## WittCAM Projects Spring 2012
**As of 10/25/11**

### Nearly New Shop
**Project Assistance:** The Nearly New Shop is a thrift and consignment shop run only by volunteers. It is owned and operated by The Young Women’s Mission which is the oldest service group in Clark County, founded in 1898.

The shop seeks to put some “zip and life” into its store by redesigning the store. It also seeks assistance in marketing and possibly cost-savings opportunities.

Especially appropriate for students with an interest in retailing.

- **Pre-requisite:** MGT 340/BUSN 340
- **Team size:** 3-4
- **Credits:** 4

### Roediger Realty
**Project Assistance:** Roediger Realty has been in business for over 20 years and has sold thousands of homes using their unique reduced and discounted price business plan. The company has collected a lot of financial/sales information over the years. They would like assistance consolidating the sales information and helping the company to future growth.

Especially appropriate for students with an interest in data management, data analysis.

- **Pre-requisite:** MGT/BUSN 225, MGT/BUSN 226, MGT/BUSN 210; MGT/BUSN 340 would be helpful, not required.
- **Team size:** 3-4
- **Credits:** 4

### Springfield Christian Youth Ministries
**Project Assistance:** Springfield Christian Youth Ministries (SCYM) is a nonprofit organization that works with at-risk youth in Springfield. They are seeking assistance in marketing, including: identifying new, creative, low-cost strategies for creating awareness of SCYM locally to potential donors; creating new display materials to promote SCYM at community events; and maximizing use of their current website and blog.

Especially appropriate for students with an interest in marketing.

- **Pre-requisite:** MGT 340/BUSN 340
- **Team size:** 3-4
- **Credits:** 4
**Springfield Flight Academy**  
Project Assistance: The Springfield Flight Academy is the only flight school/aircraft rental operation in Clark, Champaign, and Madison counties. They operate a Professional Pilot training program in conjunction with Clark State.

They are seeking marketing assistance to reach their high school student target market as well as a marketing plan to promote their business.

Especially appropriate for students with an interest in marketing.

Pre-requisite: MGT 340/BUSN 340  
Team size: 3-4  
Credits: 4

**Springfield Arts Council**  
Project Assistance: The Springfield Arts Council is a performing arts presenting organization. They produce a five-week 22-event summer arts festival, an 8 performance Broadway Series, and an Arts-in-the-Classroom program to 60 elementary and middle school children throughout Clark County.

They are seeking to learn more about how people learn about live performance events – what communication methods they use and rely on.

Especially appropriate for students with an interest in data analysis.

Pre-requisite: MGT 340/BUSN 340  
Team size: 3-4  
Credits: 4