



**TEXAS A&M UNIVERSITY
GALVESTON CAMPUS®**

BOARD OF VISITORS

SEPTEMBER 24, 2019

TEXAS A&M UNIVERSITY AT GALVESTON

EXECUTIVE LEADERSHIP

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Dear members of the Texas A&M University at Galveston Board of Visitors,

We look forward to your return to the Galveston Campus! After a summer with more excited Sea Campers than university students on our campus, it's great to have the halls, classrooms, laboratories, and cafeteria filled with returning college students and the new freshmen! We are thankful that, to date, we have not experienced the wrath of a strong storm this hurricane season and Imelda is in our rearview mirror.

With a new academic year ahead, I've taken some time to review the opportunities for the campus through better engagement with you - our Board of Visitors who bring a wealth of knowledge, experience, contacts and enthusiasm. You are critical to the future of Texas A&M-Galveston. I ask you to review the topics below and put some thought into these 'asks' before next Tuesday's meeting:

- The Academic Affairs Committee will be repurposed. The "Emerging Trends in Maritime" Committee with Pat Gamble, Patrick Louchouart, and Joan Mileski at the helm will take its place. The group will establish a vision for the committee to be shared at a later date. If you are not already engaged with a committee or are looking for a new focus, does this one pique your interest?
- Think about and brainstorm current and projected trends for the industry in the next 10-15 years.
- We have recently established a new campus vision and mission which address specific strategies toward continuous improvement. We need you to be a part of the movement through understanding who we are, what we are trying to do, our successes and our failures and our value to Texas and the nation in a planned and structured way. How can we provide meaningful opportunities for you to influence, embrace, and engage in this important initiative?
- How can you support the need to ensure every student has the opportunity to participate in hands-on learning experiences through structured internships with specific learning goals?
- Plan to be part of the "pull" to recruit students. Engage with campus, our faculty, the BOV committees, student groups...the industry perspective on how and what we do to prepare students for real world leadership is a critical component in recruiting students to our programs.
- Don't underestimate your importance in helping us expand and grow awareness throughout the State and Texas A&M System about Texas A&M-Galveston - the "jewel" on the mouth of the largest port in the US.

It is a great time to be a part of the Galveston Campus of Texas A&M University and the Aggies by the Sea! We look forward to seeing you!

Gig' Em!
Mike Fossum

MEETING AGENDA

SEPTEMBER 24, 2019

9:30 a.m. **Arrive at Texas A&M University at Galveston**, ASEC 2nd Floor

9:45 a.m. **Welcome**

Chairman Bob Fry

- Meeting call to order
- Introduction of new Board of Visitor members
- Approval of 2/21/19 meeting minutes

9:55 a.m. **Galveston Campus Business**

- Introduction of Marketing and Communications Director
- Introduction of Interim Texas A&M Maritime Academy Superintendent
- Campus Business in Review (since prior meeting)
- Briefing Document Q&A

10:10 a.m. **Break for Committee Meetings**, 1st Floor Business Center

- Development and Fund Raising
- Industrial Relations
- Student Affairs
- Emerging Trends in Maritime

11:10 a.m. **Break**

11:20 a.m. **Closed Session of the BOV**, ASEC 2nd Floor Meeting Room 203

11:35 a.m. **Working Lunch**

BOV General Meeting resumes

Summer Sea Term 2019 Debriefing

Corps Leadership

Call for Committee Reports

- Emerging Trends in Maritime
- Development and Fund Raising
- Industrial Relations
- Student Affairs

Closing Remarks and Looking Ahead

Chairman Bob Fry

Vice-Chairman Jonathan Whitworth

Col. Michael E. Fossum

1:00 p.m. **Meeting Adjournment**

PREVIOUS MEETING MINUTES

FEBRUARY 21, 2019

OPENING

A regular meeting of the Texas A&M University at Galveston Board of Visitors was called to order on October 25, 2018 on the Galveston Campus at 9:45 a.m.

