

Weeks 35-36: Business Plan & Growth Planning

Analyzing print shop performance

At the end of each school year, we take time to reflect with students on everything we accomplished. We review our sales, discuss which products performed well and which didn't, and verify that all invoices have been paid. We also temporarily close the website for the summer, posting a message letting customers know we will reopen in the fall.

We then complete an inventory of remaining paper and ink and create a list of supplies we'll need to purchase for the upcoming year.

To celebrate students' hard work, we give seniors a personalized banner or yard sign as a thank you for their contributions. Returning students receive school logo stickers they can use to decorate their iPads.

Over the past years we have found that our best-selling products are:

Kindergarten Graduation yard signs

Personalized High School Senior Banners

Personalized High School Senior Yard Signs

School logo stickers (made with Charlie)

Personalize Vinyl Banners with grommets

The most challenging part of keeping the print shop running from year to year is the constant turnover of students. We lose seniors and bring in brand-new students annually. Some stay with us throughout their entire high school career, while others move on because their interests change or their schedules become too full.

Training a new group each year can be difficult. Some years we're lucky and have a fantastic crew who work independently and confidently. Other years, we have a group that struggles with the basic skills needed in the shop.

Setting goals for the next year

Keeping the shop going from year to year can be difficult. Setting goals at the end of the year helps get you focused when the new school year begins in the fall.

Use this [Student-Led Print Shop: Annual Planning Form/Goal Setting Ideas](#) form to help you and your students plan for next year.

Reflection activities and celebration of achievements

It is important to look back over the year of hard work and reflect on the growth you have seen in the students. Here are some activities to help your class reflect on a job well done:

Look back and Reflect

Have students look back at

- Their very first print project
- One of their most recent projects

Then guide them in reflecting on how their technique, design sensibilities, troubleshooting abilities, and confidence have changed.

Portfolio Showcase + Reflection

Have students curate a portfolio of their best work—signs, stickers, banner designs, etc. Pair it with a short written or video reflection on:

- What they're most proud of
- Skills they gained (technical + soft skills)
- Projects they would approach differently now
- How their teamwork evolved

You can display these during an end-of-year celebration or even turn them into a printed booklet.

Print Shop Awards Night

A fun and low-pressure award ceremony with categories such as:

- Fastest Troubleshooter
- Cleanest Screens / Tidiest Workspace
- Most Improved Designer
- Best Multitasker
- The “Calm During Chaos” Award
- Customer Favorite Project Winner

Play music, show a slideshow of the year, serve snacks—make it memorable.

Congratulations! You have had a successful year of learning about all the facets of running a student-led print shop! It is exciting and it takes a lot of hard work, but it is very rewarding!