

# TRVM 1391: Special Topics in Hospitality- CVBs/DMCs

*Course Name: Special Topics in Hospitality- CVBs/DMCs*

*Course Abbreviation: TRVM 1391*

*Section Number:*

*Synonym:*

*Campus/Room/Day/Time:*

*Instructor's Name:*

*Phone Number:*

*Office hours and Location:*

*ACC Email:*

## **COURSE DESCRIPTION**

- Credit Hours: 3
- Classroom Contact Hours per week: 3
- Laboratory Contact Hours per week: 0

This course aims to provide students with a broad understanding of how both DMO's and DMC's contribute positively to an area's tourism industry as well as how hospitality, tourism and meeting and event professionals interact with each entity through their work in this dynamic environment. This course will also examine the principles of destination sales and marketing. A range of issues will be explored, including the changing nature of destinations over time; factors affecting destination choice; the rise and fall of destinations and the key ingredients for successful destinations.

Transferability of workforce courses varies. Students interested in transferring courses to another college should speak with their Area of Study (AoS) advisor, Department Chair, and/or Program Director."

## **COURSE RATIONALE**

DMO's play a critical role in defining and creating a destination which in turn shapes local tourism. It is important for hospitality, tourism and meeting and event professionals to understand how their roles will intersect with each of these entities. The travel and tourism industries are continually evolving, affected by developments in new technology and information systems, consumer demand, regulation, competition, and general political and economic forces. Students will identify these developments and explore appropriate techniques on sourcing and creating destination solutions for a consumer.

## **PREREQUISITES**

*None*

## **STUDENT LEARNING OUTCOMES & GENERAL EDUCATION COMPETENCIES**

1. Identify the roles that DMO's currently have in the travel & tourism industry.
2. Review the impact that sales and marketing practices have in selling a destination.
3. Explore and define the perceived benefits, attractions and barriers to trending destinations.
4. Analyze the differing wants and needs of prospective clients when identifying a destination.
5. Critically evaluate the role of evolving technology in destination management.
6. Propose an appropriate destination product or package for a given client ensuring specific criteria are met and exceeded.
7. Present the destination product or package identifying consumer need, current and future development of destination and rationale for choice.

## **REQUIRED TEXTS/MATERIALS/SOFTWARE**

*Title:* Destination Marketing Essentials

Edition: 3rd

Author: Steven Pike

Publisher: Routledge

Print ISBN: 9780367469535

eText ISBN: 9781000200935

## **INSTRUCTIONAL METHODOLOGY**

We strive to create an environment of applied learning for all program students. This course is designed using the most current information and techniques of instruction. Through field trips and guest speakers, students are able to have real-life experiences. The course is designed to include elements of writing, critical analysis, and presentation techniques. I also design and assign projects that challenge students through research and group learning. Your mastery of the presented material is key to your success in the industry.

## **STUDENT TECHNOLOGY SUPPORT**

Austin Community College provides free, secure drive-up WiFi to students and employees in the parking lots of all campus locations. WiFi can be accessed seven days a week, 7 am to 11 pm. Additional details are available at <https://www.austincc.edu/sts>.

Students who do not have the necessary technology to complete their ACC courses can request to borrow devices from Student Technology Services. Available devices include iPads, webcams, headsets, calculators, etc. Students must be registered for a credit course, Adult Education, or Continuing Education course to be eligible. For more information, including how to request a device, visit <http://www.austincc.edu/sts>.

Student Technology Services offers phone, live-chat, and email-based technical support for students and can provide support on topics such as password resets, accessing or using Blackboard, access to technology, etc. To view hours of operation and ways to request support, visit <http://www.austincc.edu/sts>.

## GRADING SYSTEM

### Assignments and Grading at a Glance

#### Attendance

15 classes; 5 pts for each. 75 points total

*You are expected to be present and participate in class. This is scientifically proven to contribute to success! If you must miss a class, you may access the recorded session and complete a summary of what you learned to earn credit with pre-approval from the instructor.*

#### Quizzes

9 quizzes; 10 pts for each. 90 points total

*These quizzes will be completed in Blackboard and are based on information from the chapter readings and lectures.*

#### Exam

100 points

#### Final Project

100 points

#### Missed Exams and Late Work Policies

Late work is not accepted. Students will not be able to make-up the final exam. It is the student's responsibility to review the course schedule and to make the necessary arrangements to be on-line during the testing period.

