



# Keys to a High-Quality School-Based Enterprise Experience

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@titanschoolstore





# How I Do It...

## Project Based Learning

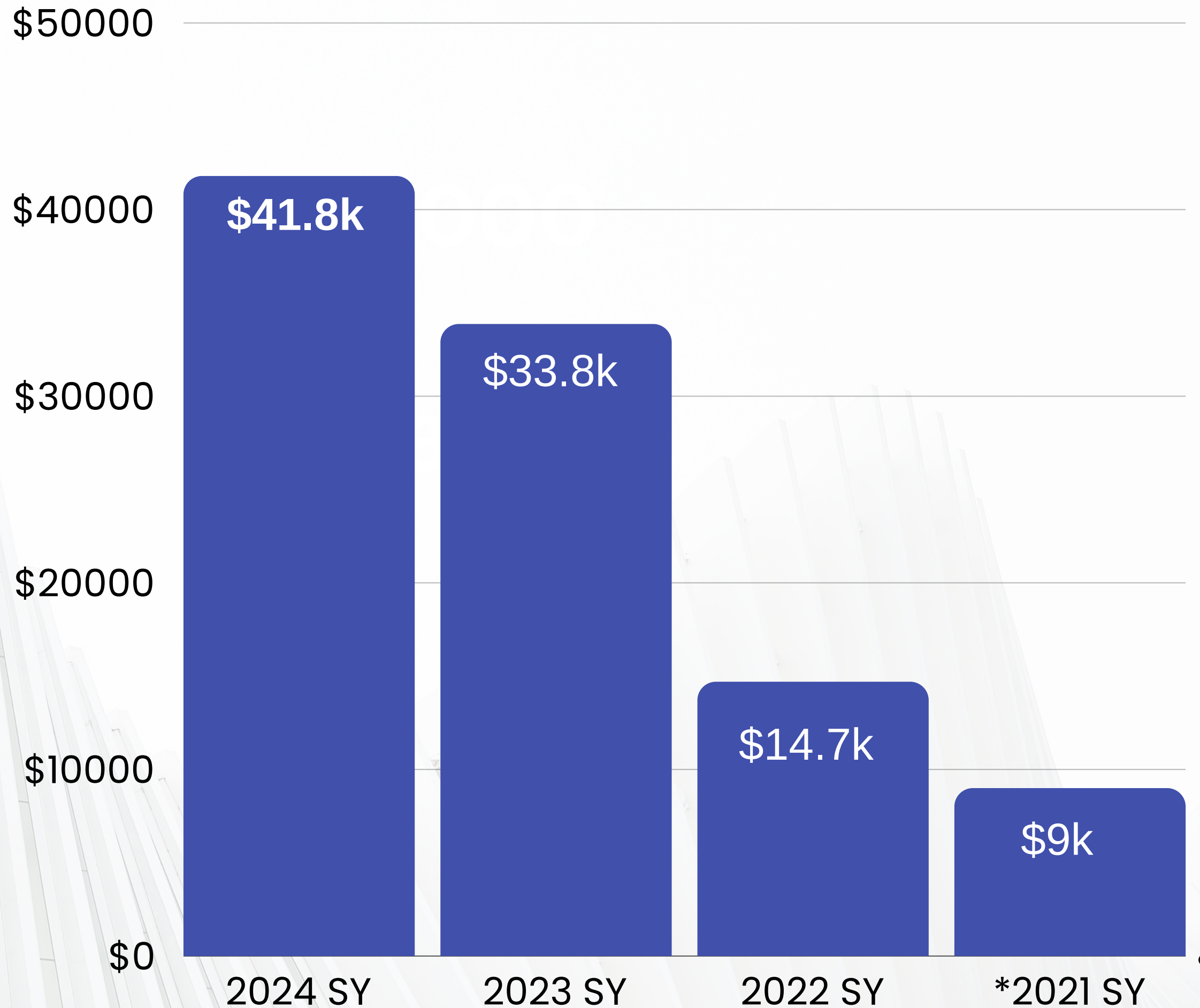
- Encourage Student Voice and Choice
- Offer Differentiated Instruction
- Cultivate Collaboration
- Involve Students in Project-Based Learning
- Integrate Summative and Formative Assessments through Performance

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# OUR SALES RECORD



\*2021 SY was prior to my onboarding





## Let's Talk

Reflect on Your **Grocery Buying Process**, and think about how you restock your refrigerator.

- Do you start with a budget?
- Do you consult with your spouse or others in the household?
- Do you make a list?
- Do you prefer to freestyle your process?
- Do you wait until the food is low before you restock?