ATTENDEES PRESENT

BOV Members

Robert Fry, Patrick Gamble, Roger Guenther, Amy Hark, Randy House, Charlie Jenkins, Chris Johnson, Jerry Mohn, Brandon Neff, Chris Orth, Vic Pierson, Wayne Prescott, Brian Roy, Todd Sullivan, Andy Tirpak, Jonathan Whitworth, Marina Walne (for Greg Mitchell)

Absent: P. Hill, F. Muller, K. Teichman, C. Cahill, M. Cokinos, T. Farmer, W. Fraser, B. Greer, J. Hallmark, M. Lyons, B. Massey, K. McFatridge, J. Michael, P. Milstein, R. Mitchell, L. C. Neely, T. Ray, T. Voelkel, D. Varshney

Texas A&M-Galveston Leadership and Staff

Michael Fossum, Patrick Louchouart, Rick Kline, Bill McClain, Joan Mileski, Allan Post, Grant Shallenberger, Todd Sutherland, Andres Barboza, Kathey Walker.

Speakers Present

Cassia Galvao, Jessica Labonte, Heather Nighswonger

Chairman Robert (Bob) Fry and Col. Michael E. Fossum, Chief Operating Officer (TAMUG) and Vice President (TAMU) presided over the meeting. The Board Secretary, Kathey Walker, recorded the minutes.

Each member received a briefing document electronically in advance of the meeting. Members present received a printed copy.

BUSINESS MEETING

The meeting was called to order by Chairman Bob Fry.

Col. Michael Fossum welcomed everyone and provided the following updates:

- He and Melanie finally have a contract on a house on the west end of Galveston.
- Discussed the slow but steady enrollment growth for several years before taking a hit with a drop last year. Hurricane Harvey may have impacted enrollment but we are unable to know about those who do not apply. Last week, our admissions group held a hugely successful campus preview hosting over 500 people.
- Legislature is in session. He stated that we are about \$750 per student short. Campuses are graded on student metrics including student success, how long to graduation, retention, and diversity (ethnicity, first generation, etc.). TAMUG is expecting another budget cut. However, our budget includes an ask for \$750,000 for the EXPLORE program to provide better student support (admissions, advising, tutoring, etc.). In the category of 'dreaming big,' he also presented an ask for funding the building of Phase III of our Academic Complex.

During recent Housing Appropriations Committee testimony, requests for support of the ship and bridge initiatives were discussed. The 61-year-old bridge must be replaced and the least expensive option is for a 4-lane high span bridge passing through the Galveston campus which would be not only a safety risk but also disruptive. The campus would not be able to grow and may not be able to maintain if the bridge were to pass through. Another \$8 million is needed to take the bridge project around the campus. An independent economic study clearly documents the economic impact of our campus on the local economy exceeds \$60 million per year. When our graduates who stay and work in the area are included, this impact is over \$102 million per year. These numbers should be a strong consideration for decision makers with regards to the bridge alignment.

BRIEFING DOCUMENT DISCUSSION

- Whitworth asked about the survey mentioned in the Academic Affairs section and asked if it would be possible to get a one pager explaining the background and content. Patrick Louchouart stated that he will provide the information to him.
- Watson asked about the lack of emphasis on what our graduates bring to the table.

MESSAGE FROM THE CHAIRMAN

Bob Fry

Extended a kudos to the strong engagement by the current committees. For those asking how they can get involved and what they can do, his message is “Join a committee. That’s where the work takes place.” He emphasized that members can have a direct impact on students through mentoring, internships, jobs, etc.

Jonathan Whitworth

Shared that he had reached out to several members recently asking how the BOV can do better, how is it different? The response has been that we are heading up with the leadership from Col. Fossum and that the only engagement from the members will push the BOV to the crest. As a result of these conversations, a few members have dropped off and a few are being added but the desire is to keep the number manageable. There will be two meetings a year announced further in advance. He thanked everyone for their presence and engagement.

FACULTY PRESENTATION

Dr. Joan Mileski introduced Dr. Cassia Galvao, Assistant Professor of Maritime Administration, who came to campus as a Fulbright Scholar while completing her Ph.D., Galvao has experience working with a shipping line and also has training as an economist. She began as a professor in 2012 and came to TAMUG in 2014. Galvao’s applied research is interdisciplinary and focuses on ports. Utilizing content analysis, stakeholder analysis, power structures, qualitative techniques, and bibliographic studies, she examines problems with port development. Cassia defined port development from setting, expansion, specialization, and finally regionalization. Development happens through Economic, Strategic, and Political Dimensions. Recent debates include block chain (is it the next silver bullet), AIS Data (is it safe), and Green Shipping: IMO regulation. Researchers are asking if it is technically possible, economically efficient & effective, what are customers looking for, and do we have a social license to operate. The presentation ended with Q&A.

