



**SCHOOL-BASED  
ENTERPRISE (SBE) CAN  
COME IN ALL SHAPES  
AND SIZES**



VIRGINIA DEPARTMENT OF EDUCATION

# SESSION INFORMATION

- **Please put all questions in the Q&A**
- **Use “speaker view” for the best experience**
- **Mute your microphone during the session presentation**
- **All sessions are being recorded**
- **Complete the survey at the end of the session for PD points – please do not leave the Zoom**



**KAREN CHARNEY**

**MARKETING AND RELATED CLUSTERS SPECIALIST,**

**OFFICE OF CAREER, TECHNICAL, AND ADULT EDUCATION,**

**VIRGINIA DEPARTMENT OF EDUCATION**

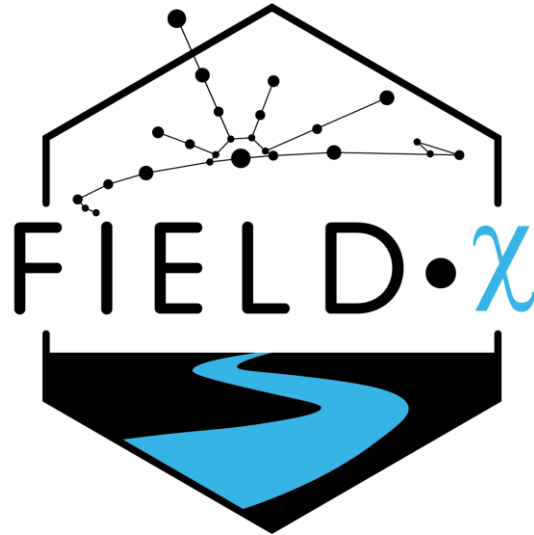


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NEXT LEVEL EXPERIENCE

SCHOOL STORE AS HIGH-QUALITY WORK-BASED LEARNING

AARON ARNOLD | WORK-BASED LEARNING SPECIALIST

# PURPOSE

- Introduce the VBCPS Vision for Work-Based Learning
- Understand the Concept of School-Based Enterprise
- Review the VBCPS Intention for School Store
- Exemplar: Landstown High School
- Discuss Management at Scale



# VBCPS FIELD-X

Our mission is to equip students and community partners to work and serve together to chart the **Next Level** of Hampton Roads.

- Field Experiences = WBL + SL
- Exigencies: CCCRI | Future Ready | Partnership Development
- Implementation: Central Work-Based Learning Specialist
- Principles: Banish Burdens + Optimize Opportunities
- Strategies: Automation, Standardized Workflows, Sustained Visibility

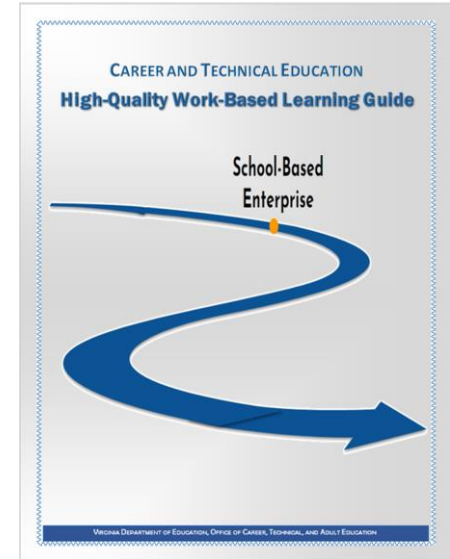
ACTIVITIES  
STANDARDS  
PROCEDURES  
TOOLS  
RESOURCES

HOW FIELD EXPERIENCES ARE  
SECURED  
OFFERED  
MANAGED  
REPORTED



# SCHOOL-BASED ENTERPRISE IN VIRGINIA

- School-Setting Laboratory
- Student-Managed Business Venture
- Required Duration: Course Duration
- Required Documentation: Training Agreement + Student Reflection
- May be Paid
- Always Co-Curricular
- Typical Iterations
  - Retail Store
  - Cafe/Catering
  - Childcare
  - Credit Union
  - Automotive Services
  - Carpentry
  - Creative Services





