

A381_2017AbstractGilstrapBrandon

Abstract

A collaborative, or collection of people who come together for a collective purpose is a rare thing, especially in business. With the creation of Book Arts Collaborative, a nonprofit community book bindery and letterpress, I was given the opportunity to embark on a journey of such rarity. Applying for, and receiving a manager's position, as well as being the only business major in the project for the entire year, I was given a lot of control in shaping what Book Arts Collaborative would look like for years to come. The success or failure of the project in its very first year rested heavily on the backs of the 23 students who would at some point be involved in the project, and we rose to the challenge. The business skills, tasks, and positions I would hold and mold will shape the business side of Book Arts Collaborative for future students. Thus, I have created this guide, detailing the journey Book Arts Collaborative has taken over the past year, the business decisions and principles that have shaped it, and my suggestions and recommendations for the business managers who come after me.

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