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

June 22, 2023
The National Governors Association

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

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
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

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

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

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

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/ to learn more
TALENT PIPELINE DEVELOPMENT - SHAPE OUR FUTURE

- Revamped and relevant k-12 tourism curriculum
- Grants to schools for tourism-based projects
- New degree and certificate program at the college level
- New pathway programs to make the connection
EXISTING WORKFORCE TRAINING – TRAIN YOUR TEAM

Governor’s Guaranteed Workforce

Learn & Earn
COMMUNITY DEVELOPMENT - SHAPE OUR FUTURE

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

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
Over 380 Applicants to Date
250 Individuals Assigned Training Courses
NCRLA Foundation Hospitality & Tourism Training Program

384 TOTAL APPLICANTS

Educators: 54
Students: 11
Individuals: 319

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:

NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION
AMERICAN HOTEL & LODGING EDUCATIONAL INSTITUTE
NCRLA Foundation Hospitality & Tourism Training Program

Sector:
- Professional Development: 82%
- Workforce Entry/Re-Entry: 18%

Current Employment Status:
- Employed: 90%
- Unemployed: 10%

Ethnicity:
- White: 59%
- African American: 18%
- Asian: 5%
- American Indian or Alaskan Native: 2%
- Hispanic/Latino: 8%
- Multiple: 2%
- Unknown: 6%

Gender:
- Male: 37%
- Female: 61%
- Unknown: 2%

Years of Experience:
- 11+: 34%
- 6-10: 24%
- 1-5: 36%
- None: 2%

Age:
- <20: 6%
- 20-29: 14%
- 30-39: 27%
- 40-49: 30%
- 50-59: 6%
- 60+: 2%
- Unknown: 1%

Data as of 5/30/23

Scan above or Visit NCRLA.training to learn more
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 Disability Re-Entry
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