# SCHOOL-BASED ENTERPRISE AT VBCPS

- School Store (Retail) is Primary Format
  - Permanent Spaces
  - Mobile Kiosks
  - Event Presence
- Unpaid (School Store Profits → DECA)
- School Store Co-Curricular to Marketing Courses
- Vision: All Marketing Students Participate
- Newly-developed Infusion Unit
- Technology to Support Scale
- Benefits:
  - Equitable Access to Authentic Experience
  - Scalable Participation in WBL
  - Tighter Connection between Experience and Competencies
    - Participation includes Classroom Activities



# INFUSION UNIT - MARKETING



## School Based Enterprise (SBE)

Student Run School Stores

### Introduction & Description of SBE

### SBE Purpose & Student Performance Objectives

### Developing a Mission & Vision Statement Lesson

### Identifying Your Target Market Lesson

### Market Research

### Management Team & Job Descriptions Application, Job Interview & Worker Eval. Form Store Handbook (Example) - Policies & Procedures

### Personnel Training & Opening Day Ideas

### Pricing Psychology Lesson

### Buying & Pricing

### Services, Opening Accounts/Establishing Credit, Terms, and Delivery

### Receiving

## Satisfy the Market

### Objectives:

- o Understand the importance of determining and establishing a target market.
- o Distinguish the various elements in demographics and psychographics.
- o Comprehend the different styles of gathering information about their target customer.
- o Conduct a survey to gather and analyze customer information.

### HOOK

### Who's the Target?

Have word of day displayed while students are entering the room. Today's word is generation Y. Explain that many companies are specifically targeting generation Y as a customer group since they are typically large spenders.

After students have settled and are writing the word, show the first video, [bleach commercial](#).

### Ask the students:

- 1) Who is the target customer for this commercial and product?
- 2) Example of a television show where this commercial might appear?

Show second commercial, [modern warfare](#).

### Ask the students:

- 3) Who is the target customer for this commercial and product?
- 4) Example of a television show where this commercial might appear?

Explain to the students that each product has a specific customer, no matter what that product.

Let's take a look at some retail stores.

\*Information is also in the lecture PowerPoint if you would like to use that as a guide.

### GUIDED PRACTICE

### Discover the Customer

Divide the class into 6 equal groups. Provide each group with a print out for a specific store ([Forever 21](#), [Talbots](#), [Sports Authority](#), [Saks Fifth Avenue](#), [JCPenney](#) and [Urban Outfitters](#).) These printouts can be completed at the tables or posted around the room to get students up and moving. Each group of students will need to visit several businesses for their



# EXEMPLAR: LANDSTOWN HIGH SCHOOL

**\$20,000+ in Revenues for 2022**

**\$26,000+ for 2022-23**

Teachers:

- Jennifer Ailstock
- Bethany Crowder
- Janet Balestino

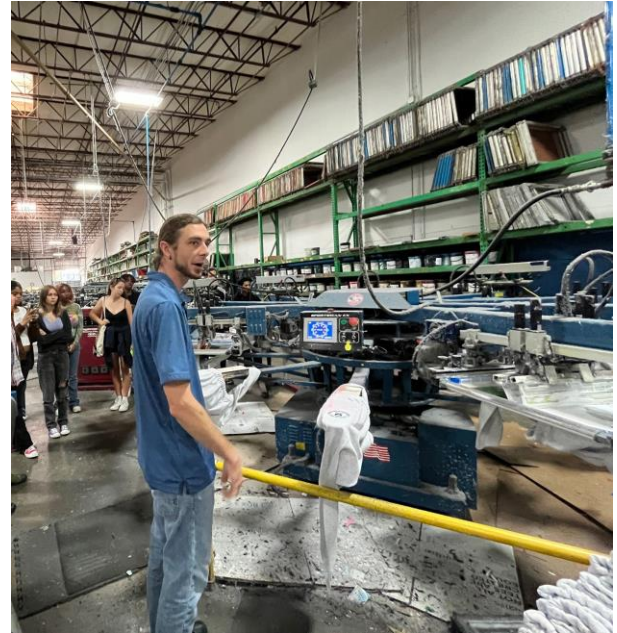


# SPACE



# OPERATIONS & COURSE CONNECTION

- Intentionality:
  - Expectation Setting
  - Intensive Training & TOT
  - All Marketing Students Participate
- Time is Money:
  - All Students: 2 Shifts per Quarter
  - Open 15 Min. Before School, All Lunchtimes, and 3rd Block
- Student Ownership:
  - Advanced Students in Leadership Roles
  - Limited Supervision, Maximum Decision Power
  - Course Connection:
    - Laboratory for all Phases of Marketing Courses
    - Activation of Learning: Resumes
    - Link to CTSO (DECA)



