



NATIONAL 

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 **GOVERNORS** 

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 ASSOCIATION

# Innovative Workforce Development Programs for the Travel, Tourism and Outdoor Recreation Sectors

June 22, 2023

# The National Governors Association

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## Founding

The May 1908 meeting of President Theodore Roosevelt and governors led to the creation of the National Governors Association.



## What We Do

The National Governors Association (NGA) is the nonpartisan organization of the nation's governors. Through NGA, governors identify priority issues and deal with matters of public policy and governance at the state, national and global levels.

The NGA Center for Best Practices is the only research and consulting firm that directly serves governors and helps governors and executive branch leaders develop and implement innovative solutions to public policy challenges. Our Government Relations team ensures that states are a strong voice in Washington, D.C. We also provide management consultative services to both new and incumbent governors, their senior executive staff and trusted advisors.



# The NGA Center for Best Practices

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## Services:

- Customized Technical Assistance
- Facilitation & Strategic Planning Support
- Multi-State Consortia and Peer Learning
- Research & Published Reports

## Program Areas:

- Children & Families
- Cybersecurity
- Energy
- **Environment**
- Healthcare Delivery
- Homeland Security
- Infrastructure
- K-12 Education
- Land Management, Agriculture, Wildlife, & Rural
- Postsecondary Education
- Public Health
- Public Safety & Legal Counsels
- Substance Use & Mental Health
- Workforce Development & Economic Policy



# NGA Networks

Governors'  
Economic Policy  
Advisors

State Workforce  
& Economic  
Development  
Leaders

Outdoor  
Recreation  
Learning Network  
(ORLN) members



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**NGA and Oregon State University's Travel,  
Tourism and Outdoor Recreation (TTOR)  
Research Project**



**EDA invested \$750 million in American Rescue Plan funding to help the Travel, Tourism and Outdoor Recreation (TTOR) Sectors Recover from Covid-19 Pandemic**

**185 projects throughout the U.S.**

**NGA partnering with OSU on 2-year project to assess effectiveness of TTOR grants and promote best practices**

**Goals:** Highlight projects that are **INNOVATIVE** and can be **REPLICATED**

- expand the travel, tourism and outdoor recreation economy
- workforce programs for higher-skilled, higher wage jobs
- create equitable opportunities for disadvantaged populations
- diversify TTOR economies to be resilient to economic shocks and climate change

**Details:**

- two-year study
- developing metrics to gauge effectiveness of investments in TTOR
- gather data and case studies
- hold webinars on innovative projects (June, Sept., Dec. 2023)
- publish final best practices report with 4-6 case studies in 2024

# Today's Speakers

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Chelsea Ruby, Cabinet Secretary, West Virginia Tourism Office, and  
Ennis Smith, Director of Destination Development

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Lynn Minges, President & CEO, North Carolina Restaurant &  
Lodging Association Foundation

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Mike Thibideau, President & CEO, Economic Development  
Corporation, Hamilton County, Indiana

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Q&A

# Tourism Workforce Development

Chelsea A. Ruby  
Cabinet Secretary for WV Department of Tourism



# INTRODUCING TOURISM WORKS

This program is funded by a **\$5.1 million grant awarded** to the WV Department of Tourism by the U.S. Economic Development Administration.

**We have three primary areas of focus:**

## TRAIN YOUR TEAM



## EDUCATE OUR COMMUNITIES



## SHAPE OUR FUTURE



**SCAN HERE OR GO TO**  
[WVtourism.com/tourismworks/](https://WVtourism.com/tourismworks/)  
to learn more



# TALENT PIPELINE DEVELOPMENT - SHAPE OUR FUTURE

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Revamped and relevant  
k-12 tourism curriculum

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Grants to schools for  
tourism-based projects

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New degree and certificate  
program at the college level

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New pathway programs  
to make the connection

# EXISTING WORKFORCE TRAINING – TRAIN YOUR TEAM

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Governor's Guaranteed  
Workforce

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Learn & Earn



# COMMUNITY DEVELOPMENT - SHAPE OUR FUTURE

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Everyone a visitor encounters in West Virginia is an ambassador for tourism.

