



NOTICE OF REGULAR MEETING
Park Board of Trustees of the City of Galveston
Workforce Development Committee
Wednesday, September 14, 2022, 9:00 a.m.
Park Board Plaza Board Room - 1st Floor
601 Tremont
Galveston, Texas 77550

- I. Call Meeting To Order
- II. Pledge Of Allegiance
- III. Roll Call And Declaration Of A Quorum
- IV. Conflict Of Interest Declarations
- V. Requests To Address The Committee
The public shall be allowed to provide comment to the committee regarding one or more agenda or non-agenda items. All requests to address the committee must be submitted in writing and can be presented to the committee reporter the day of the meeting or by completing the Public Comment Form available on the Park Board of Trustees website at the following link prior to the start of the meeting:

[HTTPS://WWW.GALVESTONPARKBOARD.ORG/FORMS.ASPX?FID=65.](https://www.galvestonparkboard.org/forms.aspx?fid=65)
- VI. Discuss And Consider Approval Of Meeting Minutes

Documents:

[5.11.22 - WDC MINUTES DRAFT..PDF](#)
- VII. Discuss Workforce Development Committee Annual Work Plan For FY23 (Cissy Matthews, 10 Minutes)

Documents:

[DISCUSS WDC ANNUAL WORK PLAN FY23.PDF](#)
[PROPOSED WDC WORK PLAN FY23.PDF](#)
- VIII. Presentation And Discussion On Internship One Sheet (Neil Murphy/Kellie Rooks, 10 Minutes)

Documents:

[INTERNSHIP INFORMATION SHEET.PDF](#)

NEW BALL HIGH HOSPITALITY INTERNSHIP OPPORTUNITIES.PDF

IX. Presentation And Discussion On Strategic Communications Plan (Neil Murphy, 15 Minutes)

Documents:

STRATEGIC COMMUNICATIONS PLAN.PDF
GALVESTON ISLAND PARK BOARD OF TRUSTEES WFDC EC MATRIX
EXECUTIVE SUMMARY JULY 26 UPDATE - COPY.PDF

X. Presentation And Discussion On Dual Credit Program Enrollment For Fall 2022 (Cissy Matthews/Sherry Rooks, 10 Minutes)

Documents:

DUAL CREDIT ENROLLMENT.PDF

XI. 2021-2022 Committee Work Plan

Documents:

WDC FY21.22 WORK PLAN.PDF

XII. Future Agenda Items

XIII. Announcements

XIV. Adjournment

I certify that the above Notice of Meeting was posted in a place convenient to the public, in accordance with Chapter 551 of the Texas government Code, on or before September 12, 2022, 5:00 p.m.

Approved

Cissy Matthews, Chair, Workforce Development Committee

Approved

Marty Fluke, Chair, Park Board of Trustees

Approved as to Format

Kelly de Schaun, Chief Executive Officer

Please Note Members of the City Council may be attending and participating in the discussion.

In accordance with the provisions of the Americans with Disabilities Act (ADA), persons in need of a special accommodation to participate in this proceeding shall, within three (3) days prior to any proceeding, contact the Park Board Administration

Office, 601 Tremont, Galveston Texas 77550 (409-797-5147)



**Park Board of Trustees of the City of Galveston
Workforce Development Committee**

5/11/2022 - Minutes

I. Call Meeting To Order

The meeting was called to order at 9:06 am.

II. Pledge Of Allegiance

The pledge of allegiance was recited by those present.

III. Roll Call And Declaration Of A Quorum

Roll was called and a quorum was declared.

Committee members present: Cissy Matthews, Jennifer Lamm, Eric Paul, Mar Jurado, Jeremy Bukac.

IV. Conflict Of Interest Declarations

There were no conflicts of interest declared.

V. Requests To Address The Committee

There were no requests to address the committee.

VI. Discuss And Consider Approval Of Meeting Minutes

Motion: Eric Paul motioned to approve the April 13, 2022 Workforce Development Committee meeting minutes.

