



# DRIVING THE BLUE ECONOMY

TEXAS A&M UNIVERSITY AT GALVESTON

**TEXAS A&M UNIVERSITY  
GALVESTON CAMPUS**

BOARD OF VISITORS REPORT  
OCTOBER 2023

## MEETING AGENDA - OCTOBER 5, 2023

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8:30 a.m. **Networking with Continental Breakfast**, ASEC 203

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8:55 a.m. **Virtual Waiting Room Opens**

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9:00 a.m. **Call to Order - General Meeting**

**Welcome & Introduction**

*COL Michael Fossum*

**Welcome from Texas A&M University Office of the President**

*Gen. (Ret.) Mark A. Welsh III, Interim President*

**Presentation of May 2, 2023 Meeting Minutes**

*Mr. Robert Fry, Chairman*

**Transfer of Leadership**

*Mr. Robert Fry, Chairman*

**Extended Campus Briefing & Updates**

*COL Michael Fossum*

- Campus happenings
  - Change of leadership at TAMU and how it impacts Galveston
  - Galveston's enrollment issue
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9:55 a.m. **Call for and Transition to Committee Meetings**, ASEC Level I Business Center

*Mr. Jonathan Whitworth, Chairman*

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10:00 a.m. **Committee Meetings**, ASEC Level I Business Center & Virtually

- Industrial Relations (102D).....Brandon Neff, *Chair*
  - Student Affairs (102E).....Jonathan Whitworth, *Chair*
  - Development & Fund Raising (102B).....Chris Johnson, *Chair*
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10:45 a.m. **Committee Meetings Adjourn, Transition to General Meeting**

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10:55 a.m. **Call to Order - General Meeting**, ASEC 203

*Mr. Jonathan Whitworth, Chairman*

**Committee Reports**

- Industrial Relations
- Student Affairs
- Development & Fund Raising
- Col. Fossum & TAMU-Galveston Staff Response to Committee Reports

**Summer Sea Term 2023 Report**

*Capt. Wade Howell*

**State of the Corps**

*Commandant James Gompper*

**Q&A**

**Other Business**

**General Meeting Adjourned**

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12:00 p.m. **BOV Executive Closed Session** [*members only*]

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12:30 p.m. **Lunch Immediately Following**, ASEC 204-205

# BOARD OF VISITORS COMMITTEES

§ Executive Committee Members

Brandon Neff §, Co-Chair (BOV)  
Ken Bailey, Co-Chair (Campus)

Roger Guenther §  
Leonard Hale  
John Hallmark §  
Amy Hark  
John Michael  
Jerry Mohn

L.C. 'Chaz' Neeley  
Robert Sakowitz  
Todd Sullivan §  
Kelly Teichman §  
Andy Tirpak  
Mark Waller



Jonathan Whitworth §, Co-Chair (BOV)  
Todd Sutherland, Co-Chair (Campus)

Greg Binion  
John Binion  
Michael Cokinos §  
Will Fraser  
Pete Huddleston §  
Charlie Jenkins  
Mark Keller

Dale Laine  
Keith McFtridge §  
Frank Muller §  
Betty Massey  
Chris Orth §  
Wayne Prescott



Chris Johnson, Co-Chair (BOV)  
Jason Tieman, Co-Chair (Campus)

Tom Farmer §  
William 'Will' Jenkins  
Chris Johnson  
Shrub Kempner  
Mark Lyons  
Phyllis Milstein §

Greg Mitchell  
Vic Pierson  
Terry Ray  
Brian Roy  
Sidney Theis



# **BOV MEETING MINUTES - MAY 2, 2023**

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## ***ATTENDEES***

### **BOV Members**

Greg Binion, William Fraser, Bob Fry, Roger Guenther, Leonard Hale, John Hallmark, Amy Hark, Pete Huddleston, Chris Johnson, Mark Keller, Shrub Kempner, John Michael, Brandon Neff, Chris Orth, Wayne Prescott, Bob Sakowitz, Todd Sullivan, Kelly Teichman, Mark Waller

### **BOV Members - Virtual**

Dale Laine, Keith McFatrige, Phyllis Milstein, Jerry Mohn

### **BOV Members - Absent**

Mike Cokinos, Tom Farmer, Paul Hill, Charlie Jenkins, Will Jenkins, Mark Keller, Mark Lyons, Betty Massey, John McDonald, Greg Mitchell, Frank Muller, Chaz Neeley, Victor Pierson, Terry Ray, Andy Tirpak

### **Galveston Campus Attendees**

Ken Bailey, Donna Lang, Antonietta Quigg, Todd Sutherland, Jason Tieman, Debbie Thomas, Andrea Davis, Kathey Walker

### **Guests**

Mike Hardy, Sid Theis, John Binion

Chairman, Bob Fry, called the May 2, 2023, Board of Visitors meeting to order. Fry welcomed everyone and introduced two prospective members in attendance: John Binion '94 and Sid Theis '74. The first order of business was the approval of minutes from the October 25, 2022 meeting. General Fraser made the motion and Bob Sakowitz made the second to accept the minutes as presented. All were in favor and the motion carried. Each member introduced themselves. Chairman Fry introduced Mr. Mike Hardy.

COL Mike Fossum welcomed everyone to campus and provided a quick brief of recent highlights including the recent successful career fair with over 100 companies participating, cutting of steel in January of The Lone Star State, the arrival of the TS Kennedy.

Mike Hardy, Associate VP for Governmental Relations from the flagship, provided a legislative briefing. He discussed the federal monies requested by the Galveston campus for ship sharing, fuel payments, SIP payments, maintenance and operations and a variety of other ship related expenses. Several years ago, we were allotted funds to upgrade the campus infrastructure and upgrade our pier for the coming NSMV. Due to increased costs, additional funding is needed. They are currently working to secure federal money from Congress to cover the remaining balances needed to complete the projects. They have an ally in Senator Cruz. The house and senate are currently far apart on issues. Galveston is seeking an exceptional item, \$3 million each of two years of the biennium, to fund the operating costs for a new Turtle Hospital. The second request is a rider to keep the money granted in the last legislative session (2021) which hasn't yet been spent due to increased costs and changing MARAD requirements. The state is sitting on a monumental surplus balance of \$33-34 billion. A&M has asked for a billion. He briefly discussed higher ed insurance and the hazelwood funding expenses. One of the hot button issues is DEI and senate bill 16, the bill to eliminate teach tenure for new hires, which impacts higher education. Existing faculty would be grandfathered.

