



2023-2024 New Career and Technical Education State Student Organizations Informal Discretionary Competition (IDC) Due 11:59 p.m. CT, February 12, 2024

NOGA ID

Authorizing legislation

Strengthening Career and Technical Education for the 21st Century Act (PL 115-224)

This IDC application must be submitted via email to **competitivegrants@tea.texas.gov**.

The IDC application may be signed with a digital ID or it may be signed by hand. Both forms of signature are acceptable.

TEA must receive the application by **11:59 p.m. CT, February 12, 2024**.

Grant period from **March 18, 2024-August 31, 2024**

Pre-award costs permitted from **Not Permitted**

Application stamp-in date and time

Required Attachments

- 1. Excel workbook with the grant's budget schedules (linked along with this form on the TEA Grants Opportunities page)

See the Program Guidelines for for additional attachment information.

Amendment Number

Amendment number (For amendments only; enter N/A when completing this form to apply for grant funds):

Applicant Information

Organization Texas Hotel & Lodging Association CDN ESC UEI U2K3Y28SPDK3

Address 1701 West Ave City Austin ZIP 78701 Vendor ID

Primary Contact Debbie Wieland Email dwieland@texaslodging.com Phone 512-630-8518

Secondary Contact Sheila Olivarez Email solivarez@texaslodging.com Phone 512-474-2996

Certification and Incorporation

I understand that this application constitutes an offer and, if accepted by TEA or renegotiated to acceptance, will form a binding agreement. I hereby certify that the information contained in this application is, to the best of my knowledge, correct and that the organization named above has authorized me as its representative to obligate this organization in a legally binding contractual agreement. I certify that any ensuing program and activity will be conducted in accordance and compliance with all applicable federal and state laws and regulations.

I further certify my acceptance of the requirements conveyed in the following portions of the LOI application, as applicable, and that these documents are incorporated by reference as part of the LOI application and Notice of Grant Award (NOGA):

- LOI application, guidelines, and instructions
- Debarment and Suspension Certification
- General and application-specific Provisions and Assurances
- Lobbying Certification

Authorized Official Name Debbie Wieland Title Education Outreach & Foundation Director

Email dwieland@texaslodging.com Phone 512-474-2996

Signature *dwieland* Date 2/5/2024

Shared Services Arrangements

Shared services arrangements (SSAs) are NOT permitted for this grant.

Statutory/Program Assurances

The following assurances apply to this program. In order to meet the requirements of the program, the applicant must comply with these assurances.

Check each of the following boxes to indicate your compliance.

- 1. The applicant provides assurance that program funds will supplement (increase the level of service), and not supplant (replace) state mandates, State Board of Education rules, and activities previously conducted with state or local funds. The applicant provides assurance that state or local funds may not be decreased or diverted for other purposes merely because of the availability of these funds. The applicant provides assurance that program services and activities to be funded from this IDC will be supplementary to existing services and activities and will not be used for any services or activities required by state law, State Board of Education rules, or local policy.
- 2. The applicant provides assurance that the application does not contain any information that would be protected by the Family Educational Rights and Privacy Act (FERPA) from general release to the public.
- 3. The applicant provides assurance to adhere to all the Statutory and TEA Program requirements as noted in the 2023-2024 New Career and Technical Education State Student Organizations Grant Program Guidelines.
- 4. The applicant provides assurance to adhere to all the Performance Measures, as noted in the 2023-2024 New Career and Technical Education State Student Organizations Grant Program Guidelines, and shall provide to TEA, upon request, any performance data necessary to assess the success of the program.
- 5. The applicant assures that any Electronic Information Resources (EIR) produced as part of this agreement will comply with the State of Texas Accessibility requirements as specified in 1 TAC 206, 1 TAC Chapter 213, Federal Section 508 standards, and the WCAG 2.0 AA Accessibility Guidelines.
- 6. The applicant provides assurance to adopt and adhere to TEA CTSO oversight policy. (See *TEA CTSO Oversight Policy* posted with this RFA)
- 7. The applicant provides assurance to Agree to abide by existing TEA CTSO grant guidelines, requirements, and performance measures, including non-profit (501 c3) status.
- 8. The applicant provides assurance to agree to not duplicate any of the nine existing state CTSOs or their services.
- 9. The applicant provides assurance to accept Perkins funding up to \$27,077.

