

## Nashua HS South (NH) SBE Best Practice

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As I reflected on what I thought are the best practices and what makes Southside School Based Enterprise such a success I came up with a few ideas that I think were the most valuable:

- **The ability to have two separate classes of Marketing students that are responsible for running our school based enterprise.** This year we had enough marketing 2 students to offer two sections of the class. The only problem is that the school store is only open during our lunches which are third block. My vocational director considered a few options and with my input we decided to run the marketing 2 class during blocks 1 and 3. Because this is a one year class we flipped the blocks around second semester. First semester the first block students were responsible for all the behind the scenes of the school store. They were responsible for meeting with vendors, designing and ordering merchandise, inventory, merchandising, and keeping the store in a neat and orderly manner. The third block students were the ones that worked in the store while we were open. They held various jobs such as; cashiers, cookie bakers, and security. After first semester was over the students switched blocks, this way the 37 students I had all year were able to experience both aspects of running a business. Why was this different from last year and why do I think it worked out for the best? The biggest thing I noticed last year when I had only one block of Marketing 2 students working third block was that they felt overwhelmed because they had to actually work in the store every other day, keep up with ordering and inventorying, merchandising, cleaning but also had to work on the academic piece that goes along with this course. By second semester most students were very burnt out and didn't enjoy the days they were scheduled to work. This year the students look forward to the days they are scheduled and I find they are more productive and have a positive attitude.

- **Having third year Marketing and Accounting students do an independent study as store managers and accountants.** I offer my students who have completed two years of marketing or accounting the ability to be leaders in our school based enterprise. If they completed two years of marketing with a B or better I recruit them to be the store manager. They are responsible for their peers that are scheduled to work in the store. They are also responsible for making the schedules and evaluating job performances. Every year I always have two to three students request this position. I think this is a successful program because the students feel they are running their store and they take greater pride in what they are doing. It also given the students the ability to show their leadership skills. We also give our Accounting 3 students the option of working as the store accounts doing our accounts receivable and accounts payable. They work with our Accounting teacher directly who has them perform basic accounting procedures. They do our daily deposits, pay our bills and balance our books.
- **Senior Café;** This was the first year we installed a senior seating area in our school store. We offer lunch time seating for seniors only. We have seating for approximately 50 students during each of our four lunches. Every lunch every seat is taken. The students can bring their own lunch or buy any of our products.
- **Freshman Seminar Class;** Our school has a freshman seminar mandatory class. I decided this year to try and bring more business during the times when our store was not open at lunch to the general population. During blocks 1, 2 or 4 I invited all the freshman seminar teachers to bring their students for a private hour in the store. We offered items for sale, movies on our big screen T.V. or time for guest speakers. We also used this time to talk to the freshman about our programs and about DECA. We saw an increase in sales and we also got students interested in marketing and DECA.