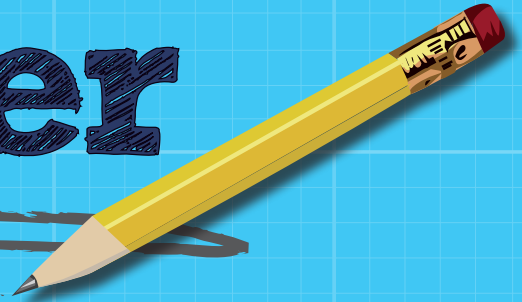


Business School Planner



Let your student
leaders run your
Book Fair as a
business!



**A comprehensive and
fully supported program
to help students lead
reading in your school!**

- ☒ **Demonstrate
leadership**
- ☒ **Develop
real-world skills**
- ☒ **Run a successful
Book Fair**
- ☒ **Earn free books
for your school**



Overview

Scholastic Business School teaches your students about the world of work in the safe environment of their school and provides them with a chance to lead.

With **tips**, **timelines** and a comprehensive **online toolkit**, our free resources will give your students the **confidence** and **independence** to run your Book Fair as a class or whole school enterprise project.

Scholastic Business School is a valuable—and fun—educational experience. Your students can apply for jobs and practise entrepreneurial skills as they plan and promote the Book Fair as a team.

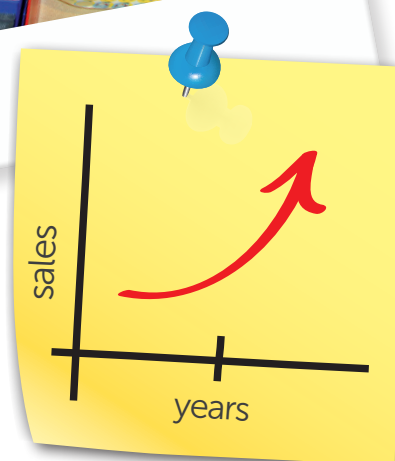
"Because of the students who ran the Book Fair, we were able to sell three times the amount we usually do! I truly believe that these students were the biggest reason we were so successful."

Christa Cordery,
Greenbrier Public School

Contact us

Call (free) on
1800 024 840

Email
customer_service
@scholastic.com.au



Scholastic Business School provides a structured, real world way for students to turn their energy into action and help lead reading in your school.

Getting started

We want **Scholastic Business School** to be simple and rewarding for you, fun and educational for your students and beneficial for your Book Fair. From building a student team, to advertising, to running the Fair and celebrating their success, we provide guidance and resources.

Here are a few tips to get you started:

1 Arrange your Book Fair

Call us on **1800 024 840** to secure your Book Fair dates and for guidance on how to get the most from **Scholastic Business School**. We recommend starting six weeks before your Book Fair arrives, but you can choose timings to suit the needs of your school.

2 Start planning

This comprehensive planner will be your essential guide to **Scholastic Business School**. Read about the variety of benefits it offers and follow the timeline and checklists for advice on what you and your volunteers can do before, during and after your Book Fair.

3 Browse our free resources kit

You can download everything you need at scholastic.com.au/bookfairs from **resumes** and **covering letters** to **clip art** and **certificates**. Over 20 different tools and templates available to make it easy for your students to implement this program.



We're here to help

Six weeks before your Book Fair arrives, you'll receive a call from your dedicated **Scholastic consultant**. They can:

- show you how to get started with Scholastic Business School;
- guide you through the online toolkit resources;
- share experiences from other schools that have run the project.



TO GET STARTED AND SECURE YOUR EVENT

CALL 1800 024 840

Create excitement

Scholastic Business School is coming! Build up the excitement and advertise the jobs to students. Soon you'll have lots of enthusiastic volunteers, eager to get involved.

Build a buzz

- ☐ PUT up the **Scholastic Business School** [teaser poster](#)
- ☐ ANNOUNCE your search for volunteers in assembly
- ☐ PLACE a notice on the school website and in the newsletter
- ☐ SEND a [letter to parents](#) outlining your plans

Advertise the jobs

- ☐ REVIEW the [job profiles](#), available in the online toolkit
- ☐ DECIDE which positions need to be filled and how many students for each
- ☐ POST the [job advert](#) on a noticeboard or send out to students
- ☐ DISCUSS the duties involved and skills needed for each job
- ☐ TALK to teachers about students they would recommend

[Download all resources in one handy Word document](#)

✓ How can your volunteers help?

The most effective way to share the Book Fair duties is to create smaller teams to focus on **advertising, finance, customer service** and other needs. Visit the online toolkit for a list of specific jobs that schools have found handy and detailed [job profiles](#) to help your students prepare.



KEY BENEFITS

Involve your students in the Book Fair and watch as they develop a sense of **ownership, pride** and a **greater understanding** of the world of work. Taking part will help them to:

- **learn** about different roles involved in running a business
- **manage** the individual responsibilities that come with jobs
- **practise** working independently and as part of a team
- **focus** on making the Book Fair a success.