Summary of Program

Provide an overview of the program to be implemented with grant funds. Include the overall mission and specific needs of the organization. Describe how the program will address the mission and needs.

The proposed CTSO to be implemented with grant funds aims to empower students to become knowledgeable leaders and professionals in the hospitality industry, thereby fostering positive impacts in their communities and the wider economy. The program will enhance the three programs of study within the hospitality career cluster—Lodging & Resort Management, Travel, Tourism, and Attractions, and Culinary Arts—by providing additional real-life learning opportunities for students to demonstrate competency in the Texas Essential Knowledge and Skills included in the program of study courses. Developing the CTSO will be a joint effort between the Texas Hotel & Lodging Association and the Hospitality Educators Association of Texas.

The overall mission of the program is to empower students pursuing careers in Lodging & Resort Management, Travel Tourism & Attractions, and Culinary Arts through comprehensive educational experiences, leadership development, and industry exposure. It aims to create a supportive environment where students can explore their interests, refine their skills, and unlock their full potential. To achieve this mission, the program will focus on the following core objectives:

1. Leadership Development: Nurturing leadership qualities in students by providing opportunities to lead, collaborate, and inspire others within the hospitality industry.
2. Personal Growth: Supporting the personal growth and development of students through mentorship, guidance, and resources to help them achieve their academic and hospitality industry career aspirations.
3. Industry Integration: Bridging the gap between education and the hospitality industry by facilitating meaningful interactions, internships, and experiential learning opportunities that prepare students for successful careers.
4. Practical Approach to Learning: Implementing a hands-on, practical approach to learning that immerses students in real-world scenarios, equipping them with the skills, knowledge, and confidence needed to excel in the hospitality industry.
5. Community Engagement: Fostering a sense of community among students, educators, industry professionals, and stakeholders to create a supportive network that promotes collaboration, innovation, and lifelong learning.

Through these initiatives, the program seeks to cultivate a vibrant community of future hospitality leaders who excel in their chosen careers, enriching the industry with innovation, professionalism, and passion. It aims to create a network of empowered students

Qualifications and Experience for Key Personnel

Outline the required qualifications and experience for primary project personnel and any external consultants projected to be involved in the implementation and delivery of the program. Include whether the position is existing or proposed.

| Title and Responsibilities of Position | Required Qualifications and Experience |
|--|--|
| CTSO Coordinator | Knowledge of Texas Career & Technical Education; Experience and knowlege of Career and Technical Education Student Organizations |
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Goals, Objectives, and Strategies

Describe the major goals/objectives of the proposed program. What activities/strategies will be implemented to meet those goals/objectives?

The new CTSO will provide a comprehensive approach to empowering students pursuing careers in the hospitality industry. Here's a summary of the major goals and objectives, along with the strategies and activities to achieve them:

Major Goals and Objectives:

1. Empower Students: Cultivate leadership qualities, personal growth, and industry integration among students.
2. Bridge Education and Industry: Provide real-life learning opportunities to bridge the gap between education and the hospitality industry.
3. Promote Practical Learning: Implement hands-on, practical learning experiences to equip students with essential skills.
4. Foster Community Engagement: Create a supportive network among students, educators, Hospitality industry professionals, and stakeholders.
5. Ensure Sustainability: Develop a sustainable framework to support the organization's activities beyond the initial funding period.

Strategies and Activities:

1. Membership Dues: Implement a dues structure to contribute to operational expenses and activities.
2. Corporate Sponsorships: Seek partnerships with industry sponsors for financial support and opportunities for student engagement.
3. Fundraising Events: Organize events to supplement revenue streams and support organizational initiatives.
4. Grant Opportunities: Pursue grants to expand programs, enhance resources, and support special projects.
5. Alumni Engagement: Involve alumni in supporting sustainability efforts through donations, mentorship, and guidance.
6. Strategic Partnerships: Collaborate with educational institutions and community organizations to leverage resources and expand outreach.
7. Grantsmanship and Development: Invest in grantsmanship training to secure external funding sources.
8. Budgeting and Financial Management: Implement sound financial management practices for accountability and optimization.