Jonathan Whitworth called for members to break to their respective committee meetings for one hour. He asked the new members, Mark, John, and Mark, to sit in on a committee that was lightly represented. He asked the committees to report back on what has happened in the last three months in response to the plan that came out of the October meetings and to report back on the action plan developed for the coming months.

Jonathan Whitworth reconvened the general meeting of the BOV which resumed at 11:35 a.m. Committee Chairs provided a report from their respective committee meetings.

Brandon Neff spoke for **Industry Relations Committee** and discussed follow-up from various speaking engagements discussed at the previous meeting (ex. Coronado Club) and the importance for A&M Galveston to wave the flag in the community. COL Fossum has been busy and had a number of successful speaking engagements as a result of the work of committee members. Several new locations were discussed including Break Bulk, Greater Houston Partnership, Offshore Wind Conference and IMX. Members recommending these engagements are on the hook to reach out and make those connections. The next item covered was the Blue Economy Leadership Institute was begun this year with about 35 student participants at a cost of about \$8500. It places students in teams to do a study and address a problem. They hope to go up to a budget of \$12k and increase participants to 75. These are motivated students who participate. Most teams walk away with no prize money - just the experience. The ask is for sponsorships for next year's event.

The next ask is for employer testimonials from employers who have hired our students and have good things to say. They want to have the stories somewhere. Finally, there are Port calls coming up this summer and encouraged board members to reach out and connect with the staff in those areas. Leonard Hale gave kudos to Ken Bailey for their hard work putting together the Leadership Institute. The committee looks forward to it growing. Jonathan Whitworth suggested that they consider holding the event twice a year.

**Student Affairs Committee** report provided by Jonathan Whitworth. This committee last discussed mental health issues and the impact of students losing their lives impacting many colleges including the Galveston campus. The discussion looked at what we were already doing and what we might be able to do additionally. Greg Binion shared that Shell has a program for their mariners who face many of the same issues as our students. Todd and Ken went out and participated in a successful visit with Shell about the program and will share what they learned a little later in the meeting. The other issue discussed today is food insecurity which is a very real issue on our campus. The vast majority of our students live on campus and are provided a meal plan but there are graduate students and international students who don't live on campus, who may not have a car, and are often without money left to purchase food. The Galveston Campus Food pantry had over 500 visits last year, up from 18 in the first year. Today's discussion centered on whether to go to the next step from non-perishable items to include fresh fruits and vegetables, etc. Todd Sutherland has asked Neil to look at some data regarding the food pantry to figure out how to make it better. There are lessons to be learned from the food pantry system in College Station.

Chris Johnson spoke for **Development and Fund Raising Committee**. The board is working to develop a cheat sheet of the campus needs to be used by COL Fossum as focus points when making visits. The

list is still too long. They are working to flesh it down from the current seven buckets under discussion to a short list of three topics into a 1-pager. This conversation is helping the group to understand what the needs and priorities are and what the cost is to meet the need. They hope to have a solid list to bring to the board at the next meeting. They need to know how much money is needed and what will that money get you as well as the tangible benefits. The current list includes: (1) Bill Merrell and Sam Brody's Disaster Recovery Institute operational needs, (2) Gulf Center for Sea Turtle Research (3) Dive program, (4) The Blue Economy Incubator, (5) Gulf Research Institute for Highly Migratory Species, (6) The Office of Outreach.

Jonathan Whitworth turned the floor back to Mike Hardy's legislative discussion. The question was about the \$45 million ask from last session with \$10 million on the new dock/pier as well as some outfitting of the new vessel and \$35 million for the central plant which is a need that has grown to a \$65 million dollar need. The dock project was delayed because MARAD changed the requirements within the first couple weeks after we received approval for funding. As a result, the cost increased to \$65-70 million making it cheaper to move the dock. The Maritime Academy is a federal / state partnership. Under the agreement, MARAD provides the ship, and we provide the infrastructure. However, MARAD keeps moving the goalpost with regards to requirements. As a result, construction costs are up 35-40%. We do not have the option to ask for additional funds from the state. He reminded everyone that we had an incredibly successful 2021 legislative year receiving \$75 million for the Galveston Campus. Hardy also discussed the possibility of tuition revenue bond options which are presented about every 6 sessions or 3 years for construction projects. If there was movement in the legislature toward bond options, the decision made was for the Sea Turtle Hospital will be put forward. This year, the President's budget came in 77 million under what was requested cutting everything except fuel payments. Leonard Hale asked what the expected funding stream will be for the fuel costs especially when the larger NSMV arrives – though the belief is that the newer ships will be more fuel efficient, there is a gap, and the funding would have to come from the state.

Ken Bailey, Director of Career Services, provided a briefing on mental health issues and topics on campus. Mental health of students and late night activities are a concern of those working with the youth today. Mariners, as a group, tend to want to manage their mental health issues alone and don't respond as well to interventions. Suicide is the 2nd leading cause of death between 18-25 with accidents being the leading cause. It is now the 2nd leading cause of death for kids 10-14 as well. They were interested in hearing what our industry partners are doing on this issue. They met with folks at Shell about their program called 'Maritime Well-being' which addresses mental health and safety from a standpoint of maximum performance and as a health-related issue. This is not a new program and can be used by others (not just Shell). There is an app available on the App store that he highly recommends. They have hosted a number of events to encourage students to download and use the app. Ken is pleased that there will be counselors aboard the ship throughout Summer Sea Term to assist with the issues that always arise. Ken also discussed the Blue Economy Leadership Institute which is a team event supported this year by Bertling, ABS, Gulf Copper, and Shell. It is a weekend-long event which begins on Friday with an opening dinner. During the dinner, students are partnered with 5 academic partners (marine engineering, marine transportation to marine science, ocean, coastal resources or marine biology) and tasked with a complex maritime industry case scenario. This year's case scenario was authored by

Professor/Capt. Robert Baker, formerly of ExxonMobil. Every team has an environmental, logistics, transportation, and engineering representative. A special thank you to Leonard Hale and Amy Hark who served as mentors, advisors, and judges throughout the weekend.

