



**Agenda Item:** Presentation and Discussion on Strategic Marketing Plan

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