Choose your team

Ask your students to apply for the jobs that most appeal to them by writing letters or CVs. Hold short interviews to discuss what's involved. Now you're ready to assemble your volunteer team.

You can make this as formal or relaxed as you like. We want to provide an opportunity to give the students a real-world experience and have a bit of fun. Select and use the elements that work best for your school.

Applying for jobs

- ☐ SET a closing date for applications
- ☐ ASK students to do one of the following in class or as homework:
 - Write a formal [cover letter](#)
 - Create a [CV](#)
 - Fill in an [application form](#)

Interviews

- ☐ SET up short, ten-minute interviews with each applicant
- ☐ PROVIDE detailed [job profiles](#) so your students can prepare
- ☐ ASK questions such as:
 - Why did you apply for this job?
 - What skills do you have that would make you ideal for this job?
 - What would you do if...? (Choose a likely Book Fair scenario.)
 - How well do you work in a team?

Assign jobs

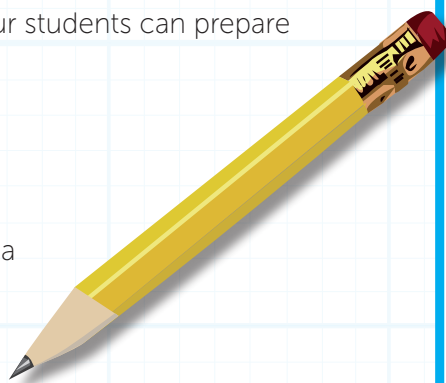
- ☐ CHOOSE at least two students per role so that they can support each other
- ☐ PUBLISH the results on a noticeboard
- ☐ CONGRATULATE your new **Scholastic Business School** team!



KEY BENEFITS

Every student has a role to play in **Scholastic Business School**. Your team should reflect the different strengths of your students and the diversity of your school. Eager to take on responsibility, your volunteers will:

- **learn** to evaluate strengths and weaknesses by applying for jobs
- **communicate** information in a variety of formats by completing CVs, covering letters, application forms and/or interviews
- **develop** time management skills as they work to deadlines
- **grow** in confidence as they make their own decisions.



Start planning with your team

With your students' input you can create a magnetic event that attracts children just like them. So, get your team together, get them inspired and get them thinking about ways to make your Book Fair great!

Using your Book Fair Planner you can help your team plan and execute the Fair.

One of our support staff will also be assigned to help your students—even meeting with them at the school where possible.

Key tasks for your team

☐ Agree on a goal

Inspire your team to success by setting a Book Fair goal together. It could be to increase traffic, sell a specific amount of books or earn a certain amount of Scholastic Rewards.

☐ Plan activities to create excitement

Your team will know what appeals to their peers so let them get creative! Tried-and-tested ideas include organising competitions or a themed fancy dress day.

☐ Discuss the best ways to advertise

Involving your students already ensures the best kind of advertising—word of mouth! They will also need to think about ways to connect with other students, parents and the local community.

☐ Review our tools

Your Planning Kit will arrive four weeks before your Book Fair, full of promotional materials. Our website has lots of useful resources too, so let your team browse for inspiration and decide what to use.

☐ Clarify duties

Make sure your team knows their responsibilities and deadlines. Keep track of progress at regular meetings but give them the freedom to make their own decisions.



KEY BENEFITS

Brainstorming with your volunteers will yield some fresh, exciting ideas for your Book Fair. Working together as a team towards a shared goal will also help your students to:

- **develop** leadership skills, make decisions and justify choices
- **communicate** more effectively with adults and other children
- **learn** how to collaborate and be open to new ideas
- **practise** different modes of speaking, listening and persuasive writing.

Start spreading the word

Build anticipation by making sure that everyone knows the Book Fair is coming soon. Now is the time for your advertising and events volunteers to spring into action!



Key tasks for your team

- ☐ START a daily countdown in assembly
- ☐ PUT up **posters** around the school
- ☐ SEND text messages, **invitations** and **letters** to parents
- ☐ PUT a notice on the school website or in the newsletter
- ☐ LAUNCH a competition to get the whole school excited
- ☐ SET up **rosters** so that all volunteers know when to attend the Book Fair

"To be honest I had never thought of asking students to get involved with advertising or promotion, but this is something I will consider for next year."

Jacqui McArdle, Librarian, St Patrick's School

KEY BENEFITS

Let your team craft a promotional campaign and you'll be amazed at the creativity and innovation on show. Planning and implementing the advertising will help your students to:

- **think** creatively, using fresh ideas to make posters, flyers, signs and more
- **consider** alternative media and technologies to reach different audiences
- **evaluate** the impact and effectiveness of different approaches.

Opening time



Your Book Fair has arrived! Once everything is set up, it's over to your browsing and customer service volunteers to ensure that all classes can view the books and that visitors can make purchases and place orders.