COMMITTEE MEETINGS

LUNCH SERVED AT 11:45 A.M.

APPROVAL OF MINUTES

FACULTY PRESENTATION

Dr. Jessica Labonte' was introduced by Dr. Patrick Louchouart. Dr. Labonte presented on the "Impact of Hurricane Harvey on Galveston Bay Microbial Communities." The study found that it took weeks for the microbial communities to return to normal as the water temperature and salinity levels were significantly reduced and the microbial community does not like cold water or fresh water. As a result, there was a significant drop in the oxygen. The research sampling was conducted over a number of weeks following Hurricane Harvey at select sites and found there was a shift in the viruses present. A team of students and faculty worked on the project with some continuing the work today. Labonte noted that her testing methods were not sensitive enough to identify human viruses. The presentation was followed by Q&A.

STUDENT PRESENTATION

Heather Nighswonger discussed the upcoming Big Event giving back program scheduled for March 23. The committee meets weekly. Their goal is 400 volunteers with 25 work sites. Though they partner with a variety of groups, including The Tree Conservancy, there is a shortage of residential sites for the teams. She shared with the BOV that there are opportunities to sponsor breaks, breakfast, or lunch if anyone is interested. Todd Sullivan offered to sponsor breakfast.

COMMITTEES REPORTS

Academic Advising Committee

Patrick Gamble provided a report. The committee has met twice and had two very different meetings. With Joan Mileski onboard, they are discussing the technical aspirational needs which leads into the need to innovate in a big way.

How do we get the word out about the resource of logistics and transportation students to fill internships? We need to find a way to identify the companies who will take these students on. Our reputation can be built with our students in these companies and the community.

Patrick L. discussed his mission to break the idea that the University, as an institution, is an ivory tower disconnected from the real world. He agrees that the A&M brand is well known but is less confident that what we do here on the Galveston campus is as well understood. He would like to see a closer relationship with the workforce. Too many of our students do not have access to internships. Participation in an internship came out as the 2nd most important in a recent study as being needed to prepare students for successful. While 50% of our students have internships, **50% do not**. We need help creating these pipelines with the community.

Development and Fundraising

Vic Pierson stated that this committee is directed at initiatives to bring in money particularly for the \$5 million CTBS endowment campaign. Everyone willing to write a check today was asked to raise their hand. With regards to the George P. Mitchell Society, Pierson stated that

the committee had made the decision to utilize the 2019 MARDI GRAS proceeds to add \$25K to add to scholarship established in 2015 bringing it up to a \$1K per semester payout and add \$1,000 to the payouts of the other three scholarships for the next academic year. Pierson made a motion to approve this decision, Sakowitz made a 2nd and the motion carried by a voice vote. Campus naming opportunities materials were made available by Rick Kline.

Industrial Relations

Report provided by Brandon Neff. Neff stated that RADM Rodriguez discussed insight on the need for diesel engine parts to make a lab operational as well as the need for additional simulator software. The committee will support items in kind. The remainder of the meeting was spent working on a memorandum from the committee to the community/business community with regards to the need from a larger training vessel. The memo will be turned over to the campus leadership for edits and approval. Once he receives it back, WITHIN 30 DAYS, they will circulate it for signature from any business that is connected to maritime for their use in legislative efforts.

Student Affairs

Report provided by Jonathan Whitworth. The committee is working on the connection between the students and what they see and do while they are on campus. The committee continues to work toward assisting students' gain insight into the field in which they are studying so that by graduation, they better understand the environment. Students are looking to connect with mentors who are not only graduates but experienced (10+ years) in their field. Ken Bailey has been huge assistance in pushing this program. He and Todd Sutherland have matched the students and mentors. The program is starting small and, after feedback is received and adjustments made, they will take it to the next level.

Leadership Speaker Series

The goal is two per semester, but support is needed to fill the rooms so that the students have the opportunity to learn about industry. He asked Patrick L. to help spread the word among department heads, faculty, and students that these high level speakers are coming to campus. With no one in the audience, they will not keep coming. It's an embarrassment.

TASK FORCE REPORTS

- Pelican Island Bridge Project: Update provided at the start of the meeting.
- Training Ship: Mike Fossum spoke briefly to the continued need for a new training ship. The campus needs assistance bringing together the right message and wording to raise awareness and gain support.

NEW BUSINESS

Rick Kline reminded everyone about the Sea Aggie Former Student Network golf tournament on April 5. Everyone is encouraged to support this event.