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## New Online Education Modules

- Relevant for today's industry
- User-friendly
- Free college credit

# NCRLA's Hospitality Training Program

National Governors Association Center for Best Practices

*June 22, 2023*



**Lynn Minges**  
**NCRLA President & CEO**


# NCRLA Foundation Hospitality & Tourism Training Program




**Career & Technical Education Programs**  
(High School Students & Educators)



**Post-Secondary Education Programs**  
(2-year & 4-year College Students & Educators)



**Workforce Entry & Re-Entry**



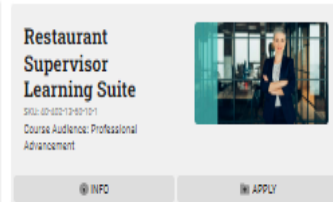
**Professional Advancement**



**Hospitality Manager: Leadership Online Course**  
SKU: 19151-12-11-10-01-01  
Course Audience: Post-Secondary Education, Professional Advancement



**Hospitality Manager: Recruiting & Hiring Online Course**  
SKU: 19152-12-11-10-01-01  
Course Audience: Post-Secondary Education, Professional Advancement



**Restaurant Supervisor Learning Suite**  
SKU: 19102-12-09-10-1  
Course Audience: Professional Advancement



**Safety Matters Online Program**  
SKU: 19153-12-11-10-01  
Course Audience: Post-Secondary Education, Professional Advancement, Workforce Entry / Re-Entry



**Interactive Study Guide for CRM Exam**  
SKU: 19103-12-10-10-1-5A  
Course Audience: Professional Advancement



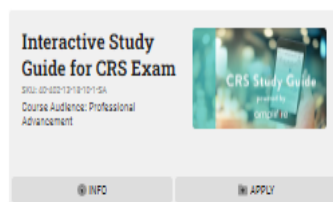
**Interactive Study Guide for CRP Exam**  
SKU: 19104-12-10-10-1-5A  
Course Audience: Professional Advancement



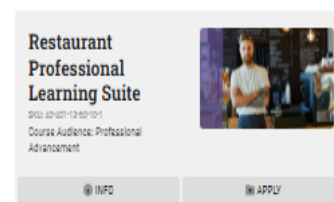
**ServSafe Alcohol Guide with Exam Answer Sheet 3rd Edition**  
SKU: 19105  
Course Audience: Career and Technical Education, Post-Secondary Education, Professional Advancement, Workforce Entry / Re-Entry



**ServSafe Alcohol® Spanish Edition**  
SKU: 19106P  
Course Audience: Career and Technical Education, Post-Secondary Education, Professional Advancement, Workforce Entry / Re-Entry



**Interactive Study Guide for CRS Exam**  
SKU: 19107-12-10-10-1-5A  
Course Audience: Professional Advancement



**Restaurant Professional Learning Suite**  
SKU: 19108-12-09-10-1  
Course Audience: Professional Advancement



**ServSafe Allergens for High School Students**  
Course Audience: Career and Technical Education, Post-Secondary Education, Professional Advancement, Workforce Entry / Re-Entry