#### Grading Schema

Letter Grade Point Range Percentage		
<b>A</b>	328 – 365 points	90 – 100 percent
<b>B</b>	292 – 327 points	80 – 89 percent
<b>C</b>	255 – 291 points	70 – 79 percent
<b>D</b>	254 – 290 points	60 – 69 percent
<b>F</b>	253 and below	0 – 59 percent

#### Course Assignments and Exams Point Values

Assignment Possible Points
-------------------------------

Weekly Attendance	75
-------------------	----

Assignment	Possible Points
Quizzes	90
Exam	100
Final Project	100
<b>TOTAL</b>	<b>365</b>

## COURSE POLICIES

*Faculty should detail their course policies. Many of these policies are defined by departments and will therefore be the same across all courses of that discipline.*

### Attendance/Class Participation

Regular and punctual attendance is expected of all students. The instructor may withdraw students from the class if a student is not in attendance for 5 classes. When a student has missed 5 classes which includes both excused and unexcused absentees the instructor will email the student letting them know of the withdrawal and give the student one week from the day of the sent email to appeal the pending withdrawal. **Each week attendance will be taken and consists of the following acceptable academically related activities:**

- Virtual class attendance where there is direct interaction between instructor and student
- Submission of an academic assignment (for distance learning classes)
- Examination, interactive tutorial or computer assisted instruction (for distance learning classes)
- Study group as assigned by instructor
- Participation in online discussion about academic matters as assigned (for distance learning classes)

Any student not in attendance within the first 12 day of classes will be reported to the Federal Financial Aid system.

### Withdrawal Policy

It is the responsibility of each student to ensure that his or her name is removed from the rolls should they decide to withdraw from the class. The instructor does, however, reserve the right to drop a student should he or she feel it is necessary. If a student decides to withdraw, he or she

should also verify that the withdrawal is recorded before the Final Withdrawal Date. **The Final Withdrawal Date for this semester is [insert date here]**. The student is also strongly encouraged to keep any paperwork in case a problem arises.

Students are responsible for understanding the impact that withdrawal from a course may have on their financial aid, veterans' benefits, and international student status. Per state law, students enrolling for the first time in Fall 2007 or later at any public Texas college or university may not withdraw (receive a "W") from more than six courses during their undergraduate college education. Some exemptions for good cause could allow a student to withdraw from a course without having it count toward this limit. Students are strongly encouraged to meet with an advisor when making decisions about course selection, course loads, and course withdrawals.

### **Missed Exam and Late Work Policies**

*Each instructor should clearly express their policies with regard to missed exams, late homework or laboratory exercises, etc. Again, this helps immensely when dealing with student grade disputes.*

### **Incompletes**

An incomplete (grade of "I") will only be given for extenuating circumstances. What constitutes "extenuating circumstances" is left to the instructor's discretion. If a grade of I is given, the remaining course work must be completed by a date set by the student and professor. This date may not be later than two weeks prior to the end of the following semester. A grade of I also requires completion and submission of the Incomplete Grade form, to be signed by the faculty member (and student if possible) and submitted to the department chair.

Students may request an Incomplete from their faculty member if they believe circumstances warrant. The faculty member will determine whether the Incomplete is appropriate to award or not. The following processes must be followed when awarding a student an I grade.

1. Prior to the end of the semester in which the "I" is to be awarded, the student must meet with the instructor to determine the assignments and exams that must be completed prior to the deadline date. This meeting can occur virtually or in person. The instructor should complete the Report of Incomplete Grade form.
2. The faculty member will complete the form, including all requirements to complete the course and the due date, sign (by typing in name) and then email it to the student. The student will then complete his/her section, sign (by typing in name), and return the completed form to the faculty member to complete the agreement. A copy of the fully completed form can then be emailed by the faculty member to the student and the department chair for each grade of Incomplete that the faculty member submits at the end of the semester.

3. The student must complete all remaining work by the date specified on the form above. This date is determined by the instructor in collaboration with the student, but it may not be later than the final withdrawal deadline in the subsequent long semester.
4. Students will retain access to the course Blackboard page through the subsequent semester in order to submit work and complete the course. Students will be able to log on to Blackboard and have access to the course section materials, assignments, and grades from the course and semester in which the Incomplete was awarded.
5. When the student completes the required work by the Incomplete deadline, the instructor will submit an electronic Grade Change Form to change the student's performance grade from an "I" to the earned grade of A, B, C, D, or F.

