

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

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>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: STEM Funshop at the Port of Los Angeles
(http://portoflosangeles.org/community/STEM_event.asp)
Port: Port of Los Angeles

Summary: STEM - Science, Technology, Engineering and Mathematics – is a major facet of education and workforce development in the nation, state and city. The Port of Los Angeles workforce is comprised of many STEM careers. This year, for the first time, the Port of Los Angeles hosted a free STEM community event to show the community, particularly harbor area youth, the fun that can be had in STEM-related maritime careers all while encouraging a future workforce.

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.

A well-known acronym in education is STEM. STEM stands for Science, Technology, Engineering and Mathematics. The STEM "workforce is of particular interest to the nation because of its central role in fostering innovation, economic competitiveness and national security" (Revisiting the STEM Workforce 2014, National Science Board, Feb. 2015). STEM education in the nation, in California and in the Los Angeles Unified School District (LAUSD) has been a priority over the past several years. LAUSD has created magnet programs and charter schools focused on STEM.

The Port of Los Angeles workforce is comprised of engineers, environmental scientists, port police officers, port pilots, financial analysts, and other staff members that work in STEM-related fields. Over the past few years, we have started to receive and facilitate more requests for Port speakers in these fields. Our engineers go to classrooms each year in celebration of Engineering Week, but that program is limited in the number of students it can reach. We decided to make this a free Saturday community event entitled *STEM Funshop at the Port of Los Angeles*. Hosting a free community event provides the opportunity for all interested members of the community to participate.

The challenge is to educate youth about STEM related careers at the POLA and in the maritime industry in an age-appropriate, positive, stimulating way. Encouraging youth to see the importance of and the fun they can have in these fields helps promote a future workforce.

As with any first-time event, planning from the ground up is a challenge and takes longer than future years. Although our Community Relations staff had event activity ideas, we would have limited ourselves by not including experts in our Port STEM-related divisions to develop ideas and participate in the event as well. Another challenge with this first time event was promoting it in a clear manner so that people understand the event and want to attend.

Nexus to the Port's Overall Mission

The *STEM Funshop at the Port of Los Angeles* 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 free community event that directly supports school programs and involves harbor area schools and youth programs helps foster strong relationships with educators, parents and students - essential stakeholders of our community.

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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 1,000 visitors to the LA Waterfront.

Planning and Programming

What better way to learn about STEM at the Port of Los Angeles than from the people that work in these fields every day? Public Relations staff reached out to engineers, environmental scientists, port police and port pilots within the Port of Los Angeles for event support and we were met with overwhelming excitement and support.

We determined that having a free community event on the weekend in addition to efforts to include local schools and youth programs in the event would be an optimal way of including schools, youth programs and families in the event. We decided that a great location for this event would be Banning's Landing Community Center on the LA Waterfront in Wilmington. The community center has a large open room where numerous tables could be set up for different activities and the outdoor space could also accommodate event booths and a boat.

Together, our cross-division event team brainstormed and developed event activities. We decided on the following activities: build-a-bridge activity with Dots candy and toothpicks; crane activity with a pulley system; how much weight can your boat hold activity; port pilot simulator so students could dock their ships in the harbor using real pilot technology; "what's in the harbor?" activity; air quality monitoring equipment activity; and port police dive boat demonstrations.

In addition to activities facilitated by port staff, we decided that this would be a great event to involve and showcase local STEM programs. The Los Angeles Maritime Institute TopSail Program, a harbor area middle school STEM magnet program, a harbor area high school environmental class, and a California State University, Long Beach engineering club all had tables at the event. Some had activities for event participants, some showcased their work, and all used it as an opportunity to promote their programs.

We also realized that a local museum in Wilmington that is a short distance from the event site has a great "Improbable Gateway" exhibit about how technology was used to create the Port of Los Angeles. We decided to charter the local trolley to shuttle interested event attendees to and from that exhibit.

We also thought that it would be fun to actively engage youth by having them complete event activities to become a "Junior Engineer." Public Relations and Graphics staff created a "STEM Funshop Passport" in-house for youth to complete during the event. Students received their event passport upon entering the event site at a Port of LA booth. The passport listed five booths for participants to go to with activities to complete or information to discover at each. A "VolunTEEN" was at each of these booths with a stamp for students that completed an activity. The stamps for the passport spelled "STEM Funshop." The first stamp was "S" for "science" and the activity was to discover what's in the harbor at the "what's in the harbor?" booth. "T" for "technology" was collected by learning about the latest technology used to keep our harbor safe on the Port Police Dive Boat. Building a bridge with a Port engineer earned an "E" or "engineering" stamp; "M" for "mathematics" was collected by finding out how Port Pilots track ships in the harbor and determine if ships can fit under the bridge; and the "Funshop" stamp was collected by finding out how environmental scientists monitor air quality in the harbor. After the passport was completed, youth returned to the Port of LA booth to collect a prize, a triangular ruler with floating ships and fish. The passports, activities and rulers were a hit!

Goals: The goal of this program is to bring people to the LA Waterfront while educating them about Port and maritime industry careers in the fields of science, technology, engineering and mathematics in an age-appropriate, positive and stimulating way. POLA strives to teach students about the connection that the Port

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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.

