



6100

2015 COMMUNICATIONS AWARDS PROGRAM

#5

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:

- | | |
|--|---|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign <u> X </u> |
| 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 _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites _____ |

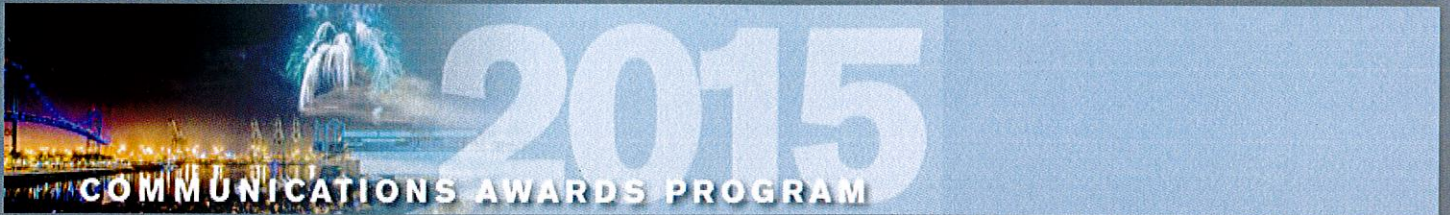
Please check the appropriate box:

CATEGORY 1
 CATEGORY 2
 CATEGORY 3

Entry Title Education Outreach Campaign
 Name of Port Port of Long Beach
 Port Address 4801 Airport Plaza Drive
 Contact Name/Title Michael Gold
 Telephone 562 283 7711 Email Address michael.gold@polb.com

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.

- | | |
|--|---|
| <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. |
|--|---|



Summary:

Title: Education Outreach Campaign

Category: Overall Campaign

The Port of Long Beach Education Outreach Plan has been updated to build awareness and understanding of the Port of Long Beach and advance development of a skilled workforce that supports international trade and goods movement by creating and implementing a comprehensive program of events and activities focused on students in Long Beach-area schools. The comprehensive plan incorporates input from local educational leaders, students and industry professionals and includes programs for all grade levels, kindergarten through graduate school.



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Port of Long Beach Overall Campaign Education Outreach Campaign

1. Communications Challenges and Opportunities

The Port of Long Beach is a premier U.S. gateway for trans-Pacific Ocean trade with Asia and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, next to the neighboring Port of Los Angeles that ranks number one, the Port serves 140 shipping lines with connections to 217 seaports around the world. More than 40 percent of the nation's inbound cargo arrives through the two San Pedro Bay ports.

The Port, with more than 500 employees, is a department of the City of Long Beach - the Harbor Department - and is governed by a five-member Board of Harbor Commissioners appointed by the Mayor and confirmed by the City Council. Besides Port employees, one in every 8 Long Beach jobs - more than 30,000 - is supported by Port business. That expands to 300,000 Southern California jobs and close to 1.5 million nationwide.

As a landlord operation, the Port owns the land but leases the operations to terminal operators. The Port receives no tax payer funds, relying on tenant revenues.

With annual trade valued at \$180 billion, the Port of Long Beach is a major economic engine for Long Beach and the surrounding Southern California region, creating jobs, building infrastructure and investing back in the community.



As a strong supporter of global trade education, the Port of Long Beach knows that tomorrow's Port leadership will grow from the fertile minds of today's students and sustain the industry as the world changes and the Port of Long Beach continues its growth and development in the decades ahead.

In late 2013, the Communications and Community Relations Division was tasked with updating the Port's Education Outreach Plan.

2. Complementing the Overall Mission

The Port's 2006-2016 Strategic Plan lists as a major goal, "Engage the community, international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding."

One strategy for achieving this goal was to, "Develop and implement a comprehensive community outreach and education program." As a result, the Port of Long Beach has made education outreach a priority.

The Port developed its first formal Education Outreach Plan in 2007, and this update resulted in the Port's first, truly-comprehensive plan based on the Port's objectives and priorities, input from educators, students and other Port stakeholders, as well as current and developing trends in international trade and education.