# TECHNOLOGY & DATA



## Sales Overview

Reporting Tools

Order Paper

#1 Cash Discount App

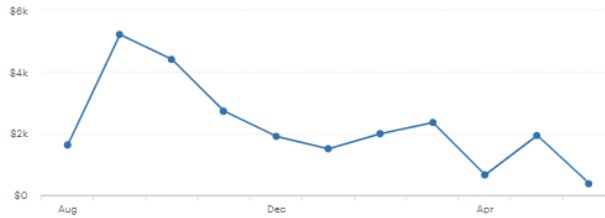
< Aug 1, 2022 12:00 AM - Jun 9, 2023 11:59 PM >

TRENDS FULL REPORT

Compared to: None

### Sales Summary

Net Sales ● Aug, 2022 - Jun, 2023



Orders	3860
Gross Sales	\$26,576.71
<b>Net Sales</b>	<b>\$24,706.96</b>
Average Ticket Size	\$6.40
Amount Collected	\$24,706.04

DETAILS

### EXPORT SHIFTS

#### Filter By

Employee

All Employees

#### Date Range

Change default reporting times

Today Yesterday Last 7 days Last 30 days

Start:

End:

01/10/2023 12:00 AM

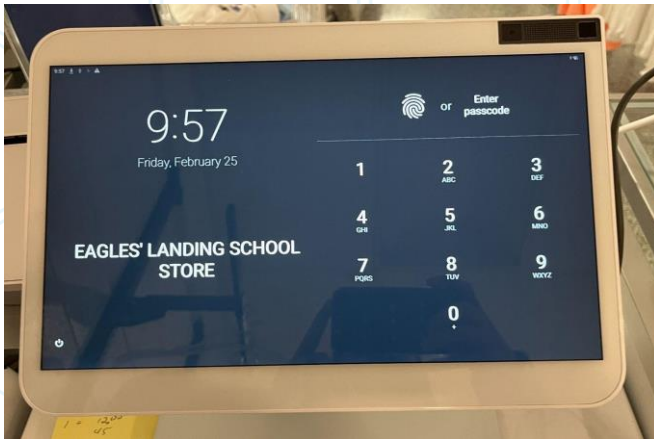
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Search

#### Employee Tools

50 results per page Back Next

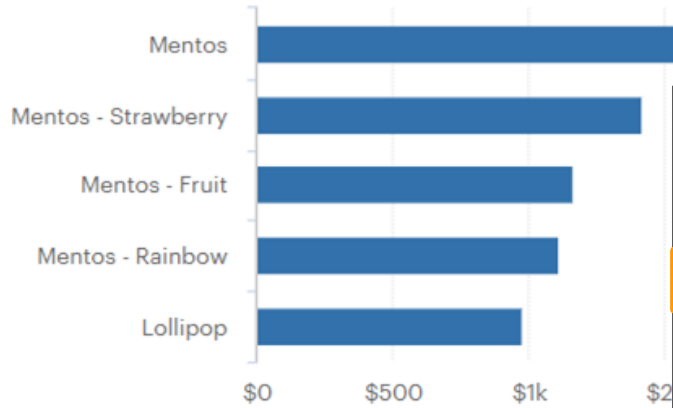
Employee	Clocked in	Clocked Out	Duration	
Miracle powers	10-Jan-2023 11:15 am	10-Jan-2023 11:25 am	9 min 47 sec	<a href="#">Details</a>
Imran	10-Jan-2023 10:42 am	10-Jan-2023 10:55 am	13 min 17 sec	<a href="#">Details</a>
Bryan vilcherrez	10-Jan-2023 10:42 am	10-Jan-2023 10:55 am	12 min 52 sec	<a href="#">Details</a>
Cyelyn Rullamas	10-Jan-2023 7:13 am	10-Jan-2023 7:19 am	6 min 5 sec	<a href="#">Details</a>



