

**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 <u>  X  </u>         |
| 6. Directories/Handbooks _____               | 13. Videos _____                        |
| 7. Miscellaneous _____                       | 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 International Economic Summit  
 Name of Port Port of Los Angeles  
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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><b>1. What are/were the entry’s specific communications challenges or opportunities?</b></p> <ul style="list-style-type: none"> <li>- Describe in specific &amp; measurable terms the situation leading up to creation of this entry.</li> <li>- Analyze the major internal and external factors needing to be addressed.</li> </ul> <p><b>2. How does the communication used in this entry complement the organization’s overall mission?</b></p> <ul style="list-style-type: none"> <li>- Explain the organization’s overall mission and how it influenced creation of this entry.</li> </ul> <p><b>3. What were the communications planning and programming components for this entry?</b></p> <ul style="list-style-type: none"> <li>- Describe your overall goals or desired results.</li> <li>- Describe your objectives and list specific, measurable milestones needed to reach your goals.</li> <li>- Identify your primary and secondary audiences in order of importance.</li> </ul> | <p><b>4. What actions were taken and what communication outputs were used in this entry?</b></p> <ul style="list-style-type: none"> <li>- Explain what strategies were developed to achieve success and why these strategies were chosen.</li> <li>- Specify the tactics used (i.e., actions used to carry out your strategies).</li> <li>- Detail the implementation plan by including timeline, staffing and outsourcing used.</li> </ul> <p><b>5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?</b></p> <ul style="list-style-type: none"> <li>- Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.</li> <li>- If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.</li> </ul> |
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## 2015 COMMUNICATIONS AWARDS PROGRAM

*Project Name:* Port of Los Angeles International Economic Summit  
*Port:* Port of Los Angeles

### Summary

The Port of Los Angeles International Economic Summit brings international trade to life for approximately 300 high school students who apply skills relating to global trade, economic development, and international relations into a fun, competitive learning experience at the World Cruise Terminal.

### Communications Challenge/Opportunity

Understanding that education is the key to a brighter future, the Port of Los Angeles (POLA) is committed to helping students of all ages learn about ports, the maritime environment and the industries and careers that facilitate goods movement and global trade. POLA provides resources and experiences that broaden students' view of the Southern California region, international trade and their future career possibilities.

Through the Los Angeles Area Chamber of Commerce World Trade Week Education Committee, a Port of Los Angeles community relations staff member met a teacher involved with an interesting program founded at Boise State University in Idaho. Port of Los Angeles staff reviewed the program and found that this nationally recognized education program – International Economic Summit - is a natural tie-in with Port of Los Angeles existing educational programs and efforts.

The Port of Los Angeles International Economic Summit is a program in which high school students learn, practice and apply skills relating to global trade, economic development, international relations, investing, banking and finance. Student teams each represent a different country and are tasked with raising the standard of living and succeeding financially by using learned skills in economics, finance, marketing, negotiating, creativity and persuasion. The Port of Los Angeles has now hosted two summits in May 2014 and April 2015.

The challenge is to educate students about international trade and the careers that facilitate international trade in an age-appropriate, meaningful, stimulating way. This program does just that.

There is a great opportunity for harbor area schools, teachers and students to learn from and benefit from this program. No harbor area schools had participated in this program prior to the Port of Los Angeles Summit so this was new to these schools. We wanted to make sure that we assisted the teachers as much as possible so they enjoyed the program and could provide the necessary support to their students.

Although teachers really enjoy and recognize the benefits of this program for their students, the program preparation takes time and effort. Teachers already have full plates especially during testing and other times of the year. A challenge has been finding the best time of the year to host the summit to maximize teacher participation.

The number of participating schools and students are measured and provided to the Port of Los Angeles. Teachers receive performance scores for each Summit skill-based activity.

## 2015 COMMUNICATIONS AWARDS PROGRAM

### Nexus to the Port's Overall Mission

The *Port of Los Angeles International Economic Summit* 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. A student event that directly supports school programs and involves harbor area and Los Angeles County schools helps foster strong relationships with educators, parents and students - essential stakeholders of our community. Including participation from community members as scorekeepers and bankers also fosters strong relationships with stakeholders. In the Strategic Plan, under "Strong Relationships with Stakeholders," an initiative is to "attract visitors to the LA Waterfront of Wilmington and San Pedro." Hosting this free community event attracted approximately 700 visitors to the LA Waterfront over the past two years.

### Planning and Programming

The Port of Los Angeles partnered with International Economic Summit Institute, to conduct two Port of Los Angeles International Economic Summit events over the past year. The first summit was planned at the beginning of 2014 for May 6<sup>th</sup>. The second summit just occurred on April 21, 2015.

It was determined that the Cruise Terminal would be an optimal venue for the Summit on a day that a cruise ship was not in port. Not only is it large enough to accommodate 300-400 people comfortably, there is no rental fee for the facility and the room is ideal for the event layout.

