



2015 COMMUNICATIONS AWARDS PROGRAM

#14

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
2. Advertisements - Single
3. Advertisements - Series
4. Annual Reports
5. Audio-Only Presentations
6. Directories/Handbooks
7. Miscellaneous
8. Overall Campaign
9. Periodicals
10. Promotional/Advocacy Material
11. Social/Web-Based Media
12. Special Events
13. Videos
14. Visual-Only Presentations
15. Websites

Please check the appropriate box:

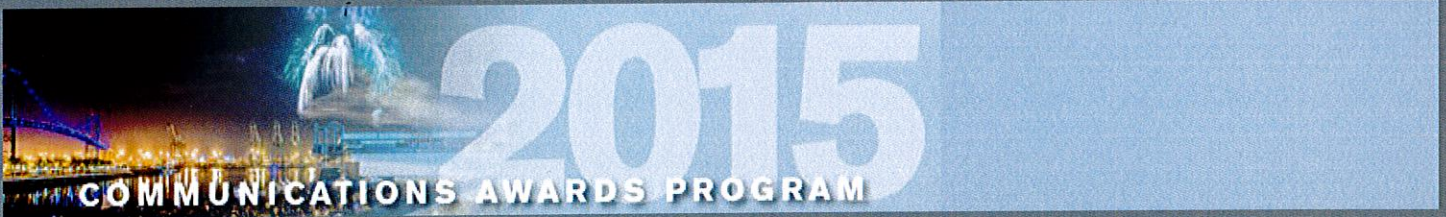
Category selection boxes: CATEGORY 1, CATEGORY 2, CATEGORY 3 (checked)

Entry Title: World Trade Month Celebration Of Education
Name of Port: Port of Long Beach
Port Address: 4801 Airport Plaza Drive
Contact Name/Title: Michael Gold
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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.

- 1. What are/were the entry's specific communications challenges or opportunities?
2. How does the communication used in this entry complement the organization's overall mission?
3. What were the communications planning and programming components for this entry?
4. What actions were taken and what communication outputs were used in this entry?
5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?





**Summary:**

**Title: World Trade Month Celebration of Education**

**Classification: Special Events**

The Port of Long Beach adopted an expanded Education Outreach Plan on May 12, 2014, during World Trade Month. The Communications and Community Relations team, which develops and administers the plan, presented it to the education community the next day during a World Trade Month Celebrating Education Reception. Honorees at the event included Port scholarship recipients, a new class of interns, and winners of a new Port T-shirt Design Contest, as well as their families and teachers. Port Commissioners and executives participated, and the new plan was introduced with a video premiere. Also at the event, the Port established an annual Champion of Education Award and announced the first recipient. The keynote speaker was a former Port scholarship recipient. It was an evening to be proud of Long Beach students and pay tribute to industry stakeholders who support education outreach, while sharing new initiatives outlined in the brand-new plan.





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## 2015 AAPA Communications Awards

Classification: Special Events

Title: World Trade Month Celebration of Education

### Port of Long Beach World Trade Month Celebration of Education

#### 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, following only the neighboring Port of Los Angeles, 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 eight Long Beach jobs – more than 30,000 – is supported by Port business. So are 300,000 Southern California jobs and close to 1.5 million nationwide.

As a landlord operation, the Port owns its land but leases the operations to terminal operators. The Port receives no taxpayer 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 will sustain the industry as the world changes and the Port of Long Beach continues its growth and

development in the decades ahead.

On May 12, 2014, during World Trade Month, the Port's Communications and Community Relations Division presented a comprehensive new Education Outreach Plan to the Long Beach Board of Harbor Commissioners. It was approved enthusiastically and unanimously.

In order to share the new plan with the education community and other stakeholders, honor education outreach participants, and build support for new initiatives introduced in the plan, the Communications and Community Relations planned the World Trade Month Reception Celebrating Education event, which would become an annual affair.

#### 2. Complementing the Overall Mission

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







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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 the 2014 update resulted in the first truly comprehensive plan based on the Port’s objectives and priorities, input from educators, students and other Port stakeholders, and current and developing trends in international trade and education.

