

Hartford Union HS SBE (WI) Best Practice

Advisor – Jesse Theirl

jesse.theirl@huhs.org

The BirdHouse at Hartford Union High School is used as a learning tool for students at HUHS. There are two co-op positions offered in which two students get two hours per day to complete specific tasks. The BirdHouse orders products on a weekly basis to keep products in stock as there is limited storage space in the store.

A product that The BirdHouse has found to be quite successful is Breeze Freeze. Students like the variety of flavors offered so they can continually buy them without having the same flavor each time. Another product that has been quite successful at The BirdHouse, is the Otis Spunkmeyer muffins. Many students come in daily for their morning muffin before school starts.

The BirdHouse is just starting to see steps taken in the school, towards promoting healthy eating throughout the school day. The BirdHouse has started looking at ways of adapting to the new guidelines. Instead of carrying the regular Otis Spunkmeyer muffins, The BirdHouse is going to try the Low Fat muffins that Otis Spunkmeyer offers. The BirdHouse will also be reducing the amount of candy sold in the store, and finding healthy alternatives such as carrots and dip and fresh fruit. The BirdHouse has found ways to adapt and still keep customers happy.

The BirdHouse has ran a promotion in each monthly edition of the school newspaper, "Orange & Black." All products, from apparel to candy, have been promoted to let the reader know what The BirdHouse all offers.

As part of the Marketing class at Hartford Union High School, the students are required to sell apparel from The BirdHouse at a sporting event to practice their selling skills. Most students sell at either football or basketball games and often sell over \$100 of just apparel. The BirdHouse has several racks that are transported along with the apparel, to the football field or gymnasium (depending on the event), where the apparel is

available to the fans that may not be able to make it in to the store during its operating hours. Having the apparel available at sporting events has proven to be very effective.

The BirdHouse is open before and after school each day, and is also open during each hour of the day, which is only available to the junior/senior study hall.