Second: Jennifer Lamm seconded.

Vote Approved: (5-0).

VII. Discuss Progress On Strategic Marketing Plan (Neil Murphy, 10 Minutes)

Neil Murphy shared the current progress being made on the creation of the strategic marketing plan for the Committee and the communication matrix that will accompany it. Mr. Murphy stated that a draft of the strategic marketing plan for the Workforce Development Committee would be available to the committee at the next meeting.

VIII. Presentation And Discussion On Employer Information Sheet Highlighting Internship Opportunities And Requirements (Sherry Rooks, 10 Minutes)

Sherry Rooks presented to the committee the latest version of the information sheet highlighting internship opportunities and requirements for review and input. The committee collectively reviewed the sheet and discussed what edits needed to be made prior to its circulation. The decision was made that the final draft of this flyer would be approved at the next Committee meeting with the aim to distribute in September.

IX. Discuss School-Year Internship Programs For The 2022-23 School Year (Eric Paul/Sherry Rooks, 15 Minutes)

Eric Paul and Sherry Rooks jointly addressed the committee and shared the current and upcoming internship programs that Ball High has for the 2022-23 school year. Mr. Paul and Ms. Rooks stated that some of these programs are still in development between Galveston Independent School District and Galveston College and once the details were finalized they would be shared with the Committee.

X. 2021-2022 Committee Work Plan

Cissy Matthews presented the newly approved 2021-2022 Committee Work Plan and reviewed it with the Committee. Note was made of the revised schedule which reduces the meetings down from monthly commitments.

XI. Future Agenda Items

- Present draft of Strategic Communication Plan
- Present final draft of Internship Flyer
- Discussion of Annual Workforce Development Work Plan

XII. Announcements

The committee members announced the upcoming events at their organizations.

XIII. Adjournment

The meeting was adjourned at 10:01 am.



Agenda Item: Discuss Workforce Development Committee Annual Work Plan for FY23

Background: As part of the Hospitality Workgroup recommendations presented to the Board of Trustees and Galveston ISD, the group identified tasks designed to increase enrollment in hospitality and culinary arts courses.

The committee will discuss updates or changes to the annual work plan that will guide their focus and efforts during FY23.

Workforce Development Committee Annual Work Plan FY23

Quarter 1

<i>October</i>	<i>November</i>	<i>December</i>
Review Summer Internship Program Approve Annual Work Plan and Communications Plan	Plan for January Learning Community Tours Plan for January VIP Program for Principals/Counselors	No meeting

Quarter 2

<i>January</i>	<i>February</i>	<i>March</i>
Finalize plans for January events Participate in CTE and Learning Community Tours Participate in VIP Program for Principals and Counselors	Review seasonal recruiting plan and materials targeted at students in hospitality programs.	Review Dual Credit Programs and Enrollments

Quarter 3

<i>April</i>	<i>May</i>	<i>June</i>
Discuss and Plan Tourism Summit Opportunities Review Grant Opportunities for next school year	Participate in Tourism Summit Review School-year Internship Program	No meeting

Quarter 4

<i>July</i>	<i>August</i>	<i>September</i>
No meeting	No meeting	Discuss Annual Work Plan Updates or Changes Review Communications Plan

On-going agenda items:



Agenda Item: Presentation and Discussion on Employer Information Sheet Highlighting Internship Opportunities

Background: The Committee suggested updates at the last meeting. The document has been updated based on that information and the new version is being presented at this month's meeting.

GROW YOUR OWN WORKFORCE!

WITH A BALL HIGH SCHOOL HOSPITALITY LEADERSHIP INTERN TODAY

Galveston students are looking for opportunities to plan and develop an exciting career with the industry experts



THE PERFECT SOLUTION TO YOUR CURRENT STAFFING NEEDS!

