



**NOTICE OF REGULAR MEETING**  
**Park Board of Trustees of the City of Galveston**  
**Workforce Development Committee**  
**Wednesday, November 10, 2021, 9:00 a.m.**  
**Galveston, Texas 77550**

**The Park Board of Trustees will conduct this meeting via video conference in order to maintain social distancing guidelines to help reduce the spread of the COVID-19 virus.**

- I. Call Meeting To Order
- II. Roll Call And Declaration Of A Quorum
- III. Conflict Of Interest Declarations
- IV. 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 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).
- V. Committee Welcome And Introductions (Cissy Matthews, 10 Minutes)
- VI. Update On Credit Hospitality Certificate To Be Offered Fall 2022 (Cissy Matthews, 5 Minutes)  
  
Documents:  
  
[UPDATE ON CREDIT HOSPITALITY CERTIFICATE TO BE OFFERED FALL 2022 .PDF](#)
- VII. Discuss Hospitality Workgroup Recommendations For Spring 2022 Intern Programming (Susan Keeble, 15 Minutes)  
  
Documents:  
  
[DISCUSS HOSPITALITY WORKGROUP RECOMMENDATIONS FOR SPRING 2022 INTERN PROGRAMMING.PDF](#)  
[HOSPITALITY AND TOURISM WORKFORCE 3 YEAR ACTION PLAN.PDF](#)
- VIII. Future Agenda Items
- IX. Announcements
- X. 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 November 5, 2021, 5:00 p.m.***

**Approved**

Cissy Matthews, Chair, Workforce Development Committee

**Approved**

Spencer Priest, 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)



**Agenda Item:** Update on Credit Hospitality Certificate to be Offered in Fall 2022

**Background:** As part of the Hospitality Workgroup recommendations presented in August 2021 to the Board of Trustees and Galveston ISD, the task force had asked that additional credit options be considered for students at Ball High School.

An update on a new option being offered will be shared with the committee.



**Agenda Item:** Discuss Hospitality Workgroup Recommendations for Spring 2022 Intern Programming

**Background:** As part of the Hospitality Workgroup recommendations presented in August 2021 to the Board of Trustees and Galveston ISD, the group identified Year 1 tasks designed to increase enrollment in hospitality and culinary arts courses.

The committee will review those tasks to determine which ones will be assigned as projects for the two Ball High School students serving as interns at the Park Board in Spring 2022 to collaborate on with Park Board staff.

## **Workforce Development Program**

### **Park Board of Trustees**

#### *Proposed Program of Action*

Galveston hosts a robust tourism and travel industry, hosting upward of seven million people annually. Visitation drives one in every three jobs on the Island, making tourism the 2<sup>nd</sup> largest employer collectively on Galveston Island.

Tourism is a 'service industry' and is dependent upon a professional and well-informed work force to deliver a quality experience. For years the Park Board has expended effort to support workforce knowledge and skills. The Certified Tourism Ambassador (CTA) program seeks to provide a common basis of information for promotion of Galveston, together with customer service skills. Building on the CTA platform, the highly popular Tourism Summit was created to facilitate sharing of information and improvement of skills. While these programs may help to improve guest experience for existing tourism professionals, there continues to be a shortage of potential workers to supply the industry. This is demonstrated in the year over year importation of J1 visa holders to help staff the summer season.

In 2021, these staffing needs were exacerbated by pent up travel demand based on the pandemic, rising labor costs, and lack of applicants. To identify and implement solutions to address these issues long-term, a workforce committee developed out of a meeting with Dr. Jerry Gibson of Galveston Independent School District (GISD). The committee sought to bring together education, tourism, and travel professionals to brainstorm and come up with a multi-year work plan to improve applicant training and flow through the hospitality and tourism programs at GISD, Galveston College, and Texas A&M Galveston. The committee met three times to brainstorm, develop a work plan and identify champions for each part of the plan outlined below.

In general, the plan of action focuses on increasing enrollment in Texas Education Agency programming for hospitality and culinary arts in local school districts by improving the perception of the industry with students, teachers and parents through the coordination of outreach and information. It responds to student desires to define career opportunities for summer jobs and allow students to progressively increase in responsibility and opportunities. And finally it seeks to drive enrollment in continuing education opportunities at Galveston Community College and Texas A&M Galveston.

#### **Year 1**

**Create Enticement** - Program promotion targeting middle school and high school students, parents, principals, counselors, and the community. ***Message – Hospitality as a Career – It is a Big Umbrella***

- Promote programs and opportunities through GISD AV Group – industry supplies interviewees, students conduct interviews, take, and spread through Galveston County (Chamber/Park Board)
- Host VIP Program for principals and counselors at middle schools and high schools to highlight the programs and the opportunities in the high schools as well as the degree and certificate programs at Galveston College and Texas A&M (Park Board/Education partners)
- Presence at Career Night for 8<sup>th</sup> graders and info sessions for high school students with focus on skills students will learn (public speaking, customer service, life skills, work ethic, interpersonal communication skills, teamwork) and compensation for hospitality/tourism career paths (Industry partners)
- Op Eds for Daily News on importance of tourism to Galveston, success stories, training opportunities (Industry partners/Park Board)
- Use social media/community outreach to highlight managers, mid-level supervisors, and front-line staff in hospitality to show the varied career opportunities available (Chamber/Park Board)
- Use social media/community outreach to highlight area high school/college grads who are working in hospitality (Chamber/Park Board)
- Use social media to spotlight classes, practicums, internships, jobs (Chamber/Park Board)
- Design brochures/hallway art for Ball HS hospitality classes/careers, digital info pieces for college recruiting offices (Park Board)

- Specific recruiting efforts at Galveston College, Texas A&M, and College of the Mainland for school year or summer hires (Industry partners)
- Students have VIP status to participate in local hospitality/tourism events, trade shows, catering events (All)

**Create Infrastructure-** Expand On-the-Job Training opportunities

- Evaluate current daily internship schedule to confirm structure is beneficial and change as needed (Education/Industry Partners)
- School-year internships to expand opportunities to focus on specific job areas (Education/Industry Partners)
- Paid summer internships of 8-10 weeks, rotate every 2 weeks (Industry Partners)
- Formalize mentor program with year over year career paths in summer (Industry Partners)

**Years 2-3**

Expanding Program Offerings

- Area high schools partnering with Galveston College to expand dual credit options and highlight coastal program at Texas A&M (Education partners)
- Area high schools partnering with Galveston College and Texas A&M to expand additional certificate or degree programs (Education partners)
- Young Professionals Program – luncheons, outings, competition opportunities, pool night at hotel, industry-sponsored mini-career cafes (subset of Chamber’s C Crewe) (Chamber/Industry partners)

Expand On-the Job Training opportunities

- Create on-boarding and orientation programming for J1 visa students to identify hospitality students and create pathways for employment (Park Board)
- Galveston Career Connect grant or similar grant for wraparound services and internships for high school students in the culinary, hospitality or tourism programs (Education partners)
- Summer internships that recruit college students studying hospitality, business, or sports management from within the state but outside the local area – Sam Houston, SFA, Texas A&M, Texas State, Texas Tech, Trinity, Southwestern, UNT, UT, HBCUs Huston Tillotson University, Jarvis Christian College, Paul Quinn College, Prairie View A&M University, St. Philips College, Southwestern Christian College, Texas College, Wiley College, or Hispanic-serving Institutions (Industry partners)
- Summer internships that recruit college students studying hospitality, business, or sports management from outside the state (Industry partners)