3. Planning and Programming Components

The Goal for the Education Outreach Plan:

- To build awareness and understanding of the Port of Long Beach and advance development of a skilled workforce that supports international trade and goods movement by creating and implementing a comprehensive education outreach program focused on students in Long Beach-area schools.



vocational careers that support international trade;

Education Outreach Objectives:

- Promote awareness and understanding of the Port's operations, its significance and its benefits as an economic engine and environmental steward that supports jobs and enhances quality of life locally, regionally, nationally and around the globe;
- Foster opportunities for students to learn about the professional and trade careers at the Port of Long Beach, in international trade, and in the maritime and goods movement industries by supporting meaningful activities, experiences, programs and scholarships that help cultivate a well-trained workforce;
- Leverage Port resources - staff time and expertise, funding, partnerships and relationships - to promote awareness and understanding of the Port in a manner consistent with its mission and responsibilities.

- Collaboration with teachers, educational institutions and other partners to teach students the benefits of the Port and related opportunities in trade is critical to the Plan's success.

Target Audience:

This Plan targets students at all levels from all backgrounds in Long Beach and beyond, with an emphasis on the local communities most impacted by Port operations and trade-related activity. The Plan reflects a strategy of building general awareness around the Port and its significance among the youngest students and offering more targeted programs and activities to students as they advance to higher levels of education. The Port's target audience is in the following groups:

- K-12 (Elementary, middle school/junior high and high school students);
- Higher Education (community college, university and post baccalaureate);
- Trade/Technical (students of certified trade programs and/or community college programs);
- Returning Students (students who have not completed high school or college and are interested in trade-related careers);
- Educators at all levels.

The Plan's overall development and implementation is based on the following principles:

- The Port has an interest in educating students in Long Beach about the concepts of international trade and global logistics from a perspective that is specific to the Port, its operations, its priorities and its policies;
- The maritime industry and global logistics require a highly skilled and well-trained workforce for professional, trade and

The overall target audience numbers about 100,000 students and educators, and the overall annual budget for the Port's Education Outreach



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activities is \$211,000. Some event and activity budgets may also be augmented by sponsorships and grant funds.

4. Actions Taken and Communication Outputs Used

Actions were based on the following policy:

The Director of Communications and Community Relations is responsible for implementing and managing this plan with direction from the Chief Executive Officer and the Board of Harbor Commissioners. The Education Outreach Plan is a living document, subject to ongoing review and modification in accordance with Port priorities, policy direction, available resources and new technologies.

Primary work for Plan Programs is completed by Communications and Community Relations staff with the assistance of interns and outside vendors, contractors and consultants including an education planning specialist, event planners, collateral production companies, media placement companies, and others.

All Education Outreach Plan materials convey the following key messages:

- The Port of Long Beach is a vital economic engine for Long Beach, Southern California and the nation, and it is responsible for job creation and economic prosperity in the community;
- The Port of Long Beach has a vested interest in helping to develop a well-trained, educated workforce;
- The Port of Long Beach is an important community partner;

- The Port of Long Beach is a dedicated environmental steward, and its commitment to the environment is a guiding principle in all activities the Port undertakes.

Strategies:

The Communications Outreach Plan includes both existing and new programs, with the following strategies helping to shape them:

- Offer general programs for the youngest students to give them basic knowledge about the Port and its benefits and build on that foundation with more targeted activities for students commensurate with their academic advancement;
- Link programs and activities to the Port's top initiatives such as growing trade, modernizing facilities, improving services, increasing productivity, and protecting the environment through innovation and best practices. This approach not only furthers the mission of the Port, it also supports the trend in education to incorporate "real-world" experiences into learning that encourages students to apply their knowledge by tackling real challenges or problems in the world round them;
- Teach the teachers: Depending on school and grade level, a teacher may average 30 or more students in each class. Opportunities to "teach the teachers" about the Port and its significance represent opportunities to reach hundreds of students in a given year and thousands over a single teacher's lifetime;
- Incorporate education outreach opportunities into existing Port programs and activities, such as State of the Port Address, Peak Season Forecast and other regular events the Port hosts and/or sponsors;
- Leverage Port resources by partnering with local education, nonprofit institutions and industry to further the Port's education outreach mission and strengthen professional and institutional relationships;
- Incorporate internal strategies to encourage and support staff participation;