- Each intern is a Certified Tourism Ambassador (CTA) with additional qualifications that can include:
 - TABC licenses
 - ServSafe Food Handler certifications
 - ServSafe Food Manager certifications
 - OSHA 30- Occupational Safety Health Administration certifications
- Trained & knowledgeable interns show up on time ready to work
- You, the intern host, collaborate with the program coordinator & student to design a program that fits your needs.

Don't wait! Contact Sherry Rooks TODAY!

**Sherry Rooks
MAED, MSIDT, CTA
Ball High Hospitality Program Coordinator
409-939-7052
sherryrooks@gisd.org**



Agenda Item: Presentation and Discussion on Strategic Communications Plan

Background: As part of the Hospitality Workgroup recommendations to the Board of Trustees and Galveston ISD, the group identified tasks designed to increase enrollment in hospitality and culinary arts courses.

The committee requested assistance from Visit Galveston Public Relations staff in developing a communications plan to highlight the Hospitality and Culinary Arts CTE Program at Ball High School, Galveston College's Culinary Arts and Hospitality programs, and Texas A&M Galveston's Coastal Environmental Science and Society degree, as well as highlight career opportunities in these fields.

Galveston Island Park Board of Trustees - Workforce Development Committee Engagement and Communications Tracking Matrix

Mission: GIPB PR team will continually **identify, generate, and synergize** workforce development related **Events, Milestones, and Opportunities (EMOs)** to **inform, educate, motivate, activate, and persuade** select audiences in support of ongoing sustainable workforce development efforts in Galveston. (Students, Parents, Educators)

The engagement and communications matrix is a collection of **EMOs**, presented in calendar order from the beginning of the program and by fiscal year. The intent of this method is to retain institutional knowledge, enable prioritization of efforts, and look for opportunities for progress. The matrix is largely aligned toward the **Hospitality Workforce** realm but can also include other workforce area considerations.

Measurement: Using identified channels, PR will track all actions and periodically report results to the Workforce Development Committee.

Actions: Communications and engagements support these objectives:

- **Assist** educators in **focusing and nurturing** increased enrollment in **hospitality and culinary arts** programming in local school districts.
- **Support** the **informing, educating and improving** of the **perception of the industry** with **students, teachers and parents**.
- **Lead** information coordination, support the conduct of outreach and share information on behalf of the workforce development committee, whose aim is to address the growing demand for hospitality professionals in the tourism industry.
- **Share** the story of how community leaders are responding to student desires to define career opportunities for summer jobs, internships, and student progress in increasing responsibility and opportunities.
- **Assist in fostering and encouraging** enrollment in continuing education opportunities at **Galveston College** and **Texas A&M Galveston**.
- **Share** that the island-wide cooperative is endorsed by [Galveston Independent School District](#), [Galveston Hotel and Lodging Association](#), [Galveston Restaurant Association](#), [Galveston College](#) and [Texas A&M University at Galveston](#).

Source Documents:



Hospitality and
Tourism Workforce W



Hospitality and
Tourism Workforce 3



PB Hospitality
Workforce press relea

Workforce Development Engagement & Communications - Fiscal year 2022 (provided to WFDC as needed)

Channels	Actions	Frequency	Status – Orange is TBD/in-progress Blue is complete Green is On-Plan
Galveston County Daily News & local press	Mentions in column, pitch WFD progress, Recruit/encourage WFD stakeholders to write about or mention the initiative.	Releases, Articles, Columns, TV: 6X/year CURRENT Articles, Columns, TV TALLY: 7	All articles, columns, guest editorials in The Daily News other publications - PR team, Chief of Beach patrol, and other touchpoints are available. Includes broadcast media as well. RELEASES / ARTICLES / COLUMNS / TV products: <ol style="list-style-type: none"> 1. Hospitality / Workforce Press Release (in column 2) 2. Dec 21, 2021 - GDN newspaper column - Bassett 3. Dec 8, 2021 - GDN newspaper article - Heath 4. Weekly Column- Chief of Beach Patrol Mentions Ball High Needs – Davis 5. GDN Newspaper Article - Epicurean 6. GIPB Press Release – Epicurean 7. End of year round-up about intern program – Bassett PITCHES to local press: <ol style="list-style-type: none"> 1. Pitch to GCDN – Article about formation of WFD program 2. Pitch to GCDN – End of year success/highlight students – Carnes TBD – Spotlight students and career paths available / people in the community – Names & Faces

