

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

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

### **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
<b>AUG2022</b>	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: <a href="https://youtube.com/playlist?list=PLmWCxCcd8X3ju_AvTxLtf3eLnAWxKc6aI">https://youtube.com/playlist?list=PLmWCxCcd8X3ju_AvTxLtf3eLnAWxKc6aI</a>	TBD
<b>SEPT2022</b>	Business flyer internship programs	Sherry Rooks	Aid Sherry in developing flyer and advising on distribution. POC: Kellie Rooks	Restauranteurs	(See Flyer)	TBD
<b>SEPT2022</b>	GIPB Workforce Development Committee Meeting	TBD - Susan	Normal Business – Possible opportunity to engage GCDN with any meeting results	TBD	TBD	TBD
<b>SEPT2022</b>	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