

INDIVIDUAL SUBMISSION ENTRY FORM

Please copy and complete this form for each entry.
 Create a separate document for answering the five questions below.

Check only ONE entry classification below:

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| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media _____ |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous <u> X </u> _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

Please check the appropriate box:

<input type="checkbox"/> CATEGORY 1	<input type="checkbox"/> CATEGORY 2	<input checked="" type="checkbox"/> CATEGORY 3
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Entry Title Scouting at the Port of Los Angeles
 Name of Port Port of Los Angeles
 Port Address 425 S. Palos Verdes St., San Pedro, CA 90731
 Contact Name/Title Theresa Adams Lopez
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On separate paper, **FIRST** write a short, descriptive summary of your entry, **THEN**, in as much detail as needed, specifically address each of the following five questions and number your answers. Your answers equal 50% of your score.

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| <p>1. What are/were the entry’s specific communications challenges or opportunities?</p> <ul style="list-style-type: none"> – Describe in specific & measurable terms the situation leading up to creation of this entry. – Analyze the major internal and external factors needing to be addressed. <p>2. How does the communication used in this entry complement the organization’s overall mission?</p> <ul style="list-style-type: none"> – Explain the organization’s overall mission and how it influenced creation of this entry. <p>3. What were the communications planning and programming components for this entry?</p> <ul style="list-style-type: none"> – Describe your overall goals or desired results. – Describe your objectives and list specific, measurable milestones needed to reach your goals. – Identify your primary and secondary audiences in order of importance. | <p>4. What actions were taken and what communication outputs were used in this entry?</p> <ul style="list-style-type: none"> – Explain what strategies were developed to achieve success and why these strategies were chosen. – Specify the tactics used (i.e., actions used to carry out your strategies). – Detail the implementation plan by including timeline, staffing and outsourcing used. <p>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</p> <ul style="list-style-type: none"> – Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry. – If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions. |
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Project Name: Scouting at the Port of Los Angeles
(http://www.portoflosangeles.org/education/scout_program.asp)
Port: Port of Los Angeles

Summary

Scouting at the Port of Los Angeles is an educational, fun program that encourages Girl and Boy Scout troops to visit two harbor area educational facilities and complete a short quiz about the Port of Los Angeles. Participating scouts earn a Port of Los Angeles Patch and are invited to attend a Saturday Scout Day event complete with a boat tour and Port of Los Angeles TransPORTer mobile exhibit visit.

Communications Challenge/Opportunity

The Port of Los Angeles (POLA) is committed to teaching youth about ports, the maritime environment and the industries that facilitate goods movement and global trade in a positive and stimulating way. POLA provides resources and experiences that broaden students' view of the Southern California region, international trade and their future career possibilities.

POLA offers many programs geared towards schools and students, but over the past few years, POLA's Community Relations Division has received numerous inquiries from Girl and Boy Scout troop leaders about port programs for their scouts. We found that our school and student programs were not conducive to scout troops due to the time of day they are offered, the number of scouts in a troop, etc.

Representatives from POLA's Public Relations Division met with local troop leaders to assess needs and discuss program options. During these meetings it was determined that scouts require after school and weekend flexibility, scouts are interested in growing and sharing new experiences and that POLA could develop its own scout "patch" for this program. These meetings resulted in POLA's educational program "*Scouting at the Port of Los Angeles.*"

When developing this program a major challenge was time flexibility. It is not feasible for POLA Public Relations staff to provide weekend and late afternoon tours whenever small scout troops are available to visit. POLA, however, has fabulous educational facilities in and around the harbor area that are structured to do just that, including an aquarium, a maritime museum, and a battleship, to name a few. To overcome this challenge, we partnered with these facilities to teach scouts about the many aspects of the Port of Los Angeles. This program offers youth an opportunity to visit the POLA and harbor area's fabulous educational facilities and the flexibility to decide which two facilities interest them the most. The facility operators were very happy to participate in this scout program that would benefit, promote and expand on their youth reach as well.

