



ACADEMY  
*of* BUSINESS  
CLAIREMONT HIGH SCHOOL

# Running Your Academy Like a Business

Clairemont High, San Diego  
[www.AcademyCHS.org](http://www.AcademyCHS.org)

# Purpose

- To share the responsibility of running the Academy across multiple stakeholders



# Goals

- Increase student and teacher involvement
- Empower students: Train future leaders, higher % of students in leadership
- Solve problems and create manage systems
- Help to accommodate growth



# Overview of Departments





# Finance Team



**Mission:** The Academy Finance Team is in charge of budgeting & accounting for all academy events, fundraisers, and activities.

We oversee cash-flow, monitor and budget spending, and track and analyze fundraising.



# Finance Team

## Team Duties

- Create and monitor a budget for the Academy
- Track all deposits, withdrawals, and reimbursements
- Collect data on revenue; propose fundraising plans
- Handle payment / cash register at fundraisers and events
- Create monthly financial reports

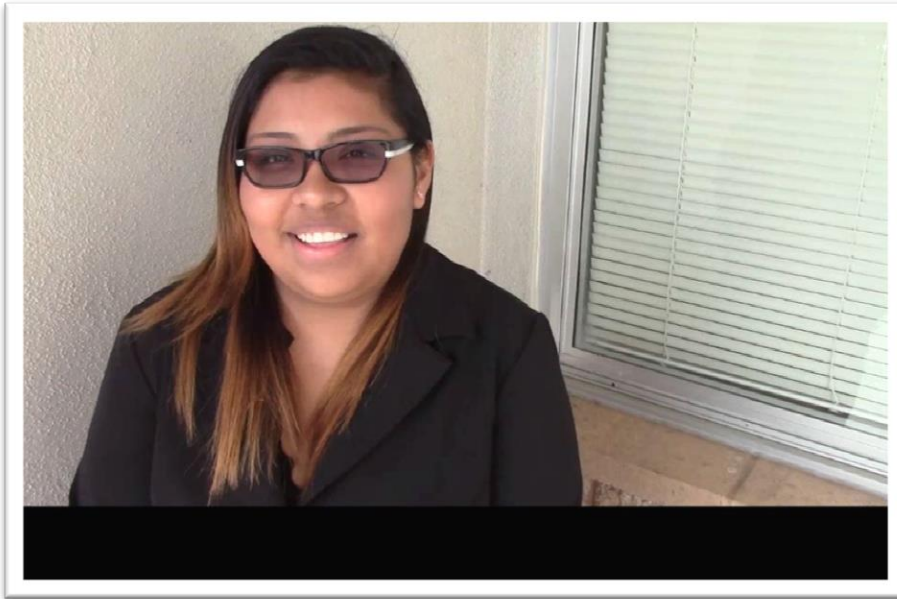








# Marketing



**Mission:** The Academy Marketing Team is in charge of creating and maintaining a positive image for the Academy on the CHS campus and in the surrounding community. We oversee all aspects of publicity, including creation of promotional materials (digital & print), advertising campaigns, and event promotion.





# Marketing

## Team Duties

- Create promo video shorts, PSAs , infomercials for Academy
- Create & manage social network (Facebook, YouTube, Twitter)
- Create and order promo T-shirts, banners, pens, giveaways
- Promote the new building on campus and to the community
- Create presentations for marketing to feeder schools
- Make flyers, banners, and signs for Academy events
- Take pictures and video at Academy events



Academy of Business

*"Lighting the path to success"*

Clairemont High School

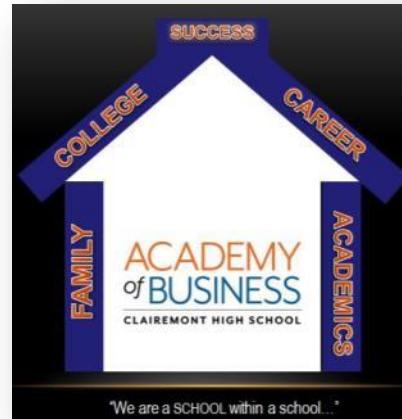
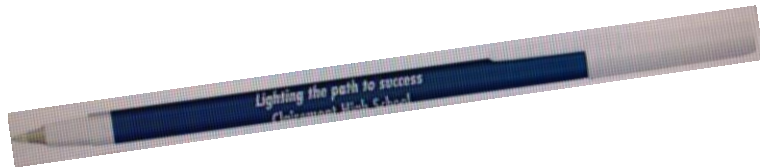
[www.AcademyCHS.org](http://www.AcademyCHS.org)