Bob Fry invited COL Fossum to make closing remarks. Mike Fossum thanked everyone for their support and engagement. He briefly discussed the ongoing Management Report process stating that there are changes coming and he is unsure of how it's all going to work out. We hope to have it wrapped up in the next week or so as it is a distraction to everyone. Our priorities of exploration and discovery are not going to change. He reminded everyone to look at the TX Dot paper on the Pelican Island Bridge replacement which is still on track included in their BOV briefing book.

Bob Fry thanked each of the speakers and participants before adjourning to a closed BOV member only meeting.

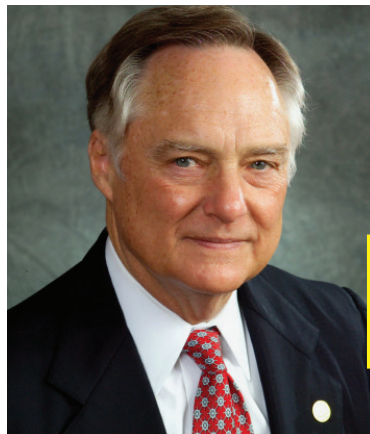
**- END OF MINUTES -**

After over six years as Chairman of the Board of Visitors, it is time for me to stand down. Starting with the upcoming new semester, current Vice-Chair Jonathan Whitworth will succeed me. He has been intimately involved in board decisions and is well prepared to assume his new role. He will be an active and energetic Chairman.

Having spent my whole career in the maritime industry, I early became aware of the quality of the graduates of Texas A&M Galveston. I have met them onboard ships and in corporate offices around the world in positions of responsibility. Just as with most of you, I have dedicated my time and energy to this institution to be of whatever benefit I could be to them. They are the future of the maritime industry, and it is in good hands because of their ever-growing presence.

This Board of Visitors is a valued asset to Texas A&M Galveston. I look forward to continuing as a board member, collaborating with you in the effort to help where needed for the students, staff, and faculty of this special place.

It is my honor to be part of the Board of Visitors and to have been your Chairman. Thank you for the privilege.



**Bob Fry**  
Chairman, 2017-2023  
*Texas A&M University at Galveston  
Board of Visitors*







## THE GEORGE P. MITCHELL SOCIETY

*Established in honor of George Phydias Mitchell '40, the spirit of the GPMS is to enhance the growth of the Galveston campus of Texas A&M University.*

**[give.am/GPMSMembership.com](https://give.am/GPMSMembership.com)**

A special thanks to our members for their support.

Michael Cokinos  
Gen. William Fraser III '74  
John Hallmark '97  
Will Jenkins  
Chris Johnson '06  
Shrub Kempner  
Mark Lyons  
Keith McFatridge, Jr.  
John Michael '98  
B. Greg Mitchell  
Jerry Mohn  
Frank Muller, Jr. '65  
Brandon Neff '99  
Vic Pierson  
Wayne Prescott '69  
Brian Roy, Jr. '82  
Todd Sullivan '97  
Kelly Teichman '91  
Jonathan Whitworth '89

## OFFICE OF THE CHIEF ACADEMIC OFFICER

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### **2023 TEXAS WOMEN'S HALL OF FAME**

#### **DR. ANTONIETTA QUIGG**

*Sr. Associate Vice President of Research & Graduate Studies,  
Regents Professor in Marine Biology*

Created in 1984 by the Texas Governor's Commission for Women, the Texas Women's Hall of Fame recognizes women who have attained significant achievements in areas such as the arts, community service, education, leadership, health, science and business. Inductees include former First Ladies, astronauts, entrepreneurs and Olympic athletes. The Texas Women's Hall of Fame ensures the achievements and contributions of women from across Texas are written into the state's legacy.



### **2022-2023 PROVOST ACADEMIC PROFESSIONAL TRACK FACULTY TEACHING EXCELLENCE AWARD**

#### **DR. GERARD COLEMAN**

*Professor of the Practice in Marine Engineering Technology*

This award encourages, recognizes, and rewards faculty who provide students with meaningful learning experiences, embrace effective teaching approaches, and value student-centered learning.



### **THE ASSOCIATION OF FORMER STUDENTS DISTINGUISHED ACHIEVEMENT - COLLEGE-LEVEL TEACHING AWARD**

#### **DR. SAM MARK**

*Professor in Liberal Studies*

This award is designed to honor those teachers who maintain high expectations of their students and who ensure academic rigor in their courses. Distinguished teachers recognize their responsibility in motivating and contributing to the overall development of the student.



**2022-2023 THE ASSOCIATION OF FORMER STUDENTS DISTINGUISHED ACHIEVEMENT AWARD FOR INDIVIDUAL STUDENT ENGAGEMENT (UNIVERSITY LEVEL)**

**RACHEL BALL**

*Note: At the time of her nomination, Rachel was still part of the Marine Biology Department. She is now in the Center for Academic Learning & Support*

This award recognizes, encourages, and rewards those employees whose professional relationships with students are particularly helpful and inspiring. The recipients of this award should exhibit concern for the welfare and development of students and should have demonstrated a willingness to meet the special needs of students while ensuring that students accept their responsibilities and strive to meet their own potentials. The two recipients of this university level award go beyond the requirements of their appointments to give time and effort to student growth and service. They offer guidance and encouragement in a spirit of mutual questing and shared expectations.

## RESEARCH & GRADUATE STUDIES

### ***GULF RESEARCH INSTITUTE FOR HIGHLY MIGRATORY SPECIES (GRIHMS)***

#### **HIGHLIGHTS FROM OUR NEWEST INSTITUTE**



GRIHMS created the Offshore Cooperative Ecosystem Assessment Network (OCEAN) on natural banks and artificial reefs on the outer shelf in the Gulf of Mexico to better understand the habitat requirements and ecosystem connectivity of reef and pelagic fishes. This includes deploying sensing equipment (e.g., acoustic receivers) on all 17 banks in the recent expansion of the Flower Garden Banks National Marine Sanctuary. OCEAN tracking systems is currently monitoring the habitat use and movements of over 200 fish—amberjacks, groupers, snappers, sharks—that have been tagged with acoustic transmitters by GRIHMS scientists.



