



**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.