If an Incomplete is not resolved by the deadline, the grade automatically converts to an "F." Approval to carry an Incomplete for longer than the following semester or session deadline is not frequently granted.

## COURSE OUTLINE/CALENDAR

### Course Calendar

Week	Date	Course Activity	Description	Assignment	Given
1		Introductions		Read Ch. 1	
			Review course syllabus, text, & course policies		
2		Ch. 1 – The study of destination marketing		Read Ch. 2	
			<b>Ch. 1 Quiz</b>		
3		Ch. 2 – DMO's and destination competitiveness		Read Ch. 3	
			<b>Ch. 2 Quiz</b>		
4		Ch. 3 – Destination marketing organization funding and governance		Read Ch. 4	
			<b>Ch. 3 Quiz</b>		
5		Ch. 4 – Cooperating to compete		Read Ch. 5	
			<b>Ch. 4 Quiz</b>		
6		TBD- Possible Guest Speaker			

7	Ch. 5 – The DMO, disasters crises, and dark tourism	Read Ch. 6	<b>Ch. 5 Quiz</b>
8	Ch. 6 – Destination marketing strategy framework	Read Chs. 7, 8 & 9	<b>Ch. 6 Quiz</b>
9	Ch. 7 – Destination brand identity development	Read Chs. 10, 11 & 12	Ch. 8 – Destination image Ch. 9 – Destination brand positioning <b>Chs. 7, 8 &amp; 9 Quiz</b>
10	Ch. 10 – Destination marketing communications	Read Chapters 13 & 14	Ch. 11 – DMO public relations and publicity Ch. 12 – DMOs and social media <b>Chs. 10, 11, &amp; 12 Quiz</b>
11	Ch. 13 – DMO and travel trade	Research brief	Ch. 14 – Destination marketing performance measurement Introduce Final Project Brainstorming & ideation tactics Research intake and creation of research brief <b>Chs. 13 &amp; 14 Quiz</b>
<b>Week Date Course Activity Description Assignment Given</b>			
12	In class exam review	Ideation submission Final project ideation session Study for exam	<b>Research brief due</b>

13 Final project strategy session	Create first draft of Peer reviews & feedback marketing plan <b>Ideation submission due</b> <b>Exam</b>
14 No class meeting on this day	Continue to revise Marketing drafts peer reviews to be done marketing plan independently by end of day <b>First Draft of Marketing Plan due</b>
15 1:1 presentation practice with peers	Rehearse and revise Incorporate feedback, continue editing for final sharing in class on 12/8
16 Final project presentations	

Please note that schedule changes may occur during the semester. Any changes will be announced in class and posted as a Blackboard Announcement

## COLLEGE POLICIES

### Health & Safety Protocols

Operational areas of ACC campuses and centers are fully open and accessible through all public entrances. The college encourages its staff, faculty, and students to be mindful of the well-being of all individuals on campus. If you feel sick, feverish, or unwell, please do not come to campus.

Some important things to remember:

- If you have not done so, ACC encourages all students, faculty, and staff to get vaccinated. COVID-19 vaccines are now widely available throughout the community. Visit [www.vaccines.gov/](http://www.vaccines.gov/) to find a vaccine location near you.
- Campuses will remain open to faculty, staff, and students with additional protocols. Beginning Monday, January 10, ACC will reinstitute health screenings at the door using the [Appian Health Screening App](#). Each building will have at least one entrance staffed with screening personnel. Health screenings are required for all who come to campus. If you're exhibiting symptoms of COVID-19 or have tested positive, the app will provide you information about steps you can take to report your illness.

- If you are experiencing COVID-19-related symptoms, please get a COVID-19 test as soon as possible before returning to an ACC facility. Testing is now widely available. To find [testing locations near you, click this link.](#)
- If you test positive, please report it on the [ACC self-reporting tool located here.](#)
- On Friday, August 13, 2021, the ACC Board of Trustees unanimously approved a face mask mandate at ACC. Effective August 20, 2021, anyone who is 2 years of age or older will be required to wear a face mask in all ACC buildings.
- The college asks that we all continue to respect the personal space of others. We are encouraging 3 feet of social distancing.
- Please be sure to carry your student, faculty, or staff ID badge at all times while on campus.

Because of the everchanging situation, please go to ACC's Covid website at <https://www.austincc.edu/coronavirus?ref=audiencemenu> for the latest updates and guidance.