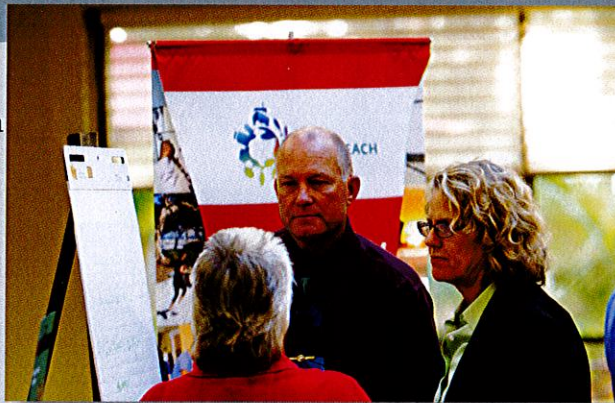
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- Specify a budget by establishing an education outreach line item in the Communications and Community Relations budget for education outreach programs and activities;
- Communicate the Port's Education Outreach programs with an advertising campaign in traditional and digital media. Creative design will be part of the Port's overall "Better Together" consumer and trade advertising campaign.
- Communicate the Port's Education Outreach programs in Port publications, social media and traditional print and broadcast media.
- Track impact: Whenever possible, incorporate metrics and deliverables into implementation of the plan to track the impact and reach of its educational outreach programs.



"I noticed that a number of educators did not rush off after the event ended. Instead, they stayed to continue their conversations, both inside the hotel and outside in the parking lot."

A teacher attending the event.

by education consultant, Natalie Shore Peterson. This was an opportunity to exchange ideas on how the Port can partner with local high school programs that have an emphasis on, or interest in, international trade and related fields.

The late afternoon event, scheduled from 3:30 to 5:30 p.m., was convened at the Long Beach Marriott Hotel, convenient to all parts of the city and next to the Port's Interim Administrative

Headquarters. The Port graphics team created a unified creative package - representing Port divisions represented at the event - for presentations, signs and handout materials. The program included:

- Registration & Mixer with Port Officials

Each guest received a name tag and a packet containing a comment card, Port facts, a pen, Port contact information, a DVD of various education-related Port videos, and sample scholarship and internship applications.

- Welcome by the President of the Board of Harbor Commissioners
- Welcome remarks by the Port Director of Communications & Community Relations
- PowerPoint presentation about Port and Port Ed Programs
- Breakout Sessions with Port Officials

Educators interacted informally with Port staff from 10 divisions including:

- o Construction Management
- o Security
- o Trade Development
- o Information Management
- o Environmental Planning
- o Program Management
- o Engineering Design

Timeline Events/Budget:

August 2013 - Planning begins

Preparations began with Port Communications and Community Relations staff working with long-time Long Beach-based Port education consultant, Natalie Shore Peterson, for the creation of the new Education Outreach Plan. Consulting cost was approximately \$5,000.

"Michael Gold's presentation was extremely informative, and I would like to have it available for use in my classroom." CAMS teacher Davion White

January 29, 2014 - Educational Mixer

This event was a vital tool in creating the new Education Outreach Plan. Following several months of preparation, the Port team invited educators from high schools in the Long Beach area to attend an Educational Mixer. It was coordinated



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- o Finance
- o Maintenance
- o Communications & Community Relations
- Open Forum Discussion

The greatest amount of time was dedicated to small group brainstorming

- Closing Remarks

Approximately 50 high school teachers and administrators attended the by-invitation event from the Long Beach Unified School District (LBUSD) and St. Anthony High School (private) to learn more about the Port, interact with 15 Port staffers, and discuss ways the Port and local high schools can partner to benefit students and educate them about the Port and international trade.

The event resulted in more than 100 ideas for ways the Port and local high schools can team up on projects, activities and programs. Several ideas, like the Port of Long Beach High School T-shirt Design Contest, have been implemented.

The event also resulted in the formation of an Education Advisory Committee from among the attendees who continue to meet regularly to discuss programs. These Advisors also have special access to attend Port activities with their students, such as the annual State of the Port and Pulse of the Ports events.

The total cost for the event was about \$1,700, including the Marriott facility, food service, AV and consulting fees from Natalie Shore Peterson. About 150 staff hours were invested.

March 17 - May 13, 2014

High School T-shirt Design Contest

One of the programs resulting from the Education Mixer and the Education Advisory Committee was the 2014 High School T-shirt Design Contest, expanding the Port's outreach to include the arts. It was created to help creative students have fun learning about careers in the maritime and goods movement industries, as well as share the importance of the partnership between the Port and the community.

The contest opened March 17, and entries were due April 16. Contest materials, rules and guidelines were prepared by the Communications and Community Relations team. Besides the entry application that was distributed in the schools, most materials were available online, and entries were submitted electronically.