# TECHNOLOGY & DATA

## Top 5 Items

Net Sales: ● Aug, 2022 - Jun, 2023



▼ COLLAPSE ALL

Name ⓘ ⚡	Sold
▼ Candy	
Mentos	2531
Mentos - Strawberry	1422
Lollipop	1297
Mentos - Fruit	1201
Mentos - Rainbow	1112
Individual Mint	806
Mentos - Candy Cane	76
Mini Lollipop	70

Customer



Contact Preference: Not Following

### Order History

2023, 11:47 AM

Details: Lollipop x 7

\$5.25

Paid

\$5.25

2022, 11:47 AM

Details: Lollipop x 7

\$5.25

Paid

\$5.25

2022, 11:37 AM

Details: Lollipop x 7

\$5.25

Paid

\$5.25



# WHY LANDSTOWN SUCCEEDS

- Teacher Buy-In: “School Store is another job.”
- Student Ownership of Enterprise - Trust, Accountability & Authenticity
- Space - Size, Location, Creative Presentation
- Time - The more you're open, the more you sell!
- It is part of the School Culture (Intentionality from Outset...and Mentos!)
- Course-INTEGRATED
- Participation is EXPECTED by both Educators and Students
- Technology & the Controls that Set you Free





# STUDENT PERSPECTIVES

- *“Treat the school store as if it were an actual job that you’re getting paid for, because not only does it condition you to do your job the right way, you find that if you don’t show up...you don’t get “paid” (outside points/required grade).”*
- *“Working in the school store wasn’t my first experience in retail however it made me feel more confident in those skills.”*
- *“I have learned how to properly decorate and lay out the store, we have rearranged the merchandise for easier access and sale POV. With this I can now properly set up the store to get more customers.”*
- *“All you need to do is pay attention in class. In class you get taught a lot of important principles in the retail business. I can say I learned a lot of useful information to help me [in retail].”*
- ***“It is a genuinely worthwhile experience that has many benefits. It can tone many of your skills that you may need for the future, especially being able to work with others that you may not know. For me personally, it’s been a way to get to know others and helps bring me out of my social anxiety.”***
- *“I learned that selling in the school store is a great gateway to success in the real world.”*
- *“It is really good for your future as it puts you in the position of a salesperson and makes you improve your skills.”*
- *“I learned everything about being able to get a job and properly do your job. I learned the 4 Ps and all the marketing strategies.”*



# DIVISION PERSPECTIVE: DATA & COMPLIANCE

**School Store - Landstown High School - AILSTOCK - 2022-23**  
 Manage School Store - Landstown High School - AILSTOCK - 2022-23 and its associated information.

Students **Manage** Forms Time Logs and Pay Periods Evaluations Learning Target Goals

**Jennifer Allstock**  
 Teacher  
 Virginia Beach City Public Schools

Actions: Edit, Sharing, Message Contact, Turn Search Visibility On, Clone Experience, Inactivate, Delete

Location: 2001 Concert Drive, Virginia Beach, VA, USA

Name	School Store - Landstown High School - AILSTOCK - 2022-23
Approved By	Aaron Arnold (Virginia Beach City Public Schools)
Number of Spots	100
Email	jennifer.allstock@vbschools.com (Message Contact)
Description	School-Based Enterprise operated by students in the Landstown High School Marketing program.
Contact Phone	N/A
Organization	Virginia Beach City Public Schools
Start Date	09/06/2022
End Date	06/30/2023
Student Age	
Instructions	
Upload Entrepreneurship or Service Learning Canvas	
Upload additional Entrepreneurship or Service Learning Documents	
Instructions	
Experience Type	School-Based Enterprise
Minimum Duration	Course Duration
Approximate Experience Duration	Course Duration

Form Progress

## STANDARD TRAINING AGREEMENT

**PURPOSE OF AGREEMENT:**  
 To provide the terms of the students Field Experience (work-based learning, WBL) within the Virginia Beach City Public Schools (hereinafter referred to as VBPCS) FIELD-X program. Furthermore, to outline the expectations and responsibilities of all parties involved with the experience and to ensure compliance with applicable legal requirements.