### **Statement on Academic Integrity**

Austin Community College values academic integrity in the educational process. Acts of academic dishonesty/misconduct undermine the learning process, present a disadvantage to students who earn credit honestly, and subvert the academic mission of the institution. The potential consequences of fraudulent credentials raise additional concerns for individuals and communities beyond campus who rely on institutions of higher learning to certify students' academic achievements and expect to benefit from the claimed knowledge and skills of their graduates. Students must follow all instructions given by faculty or designated college representatives when taking examinations, placement assessments, tests, quizzes, and evaluations. Actions constituting scholastic dishonesty include, but are not limited to, plagiarism, cheating, fabrication, collusion, falsifying documents, or the inappropriate use of the college's information technology resources. Further information is available at <https://www.austincc.edu/about-acc/academic-integrity-and-disciplinary-process>

*Any course specific policies, expectations, or procedures could be included here.*

### **Student Rights & Responsibilities**

Students at ACC have the same rights and protections under the Constitution of the United States. These rights include freedom of speech, peaceful assembly, petition and association. As members of the community, students have the right to express their own views, but must also take responsibility for according the same rights to others and not interfere or disrupt the learning environment. Students are entitled to fair treatment, are expected to act consistently with the values of the college, and obey local, state, and federal laws. [www.austincc.edu/srr](http://www.austincc.edu/srr)

As a student of Austin Community College you are expected to abide by the Student Standards of Conduct.

<https://www.austincc.edu/students/students-rights-and-responsibilities/student-standards-of-conduct>

### **Senate Bill 212 and Title IX Reporting Requirements**

Under Senate Bill 212 (SB 212), the faculty and all College employees are required to report any information concerning incidents of **sexual harassment, sexual assault, dating violence, and stalking** committed by or against an ACC student or employee. Federal Title IX law and College policy also require reporting incidents of **sex- and gender-based discrimination and sexual misconduct. This means faculty and non-clinical counseling staff cannot keep confidential information about any such incidents that you share with them.**

If you would like to talk with someone confidentially, please contact the District Clinical Counseling Team who can connect you with a clinical counselor on any ACC campus: (512) 223-2616, or to schedule online: <https://www.austincc.edu/students/counseling> .

While students are not required to report, they are encouraged to contact the Compliance Office for resources and options: Charlene Buckley, District Title IX Officer, (512) 223-7964; [compliance@austincc.edu](mailto:compliance@austincc.edu) .

If a student makes a report to a faculty member, the faculty member will contact the District Title IX Officer for follow-up.

### **Student Complaints**

A defined process applies to complaints about an instructor or other college employee. You are encouraged to discuss concerns and complaints with college personnel and should expect a timely and appropriate response. When possible, students should first address their concerns through informal conferences with those immediately involved; formal due process is available when informal resolution cannot be achieved.

Student complaints may include (but are not limited to) issues regarding classroom instruction, college services and offices on the basis of actual or perceived race, color, national origin, religion, age, gender, gender identity, sexual orientation, political affiliation, or disability.

Further information about the complaints process, including the form used to submit complaints, is available at:

<http://www.austincc.edu/students/students-rights-and-responsibilities/student-complaint-procedures>

### **Statement on Privacy**

The Family Educational Rights and Privacy Act (FERPA) protects confidentiality of students' educational records. Grades cannot be provided by faculty over the phone, by e-mail, or to a fellow student.

*Class grades should be posted in Blackboard, and this could be mentioned here.*

### **Recording Policy**

To ensure compliance with the Family Education Rights and Privacy Act (FERPA), student recording of class lectures or other activities is generally prohibited without the explicit written permission of the instructor and notification of other students enrolled in the class section. Exceptions are made for approved accommodations under the Americans with Disabilities Act.

Recording of lectures and other class activities may be made by faculty to facilitate instruction, especially for classes taught remotely through BlackBoard Collaborate or another platform. Participation in such activities implies consent for the student to be recorded during the instructional activity. Such recordings are intended for educational and academic purposes only.