**Ranked in the top 1% of California Academies**



# Marketing Team Accomplishments

- Signs for new building
- Sweatshirts & polos, pens
- Recruitment:  
presentation design,  
poster & lawn signs





# Human Resources Team



**Mission:** The Academy HR Team fosters a positive work environment and family atmosphere in the Academy.

We develop and implement systems for recognizing student achievements. Our team also oversees fundraising and planning for the end-of-year trip.



# Human Resources

## Team Duties:

- Oversee cross-grade level activities, AOB “buddy” mentoring
- Create monthly student awards & incentives for recognition
- Create new ways of raising morale and community in AOB
- Track student participation in Academy activities
- Organize community service activities
- Organize fundraisers and plan Senior Trip





# Human Resources Accomplishments

- Rummage sale
- 10<sup>th</sup> grade intervention activity
- 3.0 club recognition
- Planned and executed Academy fundraising





# Event Planning



**Mission:** The Academy Event Planning Team brainstorms, plans, and organizes Academy extra-curricular activities including holiday celebrations, fundraisers, and trips.





# Event Planning

## Team Duties:

- Plan and organize monthly Academy team-building events
- Organize club activities on campus
- Create get-well and thank-you cards
- Organize celebrations for AOB students and teachers
- Plan and coordinate Academy team-building activities
- Manage carpools and sign-up for events and fieldtrips
- Plan mentor luncheons and end-of-year banquet

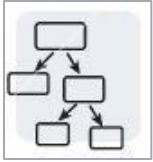




# Event Planning Accomplishments

- Scavenger hunt
- Holiday ice skating party
- Ice cream floats fundraiser
- Birthday celebrations
- Recruitment pizza party

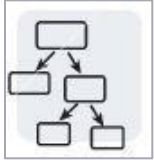




# Communications Team



**Mission:** The Academy Communications Team coordinates and manages communication of activities, achievements, and announcements to publicize and promote the AOB, keeping stakeholders informed of Academy events and activities.

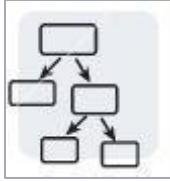


# Communications Team

## Team Duties:

- Create and send out Academy newsletter
- Update Academy with weekly e-mail announcements
- Manage Academy contact list & Academy alumni list
- Send invitations for Academy events
- Parent communication





# Communications Accomplishments

- Newsletter: conducted interviews, researched articles, designed & published
- Parent Letters: marketing to 9<sup>th</sup> Gr
- Announcements



# Executive Team

**Mission:** The Academy Executive Team will oversee the individual departments and ensure clear communication amongst the teams. Student managers will lead meetings, delegate work, problem-solve together, and participate in leadership training.







# Executive Team



## POSITIONS:

- CEO – Chief Executive Officer (President)
- CFO – Chief Financial Officer (Treasurer)
- Marketing Manager
- HR Manager
- Communications Manager

## QUALIFICATIONS:

- Must be an Academy Senior
- GPA of 3.0 or higher
- Record of good attendance and citizenship
- Leadership potential and good communication skills
- Commit to two meetings per week

# How You Can Get Started

Step 1

- Identify academy needs
- Brainstorm what needs to be done

Step 2

- Consider staff strengths and expertise
- Assigned duties to each team

Step 3

- Student application process
- Interview & selection

Step 4

- Team Strategic Planning
- Develop procedures

# ACADEMY of BUSINESS

CLAIREMONT HIGH SCHOOL

## Academy Leadership Teams Application 2013-2014

**DIRECTIONS:** Before completing this application, please be sure you have read the Academy Team Descriptions online at [AcademyCHS.org](http://AcademyCHS.org). Please complete this form in blue or black ink and print NEATLY. Be sure to complete both sides. You may attach additional forms if needed. You may also choose to download an editable version of this document and type your answers, and print a hard copy to submit. (Visit the Academy website to download the electronic version.) You may submit this application to any Academy teacher. You may be called for an interview after your application has been reviewed. Deadline to submit: \_\_\_\_\_