ADJOURNMENT

BOV ONLY SESSION

OFFICE OF THE CHIEF ACADEMIC OFFICER

ACTIVITIES & SUCCESSES

Launched the “Student Success Initiative” to increase student success metrics across campus. The initiative focuses on increasing student retention and graduation rates through campus support services.

The Office of the Provost awarded a \$1M start-up package to develop Texas A&M-Galveston’s maritime business industry expertise, including hires in maritime electronics, cyber security and maritime business analytics. The package includes five new faculty hires (two in Maritime Business Administration, three in Marine Engineering Technology) and tied to faculty positions already identified for recruitment on campus (thought-leader in Maritime Business Administration and Marine Engineering Technology Department Head and Assistant Professor). This development package will support new business development, ideas and technologies from faculty, staff and students.

The Department of Maritime Business Administration (formerly the Department of Maritime Administration) was awarded the Secretariat of the International Association of Maritime Economics in Athens, Greece.

Signed an agreement with Aix-Marseille Université (AMU) and the Mediterranean Institute of Oceanography to further develop research in the early detection and tracking of sargassum to help remediate large-scale landings. The campus will use this partnership to seek a broader agreement with AMU to develop common expertise in the maritime science, business and humanities.

The Galveston campus, in collaboration with Texas A&M’s College of Education and Human Development, launched the STEM Teacher Certification. Students can obtain this certification while completing a four-year degree.

FIRST YEAR RETENTION
HAS ALREADY INCREASED
BY 8% FROM FALL 2018



**FALL
2019**

ONE YEAR PRIOR TO LAUNCH
OF THE SSI PROGRAM

CAMPUS REACHED
A HISTORICAL 1ST
YEAR RETENTION
RATE OF

64%



\$1 MILLION
MARITIME INDUSTRY
DEVELOPMENT PACKAGE
FROM TAMU

AWARDS

Dr. Karl Kaiser, Department of Marine Sciences, named Presidential Impact Fellow and Chancellor’s EDGES Fellow due to his research in chemical oceanography.

Dr. Samuel Brody, Department of Marine Sciences, and his team lead the “Commission to Rebuild Texas” report presented to Governor Abbott.

2018-19 PROMOTIONS AND HIRES

Two Associate Professors promoted to Full Professors

Two Assistant Professors promoted to Associate Professor with Tenure

Two Instructional Professors promoted to Instructional Associate Professor

14 faculty hires, five staff hires

OFFICE OF RESEARCH & GRADUATE STUDIES

KEY ACTIVITIES

During FY19, the Sea Life Facility supported 11 research projects and five undergraduate marine biology courses, interacting with 260 undergraduate students and more than 1,200 visitors.

Supported over \$9 million in research expenditures.

Supported new equipment purchases and the development of pilot projects, totaling over \$250,000.

The 2018-19 Research and Graduate Studies Workshop Series, in partnership with the Board of Visitors Lecture Series, hosted Exxon Mobile for graduate students and the university research community. The event resulted in over 100 attendees.

SUCCESSES

Graduated 35 Masters students between Fall 2018 and Spring 2019.

A generous donation from the Mitchell Foundation supported undergraduate student workers in the Sea Life Facility. The funds also allowed 3 student workers to attend the 2019 Aquatic Animal Life Support Operators Symposium in Long Beach, California, where they earned professional certifications.

SUPPORTED

\$9 MILLION

IN RESEARCH EXPENDITURES



GRADUATED

35 MASTERS

STUDENTS

3 STUDENT WORKERS
ABLE TO RECEIVE
**PROFESSIONAL
CERTIFICATIONS**



AWARDS

Patty Gonzales, Business Coordinator III, awarded the COO's Meritorious Service Award.

2018-19 HIRES

Therese Skrzyniarz
Administrative Coordinator I

DIVISION OF FINANCE & BUDGET

ACTIVITIES & SUCCESSES

FEMA reimbursements are finally complete from Hurricane Harvey. Texas A&M-Galveston ended up funding approximately \$200,000 of the total \$1M in claims.

Completed Legislative Request and accompanying testimony before the Senate Finance Committee and the House Appropriations Committee.

Successfully analyzed bills, formula funding and their impact to Texas A&M-Galveston.

The Compliance Unit completed three internal compliance reviews and made recommendations for enhancing internal controls and assuring management of compliance with policy and process.