The contest was open to Long Beach Unified School District high school students in grades 9 through 12. The theme was "Learning at the Port of Long Beach" and was to represent what the Port meant to each student entering a design. Artwork, prepared to entry specifications, could be either hand-drawn or computer generated, and all entries were submitted electronically. One winner from each grade level was selected by a 3-person panel of Port judges. One grand prize winner was also selected from among the top 4. The finalists' artwork was on display at the Port of Long Beach's Celebrating Education Reception during World Trade Week on May 13, and the winners and their guests were invited to the Reception where they were honored. The grand prize winner's design was reproduced on the official Port Summer T-shirt that was introduced at the event. All the entries were put on a PowerPoint loop, organized by school, and displayed at various education-related events.

Forty students entered their artwork, and the total cost for the T-shirt Contest was \$3446, including entry materials, printing of 200 T-shirts, and framing the winning entries for display. A total of 42 staff hours were invested in the project.

May 12, 2014 -

Approval of Plan by Board of Harbor Commissioners

The Communications and Community Relations Director presented the updated Education Outreach Plan in a PowerPoint presentation at a regularly-scheduled meeting of the Long Beach Board of Harbor Commissioners. In keeping with the education theme of this particular agenda, the meeting was convened at Long Beach Polytechnic High School, not in the Port's traditional boardroom facility.



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The Plan approved unanimously, with an additional \$150,000 allocated as seed money for three new initiatives, including:

- A new online educational portal to premier in May 2015;
- A maritime career exploration fair, presented in November 2014 (see below)
- A teacher externship program for summer 2015.

Poly students and teachers spoke about the positive impact of Port education programs, citing the High School's Pacific Rim Magnet Academy Special Program that is supported by the Port.

May 13, 2014 -

Celebrating Education Reception

Scheduled at the Museum of Latin American Art from 4:30 until 6:30 p.m. the day following the Harbor Commission's approval of the 2014 Education Outreach Plan, this first-time event:

- Celebrated World Trade Month;
- Announced the approval of the Port's Education Outreach Plan;
- Presented the elements of the Education Outreach Plan;
- Presented an inspirational keynote address by former POLB scholarship winner, Ebony Loeb, now Black Belt Manager at Ports America;
- Congratulated the 2014 Port scholarship winners;
- Announced the 20 students accepted as Port summer interns, selected from 500 who applied;
- Showcased the winners of the Port's first-ever student T-shirt Design Contest ;
- Awarded Frank Capo, President and CCO of Total Terminals (TTI) with the first-ever Port of Long Beach Champion of Education Award for educating youth about international trade in partnership with the Port of Long Beach.

Total cost for the Reception was \$25,000, including the facility, food service, event planning by long-time Port event planning consultant Audrey Kerr, Audio Visual by Reaction AV, the Champion of Education award by University Trophies, Décor.



Nearly 150 guests and Port staff attend the event, and 200 staff hours were invested.

November 5, 2014 -

Maritime Career Exploration Fair

Rather than creating an independent career fair event, the Port of Long Beach participated in the 43rd College/Career Exploration Night, hosted by California State University Long Beach and the Port and organized by the Long Beach Unified School District. The event provided an opportunity for parents and students from grades 9-12 to meet with college, business, professional organization and industry representatives to receive information about careers, employment opportunities and college options.

This year, the Port carved out a section of the event and hosted a "Port Pavilion" with Port and maritime industry representatives, including representatives from the Port's Communications, Environmental, Information Management, Security, Business and Engineering divisions and a representative from the Long Beach City College Advance Transportation Program, sponsored by the Port. Exhibitors in the Port Pavilion included trade union and construction company representatives.

The Port also introduced and organized workshops prior to the event, and hired International Trade Education Programs, Inc. (ITEP) to organize the speakers and curriculum. The 30-minute workshops included:

- Do you want to be your own boss?
- Earn While You Learn: Apprenticeships
- Getting the Most from Your Early Resume



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- Women in Maritime Careers
- What Jobs/Careers are supported by the Port of Long Beach
- Using Your First Job to Succeed

An online survey was available for students who attended the workshops, which 14 completed.

A total of 120 students attended the workshops, and 4,000 students visited the event and the Port Pavilion. Students participated in an online evaluation of the event Total staff time for the event was 150 hours.

Overall cost of the Port's participation in the event was \$11,500, including the facility and food service, promotional T-shirts, banners and décor, and ITEP consulting services.