Teachers and high school students prepare for weeks prior to the Summit in preparation of the one-day simulation event. The International Economic Summit Institute includes online and live training for all participating teachers. Classroom lessons and Summit practice materials are provided to the teachers and online help is available.

The event demonstrates the importance of global trade, alliances and investment. During the Summit, student teams represent the countries of the world. Student "Economic Advisors" have the tough job of improving their country's standard of living. The event includes a geography exam and student team debate.

In addition to school participation, about 30 volunteers are needed to work as bankers and scorekeepers during the competition. We reached out to the Wilmington, San Pedro and Los Angeles Chambers of Commerce to send the volunteer request to their email lists. We reached out to a few of our staff members from our Port divisions – planning and economic development, human resources and community relations staff - for assistance with this as well.

**Goals:** The goal of this program is to educate high school students about international trade, the economic impact of the Port and future career possibilities. POLA strives to teach students about the connection that the Port has to their everyday lives.

**Objective:** The objective for this new Port of Los Angeles event was to bring at least 250 high school participants, including harbor area schools, to the LA Waterfront to learn about international trade at the Port of Los Angeles. Another objective is to receive positive feedback on this event so we could make it an annual event benefitting the community and improve upon it in future years.

**Target Audience:** Target audience is high school student participants. We have had student participants from the harbor area, Los Angeles County, the Bakersfield area and even Mexico!

**Secondary Audiences:** Secondary audiences are teachers and event volunteers.

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## 2015 COMMUNICATIONS AWARDS PROGRAM

### Actions Taken & Outputs

*Strategies:* May 6, 2014 was chosen for first Port of Los Angeles Summit because Los Angeles celebrates World Trade Week the first week of May. The Los Angeles Area Chamber of Commerce coordinates events the first week in May in celebration of World Trade Week. This was a great time to host and promote this first-time Port of Los Angeles event.

The Summit date in 2015 was moved up to April, however, because the May date was very close to high school test dates and teachers noted that was a challenge.

One local high school had been putting on a mini-Summit program for some time on a smaller scale in their school auditorium – we knew this would be a great opportunity to view the event prior to hosting the event ourselves.

The International Economic Summit had a master list of LA area schools that they reached out to for participants. Community relations staff reached out to harbor area schools for participants.

*Tactics:* In celebration of World Trade Week and the first Port of Los Angeles International Economic Summit, the Los Angeles Chamber of Commerce provided a sponsorship for the 2014 event.

Two Port of Los Angeles staff members visited the mini-Summit for event information and ideas.

Staff created short videos at the 2014 and 2015 International Economic Summit events so they could be used to promote future events. Video from the 2015 Summit:

<https://www.youtube.com/watch?v=tTcO59rKjyQ&feature=youtu.be>. To promote the event to harbor area high schools, the Port of Los Angeles reached out to schools via email and included a Summit video. Staff also followed-up with phone calls.

The International Economic Summit staff reached out to Los Angeles area high schools and other high schools for participants. They were able to secure a school from the Bakersfield area and a school and 55 students from Mexicali, Mexico, making the Summit a truly international experience for students!

The Port of Los Angeles media relations distributed a media advisory to local news stations and newspapers to publicize the event.

*Implementation Plan:* To assist harbor area schools with this program, the President of the International Economic Summit Institute flew to Los Angeles to meet with participating teachers and students prior to the first event.

For each event, one staff member worked for about 4 months leading up to the Summit to secure the Cruise Terminal and schools and teachers. More event preparation was completed closer to the event date by Community Relations, Graphics and Media Relations staff.

A local Spanish television station covered the event. The photographer interviewed our Community Affairs Advocate and the teacher that brought 55 students from Mexico.

Photos were posted to social media on the day of the event to let the community know that the Port of LA hosted this student event.

For the 2015 event, the Port of Los Angeles provided a \$10,000 community grant and spent approximately \$5000 in rentals and boxed lunch and snacks for the students and volunteers.

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### Outcome and Evaluation

Seven schools participated in each of the first two events, including three harbor area high schools. The majority of the schools are within LA County. Two schools traveled further for the Summit including Wasco High School near Bakersfield in 2014 and CETYS Universidad in Mexicali, Mexico in 2015. The first two events reached a total of more than 600 students or 700 people total including volunteers and teachers.

We received very positive feedback from teachers and students about these events. A teacher from a harbor area high school said, "The Summit is great because it not only deals with the academic part of economics and trade, but the students are also able to use their creative skills and their communication skills." A harbor area student said, "Everything has to do with Economics. So having the International Economic Summit here in Los Angeles, where international trade is happening every day, is perfect. It's what we need."

POLA provides resources and experiences that broaden students' view of the Southern California region, international trade and their future career possibilities. Due to the success of this event based on number of attendees and very positive feedback, we plan to continue this event in future years.