The Port provides programs for all grade levels, including scholarships, college and high school internships, career fairs, externships for teachers, reading programs, a T-shirt design contest, tours of the Port, and more. This new World Trade Month reception provides an annual opportunity to honor the education community, scholarship recipients, contest winners and interns, as well as their families and teachers, for their accomplishments in Port programs. It also pays tribute to Port stakeholders who support education, building industry-wide awareness and goodwill.

### 3. Planning and Programming Components

The goal of the World Trade Week Celebrating Education Reception was to build support and enthusiasm among Port stakeholders for the

2014 Port of Long Beach Education Outreach Plan and its initiatives through communication, recognition and celebration.

#### The invitation list included:

- Long Beach educators, elected officials and civic leaders
- Long Beach high school and college students and their parents
- Port stakeholders and industry leaders who support education outreach
- Port Commissioners, executives and staff who mentor and hire the students

#### The objectives were to:

- Provide an overview of the Port of Long Beach
- Share the meaning and importance of the industry and World Trade Month
- Introduce the new Education Outreach Plan and its new initiatives
- Honor Port scholarship winners, interns and contest winners
- Honor industry partners who invest in education
- Build goodwill and awareness with Port stakeholders
- Inspire students, educators, parents, Port stakeholders and staff

### 4. Actions Taken and Communication Outputs Used

Planning for the World Trade Week Celebrating Education Reception began in late February 2014 and concluded May 30, 2014, when follow-up was completed.

The event was planned and executed by the Port of Long Beach Communications and Community Relations Division, which is responsible for the Port’s Education Outreach Plan. The staff led a team that also included representatives from other Port divisions and had the full support of the chief executive officer and the Board of Harbor







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Commissioners. About 200 Communications and Community Relations staff hours were invested.

Two outside suppliers, both long-time Port contractors, were employed for the event: Audrey Kerr, an event planner with Event Planning Partners, and education consultant Natalie Shore Peterson, who assisted with the program.

The team also sought and received input from teachers and administrators, including suggestions from California State University, Long Beach faculty and staff regarding which Port scholarship recipients would make inspiring speakers for the event.

The event was held on May 13, 2014, from 4:30 to 6:30 p.m. at the Museum of Latin American Art in Long Beach. Hearty and “user-friendly” hors d’oeuvres and soft drinks were provided. The schedule was:

- Registration and Networking      4:30-5:00
- Program                                      5:00-6:15
- Closing remarks                         6:15-6:30

The reception was free, by invitation only, and each invitee was allowed one guest. The invitation list included educators and students participating in Port education outreach programs, elected officials and community leaders, Port commissioners, executives and staff, and Port stakeholders. Seating at 10-top tables in the museum’s outdoor Sculpture Garden was

assigned, with honorees seated together based on their affiliation with a group being honored or their school. A total of 140 people attended the event.

The overall cost was slightly below the Communications and Community Relations budget of \$25,000 and included the two contractors, facility rental and set up, décor, food and beverage by TGIS Catering, video production by Reaction AV, the Champion of Education award, and production of programs, signs and other collateral materials designed by Port staff.

Master of ceremonies was Michael Gold, director of Communications and Community Relations for the Port of Long Beach.

### The program included the following events:

#### Welcome Remarks

- Al Moro, P.E., acting executive director, Port of Long Beach: Background about the Port and importance of the Education Outreach Plan
- Doug Drummond, president, Long Beach Board of Harbor Commissioners: Information about the Port Capital Improvement Program, environmental initiatives, jobs and the announcement of the passage of the new Education Outreach Plan that was approved by the Commission the night before.

### Comments and Presentation of the first Champion of Education Award

#### Michael Gold

- Presentation of first Port of Long Beach Champion of Education Award to Frank Capo, TTI senior vice president and chief commercial officer. Capo was selected by the committee to receive the award honoring a Port stakeholder for educating youth about international trade in partnership with the Port of Long Beach.