Performance and Evaluation Measures

Describe the performance measures identified for this program which are related to student outcomes and are consistent with the purpose of the program. Include the tools used to measure performance, as well as the processes that will be used to ensure the effectiveness of project objectives and strategies.

Here are performance measures related to student outcomes that align with the purpose of the program:

1. Student Leadership Development:
 - a. Percentage of students participating in leadership workshops, retreats, and conferences.
 - b. Number of students enrolled in mentorship programs.
 - c. Percentage of students holding leadership positions within the organization (local, regional, state).
2. Industry Integration and Practical Learning:
 - a. Number of students participating in real-life learning opportunities (internships, industry projects, job shadowing).
 - b. Percentage of students demonstrating competency in essential hospitality industry skills through practical assessments.
 - c. Number of industry partnerships established to provide hands-on experiences for students.
3. Community Engagement and Networking:
 - a. Number of networking events organized.
 - b. Percentage of students actively engaged in community service activities.
 - c. Feedback from industry professionals, educators, and stakeholders regarding the effectiveness of student networking and community engagement efforts.
4. Sustainability:
 - a. Percentage of operational expenses covered by membership dues.
 - b. Amount of funds raised through fundraising events and corporate sponsorships.
 - c. Number of grant opportunities secured and utilized for program expansion and enhancement.
 - d. Alumni engagement metrics, including participation in donations, mentorship, and guidance.
5. Student Membership and Inclusion:
 - a. Membership growth rate over time.

Budget Narrative

Describe how the proposed budget will meet the needs and goals of the program, including for staffing, supplies and materials, contracts, travel, etc. If applicable, include a high-level snapshot of funds currently allocated to similar programs. Include a short narrative describing how adjustments will be made in the future to meet needs.

The proposed budget of \$27,000 will effectively address the needs and goals of developing a career and technical student organization. Here's a breakdown of how the funds will be allocated:

1. Staffing: \$10,000 will be allocated to compensate qualified personnel to oversee the organization's day-to-day operations and coordinate events.
2. Supplies and Materials: \$2,000 will be designated for purchasing essential supplies, such as curriculum materials, training resources, and educational materials to support student learning and development component of the CTSO.
3. Marketing and Logo Development: \$3,000 will be invested in marketing efforts to promote the organization and attract student participation. Additionally, \$2,000 will be allocated for logo development to establish a strong brand identity.
4. Contracts (Website): \$3,000 will be allocated for contracting web development services to create and maintain an informative and user-friendly website for the organization, facilitating communication and information dissemination.
5. Travel: \$3,000 will be set aside to cover travel expenses associated with attending conferences, workshops, and competitions, providing students with valuable networking and learning opportunities.
6. Regional Chapter Convenings: A total of \$4,000 will be earmarked to allocate \$1,000 to each of the four local chapters (San Antonio, Dallas, Houston, and Austin) to cover expenses associated with regional convenings.

A high-level snapshot of funds currently allocated to similar programs indicates that comparable organizations typically allocate funds in a similar manner, with a focus on staffing, supplies, marketing, website development, and travel expenses. To ensure that the organization remains responsive to evolving needs, adjustments will be made in the future through regular budget reviews and assessments of program effectiveness. This may involve reallocating funds based on emerging priorities, expanding partnerships to leverage resources, and seeking additional funding sources through grants and sponsorships. Flexibility and adaptability will be key principles guiding future budget adjustments to ensure that the organization continues to effectively meet the needs of students and achieve its goals.

Program Requirements

1. Describe the vision and mission of the proposed CTSO, how the proposed CTSO will support Texas CTE programs of study, the proposed level of statewide presence, and any national level affiliation.

The CTSO endeavors to empower students to emerge as accomplished leaders and professionals within the hospitality industry, fostering positive impacts in their communities and the wider economy. The CTSO will bolster the three programs of study encompassed in the hospitality career cluster: Lodging & Resort Management, Travel, Tourism, and Attractions, and Culinary Arts by providing additional real-life learning opportunities for students to show competency of the Texas Essential Knowledge and Skills included in the program of study courses.

Vision:
To cultivate a vibrant community of future hospitality leaders who excel in their chosen careers, enriching the hospitality industry with innovation, professionalism, and passion. Creating a network of empowered students equipped with the skills, knowledge, and leadership qualities necessary to thrive in the dynamic world of hospitality.