Key tasks for your team

- ☐ LAY out the bookcases and poster and stationery boxes safely
- ☐ SET up the cash desk for taking payment and recording sales
- ☐ DECORATE the Book Fair and put up directional arrows in hallways, etc.



- ☐ CHOOSE the competition winners and create a display for parents to see
- ☐ ANNOUNCE the arrival in assembly
- ☐ BEGIN class browsing sessions, giving out wishlists to every child
- ☐ CALCULATE traffic or takings and update on the goal chart daily



KEY BENEFITS

Your volunteers will have vital roles to play during the Book Fair, recommending books to younger students during browsing sessions and ensuring a pleasant experience for customers. Eager to help, your teams will:

- **learn** to think laterally and be creative when solving problems
- **practise** customer service and cash handling skills
- **develop** leadership skills while working as part of a team.



Packing up

Before you celebrate, there will be a bit of tidying up for everyone to do. Your inventory and accounts volunteers will need to focus on fulfilling any customer orders and calculating the final Book Fair takings.

Key tasks for your team

- ☐ PACK up the bookcases and poster and stationery boxes
- ☐ TAKE down decorations, posters and arrows
- ☐ PLACE all **customer orders** with Scholastic
- ☐ DELIVER orders to customers once they have been received
- ☐ CALCULATE and **check final takings** and share with the team
- ☐ FILL out the online cash report form and note the amount of free books earned
- ☐ ANNOUNCE the final Book Fair results in assembly and to parents



✓ Choose your free books

As a reward for their hard work, why not let volunteers make a wishlist of titles for their library or classrooms? Put their names as dedications in the front of books that they helped to earn.

KEY BENEFITS

Engaging with the Book Fair will give your students a deeper understanding of money and business. Handling payments and dealing with customers will give them valuable practical experience and help them to:

- **develop** numeracy skills by calculating daily and final Book Fair takings;
- **understand** the importance of money and keeping financial records;
- **share** information accurately, through working with Scholastic to confirm orders.

Celebrate success with your team!

Now that your Book Fair is over, it's time to celebrate! Congratulate your team on a job well done and find out what they thought of **Scholastic Business School**. Was it fun? What did they learn? What improvements would they make for next time?

Thank your volunteers

- ☐ AWARD a [certificate](#) to every volunteer
- ☐ SEND a [letter to parents](#) letting them know about their child's success
- ☐ HAND out the [evaluation survey](#) to the team
- ☐ SET up a review meeting to collate everyone's ideas and comments
- ☐ COMPLETE our [customer survey](#) – we'd love to hear from you!
- ☐ SECURE your next Book Fair date

"The Book Fair was amazing. We helped to run it and we had lots of parents coming after school so it was really busy ... We can't wait till next year."

April, aged 10, Latchford St James Primary School

"Like most school librarians I am a solo worker, so having reliable students to help during the Book Fair is fantastic, especially over busy times, like first thing in the morning, break-time and after school."

Jacqui McArdle, Librarian, St Patrick's School



KEY BENEFITS

Learning about the world of work is just one of the many benefits that **Scholastic Business School** offers.

Working as a team to make your Book Fair a success will enable your students to:

- **learn** to be reflective and evaluate their own and others' performance
- **understand** and become inspired by enterprise and entrepreneurship
- **develop** a personal sense of achievement and pride.

Find the resources you need

We've provided free resources for you to use at every step of the way. If you're viewing this online, click on the links below to be taken directly to the resource or visit **[scholastic.com.au/bookfair](https://www.scholastic.com.au/bookfair)** to browse.

Before your Fair

Planning

[Business School Planner](#)

Advertising and applying for jobs

[Job profiles](#)

[Teaser poster](#)

[Volunteer recruitment poster](#)

[Job advert](#)

[Job application form](#)

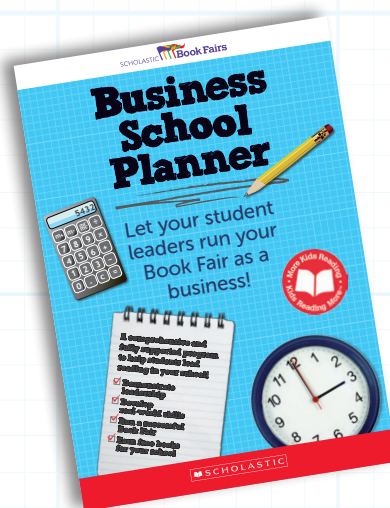
[CV sample](#) and [template](#)

[Cover letter sample](#) and [template](#)

[Introductory letter for parents](#)

[Book Fair staffing roster](#)

[Clip art](#)



During your Fair

[Class browsing session roster](#)

[Sales record sheet](#)

[Customer order record sheet](#)



After your Fair

[Cashing up sheet](#)

[Scholastic Business School of the Year Award entry guide](#)

[Volunteer evaluation survey](#)

[Volunteer certificate](#)

[Thank you letter for parents](#)



[Download all resources in one handy Word document](#)