For the 2019 Summer Sea Term the U.S. Maritime Administration returned approximately \$700,000 of the \$4M originally remitted to MARAD. The university supplemented the cruise costs by about \$200,000, mostly to cover union wages aboard the ship.

2018-19 PROMOTIONS & HIRES

Debbie Dell replaced Brian McKinney

Alice Maffay promoted to Business Administrator I



HURRICANE HARVEY FEMA REIMBURSEMENTS COMPLETE

CHALLENGES

Budgets for FY2020 are even tighter than FY2019. Student headcount for Fall 2019 is estimated to remain relatively static while fixed costs continue to increase. Windstorm insurance has almost doubled across the system and utility costs are up due to new buildings. The tightened budget allowed for a small merit pool of 2%. Despite this, we continue to be diligent in watching expenditures and communicating to our units.

The legislative session ended in reduced formula funding for the Galveston campus, but was offset by an increase in Institutional Enhancement Special Line Item which has allowed the budget to remain generally static. University priority funding for FY2020 is to protect our staff and operate as efficiently as possible. We have moved some expense to more risky investment earnings for FY2020.

DIVISION OF ADMINISTRATION & AUXILIARY SERVICES

KEY ACTIVITIES

Continuing work on updating the campus master plan.

Engaged DG Studios to lead campus wayfinding committee.

SUCCESSSES

Completed parking lot maintenance on the Texas A&M Maritime Academy Hall parking lot. All campus crosswalks and parking lot surface designations were repainted.

Installation of additional phase of sidewalk lighting from Building 3025 to the Waterfront Pavilion completed.

The overall score on the Galveston campus' Well on Target Healthy Worksite Assessment for our AimWell Employee Wellness program increased from 71.9% in 2016 to 98.6% this year. On average, Texas A&M-Galveston sees more than 30% of our employees participate in at least one wellness activity each year.



CAMPUS MASTER PLAN & WAYFINDING



WELL ON TARGET
ASSESSMENT
INCREASED TO **98.6%**

2018-19 PROMOTIONS & HIRES

Bob Mosely appointed Director of Facilities Services by SSC, the outsourced vendor for Facilities Services.

Shannon Haptonstall
Customer Service Associate I, Bookstore Operations

OFFICE OF DEVELOPMENT

PAST ACTIVITIES

- | | | | |
|----------|--|---------|--|
| 3.21.19: | Visited Kirby Inland Marine Training Center | 6.12.19 | Spirit Magazine interviewed for TAMMA and simulator article |
| 3.22.19 | ExxonMobil visited Texas A&M-Galveston leadership, department heads and students | 7.2.19 | Spirit Magazine photoshoot for TAMMA and simulator article |
| 3.28.19 | League City Roadshow hosted by Johnson & Associates Law Firm and Col. Michael E. Fossum, '80 | 7.12.19 | Ponce, Puerto Rico Port Reception at yacht club |
| 4.1.19 | Texas A&M Foundation visited Texas A&M-Galveston | 8.4.19 | Panama Port Reception with BBQ and softball game |
| 4.11.19 | Austin Roadshow hosted by One Shot Distillery, Dripping Springs, TX | 8.23.19 | Seattle Port Reception at the Highliner House, hosted by Col. Michael E. Fossum, '80 |
| | | 8.30.19 | San Francisco Port Event aboard the SS <i>Jeremiah O'Brien</i> , hosted by the San Francisco Bay Area A&M Club |

UPCOMING ACTIVITIES

- 10.12.19: Maroon Delegate Tailgate, Simpson Field. Texas A&M Maritime Academy March-In for the Texas A&M vs. Alabama home game at Kyle Field. Hosted and coordinated by the Galveston campus Maroon Delegates.
- 10.23.19 Endowed Scholarship Reception

2018-19 STAFF UPDATES

Former Development Communications Coordinator, Andréa Bolt, migrated to Division of Marketing and Communications

Hiring new Texas A&M Foundation position of Administrative Assistant to support Galveston development efforts.



Panama Port Reception, activities included a Softball Game and BBQ with former students and cadets on August 4, 2019.



Group shot of our 2018 Endowed Scholarship recipients.



The first Puerto Rican cadet, Gilberto Pagan '86, with current Puerto Rican cadet, Raoul A. Lehardy-Hernandez '19, at the Ponce Reception.



Maroon Delegates present maroon coats to Kathy '81 & Pete '80 Huddleston in appreciation for their generous support.