Mission:
To empower students pursuing careers in Lodging & Resort Management, Travel Tourism & Attractions, and Culinary Arts programs of study through comprehensive educational experiences, leadership development, and industry exposure. Aiming to foster a supportive environment where students can explore their interests, refine their skills, and unlock their full potential.

Core Objectives:

1. Leadership Development: Nurture leadership qualities in students, providing them with opportunities to lead, collaborate, and inspire others within the hospitality industry.
2. Personal Growth: Support the personal growth and development of students by offering mentorship, guidance, and resources to help them achieve their academic and Hospitality industry career aspirations.
3. Industry Integration: Bridge the gap between education and the hospitality industry by facilitating meaningful interactions, internships, and experiential learning opportunities that prepare students for successful careers.

Program Requirements, cont'd.

2. Describe a plan for sustainability after the first year of funding.

Sustainability Plan Outline
 After the initial year of funding, the sustainability of the career and technical student organization will be ensured through the following strategic measures:

1. Membership Dues: Implement a membership dues structure for student participants. Dues will contribute to the organization's operational expenses and ongoing activities. Membership benefits may include access to events, workshops, and networking opportunities.
2. Corporate Sponsorships: Pursue partnerships with corporate sponsors within the hospitality industry. Corporate sponsors can provide financial support, in-kind donations, and opportunities for student engagement such as internships, job placements, and industry mentorship programs.
3. Fundraising Events: Organize fundraising events and initiatives to supplement revenue streams. These events could include charity galas, bake sales, silent auctions, and community outreach programs. Proceeds from fundraising events will directly support the organization's initiatives and activities.
4. Grant Opportunities: Continuously seek grant opportunities from government agencies, foundations, and philanthropic organizations that align with the organization's mission and objectives. Grant funding can be utilized to expand programs, enhance educational resources, and support special projects and initiatives.
5. Alumni Engagement: Establish an alumni network and engage former members in supporting the organization's sustainability efforts. Alumni contributions can include monetary donations, volunteering as guest speakers or mentors, and providing guidance and support to current students.
6. Strategic Partnerships: Forge strategic partnerships with educational institutions, industry associations, and community organizations to leverage resources, share expertise, and expand outreach efforts. Collaborative initiatives can include joint events, shared facilities, and collaborative research projects.
7. Grantsmanship and Development: Invest in grantsmanship training and development for organization leaders and advisors. Building grant writing and fundraising skills will enable the organization to secure external funding sources and sustain its operations in the long term.

3. Describe a plan on how they will conduct leadership activities for student membership.

1. Leadership Workshops and Training Sessions:
 - a. Host a statewide leadership conference/summit where student leaders from across Texas can come together to share ideas, exchange best practices, and collaborate on innovative solutions to pressing issues in the hospitality industry.
 - b. The conference will include training sessions for student members to develop essential leadership skills such as customer service, event planning, effective communication, teamwork, conflict resolution, and decision-making. These sessions will be facilitated by experienced educators, hospitality industry professionals, and guest speakers.
 - c. The conference may include inspirational keynote speakers.
2. Leadership Retreats and Conferences:

Host a summer leadership retreat where student leadership members can engage in team-building activities, leadership exercises, and networking opportunities. These events will provide a platform for student leaders to connect with peers, gain insights from industry leaders, and explore emerging trends in the hospitality sector.
3. Mentorship Programs:

Establish a statewide mentorship program pairing student members with industry professionals, alumni, or senior members of the organization. Mentors will provide guidance, support, and advice to help students navigate their academic and career pathways while fostering leadership development.
4. Student Leadership Council:

Form a student leadership council comprising elected student representatives responsible for organizing and leading various activities and initiatives within the organization. The council will serve as a voice for student members, coordinate events, and promote leadership opportunities.
5. THLA Board of Directors (BOD) Participation:

Coordinate efforts to include Texas Hotel & Lodging Association (THLA) Board of Directors (BOD) participation in June and November when THLA BOD members meet. Provide local student members with an opportunity to attend and observe THLA BOD meetings, engage with industry leaders, and gain insights into governance and decision-making processes.

Program Requirements, cont'd.

4. Describe a plan to include leadership opportunities for student members, including positions at local, district/area, and state levels.