### **Safety Statement**

Health and safety are of paramount importance in classrooms, laboratories, and field activities. Students are expected to learn and comply with ACC environmental, health and safety procedures and agree to follow ACC safety policies. Emergency Procedures posters and Campus Safety Plans are posted in each classroom and should be reviewed at the beginning of each semester. All incidents (injuries/illness/fire/property damage/near miss) should be immediately reported to the course instructor. Additional information about safety procedures and how to sign up to be notified in case of an emergency can be found at <http://www.austincc.edu/emergency>

Everyone is expected to conduct themselves professionally with respect and courtesy to all. Anyone who thoughtlessly or intentionally jeopardizes the health or safety of another individual may be immediately dismissed from the day's activity and will be referred to the Dean of Student Services for disciplinary action.

In the event of disruption of normal classroom activities due to an emergency situation or an outbreak of illness, the format for this course may be modified to enable completion of the course. In that event, students will be provided an addendum to the class syllabus that will supersede the original version.

### **Campus Carry**

The Austin Community College District concealed handgun policy ensures compliance with Section 411.2031 of the Texas Government Code (also known as the Campus Carry Law), while maintaining ACC's commitment to provide a safe environment for its students, faculty, staff, and

visitors. Beginning August 1, 2017, individuals who are licensed to carry (LTC) may do so on campus premises except in locations and at activities prohibited by state or federal law, or the college's concealed handgun policy.

It is the responsibility of license holders to conceal their handguns at all times. Persons who see a handgun on campus are asked to contact the ACC Police Department by dialing 512-223-1231. Please refer to the concealed handgun policy online at <http://austincc.edu/campuscarry>

### **Discrimination Prohibited**

The College seeks to maintain an educational environment free from any form of discrimination or harassment including but not limited to discrimination or harassment on the basis of race, color, national origin, religion, age, sex, gender, sexual orientation, gender identity, or disability.

Faculty at the College are required to report concerns regarding sexual misconduct (including all forms of sexual harassment and sex and gender-based discrimination) to the Manager of Title IX/Title VI/ADA Compliance. Licensed clinical counselors are available across the District and serve as confidential resources for students.

Additional information about Title VI, Title IX, and ADA compliance can be found in the ACC Equal Opportunity Resource Guide available at:  
[https://drive.google.com/file/d/1xfmZHOPD\\_H1wgGKq1N7Irv6gvXxOXzbZ/view](https://drive.google.com/file/d/1xfmZHOPD_H1wgGKq1N7Irv6gvXxOXzbZ/view)

### **Use of ACC email**

All College e-mail communication to students will be sent solely to the student's ACCmail account, with the expectation that such communications will be read in a timely fashion. ACC will send important information and will notify students of any college-related emergencies using this account. Students should only expect to receive email communication from their instructor using this account. Likewise, students should use their ACCmail account when communicating with instructors and staff. Information about ACC email accounts, including instructions for accessing it, are available at:  
<http://www.austincc.edu/help/accmail/questions-and-answers>

### **Use of the Testing Center**

The Testing Centers will allow only limited in person testing and testing time will be limited to the standard class time, typically one and one-half hours. Specifically, only the following will be allowed in the Testing Centers:

- Student Accessibility Services (SAS) Testing: All approved SAS testing
- Assessments Tests: Institutionally approved assessment tests (e.g., TSIA or TABE)
- Placement Tests: Placement tests (e.g., ALEKS)
- Make-Up Exams (for students who missed the original test): Make-up testing is available for all lecture courses but will be limited to no more than 25% of students enrolled in each section for each of four tests

- Programs incorporating industry certification exams: Such programs (e.g., Microsoft, Adobe, etc.) may utilize the ACC Business Assessment Center for the industry certification exams (BACT) at HLC or RRC

*The instructor should provide additional information about how they will conduct examinations and other assessments here.*

## **STUDENT SUPPORT SERVICES**

The success of our students is paramount, and ACC offers a variety of support services to help, as well as providing numerous opportunities for community engagement and personal growth.

### **Student Support**

ACC strives to provide exemplary support to its students and offers a broad variety of opportunities and services. Information on these campus services and resources is available at <http://www.austincc.edu/students>. A comprehensive array of student support services is available online at:

<https://www.austincc.edu/coronavirus/remote-student-support>

### **Student Accessibility Services**

Austin Community College (ACC) is committed to providing a supportive, accessible, and inclusive learning environment for all students. Each campus offers support services for students with documented disabilities. Students with disabilities who need classroom, academic or other accommodations must request them through Student Accessibility Services (SAS).

