



PROPOSAL

Overview

Twice a year, Colorado School of Mines holds a large career fair for its students, recent graduates, and alumni. The next career fair will be held on Tuesday, September 14, 2010. We will also hold a spring event on Tuesday, February 8, 2011. Normally, these events bring in 175 - 200 local, regional, national, and international companies. These companies all together bring approximately 550 – 800 recruiters (250 – 400 cars).

Many of these companies continue to stay on campus to conduct interviews throughout the week of Career Day. Several weeks after event, the college's actual recruiting season begins. Another 140-160 companies return to the campus for additional presentation and interviews throughout October and November or March, April, and May.

Currently, the recruiters park in the Mines visitor parking areas, or at their respective hotels. Most who park on campus, stay on campus, and do not take advantage of the unique character that the wonderful retail shops and restaurants the Downtown Golden has to offer. The reasons include location of their parking, transportation to the area, and lack of information as to what is in Downtown Golden.

Proposed Collaboration

Colorado School of Mines Career Center would like to streamline the current parking process by centralizing the location to Downtown Golden's covered parking structure. The intent is not to request the use of the facilities exclusively, but use this in conjunction with other non-event visitors. Because the event participants would be going through downtown, the opportunity exists to increase the visibility and economic opportunities of commercial Downtown Golden residents.

Colorado School of Mines would communicate to all event companies the parking venues for the event. It would be the responsibility of the event project manager to provide signs, as well as parking staff at the structure to ensure a smooth traffic flow. The parking staff would also ensure that only the allotted / designated spaces were used. Several vans would be in operation to provide transportation to and from the school. The van pick-up and drop-up location will be determined by the project manager and GURA representative.. If requested, the event project manager would work with the GURA representative to have the commercial residents sign a petition for the use of the parking structures.

In exchange for use of the Parking Garage, Colorado School of Mines will create and distribute in, hard copy and electronic format, a coupon book and map to all recruiters on campus. If requested, this could also be distributed to students, graduates and alumni. Colorado School of Mines Career Center will also include a full page ad in the Career Day Program Guide advertising the businesses and amenities. The responsibility for the communication of this marketing plan would be assigned to Colorado School of Mines.