Over the past several years POLA's School Boat Tour Program and TransPORTer mobile educational exhibit program have been successful so we are also extending those opportunities within this scout program. The Port of Los Angeles then offers these troops a Saturday event, "Scout Day" complete with a boat tour and Port of Los Angeles TransPORTer mobile exhibit visit.

To measure the success of this new program and improve upon it in future years, troop leaders are asked to complete an evaluation form on or after "Scout Day." Evaluation forms ask if the visits were educational, if the scouts enjoyed scout day, if they would participate in the program in the future, and if they would recommend the program to other troop leaders. The goal is to receive an overall rating of "excellent" on every form received and that troop leaders would participate again and would recommend the program to other troop

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leaders. Records are also being kept to determine the number of participants, age of participants, facilities visited, etc. to compare year after year.

Nexus to the Port's Overall Mission

This program supports the overall mission of the Port of Los Angeles. The *Port of Los Angeles Strategic Plan Update 2014* (Strategic Plan) identifies "Strong Relationships with Stakeholders" as one of its four strategic plan objectives. Partnering with harbor area educational facilities on this program fosters strong relationships with stakeholders as it boosts their facility program outreach and facilitates our program. Providing this scout program to youth groups offers an engaging and stimulating way to increase community awareness and support in youth, educators (troop leaders) and parents – vital members of our community.

In the Strategic Plan, under "Strong Relationships with Stakeholders," an initiative is to "attract visitors to the LA Waterfront of Wilmington and San Pedro." This program brought approximately 300 people (scouts, troop leaders and parents) to the LA Waterfront last year. Program information for this year will be available in June 2015.

Planning and Programming

Existing POLA educational programs were not conducive to the needs of scout troops, so we developed a program just for scouts. POLA Public Relations staff members met with local troop and scout experts to discuss program possibilities.

POLA contacted harbor area educational facilities to gauge interest and extend an invitation to participate in this program. We are able to offer this program by partnering with eight POLA and harbor area educational facilities. Participating facilities were provided with POLA Scout Program stamps.

It was determined that scout troops grades two through 12 could participate in the program. Troops visit/tour two participating POLA and harbor area educational facilities and take a short POLA Scout Quiz. Troop leaders complete the Troop Leader Verification Form by receiving stamps or signatures at each participating facility and signing that their scouts completed the Scout Quiz.

Troops that turn in a completed Troop Leader Verification Form receive a POLA Patch and have the opportunity to participate in a FREE harbor boat tour and POLA TransPORTEr mobile educational exhibit visit on "Scout Day," one Saturday in June.

A POLA Patch was developed in-house by the Graphics Section with POLA images including a containership, the Vincent Thomas Bridge, a sea lion and trees. Each participating scout will receive this patch on "Scout Day" or via United States Postal Service mail.

"Scout Day" provides a FREE opportunity for scouts to participate in two of our existing, successful programs, the school boat tour and TransPORTEr programs. Through our school boat tour program we have found that there is no better way to learn about the Port of Los Angeles than from the water. Under our existing contract for the school boat tour program, we provide a narrated educational boat tour. Our established school boat tour narration is provided. Program materials including the scavenger hunt/photo activity and middle and high school quizzes are also available for troop leaders to determine the most appropriate material for their scouts. Prior to their boat tour, scouts have the opportunity to visit the TransPORTEr mobile educational exhibit, further interacting and learning about the Port of Los Angeles and maritime industry. At the end of "Scout Day," troops receive patches and each troop leader receives a program evaluation form.

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“Scout Day” provides students with a visual perspective of the daily operations at the Port of Los Angeles, the leading container port in North America. It teaches about the importance of POLA and the maritime industry to their everyday lives, its economic impacts, environmental and security programs, and career possibilities.