Name: \_\_\_\_\_

Grade: \_\_\_\_\_ # Years in Academy: \_\_\_\_\_ Current Cumulative GPA: \_\_\_\_\_

Please check the team(s) and/or position(s) you are interested in applying for. If you check more than one, please rank your choices next to each option (1 = first choice position, and so on).

- |                                                            |                                                                                    |
|------------------------------------------------------------|------------------------------------------------------------------------------------|
| <input type="checkbox"/> Executive Team Member _____       | <input type="checkbox"/> CEO, Executive Team President (12 <sup>th</sup> Gr) _____ |
| <input type="checkbox"/> Finance Team Member _____         | <input type="checkbox"/> CFO, Finance Team Treasurer (12 <sup>th</sup> Gr) _____   |
| <input type="checkbox"/> Human Resources Team Member _____ | <input type="checkbox"/> HR Team Manager (12 <sup>th</sup> Gr) _____               |
| <input type="checkbox"/> Marketing Team Member _____       | <input type="checkbox"/> Marketing Manager (12 <sup>th</sup> Gr) _____             |
| <input type="checkbox"/> Event Planning Team Member _____  | <input type="checkbox"/> Event Planning Manager (12 <sup>th</sup> Gr) _____        |
| <input type="checkbox"/> Communications Team Member _____  | <input type="checkbox"/> Communications Manager (12 <sup>th</sup> Gr) _____        |

**Schedule Availability:** (for each day & time listed below, please check your general availability)

	Lunch (11:30 – 12:05)	After School (2:15 – 3:30)	Evenings (5:30- 7:30 pm)
<b>Mondays</b>	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable
<b>Tuesdays</b>	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable
<b>Wednesdays</b>	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable
<b>Thursdays</b>	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable
<b>Fridays</b>	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable	<input type="checkbox"/> Available <input type="checkbox"/> Can be flexible <input type="checkbox"/> Unavailable

# Application

## Overview:

The Academy of Business is proud to offer several leadership opportunities for students grades 10-12. The Executive Student Leadership Team is a registered campus club with ASB. The Executive Leaders each oversee a team of other student leaders who focus on specific branches and meet weekly at lunch to plan events, organize fundraisers, and problem-solve issues in the academy.

Each team will have its own advisor (an Academy teacher) and its own meeting time. Team members will be responsible for carrying out the duties of that team. Leaders of each team will then report progress back to the Executive Team.

## Commitment:

Academy Student Leaders make a big commitment: they are expected to not only fulfill the duties of their specific positions and attend each meeting, but also set an example for the rest of the academy student body. This means Leaders should attend class daily, keep up in their academics, and respect staff members at all times.

Those on the Leadership Team are also expected to attend as many Academy activities outside of school as possible. For more details of the commitment involved, view the Leadership Team Officer Contract.

## Application Process:

Students wishing to be in a position of leadership must:

- (1) Read about the available positions carefully, and consider the commitment
- (2) Apply by filling out the Leadership Team Application and submitting by: \_\_\_\_\_.
- (3) Once an application is submitted, students will be interviewed by the Academy staff and appointed to one of the positions detailed below. The teams are listed below and their descriptions follow.

- [Executive Team](#)
- [Finance Team](#)
- [HR Team](#)
- [Marketing Team](#)
- [Event Planning Team](#)
- [Communications Team](#)

# Process to Keep It Running



# Looking Forward



Year 1:  
Processes

Year 2:  
Refinement

Year 3:  
Sustainable  
System

↖  
**It all starts with a  
great staff team!**

# Positive Impact!

- Delegation
- Ownership
- Leadership
- Productivity
- Family





Any Questions?

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