Concerts & Open Mic Events (T)

Small concerts and open mic events can be hosted in the ballroom, auditorium, or main lounge

- SBU has a lot of musical, theater, comedic, artistic talent that can be showcased in organized events
 - Scale of these events are too small for Staller
- Examples:
 - Open Mic musical + theater + artistic nights
 - Open mic for stand up comedy
 - Small local musical groups can perform
- Cost: minimal
Location: Ballroom/Auditorium



Reinstate Bowling Alley (R)

The Stony Brook Union used to have a bowling alley.

Though this is in the reach category, it could still be reinstated.

There are not too many venues more fun than a bowling alley.

Cost: High

Location: Basement



A concern for space

There is a concern that there may not be sufficient space for these remodeling ventures/additions.

Students do ultimately also want to study and hence, study spaces, admin offices, and quieter spaces can be relocated to the basement or virtualized. The social activities can then replace them in the more visible 1st and 2nd floors.

The library can work in adopting admin offices and study spaces from the union too. Even at its worst case, with no additions, the Union stands to see great improvement from this reallocation.

Who does it Right?



Yale Student Center - *The Underground*

A snapshot of the Yale Schwarzman Center cafe. A perfect example of how an environment can be both social but still conducive to studying.

Who does it Right?



Binghamton Student Union

A snapshot of Binghamton's Student Union. With a design and budget similar to Stony Brook's, it manages a lively atmosphere.



Costs and Logistics



Game Room

- 8-ft Pool Table: \$800-\$2,000
- Foosball Table: \$200-\$500
- Ping Pong Table: \$200-\$400
- Air Hockey Table: \$500-\$1000
- Arcade Game Machine: \$1000-\$2000
- Projector + Screen + Speakers: \$300+\$50+\$300
- Game Console: \$500
- Multiple Board Games: \$150

TOTAL: \$4000-\$6700

Time Required: 1-2 weeks (delivery + moving equipment into rooms)



Food Vendors



- Chick-fil-a: franchise fee \$10,000 + 15% royalties + 50% profit, covers all opening expenses
- Wendy's: franchise fee \$45,000 for 20-year term + 4-6% royalties + 4% marketing fees
- McDonald's: franchise fee \$45,000 for 20-year term + 4% service fee + pay 40% of costs for the new restaurant
- Ex. Subway: franchise fee \$7,500 + 8% royalties + 4% marketing fees

Total Investment to build a franchise:
\$200,000-\$2,000,000

Construction Time: 8-12 weeks or more

Bowling Alley

\$3 million to build a bowling alley in a 20000 sq ft area

3-4 months to get equipment + 11 days to install 4 lanes



Who To Contact

SBU Undergraduate Student Government

**Stony Brook
University** **USG**

Undergraduate Student Government

Who To Contact

Division of Student Affairs: Student Centers



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Survey Analysis



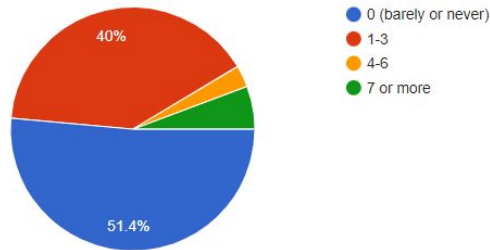
Methods

- Questionnaire (Google Forms)
- Totaled 35 responses
- Objectives
 - Visit frequencies
 - Union environment
 - Possible additions

Results

How many times a week do you visit the student union building?