TEXAS A&M UNIVERSITY'S LEAD BY EXAMPLE CAMPAIGN

Target Goal: \$4 Billion

Current: \$3.601 Billion

TEXAS A&M UNIVERSITY AT GALVESTON GIVING GOALS

227%
over 2017

221%
over past
3 years

221%
over past
5 years

+\$146K
Current FY2020 Giving
(July 1, 2019 - June 30, 2020)

\$80K

CTBS Endowment Fund
Current Balance: \$258K

\$5M

Aggie Ring Statue Fund
Current Balance: \$1.1K

\$8-10M

Sea Turtle Rehab Facility
Pending Initial Investment

TEXAS A&M MARITIME ACADEMY

ACTIVITIES & SUCCESSES

The Galveston campus renewed an academic collaborations and agreements, including hosting eight Universidad Maritima de Panamá maritime cadets during freshman Orientation Week. We anticipate ongoing engagements with both UMIP and Panamanian government officials.

Thanks to the Texas Congressional delegation, there is a real prospect for Congress to appropriate some funding for a 4th National Security Multi-Mission Vessel that would come to Texas.

For the first time in over 13 years, the Texas A&M Maritime Academy planned and executed the 2019 Summer Sea Term aboard the *T/S Golden Bear* and *General Rudder*. Faculty, staff and students visited with former students, friends and international partners in Ponce, Balboa, Honolulu, Seattle and the San Francisco Bay area.



The Maritime Academy arranged for license option faculty from the Marine Engineering Technology and Maritime Transportation Departments to participate as members of the U.S. Delegation to the International Maritime Organization's subcommittee on the Human Element, Training and Watchkeeping. The subcommittee develops international standards that establish the requirements for TAMMA's U.S. Coast Guard-approved program.

The Maritime Academy and the U.S. Maritime Administration executed a 70-day shipyard period for the *General Rudder*. The work performed corrected several structural and automation issues. These corrections will allow TAMMA to address sea service shortfalls for 68 cadets during a subsequent 23-day training cruise.

Increased interaction with commercial partners lead to an increased number of commercial shipping billets for deck cadets during the 2019 Summer Sea Term.

2018-19 HIRES

Courtney Geiger
Part-Time Program Assistant

Francisco Garza
Full Time Administrative Assistant

MESSO MARINE EDUCATION SUPPORT & SAFETY OPERATIONS

KEY ACTIVITIES & SUCCESSES

EHS is in the process of implementing a Building Emergency Action Plan that will include building signage, update of emergency coordinator plan, additional safety kits, and additional training for employees and students.

Incorporated the first year experience curriculum into the WAVE living learning community.

Revamped vessel operator training to incorporate trailer training.

Completed spare part inventory purchase and cataloging.

SUCCESSES

Partnership with offshore salvage industry.

Partnership with JASCO to study the submerged sonic effects of explosive demolition of offshore oil rigs.

Partnership with Marine Spill Response Corporation to host their annual regional marine spill response demonstration and stakeholder meeting.

Organized and executed the USTS Golden Bear Sail Away Flotilla event to wish cadets well as they departed for the 2019 Summer Sea Term.



IMPLEMENTATION OF **BUILDING ACTION PLAN**

SST2019 SAIL AWAY FLOTILLA



2018-19 PROMOTIONS

Vernon Camus promoted to Associate Director

Dee Ann Haney promoted to Occupational Health and Safety Inspector IV

Morgan Mills promoted to Business Coordinator I

Capt. James Caruso promoted to Vessel Operations Coordinator

DIVISION OF STUDENT AFFAIRS

KEY ACTIVITIES

Transitioned out of partnership with private residence halls across street.

Moved 1,400 students over twelve move-in dates.

Successful fourth annual Shell Leadership weekend.

Hosted three BOV Speaker Series since last spring.

Campus Recreation expanded fitness programs with new facility.

Student Affairs led freshmen leadership seminar for cadet freshmen.

SUCCESSES

Nearly 500 students participated in Big Event at 25 different work sites across Galveston.

400 students participated in SALT Camp.

65 companies at Spring Career Fair with over 300 student attendees.

93% occupancy rate in residence halls.

75 different student organizations active on campus.