Leadership Opportunities Plan for Student Members:

1. Local Chapter Leadership Positions:
Establish local chapter leadership positions in key areas such as President, Vice President, Secretary, Treasurer, and Committee Chairs. These positions will be responsible for organizing chapter activities, coordinating events, and representing student members within their respective communities.
2. Regional Leadership Councils:
Form regional leadership councils in Austin, San Antonio, Houston, Dallas, South Texas, and West Texas to provide student members with leadership opportunities at the regional level. Each council will have elected representatives who will collaborate with local chapters, plan regional events, and advocate for student interests.
3. State Leadership Board:
Create a State Leadership Board composed of student representatives from each region to oversee statewide initiatives, coordinate collaborative projects, and serve as liaisons between local chapters and the organization's leadership team. The State Leadership Board will play a vital role in shaping the organization's strategic direction and advocating for student needs at the state level.
4. Election and Appointment Process:
Establish transparent and democratic election and appointment processes for selecting student leaders at the local, regional, and state levels. Elections will be held annually allowing student members to nominate candidates and cast their votes for leadership positions.
5. Collaborative Projects and Initiatives:
Encourage collaboration and teamwork among local chapters and regional councils by organizing collaborative projects and initiatives that address common challenges and opportunities facing student members. These projects could include ~~community service initiatives, fundraising campaigns, advocacy efforts, and educational programs.~~

5. Describe a plan for how you will use resources providing recognition and scholarship opportunities for student membership.

Plan for Providing Recognition and Scholarship Opportunities for Student Membership:

1. Establishment of Recognition Programs:
Develop formal recognition programs to acknowledge student members who demonstrate outstanding academic achievement, leadership qualities, community involvement, and contributions to the organization. Recognition can include certificates of achievement, plaques, trophies, and public acknowledgment during organization events.
2. Scholarship Fund Allocation:
Allocate a portion of the organization's budget towards establishing scholarship funds aimed at supporting student members pursuing careers in the hospitality industry. Scholarships can be awarded based on academic merit, financial need, leadership potential, and commitment to the organization's mission and values.
3. Criteria and Selection Process:
Define clear criteria and a transparent selection process for awarding scholarships to eligible student members. Criteria may include academic performance, extracurricular involvement, demonstrated leadership, financial need, and commitment to the hospitality industry. A selection committee comprising educators, industry professionals, and organization leaders will be responsible for reviewing applications and selecting scholarship recipients.
4. Promotion and Awareness:
Implement a comprehensive marketing and communication strategy to promote scholarship opportunities and raise awareness among student members. Utilize various channels such as social media, newsletters, website announcements, and information sessions to disseminate information about available scholarships, eligibility requirements, application deadlines, and selection criteria.
5. Partnerships and Sponsorships:
Forge partnerships with corporate sponsors, hospitality industry associations, philanthropic organizations, and alumni networks to expand scholarship opportunities for student members. Collaborate with industry stakeholders to secure funding, establish endowments, and create named scholarships that align with the organization's mission and goals.
6. Diversification of Scholarship Types:
~~Offer a diverse range of scholarship types to cater to the unique needs and aspirations of student members. This may~~

Program Requirements, cont'd.

6. Describe a plan for how you will support local chapter efforts to increase student engagement, increase memberships, and increase inclusion of special populations CTE students.

Plan to Support Local Chapter Efforts in Student Engagement, Membership Increase, and Inclusion of Special Populations CTE Students:

Local chapter leaders and their teachers will receive comprehensive training and resources to support efforts in increasing student engagement, expanding memberships, and enhancing the inclusion of special populations CTE students within their chapters. Attention will be directed toward the following items:

1. Local Chapter Outreach and Recruitment Activities:
 - a. Create comprehensive and inclusive marketing and outreach strategies to effectively promote the organization's advantages and opportunities to a diverse audience, specifically targeting special populations CTE students.
 - b. Employ a range of communication channels, including social media, email newsletters, school announcements, and community events, to effectively engage potential members and underscore the organization's dedication to diversity, equity, and inclusion.
 - c. Partner with guidance counselors, teachers, and community organizations to raise awareness about the organization's benefits, opportunities, and inclusive culture.
 - d. Host recruitment events, information sessions, and campus visits to engage prospective members and their families.