Objective: The objective for this first-time event was to bring at least 500 participants to the LA Waterfront to learn about STEM at the Port of Los Angeles. Another objective is to receive positive feedback on this event so we could make it an annual event and improve upon it in future years.

Target Audience: Target audience is youth in the harbor and Los Angeles area.

Secondary Audiences: Secondary audiences are youth program groups, parents and educators.

Actions Taken & Outputs

Strategies: We debated whether to have this event on a weekday for school groups or on a weekend for the community. We knew getting schools to participate on a school day would be difficult due to school calendars and requirements even if buses or bus subsidies were provided. We ultimately decided to host a Saturday community event which we thought would bring more participants and benefit the entire community. We wanted to make sure that the event was free so that all community members and youth organizations could attend if desired.

We strategized how to promote this first-time event. We wanted to make sure people had a clear understanding of the event and we wanted to ensure that people attended. We needed to reach schools, harbor area youth programs, and the general community.

Tactics: To promote the event, we created a descriptive flier listing specific activities that would be at the event. Fliers were printed double-sided in English and Spanish. A student worker delivered the flier to harbor area schools and youth programs. We created an event page on the Port's website listing event details. Event banners were hung in key areas around the port.

We also created a promotional video (<https://www.youtube.com/watch?v=ukyYcFY0FTM>) with a Port engineer that asked "What is STEM? Science, Technology Engineering, and Math. What is STEM at the Port of Los Angeles? Bridges; Creating land from water; Making sure the ships fit! Making sure the ships float!"

The event flier and promotional video was included on the event page on the Port of LA website, distributed via constant contact email lists to school and community contacts, posted to the LA Waterfront Facebook page and a LA Waterfront Facebook event was sent to 260 invitees. The Wilmington Chamber of Commerce listed the event on their website as well.

A news release at the beginning of year was distributed with 2015 Port event information including the STEM event. The local Daily Breeze newspaper ran a story on the event. An ad with the event flier was placed in a local magazine that is distributed to harbor area residents.

To ensure participation from the local YMCA, we made an additional stop for the trolley that was shuttling attendees to and from the "Improbable Gateway" exhibit. The trolley route started at the main event site, went to the "Improbable Gateway" exhibit, then to the YMCA and back again throughout the event. YMCA staff brought youth to and from the event on the trolley. We also used the trolley as an advertisement in itself during the event by posting a large event sign on both sides of the trolley for people to see as it was driving up and down the street.

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We also promoted the event to a USC engineering summer camp that visits the port every summer. They brought a bus with 50 middle school students to participate in the event. That day, we were pleasantly surprised to learn that a local Boys & Girls Club took it upon themselves to bus youth to the event. We invited some schools with STEM related programs and classes to not only attend the event, but to participate in the event by hosting a table. We also invited our *VolunTEENS*, harbor area high school volunteers, to assist our staff at the event. We had participation from about 15 *VolunTEENS*. For their participation, students received community service hours.

Implementation Plan: Staff began working on the event at the beginning of January 2015. One public relations staff member coordinated the cooperation of a cross-division team of approximately six staff members that regularly contributed to the event. Since the event was focused on our STEM careers, approximately 25 staff members worked for approximately 4 hours that day at the event, including communications, graphics, engineers, port police officers, a port pilot, port environmental scientists, and construction and maintenance crew.

The event was included in the 2015 event press release and communicated for the first time to the public at that time through the local newspaper. The flier was completed about two months prior to the event. It was distributed to local restaurants, schools and youth facilities leading up to the event. The video was produced and distributed about three weeks prior to the event. Event banners were hung a couple of weeks prior to the event.

Almost everything for this event was done in house, including event activities, passport design and printing, video production, audio visual, and most event set-up and breakdown. Four tents and tables and chairs for staff at the outside booths and the trolley rental were outsourced. Other purchases included activity materials including *Dots* candy, toothpicks, foil, and a couple of other such items. An ad was placed in a local magazine. Overall event costs were approximately \$3000. Some staff overtime was also incurred for this weekend event.

Outcome and Evaluation

As stated above, the goal of this program is to bring people to the LA Waterfront while educating them about Port and maritime industry careers in the fields of science, technology, engineering and mathematics in an age-appropriate, positive and stimulating way. The objective for this first-time event was to bring at least 500 participants to the LA Waterfront to learn about STEM at the Port of Los Angeles. Another objective was to receive positive feedback on this event so we could make it an annual event and improve upon it in future years.

It is estimated that approximately 1,000 people attended this first-time event, doubling our target number.

We received very positive feedback from community members and educators on this event. An email at our "Community" email address was received, stating "Thank you for putting on the STEM event at Banning's Landing. My son had fun with each activity and clearly learned from it." A teacher from a local high school that had a table at the event emailed "Thank you for putting on such a great event for the community. My kids (students) were raving about what an interesting time they had. I am so glad they were able to attend."

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 it has been determined that it will continue as an annual event. A short video (<https://www.youtube.com/watch?v=BT7PmigEHhs>) was created during the event and posted to the Port of LA YouTube page. It will be distributed and posted to promote the event next year.