GRIHMS launched the Undergraduate Summer Fellowship Program; recruited its first PhD student recruited and started a new project funded by NOAA's Fisheries Restoration Center Office of Habitat Conservation to restore pelagic fish biomass through actions that are expected to show that bluefin tuna bycatch and bycatch mortality can be reduced in the pelagic longline fishery operating in the Gulf of Mexico. External support obtained from donors (e.g., foundations, NGOs) and federal agencies for GRIHMS-related activities in the past year was 850k.

### ***INSTITUTE FOR A DISASTER RESILIENT TEXAS***

Under the IDRT Digital Risk Infrastructure Program (DRIP), the team has learned many communities navigating flood risk lack of accurate and reliable data. Leveraging drone technology to gather high-resolution topographic data, the team creates topographic maps that provide the foundation for future flood risk insights. This data combined with floodplain modeling, and community input, puts the community 'back-on-the-map' to actual flood risks experienced by locals.

IDRT also launched the next generation of international education and research on coastal flood risk reduction with the NSF-funded program on International Research Experiences



*Ph.D. student Nicholas Diaz and Associate Research Scientist Dr. Andrew Juan*



for Students (IRES). The overarching objective is to provide transformative multi-disciplinary international research training and education to the next generation of leaders facing the societal challenge of increasing flood hazard. Each year, U.S. students engage in an immersive, six-week problem-and place-based research experience in the Netherlands, a world leader in flood risk mitigation and management.

IRES students and project director at TU Delft, Spring 2023

### **GULF CENTER FOR SEA TURTLE RESEARCH (GCSTR)**

GCSTR launched a Multinational Collaborative Research Program to measure changes in sea turtle nesting habitat in response to climate change. This includes every state in the Gulf of Mexico as well as Mexico and Cuba. The collaborative identified research priorities. The GCSTR played an integral part in an international conservation partnership by assisting to repatriate a critically endangered Kemp's ridley sea turtle that stranded in Wales (U.K.). TAMU/G and the GCSTR will be in a BBC documentary telling this conservation story. The GCSTR has received international media attention as a result of this activity and will provide tracking updates via a satellite tag attached to this turtle as part of its research program.

The GCSTR recently received a \$1M donation to our sea turtle hospital and educational outreach construction campaign; the Center has raised \$12.5M of the \$20M needed to date. GCSTR also received 4 grants (U.S Fish and Wildlife Service, Texas NRDA Trustees, and the Galveston Bay Estuary Program) in the amount of \$525k to support research activities.



# ADMINISTRATION & AUXILIARY SERVICES



## **CELEBRATE SUCCESSES**

### **SWIMMING POOL**

Major renovation of the campus swimming pool was completed and reopened for academic and recreational use on September 11, 2023.



Rendering for the new supplemental utility plant.

## **KEY ACTIVITIES**

### **UTILITY PLANT**

Construction has begun on the new supplemental utility plant as part of the campus' Infrastructure, Dock Improvements and Ship FF&E - Phase I project. This \$35 million project will construct a new supplemental utility plant, add new HVAC equipment and increase electrical and natural gas capacity for the campus. A groundbreaking ceremony was held on August 30.



Construction site September 12, 2023.



Rendering of the ECRB.

### **ENGINEERING CLASSROOM BUILDING**

Design for the Engineering Classroom and Research Building (ECRB) is nearing completion. Construction is expected to begin in late Spring 2024.



Site plan for the new engineering building.

# FINANCE, BUDGETS & COMPLIANCE

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## ***CELEBRATED SUCCESSES***

### **BUSINESS CENTRALIZED COMPLETED**

The Galveston campus has completed the centralization of business personnel under the AVP for Finance and Compliance Officer.

- Overall savings realized approximately \$90K used to provide market adjustments within the new centralized unit.

## ***FY2024-2025 LEGISLATIVE SESSION UPDATE***

TAMU-Galveston received \$4.8M in funding over the previous session comprised of the following:

- \$3.2M funding for debt service on new Engineering Building
- \$600K Affordability increase
- \$555K Partial Hazlewood Exemption funding
- \$400K Student Success Initiative Funding
- \$300K placeholder for future needs

These funds are budgeted for FY2024 as follows:

- \$3.2M for debt service for new engineering building
- \$1.0M combined with \$500K from local tuition for Merit and Market Adjustment Pool
- \$350K for Student Success Initiatives
- \$250K placeholder for future needs

Request to fund one special line item of \$3M per year for Programming Support for the Center for Sea Turtle research was NOT approved.

## ***OTHER KEY ACTIVITIES***

Undergraduate enrollment and headcount includes over 500 Engineering Students. However, we continue to experience attrition in admission for our Galveston Programs. Preliminary Fall 2024 headcount shows another decline in Galveston based programs.

Priority#1 - work with TAMU in our recruiting efforts for specific programs in Galveston

- Increase recruiting/admissions in our LO program as well as proven growth areas such as Maritime Business and Marine Engineering Technology

Revenue Facts:

- 34% State funding
- 35% Tuition & Fees
- 17% Sales & Services - increase due to purchase of 2 new residence halls.
- 12% Grants
- 2% Other

Expenditure Facts:

- 42% Salaries
- 32% Operations & Maintenance
- 19% Debt Service
- 7% Scholarships

Reserve Balances went from 9 mo. at the end of FY2020 to 5.8 mo. as the end of FY2022. Investment Income losses for 2021 and 2022 totaled approximately \$1M resulting in the need to move budgets previously funded from investment income to Tuition and Fee sources.

# STUDENT AFFAIRS

## **CAMPUS RECREATION**

### **AQUATICS**

- Completed a \$1.3 million renovation to the swimming pool and opened on 9/11

### **INTRAMURALS**

- All leagues had high turnout in team sign-up.
- The new Nomad Policy has had a ton of usage which is decreasing forfeits significantly.

### **CLUB SPORTS**

- Soccer has started competing.

### **FITNESS & WELLNESS**

- Goat Yoga was a hit! 40 participants enjoyed a free Gig'em Week Goat Yoga.
- We have hosted 3 Donuts for Downloads events, giving away 144 donuts to students for downloading TELUS app or showing they continue to have the app on their phone.
- Green Dot Pancake Event had 85 sign-ins and we were able to host our first open call Green Dot presentation.
- In the first two weeks of the semester, 1,113 unique students accessed either the Campus Recreation Center or Sea Aggie Fitness Center.



