

# BULLDOG EXPRESS

## School-Based Enterprise



“Out of Books and Into Life”

# BULLDOG EXPRESS 2009



# STUDENT EMPLOYEES



# VISION/MISSION

- Student Readiness Skills
- Life Skills
- Cooperative Education
- Community
  - Communication
  - Services
- Interests in CTSOs

# OBJECTIVES

- Students will be able to:
  - Market Research
  - Plan Development
  - Operations
  - Management
  - Accounts  
Receivables/Payables
  - Promotional
  - Security
  - Customer Service
  - Employee Management
  - Personal Success
  - Graduation and Beyond
    - Immediate job offering
    - Entry level management
    - Entrepreneurial ambitions

# WHAT STUDENTS DO

- Lease Agreements
- Floor Plans
- Business Plans
- Marketing/Advertising
- Accounting/Bookkeeping
- Management
- Training
- Loss Prevention
- Inventory
- Payroll
- Scheduling
- SNAP & USDA
- Daily Operations
  - Open/close store
  - Cash drawer
    - (to include proper money return)
  - Ordering
  - Receive orders
  - Work with credits/returns
  - Facing
  - Cleaning
  - Overstock
  - EBT/Debit/Credit
  - Customer Service
  - Food handling

# NOT JUST ABOUT ...

- Elementary (Money—Learning Objective)
- Art (Logo)
- FACS (Nutrition)
- Ag Construction (Demolition)
- Greenhouse (Misc items sold)
- Community (Farmer's Market)
- Miscellaneous Departmental Classes
- Bank (Lease, Property Contribution)
- Industrial Arts (Deli)



# STUDENTS

- Students
  - 2008/09
    - 20 Students
      - All entry level
  - 2009/10
    - 23 Students
      - Middle management (Year 2): 14
      - Entry level (Year 1): 9
  - 2010/11
    - 11 Students
      - Upper management (Year 3): 1
      - Middle management (Year 2): 7
      - Entry level (Year 1): 3
  - 2011/12
    - 12 Students
      - Upper management (Year 3): 3
      - Middle management (Year 2): 4
      - Entry level (Year 1): 5



# HOURS OF OPERATION

## – Fall/Winter/Spring

- Monday – Friday
  - 1:30 pm – 6:00 pm

## – Summer

- Monday – Friday
  - 11:30 am – 8:00 pm

# HISTORICAL STRATEGY

- Planning Year
- Operational Year 1
  - Policies/Procedures/Curriculum
- Operational Year 2
  - Delivery Service Community/School
  - Special Events
- Operational Year 3
  - Deli
  - “A New Twist”

# FUTURE

- Continue Hands-On Lab
- Student Follow Up Survey
- Expansion
  - Program
  - Building
- Purchase Buildings
- Three Year Community Survey
- Five Year Economic Development Strategic Plan (to include all businesses)
- More Grant Writing

# Bulldog Express Deli



# FUTURE BUILDING

- Building
  - 40' X 60'
  - West of Baseball Field
  - Recycled Flooring
  - Green Lighting (Skylight)
- Housing
  - Deli
  - Coffee Shop
  - Grocery Store
- Why
  - Hold All 3 Entities
  - Easier Access
  - Housing for Community Recycling Center

# COMMUNITY RECYCLING CENTER

- Located South of New Bulldog Express Building (West Field)
- Recycle Center
  - Cardboard/Paper
  - Plastics
  - Aluminum
  - Farm/Net Wrap
  - Other/Miscellaneous

# PUBLICITY

- Multiple papers across US
- School & Community News
- Fox 4 News (February 2009)
- Rural School & Community Trust (March 2011)
- “Retailing” college textbook (January 2010)
- ABC World News (October 2011)
- CBS Early Show (November 2011)
- Multiple Live Radio Show Interviews
- Work with K state Initiative and basis for research projects
- Presentations
  - JC Retired Teachers Association (December 2010)
  - MARE (February 2011)
  - MADE (August 2011)
  - Truman Lake Community Foundation (October 2011)
  - CLIMB (November 2011)
- Thesis/Portfolio
- National Association of Convenience Stores Magazine, December 2011 Issue
- Women’s World, January 30, 2012 Issue
- FDIC Article

# ABC WORLD NEWS

<http://abcnews.go.com/WNT/video/small-town-teens-rescue-14757652>





# CONTACT INFORMATION

Bonnie Seymour

500 N. Main

Leeton, MO 65761

660.653.4314 x209

[bseymour@leeton.k12.mo.us](mailto:bseymour@leeton.k12.mo.us)



Marijayne Manley

500 N. Main

Leeton, MO 64761

660.653.4314 x104

[mmanley@leeton.k12.mo.us](mailto:mmanley@leeton.k12.mo.us)

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