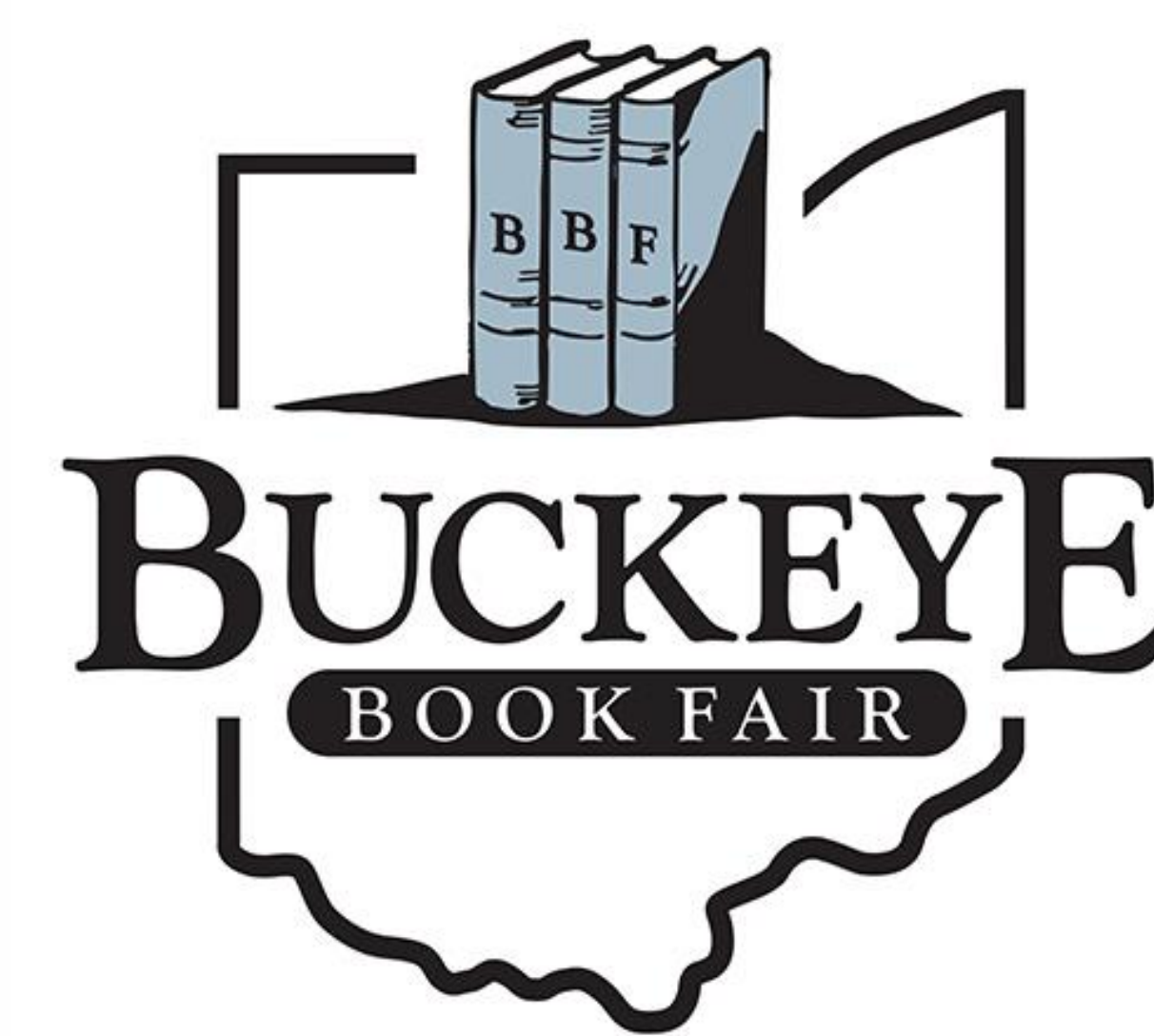




# WOOSTER

Applied Methods and Research Experience



# Buckeye Book Fair

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Our team partnered with the Buckeye Book Fair, a Wooster-based nonprofit, to enhance their operational efficiency and expand community outreach.

## OVERVIEW

- **Scope of Work:** We focused our efforts on three key areas: Marketing, Product Management, and Technical Integration. Each team member took a lead on each domain based on our strengths to maximize our impact.
- **Collaborations:** We engaged with volunteers from the Buckeye Book Fair throughout the project. Their support was crucial in enhancing our initiatives across all focus areas.
- **Volunteer Appreciation Event:** Our Volunteer Appreciation Event not only served as a social gathering but also provided a platform to showcase the AMRE team's contributions to the wider community.



## EXPERIENCE

- **Problem Solving:** Conducted due diligence and immersed ourselves in the client's workflow to understand and address specific needs.
- **Professional Development:** Collaborated with industry professionals to develop skills in producing industry-standard documentation and coding.
- **Communicating Complex Ideas:** Developed the ability to clearly communicate complex ideas, ensuring all stakeholders understood and engaged effectively with the project's objectives.



## Deliverables

### Marketing:

- Authored and scheduled 12 months of newsletter content.
- Created content for social media platforms to boost engagement.

### Product Management:

- Revamped ordering to post-event processes for efficient workflow.
- Improved volunteer coordination strategies to streamline event activities.

### Technology Integration:

- Deployed Automated ISBN Scanning System for inventory tracking, and an Automated Data Entry System for author registration, complete with comprehensive user guides.
- Redesigned the Author Registration Process, the Point of Sale and Customer Checkout systems to improve operational efficiency.

### Volunteer Training:

- Produced a series of training videos to equip volunteers with essential skills for various roles, ensuring they are well-prepared for the event.
- These videos cover logistics, inventory management, setup procedures, and post-event activities.

## ACKNOWLEDGEMENTS

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