## **CAREER SERVICES & COUNSELING**

The fall is off to a fast start in the Counseling, Career & Ability Services office with 196 students checked in between Aug 21 & Sept 13.

Military Sealift Command visited Texas A&M Maritime Academy Hall in September and hosted a very successful information table! The \$35,000 signing bonuses for graduating seniors drew lots of attention!



Happy to share our newest Relaxation Room addition, a full body massage chair! Students can check in anytime for a 30 minute massage!





Photo from Phase 1 Groundbreaking Ceremony.

## ***CORPS OF CADETS***

O-Week was held from 9-13 August for 115 Cadets. This was the first time in over 4 years that the cadets actually lived on our newest addition, TS Kennedy. Completed with a sterling Pass-in Review for Rear Admiral Fossum.

The 2023-2024 Corps of Cadets formed for the first time at 0715 on 21 August 2023.

## ***STUDENT ACTIVITIES***

Over the summer, student organizations, faculty, Student Affairs staff, and various academic departments partnered with the Office of Student Activities hosting 32 Gig 'Em Week events from ice cream socials with the Foundational Sciences department, Aquarium Therapy with the Sea Life Facility, Study Skills with Mona & CALS, Goat Yoga, a movie night with the Student Government Association, breakfast tacos with the Student Association of Latino Leaders, Popsicles & Pop Culture with the Black Student Alliance, and more! There was a great turn out for the Paint the Town Maroon event at Saengerfest Park, where over 100 students gathered for a Yell Practice, a community scavenger hunt, and networking opportunities with local businesses. In total, over 2,000 students checked in and attended the various Gig 'Em Week events.



Paint the Town Maroon at Saengerfest Park

On August 24th, in the ASEC Ballroom, our Organization's Night drew an impressive crowd, with over 850 students and representatives from 75 student and community organizations in attendance. The data we collected from this event revealed that it was the most well-attended Organizations Night we've hosted in years. Feedback from students was overwhelmingly positive, with many expressing their delight at discovering previously unknown organizations and interacting with enthusiastic student leaders who showcased the capabilities of their respective groups.

## STUDENT AFFAIRS, cont.



Howdy Week 2023



SALT Camp

Our Freshman Leadership Organizations (FLO) received an impressive response, with more than 150 freshman students expressing interest in joining. After a thorough application and interview process, the Galveston Freshman Leadership Organization (GFLO) welcomed 52 members, while the Freshman Serving Humanity Through Texas (FreshTX) selected 50 outstanding first-year students for their group.

### **1973 CENTER**

The 1973 Center reframed our mission to better serve students on the Galveston campus through need driven resources. This Fall, we worked with Campus Living & Learning to relocate the Campus Food Pantry to the 1973 center centralizing the food pantry and making it more accessible to all campus students, faculty and staff.

Comunidad is a program aimed at creating a welcoming environment for our first-year students. The program matched groups of 3-5 new students with a seasoned faculty or staff member to go out into the Galveston community to share in a meal and conversation. The outcome of these meals was to create community among students to drive their success on our campus. In the first week of school, we were able to connect 45 students to resources and build community.

The staff for the 1973 Center worked with student activities to give the Veteran's Lounge an update this August. With \$5000, we were able to secure modular couches, new writing spaces, new lighting, and provide study spaces for our vets that creating a cozier and cleaner feel.



### **COMMUNITY LIVING & LEARNING**

This year, there was a record number of housing applications and room reservations with the addition of two efficiency apartment buildings (*Albatross and Polaris Halls*) which were purchased over the summer.

Assessment/Outcome: 1595 students were assigned to on-campus room spaces and moved into our seven residence halls.

## NEW STUDENT CONFERENCES & STUDENT STAFF TRAINING

Campus Living and Learning hosted Community Leader and Company Commander training. During this time, they covered topics such as mental health, Title IX, student rules and conduct, job expectations and duties, etc. All this was made possible due to the HC team and AD Team as well as partnerships with Dasiey McCloud, the 1973 Center Staff, and EHS. Approximately 30 plus CLs and COs were trained over the course of these two sessions.

## CL&L UNDERGRADUATE AND GRADUATE INTERNS

This year, CL&L had 3 undergraduate interns and 2 graduate interns. The graduate interns assisted in projects including department website design and CARE Team practices, assisted in testing new StarRez features, and helped with prepping and turning over spaces for summer use and new student arrival. The undergraduate interns were each supervised by a Housing Coordinator and assisted in completing projects in each of their areas as well as helping preparing and turning over spaces.

Interns completed projects that allowed CL&L to benchmark both CARE methods and website designs from other institutions that led to departmental changes.

**student staff fall 2023**

# THURS TRAINING

8-9 am	Breakfast	Captains Landing
9:00 am	Residence Hall Manual and Incident Response Introduction	TAMMAH
10:00 am	RCR Training	TAMMAH
11:30 am	Emergency Response	Main IH
12 pm	Lunch	Captains Landing
1:00 pm	Green Dot	Main IH
2:00 pm	Conduct and Student Rules	Main IH
3:00 pm	Office Overview	Main IH
4:00 pm	Programming & Journey	Main IH
5:00 pm	Dinner	Captains Landing
6:30-9 pm	Check in with HC for Evening Task	Captains Landing



# MARKETING & COMMUNICATIONS

## **GALVESTON UNDERGRADUATE RECRUITMENT MISSING / UPDATED MATERIALS**

At the beginning of 2023 the Undergraduate Recruitment & Outreach Office, in partnership with the Galveston Division of Marketing & Communications, performed an audit of all existing Galveston recruitment materials. The goal was to look for redundancies, gaps, and non-compliant materials. From that audit, the following materials were produced or updated to support recruitment needs. Items written in green did not exist prior to the audit. All materials below were designed internally and in production from October 2022 through May 2023. Our recruitment materials are now aligned with Texas A&M's "Where You Belong" recruitment campaign but with a Galveston "twist", and are being used by recruiters. Materials will be re-evaluated in early 2024 to prepare for the next recruitment cycle.