Goals: The goal of this program is to educate youth about the Port and maritime industry in an age-appropriate, positive and stimulating way. POLA strives to teach students about the connection that the port has to their everyday lives; the economic impact of the Port; the career opportunities connected to POLA; and the environmental, security, and community programs underway at the Port.

Objectives: The objective is to receive an overall rating of “excellent” on every Scout Program Evaluation form received by our office. In addition, every evaluation form received would state that the troop leader would come again in the future and/or recommend the Scout Program to other troop leaders. Another objective is to receive a higher number of participants than in the previous year of the program.

Target Audience: Scout troops grade two through 12 are the target audience. This grade range was chosen because it covers nearly all of the troops except for the youngest troops due to concerns of being on a boat at a very young age and the desire for scouts to get the most out of the program. These young scouts will have the opportunity to participate in future years.

Secondary Audiences: Individual scouts that wish to come with a parent or a small group of scouts are the secondary audiences. Although troops are encouraged to come together for larger group sizes per visit and the possibility of more of an engaging environment, we also open this program to individual or small groups of scouts that wish to participate without their troop. Troop leaders and parents are also secondary audiences and we strive to make the experience educational and fun as well.

Actions Taken & Outputs

Strategies: Since this is a newer program and target audience for POLA, the Public Relations Division worked with local troop leaders and experts to develop program strategies. Through those discussions, we learned that the preferred method of communication is via email and that it is appreciated when program participants are able to go to one place, like a website, to locate information. This provides the opportunity and flexibility for troop leaders to communicate on their own time.

We also learned that troop leaders attend regular meetings and that those meetings are a great place to disseminate program information.

Tactics: A web page was also created on the Port of Los Angeles website, under the education tab, titled “Scout Program” so people visiting our website would learn of the program. This is a place where all the program instructions and materials could be accessed by troop leaders and scout parents.

Once developed and posted on the Port’s website, POLA Public Relations staff emailed program information to the troop leader emails lists that have been created over the past program years. Troop leaders were asked to blast these program materials to their contact lists as well. They also disseminated these program materials and provided program information at regularly held large troop leader meetings.

As we are aware that a good number of our port employees have children who are of scout age, we also included this program information in one of our spring “What’s New, Crew?” employee newsletters.

Implementation Plan: At the end of 2014, POLA Public Relations staff members reached out to harbor area educational facilities to confirm that they would like to participate this program year. Program materials were produced and posted to the Port’s website in January 2015.

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One Port of Los Angeles staff member administers the program with the assistance of one student worker intern. The budget for this program is \$2,000 for up to two boat tours, the TransPORTer mobile exhibit driver and fuel, and scout patches (\$.62 per patch through a one-time bulk order).

Outcome and Evaluation

In 2014, approximately 250 scouts participated from Girl and Boy Scout Troops ranging in age from six through 17. Scout Day was offered to all participating scouts and nearly all troops joined. Including Troop Leaders and family members, we had approximately 200 people participate in Scout Day. This was double the number that we had on the first scout day in June 2013.

Evaluation forms were provided on Scout Day and emailed to troop leaders after the event. Evaluation forms received ranked the program as excellent and very informative and troop leaders responded that they would participate again and recommend the program to other troops. One troop leader commented "Awesome experience for kids that [otherwise] don't have a chance to experience marine life or be on a boat." Another troop leader commented. "We love this day so much and had a lot of fun."

So far, in 2015, we have received several phone calls with inquiries and interest in this program. We have heard that the participating educational facilities have had troops visit for this program. Since the deadline to turn in materials is the end of May, we have only received a couple of Troop Leader Stamp Sheets to date this year. We will likely be able to extend the "Scout Day" opportunity to all participating troops again this year. Evaluation forms will be provided to Troop Leaders on "Scout Day" and will be sent out through email after the event. Evaluation forms for this year have not yet been collected.

Troop leaders and scouts are excited about POLA's scout program. We look forward to the remainder of the program year so we can gauge, expand and improve on it in years to come.