The Education Outreach Plan specifies both existing programs that are being continued and/or expanded and new programs. <http://www.polb.com/community/education/default.asp>
Some additional Port programs include:

Boat Tours of the Port

Level: high school and college students and educators
Continue to offer tours and expand the number. Incorporate before-and-after tour activities. Develop thematic tours such as economics, environmental sciences, the urban ocean and engineering. 10 tours with 1,000 boarded boat tours during 2014.
<http://www.polb.com/community/tours/default.asp>

Land-based field trips

Level: elementary and middle schools
Expand the number of tours
4 tours with 200 students took field trips in 2014
<http://www.polb.com/community/education/trips/default.asp>

"One of the reasons I am proud to be a member of the Long Beach Board of Harbor Commissioners is our outstanding outreach to the community. This all-encompassing Education Outreach Plan prepared by the Communications and Community Relations Division will go a long way toward developing future employees and leaders for this great Port."
Lou Anne Bynum, Commissioner, Long Beach Board of Harbor Commissioners

Scholarships

\$58,000 awarded to 24 students during 2014.
\$505,650 awarded to 296 students since 1993.
Level: high school, college and trade students
Continue to support graduating high school

seniors planning to study international trade and related fields; students in related trades; and community college, undergraduate and graduate students pursuing diplomas, certifications and/or degrees international trade and related fields.
http://www.polb.com/community/education/port_scholarships.asp

Internships

(Recipient of a 2014 AAPA Award of Excellence)

Level: high school

Facilitated by Human Resources and Communications, with an internal staff advisory committee
500 applied for 20 spots during the 2014 paid 8-week program established in 2011. Port staff members volunteer to be mentors in various Port departments and coordinate the interns' assignments.

Each "class" creates a video utilized for promoting the next year's internship program. Several students who have completed the Internship program have been employed for full time jobs in the department where they interned. Rachel Hamer, Jocelin Padilla, Luis Mota, in Communications & Community Relations and Marcos Avalos, Civil Engineering Associate.
<http://www.polb.com/community/education/internships>

Celebrating Women in Trade Luncheon

(Recipient of a 2012 AAPA Award of Distinction)
Level: young ladies in high school and industry professionals who are mentors and leaders.
This signature Port event honors women leaders in the Port industry seated at a luncheon/panel discussion event with high school students



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making their decisions about future careers. It also includes pre-luncheon outreach in a small exhibit area with 10 booths and post-event follow-up with participants. The 2014 event grew from 200 to more than 250 attendees, and sponsor dollars from 10 Port-related companies covered most expenses.

School-site based Career Days

Level: All

Port staff making presentations at area schools and support for “organic” participation of staff members dedicating time to their children’s schools and other area schools.

Specialty programs

Level: High School

Building on relationships with Long Beach Polytechnic High School’s Pacific Rim Academy and developing similar programs, including sponsorship of teams at Southern California’s first International Economic Summit, a global trade summit for high school students held May 6 in conjunction with World Trade Week.

Port representation and educational committees

Level: All

Staff representing the Port on education/career advisory committees affiliated with the Long Beach Unified School District, Long Beach City College, California State University Long Beach and others.

Reading Programs

Level: All

Future activities include:

- Providing Port-published activity book for pre-K to second-grade students
- Supporting Long Beach Public Library third-grade reading program with Port-related, age-appropriate books.
- Supply Long Beach public and school libraries and educations with:
 - o Additional books on ports and international trade;

- o “Harbor Habitat: Our Biological Treasures”
- o Making the 2013 Port history, “Port Town” when it is published in June 2015.

Advertising and Publicity for Education Outreach Programs

Advertising, from September 2014 through April 2015 and achieving 5.82 million impressions at a cost of \$120,000 was placed directly by an in-house advertising specialist who directed Brand.net for digital media placement.

In newspapers including the Long Beach Press Telegram, the Long Beach Post, Gazettes Newspapers, the Signal Hill Tribune;

- On outdoor billboard displays, buses and bus shelters;
- On manned Pedi-cabs;
- Digitally in on-line publications.

Ads are all created in-house by the Communications design team, and the creative for Education Outreach Program activities is part of the Port’s overall “Better Together” campaign. It employs a consistent headline, copy and contact information modified for the particular use, and the Port logo:

Headline: Your future leaders.
Port education programs.
Better Together.

Text #1:
The Port of Long Beach is not only building the Port of the Future but pitching in to prepare the Leaders of Tomorrow.

Each year, the Port awards thousands of dollars in scholarships to Long Beach-area high school students, recognizing academic Excellence. If you’re a high school senior and would like to apply, go to polb.com/scholarships.

Text #2:
The Port of Long Beach is a dedicated supporter of education, providing Internships, scholarships and career fairs to learn more, visit www.polb.com/education



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Digital ads utilized only the headline copy, logo and contact information.