### **Information Requests**

- TAMU-Galveston Information Request Envelope
- Aggies by the Sea Guide
  - *General undergraduate admissions information*

### **University General Admit Packet**

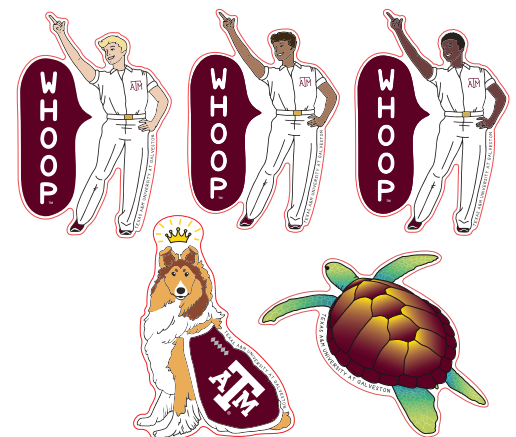
- **Branded Maroon All-Weather Envelope**
- Updated Admit Letter
- Updated "Congratulations" Banner
- **Freshman Admission Booklet**
  - *Sent to admitted freshmen only.*
- **Transfer Admission Booklet**
  - *Sent to admitted transfer students only.*

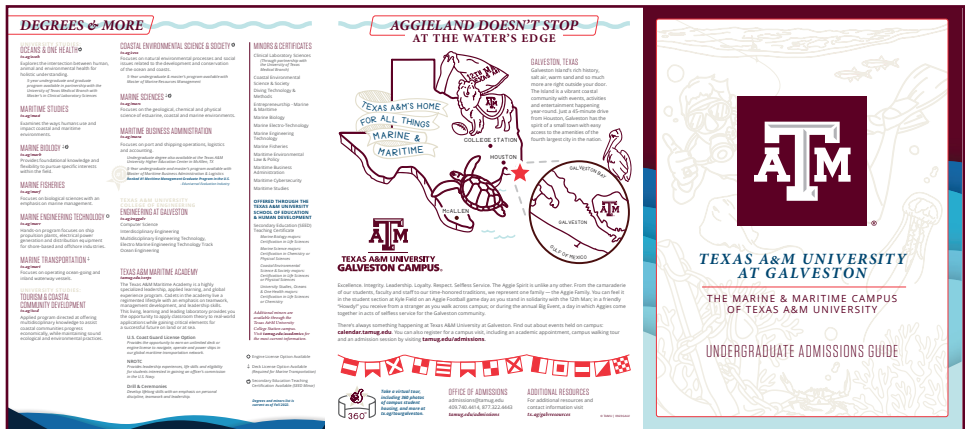
### **Maritime Academy Admit Packets**

- Maritime Academy Admit Envelope
- Maritime Academy Admit Letter
- Maritime Academy Booklet

### **Additional Materials**

- Double-sided Recruiter Business Cards
  - *Back side of the business card has a QR code to each recruiters' meeting scheduling site.*
- Informational Double-Sided 4" Stickers
  - *These stickers have a backing printed with undergraduate recruitment contact information, along with a QR code to the admissions website.*
- *Miscellaneous Swag*





Aggies By The Sea Guide Trifold - Back Spread

## VIRTUAL CAMPUS TOURS

Two virtual campus tours have been created: one for the campus, and another for student housing. These virtual tours are integrated into recruitment communications to supplement the undergraduate recruiters' on-site tours.

## ADMISSIONS WEBSITE

The Galveston undergraduate admissions website has been redesigned and updated to provide a more comprehensive and streamlined user experience. The new website also follows branding for Texas A&M's "Where You Belong" undergraduate recruitment campaign.

## UPDATED SOCIAL MEDIA STRATEGY

Our social media strategy relies on sharing the story of the tremendous work done daily by students, staff and faculty at our campus. We accomplish this by employing a mixture of user-generated content from students/student organizations, campus departments, and division-generated content including newsroom stories and multimedia coverage of campus events.

For best performance, the presentation and publication of content is unique to each platform and account. **@AggiesByTheSea** accounts cover campus-wide stories, programs of study, campus events & Aggie traditions. Meanwhile,

**@TexasMaritime** accounts focus on sharing stories related to the Texas A&M Maritime Academy, the Corps of Cadets, events and life in the corps.

Due to the ever-changing nature of social media, performance of content is tracked and strategy is regularly adjusted based on the resulting analytics.

## PARTNERSHIPS WITH COLLEGE STATION, GALVESTON YELL LEADERS & MORE

New features on Instagram allow multiple accounts to post content together. We've used this new feature with much success by leveraging the Texas A&M University accounts to help us share stories like Tally the turtle's release, and videos covering Sea Camp and Texas A&M-Galveston.

In line with our above user-generated content strategy, we've also used the feature promote our new Galveston Yell Leaders and this semester's first Midnight Yell. We've also this collaborative feature to help promote other university accounts. Recent partnership posts included SALT Camp, the new pool renovations with Campus Recreation, and the launch of the Gulf Research Institute for Highly Migratory Species (GRIHMS) on Instagram.

## MARKETING & COMMUNICATIONS, cont.

These collaborations will help increase engagement with our stakeholders and expand our social media reach across multiple audience bases.

### METRICS: APRIL 1 - SEPTEMBER 25, 2023

To most effectively share our story on social media, we use analytics that demonstrate how effectively we are reaching our audience. Overall, we continue to see steady growth in our following across all platforms, increased reach/ impressions and improved engagement rates across all accounts and platforms.

**Engagements** are the total number of reactions (likes), comments, shares and link clicks combined.

**Impressions** are the total number of times our content was displayed (this can include repeated displays to one individual).

**Engagement Rate** is the ratio of engagements based on the number of impressions (How many people see content vs. how many people engage with it).

	Followers	Engagements	Impressions	Engagement Rate
Facebook	21K	212K	2.4M	8.3%
Instagram	10K	37.4K	946K	3.9%
Twitter (X)	4.5K	4.6K	121K	3.8%
LinkedIn	13.5K	42.3K	197.8K	21.4%

When metrics for all accounts across all platforms are combined, we've gained 5,000 followers (a 10% rise) since the last BOV report. Additionally, our content has been displayed to social media users more than 3.75 million times with an average engagement rate of 8% (industry standards consider 3-5% a high engagement rate). At that rate, the story of Texas A&M University at Galveston was liked, commented on and shared over 300,000 times on social media from April to September.