2. Local Middle School Outreach Program
 Establish a middle school outreach program aimed at introducing middle school students to the opportunities available in the hospitality industry. Collaborate with middle schools to organize career fairs, workshops, and informational sessions highlighting various career paths in culinary arts, lodging management, and tourism. Provide interactive demonstrations, guest speakers, and hands-on activities to engage middle school students and ignite their interest in the field.

3. Incentives for Highest Local Membership:
 Implement a recognition program to reward local chapters with the highest membership levels. Recognize chapters achieving significant membership growth and retention rates through certificates, trophies, and public acknowledgment

7. Describe a plan for how you will demonstrate commitment to recruiting and serving special population students and non-traditional students.

Inclusive Outreach and Recruitment Efforts:
 The organization's commitment to recruiting and serving special population students and non-traditional students is demonstrated through statewide outreach and recruitment activities, ensuring accessibility and accommodations, fostering inclusive leadership and representation, collaborating with supportive entities, providing culturally competent training and development, soliciting continuous feedback and evaluation, and celebrating diversity and inclusion. Through a comprehensive plan tailored to meet the unique needs of diverse student populations, the organization aims to create an inclusive and supportive environment where all students can thrive, succeed, and make meaningful contributions to the community.

1. Statewide Outreach and Recruitment Activities:
 - a. Foster collaborations with key entities such as the Texas Education Agency Special Education Department, Gear Up grant recipients, small and rural school boards, Texas ACE, and Communities in Schools programs to ensure an expansive reach and tailored approach to diverse student populations.
 - b. Create comprehensive and inclusive marketing and outreach strategies to effectively promote the organization's advantages and opportunities to a diverse audience, specifically targeting special populations CTE students.
 - c. Employ a range of communication channels, including social media, email newsletters, school announcements, and community events, to effectively engage potential members and underscore the organization's dedication to diversity, equity, and inclusion.
 - d. Host recruitment events, information sessions, and campus visits to engage prospective members and their teachers.
 - e. Implement targeted outreach and recruitment efforts specifically aimed at special population students and non-traditional students.

Program Requirements, cont'd.

8. Describe a plan for how you will support statewide efforts to increase student engagement, increase memberships, and increase inclusion of special populations CTE students.

Through partnership development with educational institutions, industry stakeholders, and community organizations, we aim to expand our reach and enhance support for student engagement and membership growth. Our commitment to inclusive programming ensures that we develop activities catering to the diverse interests and needs of student populations, including special populations CTE students, fostering a sense of belonging and participation. Implementing targeted outreach initiatives using various communication channels allows us to engage special populations CTE students and non-traditional students, highlighting the benefits and opportunities offered by our organization. By providing tailored leadership development opportunities, we empower students to take on active roles within the organization and their communities. We prioritize accessibility and accommodation measures to support students with diverse needs, promoting inclusivity and equal participation in our activities. Through continuous evaluation, we regularly assess and refine our initiatives, soliciting feedback from students and stakeholders to drive improvement. Through this comprehensive approach, we contribute to statewide efforts aimed at increasing student engagement, expanding memberships, and promoting the inclusion of special populations CTE students across Texas.

1. Partnership Development: Forge partnerships with educational institutions, industry stakeholders, and community organizations to expand reach and enhance support for student engagement and membership growth.
2. Inclusive Programming: Develop inclusive programs and activities that cater to the interests and needs of diverse student populations, including special populations CTE students, fostering a sense of belonging and participation.
3. Targeted Outreach: Implement targeted outreach initiatives utilizing various communication channels to engage special populations CTE students and non-traditional students, highlighting the benefits and opportunities offered by the organization.
4. Leadership Development: Provide leadership development opportunities tailored to diverse student needs, empowering

Appendix I: Amendment Description and Purpose (leave this section blank when completing the initial application for funding)

An amendment must be submitted when the program plan or budget is altered for the reasons described in the "When to Amend the Application" document posted on the [Administering a Grant](#) page. The following are required to be submitted for an amendment: (1) Page 1 of the application with updated contact information and current authorized official's signature and date, (2) Appendix I with changes identified and described, (3) all updated sections of the application or budget affected by the changes identified below, and, if applicable, (4) Amended Budget Request. Amendment Instructions with more details can be found on the last tab of the budget template.

You may duplicate this page

Amended Section

Reason for Amendment