

**Learning with Public Purpose**  
**A new approach to the Tiger Paw Café'**  
**At East Iberville Elementary/High School**



Through marketing, advertising and early preparation with food purchasing, menu developing, price negotiations with local vendors and solicitation of community volunteers, students at East Iberville Elementary/High School will open the doors of the Tiger Paw Café on April 2, 2006 with a new approach for more time as a dine-in and a carryout deli to include the Special Education Department.

**Essential Question**

How can the school increase community

involvement through school-based entrepreneurship?

**Introduction**

The expansion of the Tiger Paw Café is an education project developed by Delores Pointer's, Angeline Williams', and Julius Morrison's, 6 and 9-12 grade classes at East Iberville Elementary/High School in St. Gabriel, Louisiana. The tiger Paw Café is the focus for integrating math, Free Enterprise, and Vocational Home Economic Skills using place and real data to teach local curricular skills. The local town council, mayor, local industry committee, school board President, other community groups and the Rural Trust have come together to make this project a reality.

**Project Goal**

- Create graphs using real data to make food purchasing, menu development, and estimated profit margins decisions.
- Research businesses in and outside of the town area to identify food specialties that are big selling items for menu development purposes.
- Evaluate various career opportunities.
- Identify the difference between monetary and non-monetary incentives and how changes in incentives cause changes in behavior.
- Write opinion essays prior to ad campaigns for the opening of the Tiger Paw Café.
- Support learning across the curriculum.
- Develop the soft skills needed to operate a business.

**Implementation**

Phase One of this project is being implemented with preparations being made for the opening of the Tiger Paw Café on April 2, 2006. Students are researching food specialty items to develop the menu, exploring advertising campaigns and slogans to market the school-based business, and other students in the school are creating charts and graphs using last year's data to assist the Vocational Home Economic students in making decisions regarding food purchasing, menu development, and an estimated profit margin. Students in the business classes are preparing for the accounting tasks. They are also looking at the software needed for storing the data on a daily basis. Phase Two is the opening day with a dine-in meal and a carryout deli to begin after the café closes for dine-in meals. The special education students will run the carryout deli.

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