

Lakeville South HS (MN) SBE Best Practice
Advisor - Pat Petersen
prpetersen@isd194.k12.mn.us

What has been most successful for you?

At Lakeville South High School the idea that has been the most successful was having models that purchased and wore our clothes. A lot of our “models” were teachers that were looking for a good deal on some school apparel and it paid off. As soon as students saw the items being worn, they went to the Cougar Cabana and purchased the item or took the effort to see what else was at the store. We are a school that is less than 2 years old, which means a lot of students do not have a ton of spirit wear. Last year we tried the newer “college” look where items had the school logo on them but were not produced in the school colors. This proved to be a minor mistake because we unfortunately had to discount a lot of the merchandise. It did however turn in to be a huge learning experience.

What unique product have you found that is a great money maker?

We have found that simple suckers will bring students to our store during the lunches. A lot of the students will come just for the suckers, but it also allows for our students working the store to sell them additional merchandise. We have found that in our climate our hooded sweatshirts sell good and they allow for the most markup (cost \$20, sell for \$35).

What have you done in response to the new guidelines for healthy foods?

Our school does not allow us to sell any food of any kind. We are allowed to sell suckers only during the lunches and we have strict rules on our time frame to sell them. We have found that a lot of merchandise can be sold if it is marketed correctly. We allow for a lot of student input and also will send announcements home to parents so they know about what are the newest products.

Other suggestions

Remain positive at all times. The more successful a school store is, the more times other organizations will ask for donations. In order for an organization to receive a donation they are required to fill out a form which will allow for the donation to be documented as a loss.