

SBE News: a golden trio in Northern Virginia

In the past two years, a group of three chapters in Loudoun County, Virginia, have become certified as Gold Level School-based Enterprises. One of the moving forces in this achievement was **Julie Kandik**, the chapter advisor at **Broad Run H.S.**

Julie and fellow advisor **Diane Petrella** of **Park View H.S.** decided to try for the certification together, supporting each other as they moved through the process. They both achieved the certification. (Specific advice is in the article at the right.)

Then **Dominion H.S.** opened, and **Sandi Tucker** became its DECA advisor. Sandi was also interested in obtaining certification, so Julie and Diane mentored her through the process. The successful cooperation among these professionals has stirred up interest among other advisors in the county.

We talked with Julie Kandik on the first day of school. She explained that since her school store is a lab experience, her efforts with the store tie directly into her curriculum. She says one tip for making the store successful is to work it into her classes from the start. Already, on the first day of classes, she was talking with students about the store and organizing the work. She needed a group to sell items at the football game Friday night, and because she had trained some juniors last year, she had experienced students available.

Why go for certification?

Looking back, Julie is glad she has achieved the Gold Level School-based Enterprise certification. Their manual, the certificate and the plaque to which they add their renewal coin token each year are wonderful promotion pieces. They impress her school administration, the parents of her members and the members themselves. Of course, pride is a great motivator for a DECA chapter.

By the way, showcasing the store to her administration has helped explain some of her teaching methods. Her principal came to observe her class on a day when what he saw was a group of 10 to 15 students watching a video. As he was about to leave, she said, "Why don't you come back here and see what's going on?" The other half of the class was learning to run the cash registers for the store. She explained that she would swap out the students so that everyone had a chance to learn and to view the video. This was the first time the principal had ever been in the store. Now that he sees how it connects to her class, he visits often and is happy with what he sees.

Julie got involved with SBE certification after she attended a workshop conducted by Sissy Long, DECA's SBE project coordinator, at the North Atlantic Region Conference. She had already been looking at the materials on the Internet (www.schoolbasedenterprises.org), and Sissy's workshop convinced her that the documentation required for the certification addressed functions she and her students were already performing in their school store. For example, one task was to set an obtainable goal for proper product mix. Since Julie ties her

SBE closely into her curriculum, she realized that determining a proper product mix was a necessary part of her curriculum. When she looked at the certification requirements that way, she saw that she and her students were already doing the work. So why shouldn't they go for the certification?

How to approach the certification tasks

Julie has used two different approaches to producing the certification manual. The first time she did it, she enlisted the efforts of three of the store's student managers. They were good students, and they wrote the entire document. They broke the task down into the standard they wanted to achieve for each section of the program. (See the sidebar on the next page for an explanation of areas and standards.) Then they set a goal of writing a standard every day. The second step was to go through the pictures they had collected and see where they might need additional photographs. Julie now says that this method of producing the manual was "challenging."

The second year she organized the task differently. They divided up all of the standards and assigned a different student to write up each standard. Then two people edited the complete document for consistency and flow. She feels this way was easier. The work was done in class for class credit and was completed in only one or two class periods.



*School store at Taylor County H.S. in Kentucky
Patty Evans, Advisor*



*School store at Bradford H.S. in Wisconsin, Sue Schleicher
and Laurie Lebmann, Advisors*

As with the writing of any manual, the step-by-step process is the best way. While the final result looks impressive, it is just the result of its smaller parts.

Fortunately, the heightened need for testing in schools has been a boon to Julie's program. Her school has inserted two "flex periods" into the day. During those times, students who need to do remedial work can go to an appropriate place for extra help. But those who are up to standard can use that time to work with the marketing teacher on projects. Although Julie has a spread of ability levels in her classes, she has been able to enlist some excellent students. She says it took time, but now her efforts are paying off. There's something for everybody to do, and everyone is excited.

Julie Kandik, by the way, was a major contributing writer for the South-Western, Thomson text called *School Store Operations*. The book is a DECA product of the highest quality. Julie's fellow writer was **Arlene Gibson**, formerly advisor at the Randolph Career Center in Michigan.

Basics of SBE Certification

A school's SBE can be certified at the bronze, silver or gold level. The Guidelines spell out 12 areas of achievement and then list standards for each level under those areas. The areas are: curriculum/student achievement; accounting measures; space, facilities and equipment; location and accessibility; performance measurements; endorsement/support; goals; general business practices; student accountability/involvement; merchandising/promotion/display; high performance factors; and marketing mix.

Each of these areas can be completed at either the bronze, silver or gold levels. The standards for each level are very specific, and forms for documenting achievement are provided in the certification guidelines at www.schoolbasedenterprises.org.

After a chapter achieves the Gold Level of certification, they can recertify for four years with a smaller manual reflecting only five of the areas listed above. After four years of recertification, they will have to produce a complete certification document as they did at the start.

Bronze or silver level SBEs are recognized at the state level. SBEs that achieve at the gold level (certification or recertification) will be eligible to bring an advisor and one to three student managers to the ICDC, with approval of the state advisor. At ICDC they will be recognized and receive an award.



(Above) School store at Broken Arrow H.S. in Oklahoma
Susan Krebsbach, Advisor



(Right) School store at Eldorado H.S. in New Mexico
Lee Ann Johns, Advisor



(Above) School store at Broad Run H.S. in Virginia
Julie Kandik, Advisor



School store at Bradford H.S. in Wisconsin