CAMPUS RECREATION
PROGRAM EXPANSION



500

**BIG
EVENT**
VOLUNTEERS



75 ACTIVE STUDENT
ORGANIZATIONS

2018-19 PROMOTIONS & HIRES

Alex Crouse promoted from Residence Life to Student Activities

Marcos Villareal hired to Student Diversity Initiatives

Sarah Hagler, from Career Planning and Placement, resigned her position

DIVISION OF MARKETING AND COMMUNICATIONS

VISION

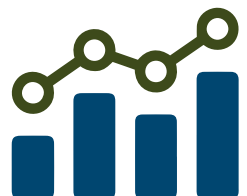
Positioning Texas A&M University at Galveston as a dynamic institution of higher education fulfilling Texas A&M University's sea-grant mission through specialization in marine and maritime innovation, discovery and scholarship.

MISSION

Elevate and promote the reputation of Texas A&M University at Galveston by educating, engaging and informing targeted audiences and key stakeholders through content that differentiates institutional programs; supports the themes of transformational learning, discovery and innovation, and impact on the state, nation and the world; and to serve as a central resource for campus collaborators to elevate messaging profiles, ensure brand alignment, and enhance the quality of marketing activities.

Operationally we will focus 70 percent of efforts toward strategic priorities and 30 percent of efforts toward service priorities. The foundation to focus efforts is being developed, including:

- Integrating project management systems to establish lean, nimble and efficient workflows, provide transparency among collaborators, and enable monitoring and management;
- Defining staff roles, responsibilities and operational structure;
- Securing ownership of campus communications vehicles where applicable;
- Establishing collaborative processes with campus units and divisions to offer support where possible;
- Developing process and protocol around distribution of information;
- Establishing metrics across communications platforms;
- Defining services provided; and
- Developing of a centralized service model.



HIGHLIGHTS

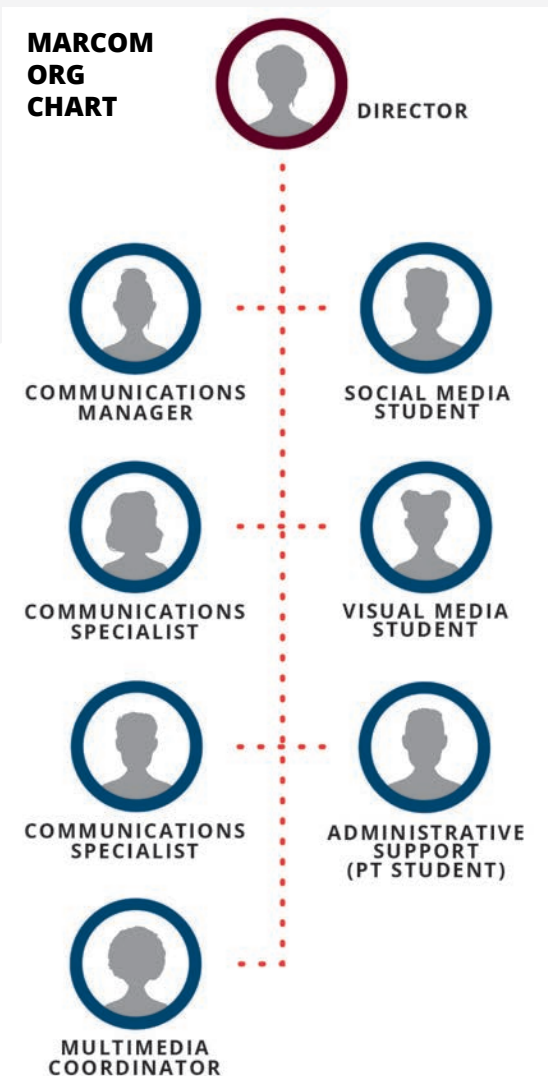
Supporting Admissions in recruiting and retention efforts is our highest priority. Our initial efforts have been aimed at providing materials for the 2020 recruiting season. Samples of the materials we have created over the past three months are available for pickup. The items arm our recruiters with relevant materials packaged in a manner our demographic consumes information. Long-term strategy for marketing and communications materials to support recruiting efforts is being developed in collaboration with Galveston campus Admissions and College Station campus Admissions.

Supporting the Texas A&M Maritime Academy in facilitating streamlined communications and developing marketing materials that differentiate the program. We kicked off Summer Sea Term 2019 with a marketing campaign aimed at promoting awareness of the program and generating pride in Cadets. "Sail-a-Bration" included a flotilla organized with community and industry support, media outreach, and promotional visual and social media elements.

Over 260 media outlets covered the event and our social media content generated over 40,000 unique interactions. We are also collaborating with the student Corps of Cadets Leadership Team to assist in establishing a sustainable marketing and communications plan.

We are focused on creating content and materials that translate degree programs into visually appealing mediums by which our target demographic consumes information. We are in the infancy of developing a student success visual media series suitable for a variety of mediums that focuses on translating degrees into tangible, real-world careers that make a difference in the state, nation and the world, while also highlighting former student success. The timeline to begin distributing the series is Spring 2020.

We have initiated a communications audit through Crosswind Media & Public Relations, an Austin-based, international firm, to evaluate website and digital marketing and communications materials, social media channels and brand consistency. The audit will be complete by mid-October and recommendations implemented immediately.



OTHER NOTEWORTHY EFFORTS

Developed signature visual identity concept and temporary theme to drive consistency and branding across all advertising and communications channels.

Established partnership with Texas A&M Engineering and Mays Business School to ensure promotion of degree programs in all print and digital marketing materials and cross-promote across communication channels.

Moved media outreach and communications in-house from College Station campus.

Reformatted Sea Aggie Daily, the campus newsletter, to Sea Aggie Weekly based on readership survey data and have changed the format and editorial content to better showcase campus news, research and scholarship. The audience will be expanding over the Fall to include external stakeholders. To sign up to receive Sea Aggie Weekly please email seaggiweekly@tamug.edu.

Working closely with Administration and Auxiliary Services to implement campus branding initiatives in buildings on campus.



**2019-20
SIGNATURE
IDENTITY
PIECES**

AGGIES
by the sea

NEW ADVENTURES AWAIT.
START YOURS TODAY.

TAMU | TEXAS A&M UNIVERSITY
GALVESTON CAMPUS.

TAMUG.EDU/ADMISSIONS

DEGREE PROGRAMS

- Marine Biology
- Marine Fisheries
- Marine Sciences
- Maritime Business Administration
- Ocean and Coastal Resources
- Marine Transportation
- Marine Engineering Technology
- Ocean Engineering
- Maritime Studies
- Marine Environmental Law & Policy
- Oceans & One Health
- Maritime Public Policy & Communications
- Tourism & Coastal Community Development

**ADMISSIONS
MATERIALS
SUPPORT**



Pennant



Floating Keychain



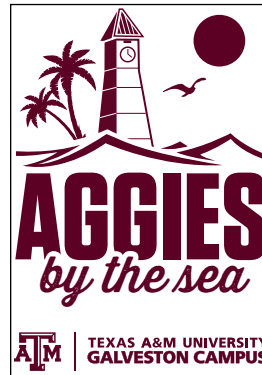
Sticker, Magnet & PopSocket



Visitor Sticker



Tabletop Banners



Water Bottle



Tote Bag



Sunglasses Strap

SEPTEMBER

27 Ring Day

OCTOBER

10 State of the Campus Address

16 Planetary Congress Space Explorers Forum

18-19 Family Weekend

23 Endowed Scholarship Reception

25 Galveston Economic Development Partnership Summit

NOVEMBER

7-9 Women on the Water

8 Ring Day

28-29 Campus Closed

DECEMBER

23-31 Campus Closed

2019

JANUARY

1 Campus Closed

20 Campus Closed

FEBRUARY

22 A&M Mardi Gras Parade Viewing Party

MARCH

11-13 Campus Closed

APRIL

2 Board of Visitors Meeting

OCTOBER

1 Board of Visitors Meeting

UNIVERSITY EVENTS

THE OCEAN IS OUR CLASSROOM

Texas A&M University at Galveston has the salt air, warm sand, Gulf Coast sun, and so much more! On the Galveston campus you'll hear the hum of a campus alive with discovery, creativity and excellence. Our students are a part of something that spans the horizon, and that fabled Aggie Spirit will be as tangible as the sea breeze. We are Aggie.

Texas A&M University at Galveston is situated in a vibrant coastal urban environment that blends access to natural ecosystems with one of the largest international hubs of maritime industry. The campus draws world-renown scientists, thinkers and leaders to a campus perfectly sized to maximize our students' potential. They are challenged... to think critically, to solve problems, to work as a team, to lead with integrity... and to grow. When the time comes for them to take their knowledge and skills into the world, it will not be the end... but the beginning of a journey down the road of long-traveled Aggie excellence and tradition.

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