Students are encouraged to request accommodations when they register for courses or at least three weeks before the start of each semester they are enrolled, otherwise the provision of accommodations may be delayed. Students who have received approval for accommodations from SAS for this course must provide the instructor with the legal document titled "Notice of Approved Accommodations (NAA)" from SAS.

Until the instructor receives the NAA from the student accommodations should not be provided. Once the NAA is received, accommodations must be provided. Accommodations are not retroactive, so it is in the student's best interest to deliver the NAA on the first day of class.

Please contact [SAS@austincc.edu](mailto:SAS@austincc.edu) for more information.

### **Academic Support**

ACC offers academic support services on all of its campuses. These services, which include online tutoring, academic coaching, and supplemental instruction, are free to enrolled ACC students. Tutors are available in a variety of subjects ranging from accounting to pharmacology. Students may receive these services on both a drop-in and referral basis.

An online tutor request can be made here:

<https://de.austincc.edu/bbsupport/online-tutoring-request/>

Additional tutoring information can be found here:

[austincc.edu/onlinetutoring](https://austincc.edu/onlinetutoring)

## **Library Services**

ACC Library Services offers both in-person and extensive online services, with research and assignment assistance available in-person during limited hours of service. Although all college services are subject to change, plans include ACC students signing up for study space and use of computers at open libraries, extensive online instruction in classes, online reference assistance 24/7 and reference with ACC faculty librarians. In addition, currently enrolled students, faculty and staff can access Library Services online (also 24/7) via the ACC Library website and by using their ACCeID to access all online materials (ebooks, articles from library databases, and streaming videos). ACC Libraries offer these services in numerous ways such as: "Get Help from a Faculty Librarian: the 24/7 Ask a Librarian chat service," an online form for in-depth research Q and A sessions, one-on-one video appointments, email, and phone (voicemail is monitored regularly).

- Library Website: <http://library.austincc.edu>
- Library Information & Services during COVID-19: <https://researchguides.austincc.edu/LSinfoCOVID19>
- Ask a Librarian 24/7 chat and form: <https://library.austincc.edu/help/ask.php>
- Library Hours of Operation by Location: <https://library.austincc.edu/loc/>
- Email: [library@austincc.edu](mailto:library@austincc.edu)

## **Student Organizations**

ACC has over seventy student organizations, offering a variety of cultural, academic, vocational, and social opportunities. They provide a chance to meet with other students who have the same interests, engage in service-learning, participate in intramural sports, gain valuable field experience related to career goals, and much else. Student Life coordinates many of these activities, and additional information is available at <http://sites.austincc.edu/sl/>.

## **Personal Support**

Resources to support students are available at every campus. To learn more, ask your professor or visit the campus Support Center. All resources and services are free and confidential. Some examples include, among others:

- Food resources including community pantries and bank drives can be found here: <https://www.centraltexasfoodbank.org/food-assistance/get-food-now>
- Assistance with childcare or utility bills is available at any campus Support Center: <http://www.austincc.edu/students/support-center>.

- The Student Emergency Fund can help with unexpected expenses that may cause you to withdraw from one or more classes: <http://www.austincc.edu/SEF>.
- Help with budgeting for college and family life is available through the Student Money Management Office: <http://sites.austincc.edu/money/>.
- A full listing of services for student parents is available at: <https://www.austincc.edu/students/child-care>
- The CARES Act Student Aid will help eligible students pay expenses related to COVID-19: <https://www.austincc.edu/coronavirus/cares-act-student-aid>.

Mental health counseling services are available throughout the ACC Student Services District to address personal and or mental health concerns: <http://www.austincc.edu/students/counseling>

If you are struggling with a mental health or personal crisis, call one of the following numbers to connect with resources for help. However, if you are afraid that you might hurt yourself or someone else, call 911 immediately.

Free Crisis Hotline Numbers:

- Austin / Travis County 24-hour Crisis & Suicide hotline: **512-472-HELP (4357)**
- The Williamson County 24-hour Crisis hotline: **1-800-841-1255**
- Bastrop County Family Crisis Center hotline: **1-888-311-7755**
- Hays County 24 Hour Crisis Hotline: **1-877-466-0660**
- National Suicide Prevention Lifeline: **1-800-273-TALK (8255)**
- Crisis Text Line: **Text "home" to 741741**
- Substance Abuse and Mental Health Services Administration (SAMHSA) National Helpline: **1-800-662-HELP (4357)**
- National Alliance on Mental Illness (NAMI) Helpline: **1-800-950-NAMI (6264)**