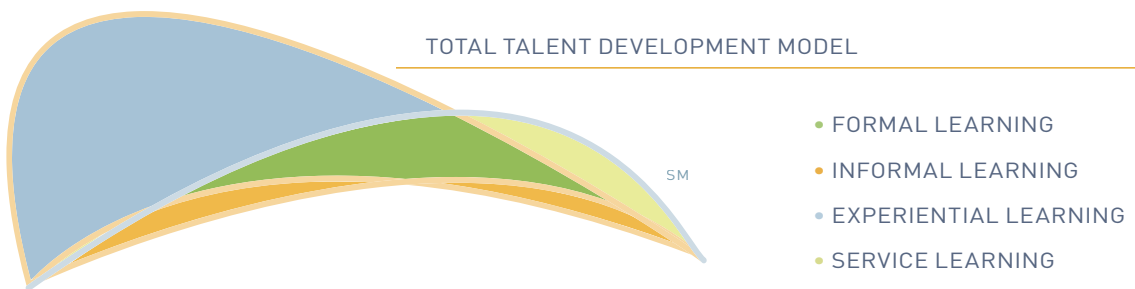


## CONCEPT OVERVIEW

In the increasingly complex and competitive college recruiting environment, employers are looking for every opportunity to gain a competitive advantage related to their ability to obtain early and exclusive access to high-potential Millennial talent. Additionally, Generation Y students are incredibly savvy as it relates to their efforts to enter the workforce and are likewise seeking every opportunity they can to stand apart and position themselves as the preferred candidate when companies come to campus recruiting members of their future workforce. To that end, Cofer Consulting Solutions, LLC has created a framework for planning and executing a customized event that meets the needs of both employers and students. Best of all, this unique product offering can be facilitated via on-campus career services offices. The event becomes an offering that career services can provide to their very best and most loyal employers in response to their call for continued innovation and creativity related to the delivery of on-campus, college recruiting services.

The customized event, structured as a weekend retreat provides a win-win opportunity for both students and employers. Students express their interest via a structured application process. The application process can assume a look and feel consistent with the needs of the host university and sponsor employers. The applications are reviewed and only the very best are selected as participants in the weekend. Selection criteria are determined via a collaborative process engaging both the host university and sponsoring employers. The event would commence Friday evening during dinner and would conclude over lunch on Sunday. During the weekend, students and employers would participate in a series of planned activities influenced by Cofer Consulting Solutions' innovative Total Talent Development model or T<sup>2</sup>D<sup>SM</sup>. T<sup>2</sup>D<sup>SM</sup> leverages four independent yet interrelated elements of learning. They are:



Leveraging the framework outlined above, the weekend's schedule is customized to meet the needs and inputs of both the host university and the sponsor employers. The opportunities for customization include, but are not limited to industry and/or major-specific events designed to meet the specific needs and interests of the participating employers.

A hallmark of the event is employer representation and participation throughout the entire weekend. Employer representatives have the opportunity to participate as small group discussion leaders, facilitators, speakers, panelists, team leaders, case study evaluators, and a variety of other roles that can be decided upon by the employers themselves. The purpose, afford the employers unprecedented access to these students in a variety of roles and in a diverse array of environments. The outcomes are phenomenal. Employers leave with an enhanced appreciation for the student's interests, capabilities, and most importantly, potential as it relates to joining their organization and making meaningful value-added contributions as future members of their workforce.

The incentives for student participation are endless. By way of their participation in this event, they will experience nearly 2 days of non-stop leadership and professional development related activities and events. They will walk away with many more tools in their toolbox than they possessed prior to the start of the weekend. A few of the competencies and skills emphasized during the weekend include:

- Decision Making
- Communication Skills
- Crisis Management
- Interpersonal Skills
- Trust Building
- Problem-Solving
- Team Dynamics
- Creative Thinking
- Process Improvement
- Self-Discovery

Additionally, participating students will experience a "jump start" as it relates to their efforts to secure a meaningful and value-added internship. Underclassmen realize the importance of obtaining an internship early in their college experience if they expect to compete for the very best full-time entry level positions upon graduation. Based upon the timing of the event, and the expectation on behalf of participating employers that student participants will serve as their top tier selections that year and will be some of the first to receive offers, the up-side for students truly is boundless.



## SAMPLE EVENT AGENDA

### *Friday Evening*

Dinner with Speaker

Round 1 Team-Building Event / Case Study

Workshop #1 :: 90 Minutes

### *Saturday*

Breakfast

Workshop #2 :: 90 Minutes

Break

Workshop #3 :: 90 Minutes

Lunch

Employer Panel (*topic TBD*)

Community based service project(s)

Dinner

Evening Experiential Learning events  
(*team-based competition*)

### *Sunday*

Breakfast

Employer Fair

Interviews

Lunch/Event Conclusion

## PROPOSED TIMING

The event is billed as an exclusive and premiere event. It should occur early enough in the intern recruiting cycle that student participants afford themselves the opportunity to gain a competitive advantage in the selection process. Additionally, for employers, hiring outcomes made as a product of this event should be the first inputs to that year's intern pipeline, thus ensuring a solid foundation for the remainder of the season's hiring activity.

## PROPOSED EVENT SIZE

The ideal number of student participants is 30. That size ensures a high-touch, high-quality experience for all involved. As it relates to participating employers, that number should not exceed 5. Again, by way of their participation in this event, employers want to ensure themselves something "different" than every other recruiting event they participate in. The difference here is that every student participant will be of exceptional quality (that is supported by the application and review process), high-touch interaction with the students and limited competition as it relates to attracting the very best talent from the weekend.

## OVERVIEW OF ROLES

All aspects of event planning, design, delivery and evaluation are handled by Cofer Consulting Solutions. While working closely with both university and employer representatives, we will extract all of the inputs required to successfully orchestrate and execute the event. Employers support the event financially by way of their sponsorship and the investment of time related to the planning of the event, review of applicants (if so desired), and participation in the event. Additionally, employers assume the cost related to any travel required for their participation in the planning and/or event itself. This is limited to transportation and overnight accommodations as all event meals (beginning with Friday dinner and ending with Sunday lunch) are included as part of the weekend experience. University career services representatives serve as hosts to the event and facilitate access to on-campus resources required by Cofer Consulting Solutions to successfully plan and deliver the event. They are invited and encouraged to serve as participants during the weekend.

## SAMPLE EVENT PRICING

Total Event Price: \$3,500 - \$5,000 per Employer

Assumes 5 employers, 30 student participants and 20 "other" participants to include but not limited to:

- Employer Representatives (10 over the entire weekend, 2 per employer)  
*Note: employer representatives could rotate during the weekend*
- Career Services Representatives (2-4 recommended)
- Student Assistants (2-4 if deemed necessary; employer / career services participation mitigate need)
- Cofer Consulting Solutions Representatives (2)

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## CONTACT

For more information please contact us via email at [info@coferconsulting.com](mailto:info@coferconsulting.com) or call our toll free number 877.TO.HIRE.YPS.

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