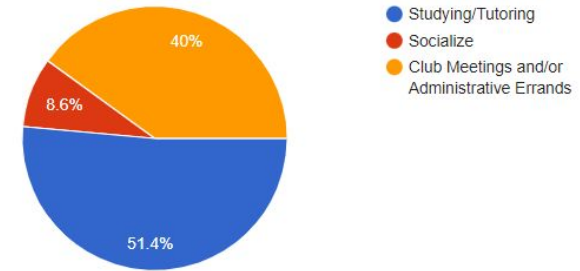
35 responses



- Half of the surveyees barely go to the Union

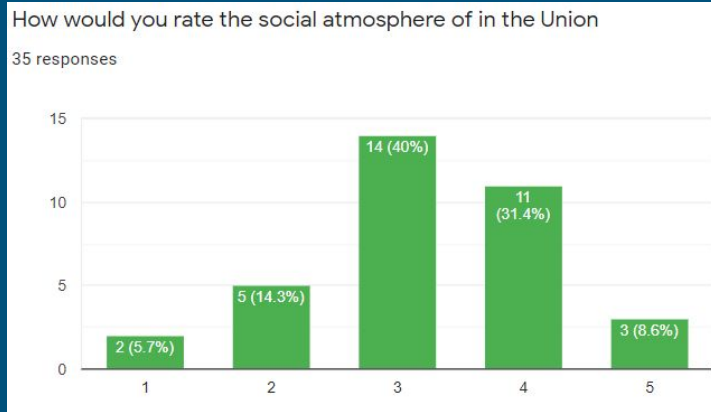
Why do you usually visit the Union?

35 responses

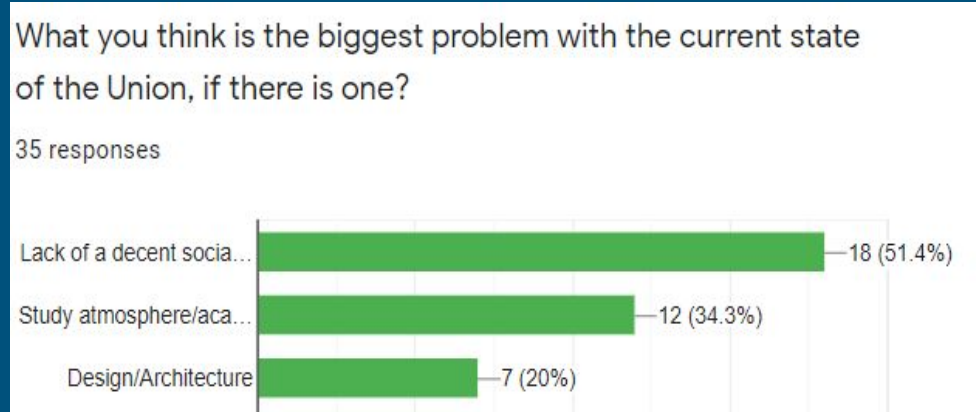


- Pure academic purposes
- Socializing is least concerned

Results (cont'd)



- More than half of the surveyees showed that the Union lacked a social atmosphere

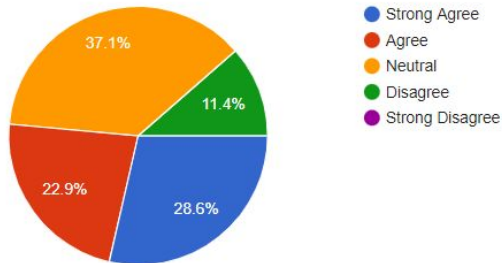


- Two of the three top reasons concerned with the social aspect

Results (cont'd)

Would you like to see remodeling or repurposing to the student union to have a more social atmosphere?

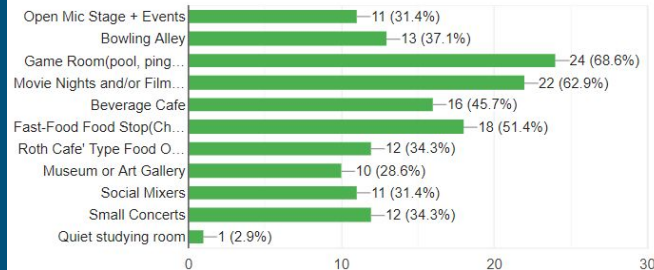
35 responses



- More than half of the surveyees looked forward to a Union remodel

Which of these social elements would you be inclined to seeing in the Union building?

35 responses



- Most popular options include Open Mic Stages, Bowling Alleys, and a Game Room

Discussion

- Expected more people to visit the Union regularly
- Socializing is least prioritized
- More than half of the surveyees displayed discomfort in the Union's environment
- Possible additions would create a more sociable environment

Sources

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Questions?