## ADMINISTRATIVE

### COLLEGIATE LICENSING & BRAND DEVELOPMENT

In an effort to align with Texas A&M brand standards, promote the Galveston campus, and elevate the quality of product orders, the division has formalized workflows with Texas A&M's Office Brand Development to review all Galveston orders prior to production. This includes the regulation of the use of the university's name, trademarks, names and logos.

### EXECUTIVE DIRECTOR TRANSITION

Rebecca Watts has transitioned from her role as Executive Director of Galveston's Division of Marketing & Communications. She now serves as Executive Director of Branch & Remote Campuses for Texas A&M's Division of Marketing & Communications.

## VESSEL OPERATIONS

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Research Vessel Mydas

For 14 months, our primary goal has been to evaluate what the unit needs to accomplish the primary mission. The focus of the director shifted to building a team that would match the needs of a tier one institution and prepare the university for expected student population and asset procurement growth. See staff updates for additional details.

In collaboration with researchers, a new bay boat was constructed and delivered summer 2022. This vessel, named Mydas after a specific sea turtle in the Galveston area, is

the newest research vessel added to the fleet and is in use primarily by graduate students conducting field work.

The Bateau has reached the end of her life cycle and is no longer in service.

All United States Coast Guard inspections for the Earl Milan and RV Trident passed.

Launched a virtual tour on our website for the Earl Milan and RV Trident vessels.

### **STAFF UPDATES**

A full review of the organizational structure for Vessel Operations was conducted summer 2022 to ensure we are meeting the primary mission of the unit. Salaries and wages have been adjusted to be more competitive with the market, allow for better quality candidates in the recruiting process, and a focus on career development to support employee retention. That review includes full time employees as well as our student professionals.

- Jesse Carranza
  - ▷ Hired October 3, 2022 as Marine Maintenance Technician
  - ▷ Promoted May 14, 2023 as Marine Maintenance Supervisor
- Jeremy Sanders-Lewis
  - ▷ Hired December 1, 2022 as Captain-Near Coastal
- Audrey Delp
  - ▷ Hired December 16, 2022 as Administrative Coordinator II
  - ▷ Promoted May 1, 2023 as Manager, Vessel Administration
- Mikah Otto
  - ▷ Hired May 1, 2023 as Marine Maintenance Technician
- Brady Rich
  - ▷ Transfer May 28, 2023 as Marine Maintenance Technician
- Richard Eason
  - ▷ Hired June 16, 2023 as Captain-Near Coastal
  - ▷ Transfer September 3, 2023 as Interim Port Captain
- Craig Smith
  - ▷ Hired August 1, 2023 as Administrative Coordinator I

# TEXAS A&M FOUNDATION

## ***CELEBRATED SUCCESSES***

TAMF raised a record amount for Texas A&M University at Galveston in fiscal year 2023, closing out at over 4.5 million dollars (compared to FY 22 at less than \$2.3 million dollars).

Donor and former student Rodney I. Mohnke finalized his significant planned gift to Texas A&M Galveston. This transformational gift is a representation of Rodney's legacy, tied to our campus and the success of future Texas A&M Maritime Academy cadets.



The Mark A. Chapman Foundation made a significant gift to the Gulf Center for Sea Turtle Research Hospital & Outreach Center. This transformational gift came to fruition after a representative from the Mark A. Chapman Foundation was given the opportunity to name and release a sea turtle as a thank you for a previous gift.

## ***KEY ACTIVITIES***

TAMF, in partnership with TAMUG Career Services, is excited to launch the Corporate Partner Program. The goal of the program is to position industry on the frontlines of recruitment and engagement with our students and campus.

TAMF and campus partnership improvements continue. Our team now hosts regular meetings with key faculty and leadership based on identified fundraising priorities and has seen great internal partnership success with the recent port events and phase 1 groundbreaking ceremony.

Save the date! The Endowed Scholarship Dinner, formerly known as the Endowed Scholarship Reception, will take place on Thursday November 16th, 2023 (scan the included QR code to RSVP).



**PLEASE SCAN THE QR CODE TO RSVP BY NOV. 3**

*For questions regarding the event, please call  
Emily Ford at 409.740.4481*



## ***UPDATES***

TAMF Galveston's fiscal year 2024 Business Plan is in full swing. In alignment with the key fundraising focus area, as identified by campus leadership, the Galveston TAMF team actively meets with key faculty and donors to seek and direct gifts. The TAMF discovery and research teams continue to find new potential donors whose interests align with current fundraising priorities.

Industry interest in TAMUG Engineering and Marine Transportation programs continues and grows, with particular focus on the students, labs and simulators. TAMF is working on a handful of anticipated, transformational industry gifts toward these programs in fiscal year 2024.



TAMF welcomes the new Senior Vice President for Development, John Morris. Morris, who previously served in a similar role at Auburn University, brings a wealth of experience inspiring major giving, facilitating growth and cultivating meaningful impact through purposeful philanthropy. John will be responsible for spearheading the Foundation's fundraising strategy. He will visit the Galveston campus for the first time on November 1st.





# Upcoming Events

[calendar.tamug.edu](https://calendar.tamug.edu) for full list of events

[Home](#)

[Events](#)

[Videos](#)

[Photos](#)

[About](#)

[More](#)

October 5 | 3:00 p.m. - 5:00 p.m.

## Ring Statue Dedication

Aggie Special Events Center  
Texas A&M University at Galveston

October 5 | 2:00 p.m. - 4:00 p.m.

## Maroon Delegates Coating Ceremony

Aggie Special Events Center  
Texas A&M University at Galveston

October 10 | Three Hours Before Kickoff

## Tailgate: TAMU vs. Alabama

Aggie Park  
Texas A&M University, College Station

October 13-14 | All Day

## Family Weekend

Texas A&M University at Galveston

October 20 | 8:30 a.m.

## Proceanic Golf Tournament

Gleannloch Pines Golf Club  
Spring, Texas

November 2 | 10:00 a.m. - 2:00 p.m.

## Fall 2023 Career Fair

Texas A&M University at Galveston

November 3 | 9:00 a.m. - 12:00 p.m.

## Fall Ring Day

Aggie Special Events Center  
Texas A&M University at Galveston

November 16

## Endowed Scholarship Dinner

Aggie Special Events Center  
Texas A&M University at Galveston

November 29 - December 1

## International Workboat Show

Morial Convention Center  
New Orleans, LA

[TENTATIVE] December 6 | TBA

## NSMV Lone Star State Keel Laying

Philly Shipyard  
Philadelphia, PA

December 2023 | TBA

## Fall Commissioning

Aggie Special Events Center  
Texas A&M University at Galveston

December 15 | 2:00 p.m.