Community Outreach events	Engage with GISD, GC, TAMU, Rotary, TRA, GICC, Kiwanis, GHLA, and school events GIPB or community leadership speaking events	8X/year CURRENT TALLY: 6	<ol style="list-style-type: none"> Epicurean event benefits the program and welcomed Interns (GDN Newspaper Article , GIPB Press Release) Festivals and Events Workshop - Panel Participation and Student Involvement Mayor Brown made opening comments (mentioned students) and the event will be live streamed at https://youtu.be/3hwhlkqT4jY and recorded for future use. Eighth annual tourism summit was a huge success Business The Daily News (galvnews.com) 16MAY - Workforce Development Summit Ball High – Alex Thomas participated. 26MAY - Galveston Island – Beach Patrol Media Event – Chief mentions employment opportunities available to students in interviews. US Army Golden Knights Educator and Influencer Events – Opportunities open to students to serve in reserves and stay in Galveston
Social: PB Facebook	Post, monitor, respond to items of workforce significance	4X/year CURRENT TALLY: 3	3 related posts with a reach of 50K.
LinkedIn	Post HR news, seek new business POCs, create connections	4X/year CURRENT TALLY: 4	4 related posts with a reach of 100K.

Future EMO considerations:

Date	Event Milestone Opportunity	Lead/Players	Intent and Engagement Strategy (Inform, educate, motivate, activate, persuade)	Select Audience (s)	Talking Points / Themes	Outputs/ Products/ Assessment/KPIs
AUG2022	TRA Convention	James	James could provide information from TRA convention. Opportunity to talk about how it relates to WFD and possible uses of information presented in the conference.	Committee members and WFDC leaders	Educational sessions from the TRA Restaurant Show in Dallas last month: https://youtube.com/playlist?list=PLmWCxCcd8X3ju_AvTxLtf3eLnAWxKc6aI	TBD
SEPT2022	Business flyer internship programs	Sherry Rooks	Aid Sherry in developing flyer and advising on distribution. POC: Kellie Rooks	Restauranteurs	(See Flyer)	TBD
SEPT2022	GIPB Workforce Development Committee Meeting	TBD - Susan	Normal Business – Possible opportunity to engage GCDN with any meeting results	TBD	TBD	TBD
SEPT2022	Early Fall	TBD	Possible 2022/23 School year kick-off article and coverage of local workforce information or advances in the programs	TBD	TBD	TBD



Agenda Item: Presentation and Discussion on Dual Credit Program Enrollment for Fall 2022

Background: Data related to Dual Credit Program Enrollment for Fall 2022 will be presented to the Committee.

Workforce Development Committee 2021-22 Work Plan

Quarter 1

<i>October</i>	<i>November</i>	<i>December</i>
Review Summer Internship Program	Review Dual Credit Programs	Plan for CTE and Learning Community Tours

Quarter 2

<i>January</i>	<i>February</i>	<i>March</i>
Participate in CTE and Learning Community Tours Plan for VIP Program for Principals/Counselors	Presentation on Certified Tourism Ambassador Training Hold VIP Program for Principals/Counselors	Review Seasonal Recruiting Plan and Materials

Quarter 3

<i>April</i>	<i>May</i>	<i>June</i>
Discuss and Plan Tourism Summit Opportunities	Review School-Year Internship Program	Review Grant Opportunities

Quarter 4

<i>July</i>	<i>August</i>	<i>September</i>
No meeting	Discuss 22.23 Work Plan	Approve 22.23 Work Plan Marketing Plan

On-going agenda items: