



APPRENTICESHIP PROGRAM

The Tourism Diversity Matters (TDM) Apprenticeship Program is a 600-hour paid rotational opportunity that provides diverse professionals that have a passion for the Tourism, Sports, Events, and Hospitality industry, with hands-on leadership and professional development experiences across varying functions such as Marketing, Events, Sales, Operations, Guest Services, etc. The Apprentice(s) will receive an opportunity to choose a tourism, hospitality, events, venue, or sports career path that aligns with their professional career goals. The Tourism Apprentice Career Track (TACT) is comprised of three distinctive tracks: Destination, Sports, and Meetings & Events. Upon successfully completing 600 working hours, The Apprentice(s) will be guaranteed full-time employment with one of the Participating Program Partners, with the assistance of TDM.



PROGRAM EXPECTATIONS

The Apprentice(s) will receive a well-rounded on-the-job experience by working on valuable projects, tasks, assignments, and daily functions, not solely based on a shadowing experience.

The Apprentice will be paired with a designated mentor at each assignment location at the Host Organization and its two (2) Partners.

HOW THE PROGRAM WORKS

HOST & PARTNERS

- Host Organization will recruit/select The Apprentice(s) and establish partnerships with Partners.
- Host Organization and its Partners are responsible for seeking, sourcing, and securing placement opportunities for the apprentice.

TOURISM DIVERSITY MATTERS

- Provide ongoing mentorship and support to The Apprentice(s), Host Organization, and Partners.
- Conduct extensive background and reference checks of the final candidate(s).
- Conduct bi-weekly check-in with the Host Organization to discuss progress and placement opportunities for The Apprentice(s).
- Able to assist with identifying candidates through strategic partnerships.

APPRENTICES

- Commit to working at least 600 hours (not exceeding a six (6) month period), up to 40 hours per week at a minimum hourly rate of \$17 per hour.
- Identify as a diverse professional.
- Be at least eighteen (18) years of age and successfully pass a background check.
- Have a passion for Tourism, Sports, Events, and Hospitality.
- Possess, or in pursuit of a Certificate, Associate, Bachelor or Master level degree in business administration, public relations, consumer services, hospitality/culinary management, marketing, communications, etc.).
- Have at least one (1) year of relevant work experience acquired through employment, internship(s), and/or by volunteering.
- Provide a copy of your college transcript, certificate, degree, or diploma.
- Submit two (2) letters of recommendation.

TOURISM APPRENTICE CAREER TRACK (TACT)

DESTINATION — Provides experience working with a Destination Organization (DO), Hotel, and Convention Facility or another destination partner (Airport Authority, Attraction, etc.).

SPORTS— Provides experience working with a Sports Commission, Sports complex, Lodging, Sports Marketing Departments for Corporations, and Collegiate Athletic Department or Professional Sports Team.

EVENTS— Provides experience working with an Industry Event Association, Event Company, a facility, and perhaps a University.

PROGRAM TIMELINE

4 weeks Prior to Start Date	Weeks 1-8	Weeks 9-12	Weeks 13-16	6 Weeks Prior to Completion	Week 16	Weeks 17-18
Apprentice(s) Onboarding	Host Organization Rotation	1st Partner Rotation	2nd Partner Rotation	TDM checks in with Host Organization on placement progress	Apprentice(s) submit reflection report and give presentation to Host Organization, Partners, and other Leaders	Employment offer made to Apprentice(s)

For more information, visit TourismDiversityMatters.org



TOURISM DIVERSITY MATTERS
Diversity Expertise. Inclusive Excellence.

APPRENTICESHIP to HIRE PROGRAM

Apprenticeship Program Overview

The Tourism Diversity Matters (TDM) Apprenticeship Program (www.tourismdiversitymatters.org) is designed to provide recent or upcoming diverse college graduates with a concentration in business studies, and a passion for the tourism, travel, and hospitality industry; a paid opportunity to gain valuable hands-on cross training experience through the rotation of various departments and functions (i.e., marketing, sales, finance, operations, etc.) within Houston First Corporation.

The Apprentice will receive training in the Support Departments namely, Marketing, Communications, Governance, Convention Sales & Service, Finance, Human Resources, Tourism, and CVB Membership. This training will be followed by greater exposure to two distinctive Career Tracks: a Destination Track (Hotel Management) and a Meetings & Events Track (Convention and Cultural Services).

Upon successfully completing 600 working hours (16 weeks), The Apprentice will be offered full-time employment with Houston First Corporation as a *Convention Services Representative* in the George R Brown Conventions Center.

Apprenticeship Program Qualifications

To apply for the Apprenticeship Program the applicants should meet the following criteria:

- Possess or be in pursuit of a Bachelor or Master level degree in business administration, public relations, consumer services, hospitality/culinary management, marketing, communications, etc.
- Diverse candidates' welcome
- Commit to at least 600 working hours (not to exceed six (6) months),
- Be at least eighteen (18) years of age and successfully pass a background check,
- Provide an official copy of their college transcript and two letters of recommendation. At least one should be from a diverse contact.
- Possess at least one (1) year of relevant work experience acquired through employment, internship(s) and/or by volunteering.

Program Expectations

The Apprentice will receive a well-rounded on-the-job experience by working on valuable projects, tasks, assignments, and daily functions; not based solely on a shadowing experience.

The Apprentice will be paired with a designated mentor at each assignment location.



Program Timeline

Description	Period
Apprentice Onboarding	2 weeks prior start date
Houston First Administrative Support Departments	Week 1-8
1 st Partner Rotation, Destination Track, Hilton Americas	Week 9-12
2 nd Partner Rotation, Meetings and Events Track, George R Brown Convention Center	Week 13-16
Apprentice(s) submit reflection report and give presentation to Lead Organization, Partners, and other Leaders	Week 16
Employment offer made to Apprentice	Week 17-18

Assignment Overview

Each week should kick off with a departmental overview. In addition to attendance of relevant internal meetings, the Apprentice will receive a series of valuable projects, tasks, assignments, and daily functions that replicates the role of Team members within the organization. Throughout the program's duration, the Apprentice is paired with a mentor at each assigned location/department.

Administrative Support Departments:

- Marketing & Communications (Weeks 1-2)
- Governance & Administration (Week 3)
- Convention Sales & Service (Weeks 4-6)
- Finance and Human Resources (Week 7)
- Tourism and Membership (Week 8)

1st Partner Rotation, *Destination Track*, Hilton Americas (Weeks 9-12)

2nd Partner Rotation, *Meetings and Events Track*, George R. Brown Convention Center (Weeks 13-16)

Final Presentation

The Apprentice is to identify and understand the key connections between the Support Departments of Houston First and the Internal Departments from their rotation; share experiences/skills gained, key takeaways, professional challenges faced, determine organizational strengths/challenges/opportunities; and provide recommendations for collaborative opportunities between lead organization and partners

Upon conclusion of the Program, Apprentice is expected to:

- Submit a detailed report on their Apprenticeship Program experience and complete a program survey.
- Give presentation to Houston First leadership on lessons learned and skills developed/attained, how destination partners work together and support common goals, and provide an organizational summary of each assigned location.



Convention Services Representative Job Description

Summary:

Provide professional administrative support to the Event & Guest Services Department

Description of Duties/Essential Functions

- Respond to external and internal requests for assistance from citizens, executive staff, 311 callers regarding events, directions, and various other requests
- Serve as the primary support to the Event Management team
- Generate and track Event Managers' 30-day letters, introduction/assignment letters, thank you letters, post-event surveys, monthly office schedules, and event files
- Respond to Directors and Event Manager's telephone calls and assist with meetings
- Respond to and track website comments regarding parking, lost and found, etc.
- Generate and distribute monthly Events at a Glance for staff, security, and contractors
- Maintain updated partners' information and current information in the share drive.
- Process material receiving reports for accounting and research data and bids
- Perform backup duties for Exhibitor Services
- Compose and distribute various correspondence and reports
- Other duties and special projects as required

Knowledge, Skills and Abilities

- Computer literacy with knowledge of Microsoft Outlook, in particular, MS Word and Excel
- Strong computer skills — MS Office, Excel
- Professional communication both verbal and written
- Highly organized and able to work with little or no supervision
- Strong interpersonal skills.

APPLY FOR THIS POSITION (button)