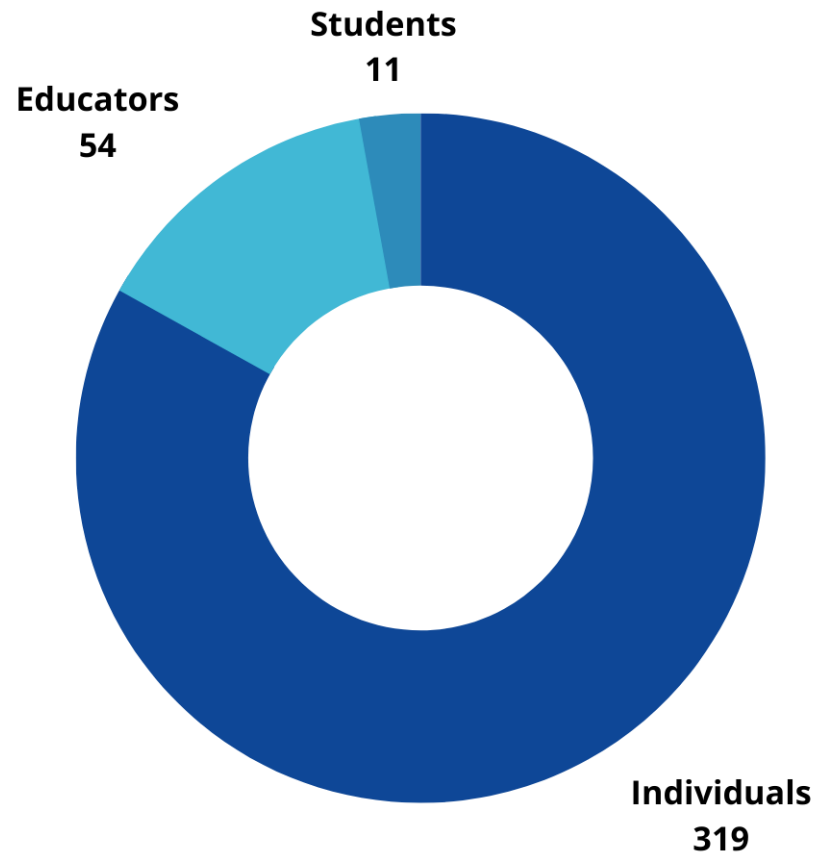


**ServSafe Allergens Online Course and Exam**  
SKU: 19109C  
Course Audience: Career and Technical Education, Post-Secondary Education, Professional Advancement, Workforce Entry / Re-Entry

**Over 380**  
Applicants to Date

**250**  
Individuals Assigned  
Training Courses

# NCRLA Foundation Hospitality & Tourism Training Program



**384 TOTAL APPLICANTS**

## MOST REQUESTED COURSES

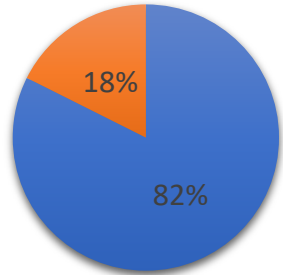
- Certification in Hotel Industry Analytics (CHIA) Online Program
- General Manager 101 (GM 101)
- Hospitality Manager: Leadership Online Course
- Certified Hospitality Sales Professional (CHSP) Online Program
- Certified Food and Beverage Executive (CFBE) Online Program
- Certified Kitchen Cook (CKC) Online Program
- Certified Hospitality Educator (CHE) Online Program
- Certified Hospitality Supervisor (CHS) Online Program
- Certified Front Desk Representative (CFDR) Online Program
- Certified Hotel Administrator (CHA) Online Program
- Certified Restaurant Server (CRS) Online Program

*Includes Nationally Recognized Courses from:*



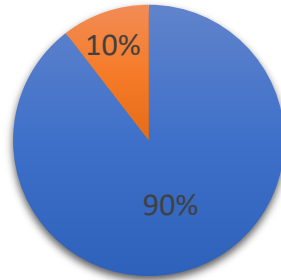
# NCRLA Foundation Hospitality & Tourism Training Program

**Sector**



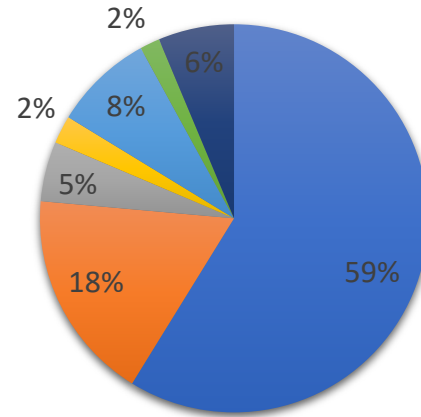
- Professional Development
- Workforce Entry/Re-Entry