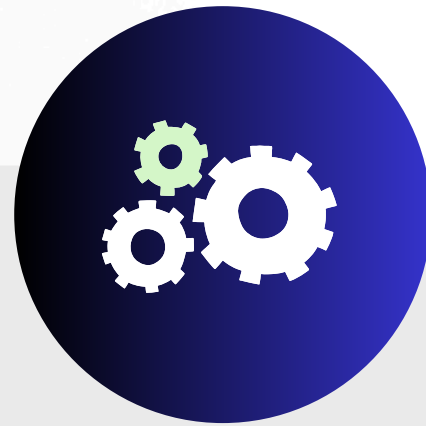
Drop your comments in the chat.

# COMPARING A REFRIGERATOR RESTOCK TO OPERATING A SCHOOL STORE

Differences and Similarities



# KEY #1: DESIGNING STUDENT SYSTEMS



**CREATE  
DEPARTMENTS**



**HIRE MANAGERS**



**HIRE STAFF**

# Establish a Student-Led Hiring Process

- Equitable hiring practices
- Hiring panels with a combination of students and CTE educators
- An interview scoring process

Let's look at this in action:  
*TSS Crewmember Interviews (10/23)*





alexcitytitans and titanschoolstore

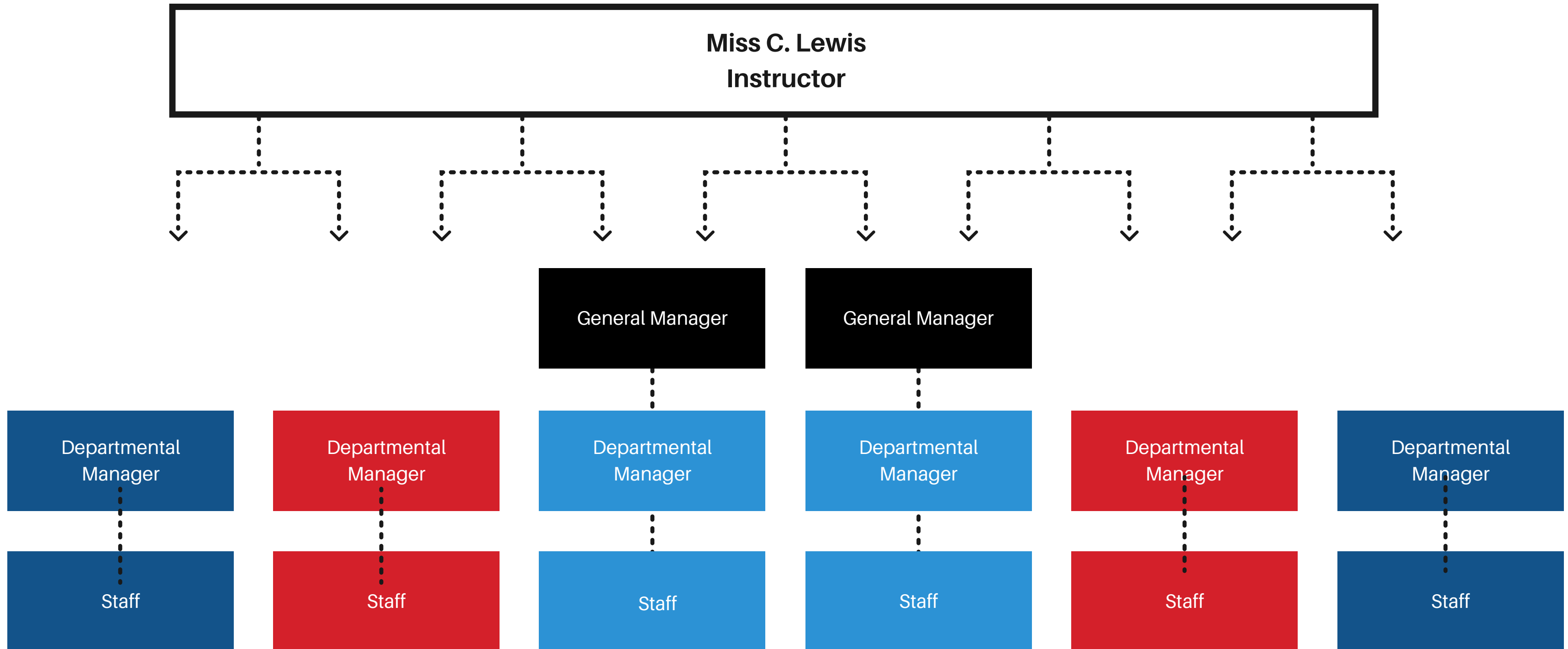


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# ORGANIZATIONAL STRUCTURE

## Titan School Store Example





# Department Examples

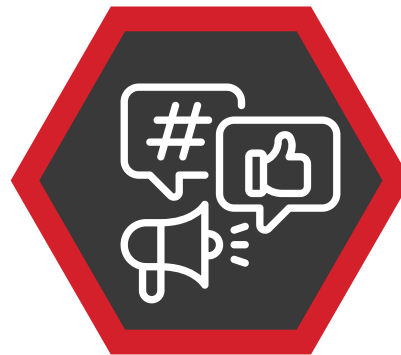
Titan School Store Example

**Sales Marketing**



**Online Orders**

**Social Media Marketing**  
*In action video: (04/23)*



**Inventory & Design**

**Finance**



**Vending**





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# OLD GLORY



# Key #2: Choosing the Right Payment System



Purchase a digital payment system



Accept multiple forms of payments

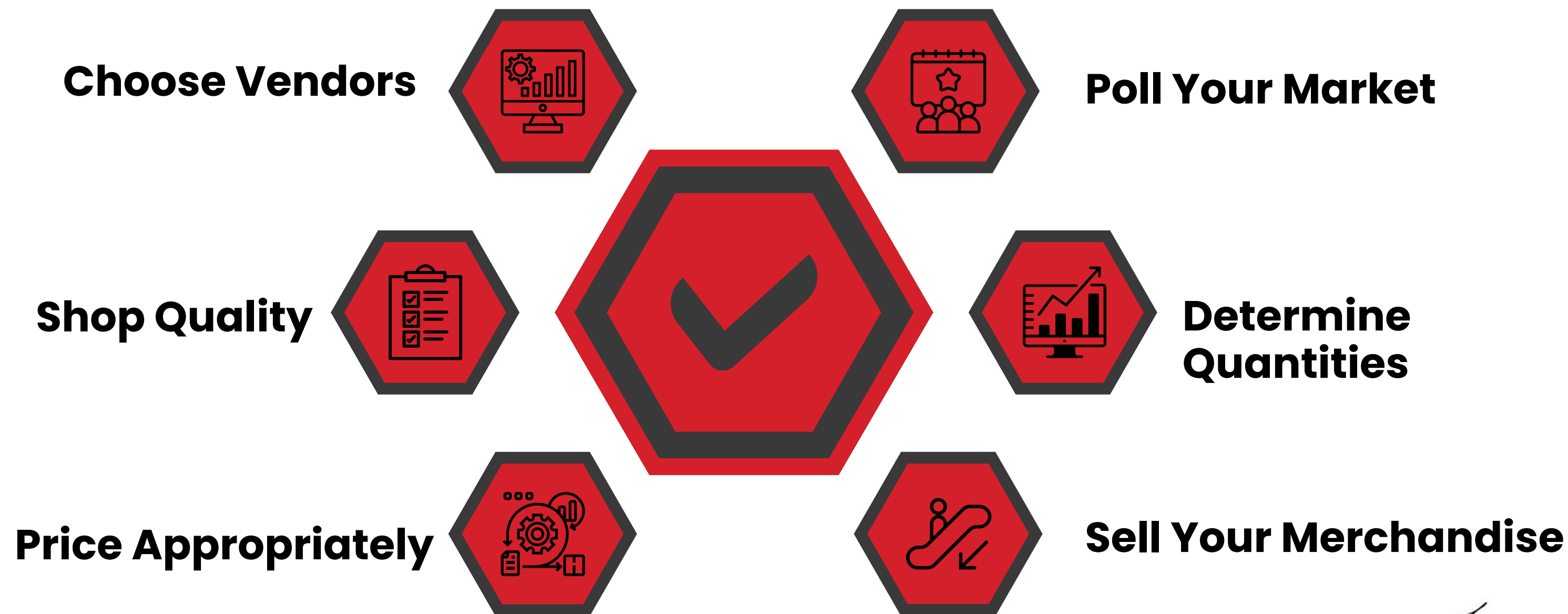


Monitor Transactions



Track Sales

# Key #3: Inventory & Marketing



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# Marketing and Promoting Your SBE



## Social Media



## In-School



## Digital



# Additional

## TIPS FOR DESIGNING YOUR STORE

- 01 Make Your Space Inviting and Organized
- 02 Creating an Eye-Catching Store Layout
- 03 Highlight Products with Attention-Grabbing Signage and Displays
- 04 Train on Customer Service and Product Knowledge Training










# Titan Spirit Box

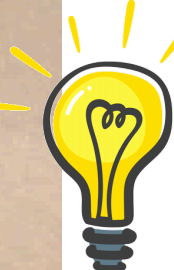
ACHS 2nd SBE Est. 2023

## 3 Keys Summarized

 **Set up student systems** and departments to enhance student success and manage retail operations.

 **Introduce diverse touchpoints and payment systems** for efficient monitoring of sales and expenses.

 **Select and acquire products accurately** for effective advertising and marketing to attract and retain customers.

 **Extra Tip: Create a well-structured environment** and offer customers a delightful shopping experience.



# THE LASTING IMPRESSION VIDEO



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**I'm not saying I'm gonna  
change the world, but I  
guarantee that I will spark  
the brain that will change  
the world.**

*Mocah*

Tupac Shakur

# Contact Me



SCAN ME



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