**DEFINITIONS:**

- "FIELD-X" is the marketing name for the program of work-based learning and service learning opportunities for High School Students at VBPCS.
- "Field Experiences" is a collective term for any of the following direct experience activities: Service Learning, Internship, Externship, Apprenticeship, Entrepreneurship, Mentorship, Cooperative Education, Clinical Experience, School-Based Enterprise.
- "FIELD-X Staff" includes the VBPCS Work-Based Learning Specialist or any designated VBPCS employee representing the FIELD-X program.

Student Name	[Redacted]
Student Grade-Level	12
Student School	Kempville High School



## OPPORTUNITIES

- Replicate Landstown's Success Everywhere
- Strengthen Infusion Unit
- Partner w/other student ventures and SBEs
- E-Commerce
- Lesson Teacher Burden



# CONTACT & QUESTIONS

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**ADRIANE GRAHAM, WORK-BASED LEARNING SPECIALIST,  
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**TOINETTE OUTLAND, CTE INSTRUCTIONAL SUPERVISOR,  
NEWPORT NEWS PUBLIC SCHOOLS**

**TIFFANIE SMITH, CTE TEACHER,  
NEWPORT NEWS PUBLIC SCHOOLS**

# School-Based Enterprise (SBE): Can Come in All Shapes and Sizes

**Experience Works**  
**June 29, 2023**

*Toinette Outland, CTE Instructional Supervisor*

*Adriane Graham, CTE Work-Based Learning Specialist*

*Tiffanie Smith, CTE Teacher & Student-Run Credit Union Liaison*



# What is a School-Based Enterprise (SBE)?

- ongoing, **student-managed**, entrepreneurial operation within the school setting
- provides goods or services that meet the needs of the **school's target markets** (ex: credit union, help desk, school store)
- replicates the workplace
- hands-on, **project-based** learning laboratories
- connections to classroom instruction
- enhances leadership, supervision, and management skills

# Benefits of a School-Based Enterprise

- reduced cost of goods and services
- strengthens stakeholder relationships
- practical learning experiences
- builds management and leadership skills
- valuable work experience without having to leave the school







# Student-Run Credit Union (SRCU)

Partnership between a local credit union and  
the participating school.

Provides student hands-on learning experience and increases  
financial knowledge for all students.



# Why Establish a SRCU?

- Promote financial literacy as part of the Economics & Personal Finance state required course
- Hands on experience/work-based learning for students
- Mastery of competencies/skills learned:
  - Demonstrate knowledge of banking transactions
  - Opening & closing of branch
  - Conducting deposit and withdrawal transactions
  - Cash handling
  - Establishing accounts
  - Promoting financial literacy with weekly/monthly trivia
  - Communication skills
  - Marketing and promotion
  - Investigate career opportunities in financial services



# Accomplishments

- Award winning SRCU for 8 years
- Three former SRCU tellers with full-time positions at local branch
- VDOE Creating Excellence Award: Outstanding Business Partnership Award, 2020