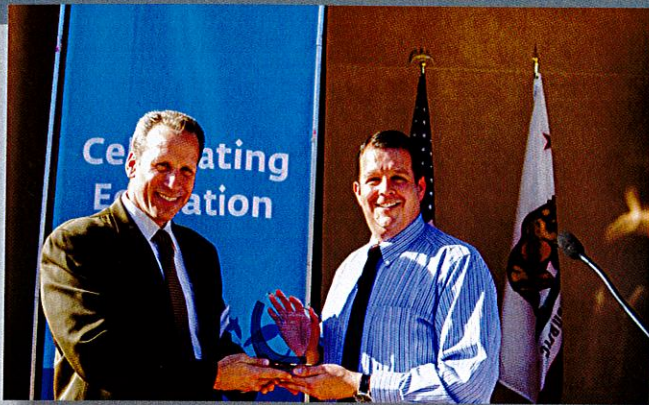




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- Response by Mr. Capo: *"We're starved for new talent, so this kind of exposure is good for us. Hopefully, in the future, when these kids are looking jobs, they'll join us in our industry."*

### Keynote Address

Ebony Loeb, Black Belt Manager for Ports America  
"Celebrate Education by Pursuing Your Dreams"

Loeb, a student who received a Port of Long Beach scholarship in 2010 to support her earning a master's degree in the global logistics program at California State University, Long Beach, went on to make a difference in the industry at Ports America, where her responsibilities include introducing and implementing best industry practices for all Port America terminals on the West Coast. Her inspirational speech laid out a plan for success for young people entering the workforce.

### Education Presentation

Michael Gold, Director of Communications and Community Relations, Port of Long Beach

### Recognition of Scholarship Recipients

The Port has awarded scholarships totaling \$505,650 to 296 students since 1993. In 2014, 28 students were added to that count, raising the total by \$43,500. The recipients were:

- 7 Long Beach Unified School District Scholars
- 14 California State University, Long Beach College of Business Administration

Undergraduate Scholars majoring in international business

- 2 Woodrow Wilson Memorial Scholarships for students in the Long Beach City College International Business Program
- 1 Long Beach City College Scholar in the School of Career and Technical Education
- 4 Graduate Scholars from California State University Long Beach's Global Logistics Specialist Professional Designation Program offered through the university's College of Continuing and Professional Education.
- For more information about the Port scholarship programs, go to [http://www.polb.com/community/education/port\\_scholarships.asp](http://www.polb.com/community/education/port_scholarships.asp)

### Announcement of T-Shirt Contest Winners

The first High School T-Shirt Design Contest for grades 9 through 12 expanded the Port's education outreach to include the arts. The theme was "Learning at the Port of Long Beach." One winner was selected from each grade level and a grand prize was selected from among those four. The finalists' artwork was on display at the reception. The grand prize winner's design was reproduced on the official Port Summer T-shirt, which was introduced at the event.

### Announcement of New Initiatives included in the new Education Outreach Plan:

- A virtual classroom and one-stop portal for all things related to education at the Port (scheduled to go live in May 2015)
- A career and trade fair (presented in November 2014 in conjunction with California State University, Long Beach and the Long Beach Unified School District)
- Externships for educators, programs that teach the teachers (due summer 2015)







### Screening of the Port's Education Plan Video

The Communications team, working with contractor Reaction AV, produced a 30-second video quickly highlighting the 2014 Education Outreach Plan and its new initiatives and ongoing programs. The video had been presented once before, at the Board of Harbor Commissioners meeting the previous evening when the new plan was presented and unanimously approved. It was created as an ongoing marketing tool for the Port's education programs. To view the 'Education Outreach Plan Video' visit: <http://youtu.be/fSPZDOCfql4>

### Recognition of 2014 Summer High School Interns

Margaret Huebner, Director of Human Resources, Port of Long Beach.

The annual High School Internship Program is managed through the Port's Human Resources Division with support from the Communications Division. This year, 535 students applied for the eight-week paid internships in various Port divisions, and 25 were selected, five more than the previous year. Attending this World Trade Month Celebrating Education Reception to be recognized as the incoming "class of 2014" was their first official assignment.

For more information on internships, visit [http://www.polb.com/community/education/port\\_scholarships.asp](http://www.polb.com/community/education/port_scholarships.asp)

### Closing Comments

Michael Gold thanked all the participants and led a final round of applause for the students and their families.