**Current Employment Status**



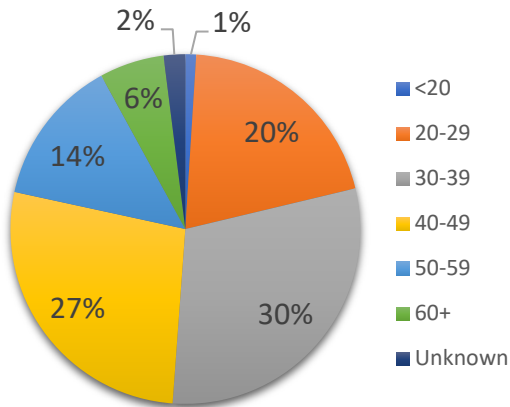
- Employed
- Unemployed

**Ethnicity**



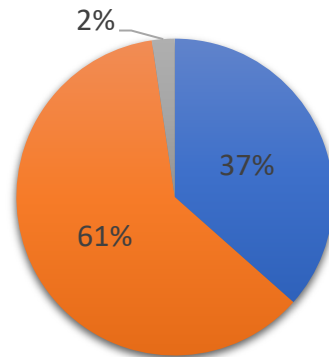
- White
- African American
- Asian
- American Indian or Alaskan Native
- Hispanic/Latino
- Multiple
- Unknown

**Age**



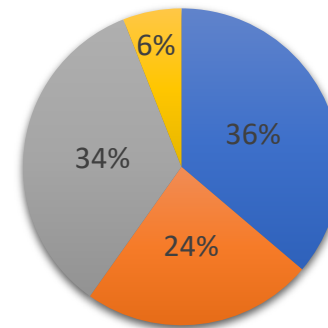
- <20
- 20-29
- 30-39
- 40-49
- 50-59
- 60+
- Unknown

**Gender**



- Male
- Female
- Unknown

**Years of Experience**



- 11+
- 6-10
- 1-5
- None



Scan above or Visit [NCRLA.training](https://www.ncrla.org/training) to learn more

Data as of 5/30/23



# Business, Entertainment, Sport, Tourism (BEST)



## Workforce Programs

Mike Thibideau  
President & CEO, Invest Hamilton County  
VP of Workforce Strategy, Hamilton County Tourism



# Key Challenges

Pay for positions falls far short of median pay for HSE, entry-level talent in community

Hours/week and night/weekend shifts don't align with competing opportunities



Certain positions do not empower economic/career mobility

Lack of sustainable recruitment pathways

# Opportunity: Non-traditional Job Seekers



**Disability**

Work with Disability Service Providers to train, recruit and retain individuals with disabilities



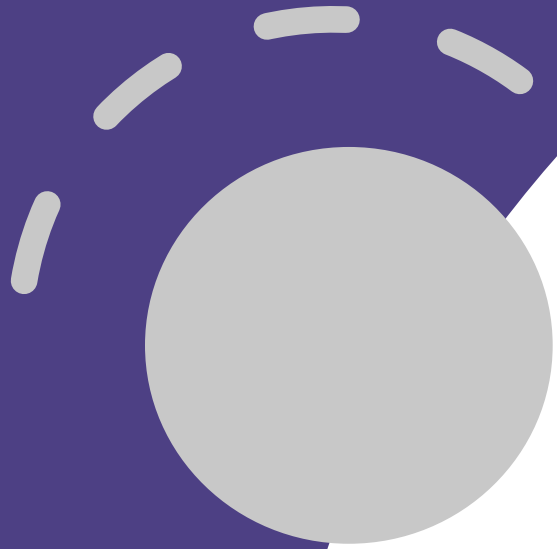
**Re-Entry**

Allow the soft-skill and consumer facing focused positions of hospitality to help launch a second-chance



Questions: Mike Thibideau, President & CEO  
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248-613-4320





**Questions?**



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