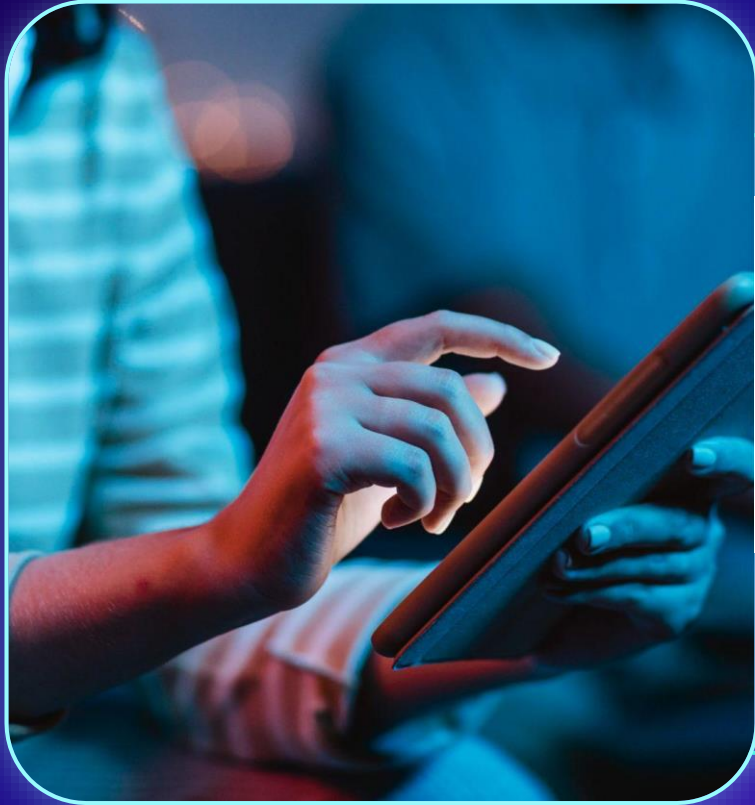




- Time
- Funding
- Space
- Schedule
- Partner



- Communicate with school administration about interest
- Contact local branch
- Promote with students
- Share with school; host prizes for opening accounts
- Celebrate successes!



*Virginia Dept of Education  
2017-2018 Creating Excellence Award  
Exemplary Secondary Program*



# ASSIST STUDENT HELP DESK

Advanced Students Supporting Innovative Systematic Technology

## WHAT IS ASSIST?

ASSIST stands for Advanced Students Supporting Innovative Systematic Technology. Students on the ASSIST team will be heavily involved in the technology support and integration initiatives at their school.

Many schools across the nation have implemented a student-led help desk or genius bar. Students become technology leaders as they assist teachers with technology enhanced lessons, assist their fellow peers to infuse technology into their projects and enrich the technology personality of their school.

## PROGRAM BENEFITS

- Before leaving high school, each student will have gained hours of on the job training
- In preparation for college and a successful career, each student will complete an e-Portfolio, digital resume and learn professional social networking
- Each student will learn proper customer service etiquette, communication and presentation skills to equip them to be a productive citizen



## WHAT DO MEMBERS OF ASSIST DO?

Daily tasks include:

- Assisting site computer technician with repairs and maintenance
- Educating teachers on the technology in their classroom
- Testing new software and hardware in the Technology Learning Center
- Helping fellow students enhance their projects with technology

The number one task of the ASSIST team is to be a Student Technology Leader and become the resident technology experts and advocates for their school.



## WHO IS ELIGIBLE?

Those students who have successfully completed the Computer Networking course and have demonstrated the potential to manage their existing course load with the extra duties required from this program. Eligible students must also have available space in their schedule for the Honors Internship Course and still meet their graduation requirements.

Applications will be available in the Spring.

## HOW DO I SIGN-UP?

Interested students should contact your Program Administrator or High School Counselor. They can discuss your availability and how this program will fit into your schedule.



*College, Career and Citizen-Ready!*



# The Virginia STAR Program

at Newport News Public Schools

Virginia STAR 2015 Best Practice Award

STAY CO**NN**e**CTE**d!

[toinette.outland@nn.k12.va.us](mailto:toinette.outland@nn.k12.va.us)

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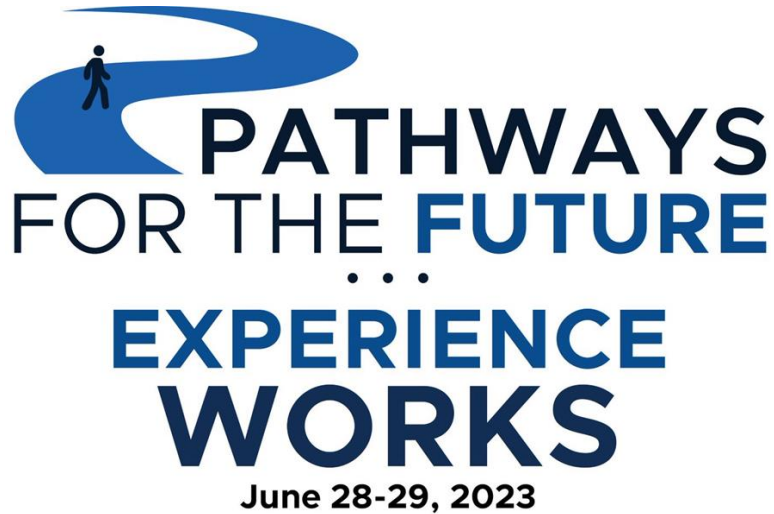
[tiffanie.smith@nn.k12.va.us](mailto:tiffanie.smith@nn.k12.va.us)



**@NNPSCTE**

<http://sbo.nn.k12.va.us/cte/>





# Earn Your PD Points!

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survey at the end of this  
Zoom session