## Fall Commencement Ceremony #1

Aggie Special Events Center  
Texas A&M University at Galveston

December 15 | 6:00 p.m.

## Fall Commencement Ceremony #2

Aggie Special Events Center  
Texas A&M University at Galveston

December 23 - January 1, 2024 | All Day

## University Holiday: Winter Break

January 16, 2024 | All Day

## Martin Luther King, Jr. Day

February 10, 2024

## Mardi Gras Parade Viewing Party

Davidson Ballroom, The Tremont House  
Galveston, Texas

March 23, 2024 | All Day

## The Big Event

Texas A&M University at Galveston

April 2, 2024 | TBD

## Board of Visitors Spring 2024 General Meeting

Texas A&M University at Galveston

# SEA AGGIE



FORMER STUDENT NETWORK

## Fall 2023 Updates

### RECENT SUCCESSES

#### Sea Aggie Former Student Network 4th Annual Golf Tournament

- A day of networking for former students and current student volunteers on the golf course. Golf Tournament with a BBQ Dinner, silent auction, and raffle raised \$51K towards SAFSN endowment scholarship and support other SAFSN missions.
- Our 4 years of golf tournaments have allowed us to grow our endowment to \$93,135. Allowing 3 \$1,000 scholarships to be allocated in 2023.
- A new agreement has been made to grow the endowment to \$200K and to be named a Legacy Society Member.

#### Gazebo Renovation

- SAFSN helped fund the renovation of the gazebo area on campus to replace rotting wood and provide new tables, grills, and waste receptacles. Allowing current students a safe location to study, socialize, and network outdoors.

#### Establishment of Student Chapter

- January 2023, student body members requested to start a student chapter to engage students early on the importance of networking and being involved in the future of Texas A&M at Galveston.
- They will help volunteer at SAFSN events as well as set up mentor opportunities with former students. They plan to bring in former students to speak on their journeys into their careers and inspire our students to develop their impact post-graduation.

#### Oral History Project

- To celebrate the 60th anniversary, we started a project to capture the history of TAMUG through the stories of our former students. The beautiful book was published Aug 2023 and is being delivered to all those who pre-ordered.



# SEA AGGIE



FORMER STUDENT NETWORK  
& GALVESTON COUNTY A&M CLUB

## AGGIE WATCH PARTIES 2023

**Who:** Calling all Aggies from all A&M Campuses, along with A&M Friends and Family (Children supervised by an adult guardian are welcome until 9 PM)

**What:** Football Watch Parties and Tailgates along with some fundraising activities: Raffles, Competitions, and More.

**When:** For every game!

**Where:** Stuttgarden in Texas City (Stuttgarden Tavern 10000 Emmett F Lowry Expy, Texas City, TX 77591) Back of the Old Mall by Theater

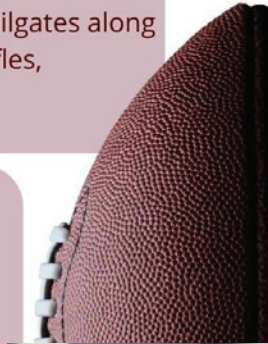
**Why:** Networking, socializing, and cheering on our fellow Aggies

**How:** Come and network while our non-profit organizations split profit shares provided by Stuttgarden.

Questions?

SAFSN Gussie Roth [Rotha@tamug.edu](mailto:Rotha@tamug.edu)

Gal Co A&M Club Joel Krouse [aggie86grad@yahoo.com](mailto:aggie86grad@yahoo.com)



# SEA AGGIE



FORMER STUDENT NETWORK

SAVE  
THE  
DATE

THURS, APR 25, 2024

WILDCAT GOLF CLUB  
12000 ALMEDA RD, HOUSTON, TX 77045

[seaggieformerstudentnetwork.com](http://seaggieformerstudentnetwork.com)

## **ONGOING INITIATIVES**

### **Texas Clipper Legacy Committee**

- Established in Summer of 2023- will raise funds to build a 1:100 museum quality model of the T/S Texas Clipper
- Our Texas Clipper Legacy Endowment will allow us to maintain the model and refurbish and display other Texas Maritime Academy Artifacts

### **Fightin' Texas Aggie Watch Parties**

- SAFSN is teaming up with Galveston County A&M Club to host watch parties for the 2023 football season at Stuttgarden Tavern- Texas City.

### **Tailgates**

- Co-hosted the 2nd annual Constituent Network tailgate with all 13 constituent networks and The Association.
- October 7th – SAFSN and Texas A&M at Galveston will host a Tailgate to support the TAMMA March-in and allow all Sea Aggies to come together for a reunion.

### **Laundry Room Painting Project**

- SAFSN Student Chapter has taken on the project of restoring the art in the Oceans and Hullabaloo laundry rooms. Many of the murals were started by students in 2007 through 2012. The current members of SAFSN student chapter and some of the original artists collaborated to finish the work and give it a new lease on life. These two rooms will be completed by the end of 2023, and they hope to add art to the walls in other laundry rooms on campus over the years.

### **Speaker Series**

- Our speaker series was relaunched in May of 2023 with Jill Brandenberger '93 &'01. Our next event is October 24, 2023, with Capt. Stephen Ford '70
- These events will be held in a mix of virtual and in-person events.

## **COMING SOON**

- The SAFSN is working with the Foundation to bring a symbol to College Station to represent TAMUG and all of your students.
- 5th Annual Golf Tournament- April 25, 2024
- Fall of 2024, SAFSN will host a Reunion at TAMUG
- Continue to grow our membership and establish more chapters to expand the reach of SAFSN and our mission to former students around the country.



Texas A&M-Galveston employees attending the 2023 Galveston Women's Conference, presented by the Galveston Regional Chamber of Commerce



Dr. Debbie Thomas and Dr. Samuel Mark at the annual Academic Affairs Forum, celebrating Mark's Association of Former Students award.



Student Gema Garcia '24 posing in front of the Aggie Ring Statue.



TEXAS A&M UNIVERSITY AT GALVESTON  
Office of the Vice President &  
Chief Operating Officer

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