The Port distributed news materials electronically throughout the year, promoting Port internship and scholarship programs and other activities. Publicity ran at no additional cost in both traditional and social media, in Port print & electronic publications, and in social media. The Internship Program recruitment video was viewed 600 times on YouTube.

5. Communications Outcomes and Evaluation Methods

The City of Long Beach has nearly 500,000 residents, as well as thousands more living in the city temporarily as students.

School records indicate that 210,000 students and educators attend Long Beach Unified School District schools (K-12), Long Beach City College, California State University Long Beach, various trade schools and other educational institutions.

Many of those students and educators, were served by Port of Long Beach Education Outreach programs during 2014 at an overall cost of \$211,000. Port staff and their contractors invested more than 2,000 hours in the success of the various programs.

Port employees from many Divisions volunteer to mentor Port high school and college interns, assist at educational forums, narrate Port tours, speak in classrooms and provide many other services to students and teachers.

Approximately 50 high school teachers and administrators attended an Education Mixer and planning event that resulted in 100 new ideas for Port education outreach programs. An ongoing Education Advisory Committee also resulted from this event. Several programs, including the High School T-shirt Design Contest, have already been implemented.

"I am a graduate of Jordon High School; my daughter teaches at Wilson High, and my family's ties to local schools run deep. I couldn't be more supportive of this educational outreach to our schools."

Doug Drummond, President, Long Beach Board of Harbor Commissioners and former Vice Mayor of Long Beach

"The term "Green Port" surfaced over and over again. This is a clear indication that this identity and the positive association that goes with it are well established. Also, internships, mentoring, shadowing and externships were the most repeated suggestions from the educators." Natalie Shore Peterson, the Port's education consultant.

The Port Pavilion at the November career fair attracted 4,000 high school students, and 120 attended Port workshops. Fourteen of the students who attended the workshops completed an online Career/College Exploration Night Student Survey. Most attended the "Do You Want to be Your Own Boss" as a first choice and the second choice was "What Jobs/Careers are supported by the Port of Long Beach. Most of the small group of respondents found the workshops informative or very informative and the information useful or very useful for their career exploration journey.

\$58,000 was awarded to 24 students during 2014, 500 high school students applied for the 20 paid summer internships at the Port.

The 2014 Celebrating Women in Trade Luncheon had 250 attendees in 2014, up from 200 the prior year. Exhibitors and sponsoring companies also increased. This program is so successful that it has inspired other ports to introduce similar programs. Also, the event was duplicated exactly by Kenneth G. Fisher, CED Lead Teacher in Mathematics and PLTW Instructor at Cabrillo High School.

Port/Education-related advertising achieved nearly six million impressions in the local market utilizing various traditional and digital media.



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"I would love to send a class of juniors and seniors from the Pacific Rim Academy who are interested in international trade careers and also strong candidates for the summer internship or college scholarships to attend the State of the Port event.

I believe they would find the State of the Port Address very relevant and interesting. In addition to helping this particular group of students directly with internship and scholarship applications, I would also share the highlights of the speech with the rest of the academy for future projects. For example, 12th graders could write about the impact of Port policy in the Govt/Econ class. 11th graders could learn about career trends and opportunities."

Libby Huff, teacher, Long Beach Polytechnic High School.



The phone survey is conducted with 1,000 registered voters in Long Beach with a thoroughly representative range of demographic profiles.

- About 50 percent of the participants knew enough about the Port to have an opinion, and the majority of those opinions were quite favorable (5.25 favorable to 1 unfavorable). Positive comments were mostly about the Port's positive contributions to Long Beach, and negative comments were concerned about jobs, labor issues and pollution.
- The new report indicates that the trend away from newspapers continues, with just one in four voters (24%) citing newspapers as their primary source of information about news and events in Long Beach. The Internet was cited by nearly half (46%) as their primary information source.
- The trend to mobile access of the Internet also continues, with nearly half of voters indicating that they most often use a smart phone (36%) or tablet (10%) to get info online.

Publicity in newspapers and social media helped to promote the various outreach programs. A video, produced by interns and used to promote applications for the coming year, has been viewed about 600 times on YouTube. <https://youtu.be/saZDVJOagHo>

To measure overall community awareness for Port outreach, a reliable evaluation tool is a research study released in March 2015, conducted for the Port by Encinitas-based True North Research, updating data collected annually since 2007 (with a break in 2010) titled Public Communications & Perceptions.