## 5. Communications Outcomes and Evaluation Methods

Most of the Port's targeted for the education campaign, such as education leaders, were among the 140 people who attended the event.

In addition, the Communications team distributed an electronic news release to 3,953 subscribers, with an 18.1% open rate or at least 715 people who viewed the release.

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

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

- Port outreach is good within the community. 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.
- Respondents share awareness of important issues with the Port. When asked to rate community issues of importance to them, 87.7 percent listed protecting and improving the economy as extremely important or very important. The second most important issue was improving education, with 87.3 percent indicating it was either extremely important or very important to them. Third was creating good-paying local jobs at 86.2 percent.







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- Media placement, including more digital ads and social media, are on track. The new report indicates that the trend away from newspapers continues, with just one in four voters (24 percent) citing newspapers as their primary source of information about news and events in Long Beach. The Internet was cited by nearly half (46 percent) 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 percent) or tablet (10 percent) to get information online.

The World Trade Month Celebrating Education Reception was well-received by the guests attending and participating in the event, who had the following comments:

*"We at the Port are doing our part to ensure this economic engine has all the 'fuel' it needs to stay strong into the future. We're here to support the next generation of stewards who will care for this treasure and ensure our Port and our world continue to thrive."*

Al Moro, P.E., acting executive director, Port of Long Beach

*"Just yesterday, the Board of Harbor Commissioners took action to launch a new era of education outreach that builds on our past successes by expanding existing programs and adding new initiatives to teach as many students and educators as possible about our Port and why it matters. Acting unanimously, our Board adopted a new Education*

*Outreach Plan for the Port, creating the 'infrastructure' for a thriving, sustainable education outreach program for many years to come."*

Doug Drummond, president, Long Beach Board of Harbor Commissioners

*"We're starved for new talent, so this kind of exposure is good for us. Hopefully, in the future, when these kids are looking for jobs, they'll join us in our industry."*

Frank Capo, Port of Long Beach Champion of Education and TTI senior vice president and chief commercial officer.

*"My sole purpose today is to encourage you to pursue your dreams. And convince you that you can do that even if you don't know what your dreams are just yet."*

Ebony Loeb, keynote speaker, 2010 Port of Long Beach scholarship recipient, and Black Belt Manager at Ports America

*"Lesley Garcia plans to graduate in 2015. I would like to add that by pursuing her degree in international business, Lesley is fulfilling the dream she shared with her husband, Army Sgt. Israel Garcia, who was killed in action in 2008 while serving in Afghanistan. Lesley, we honor your husband's service to our country and his memory."*

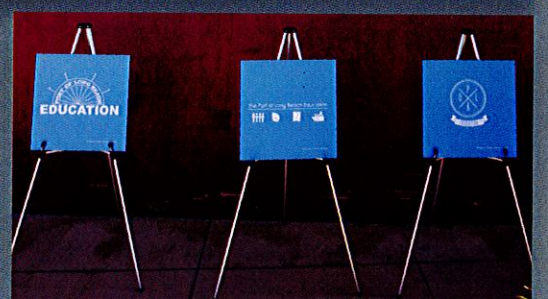
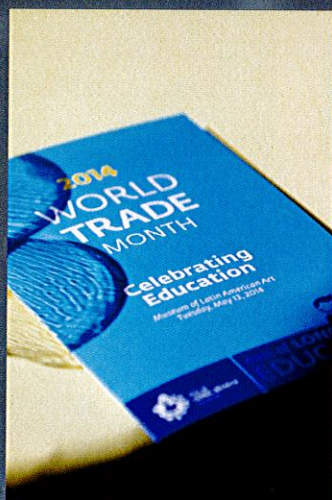
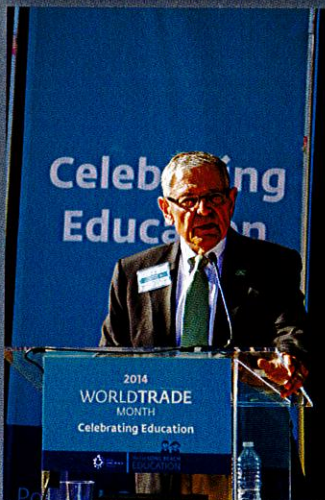
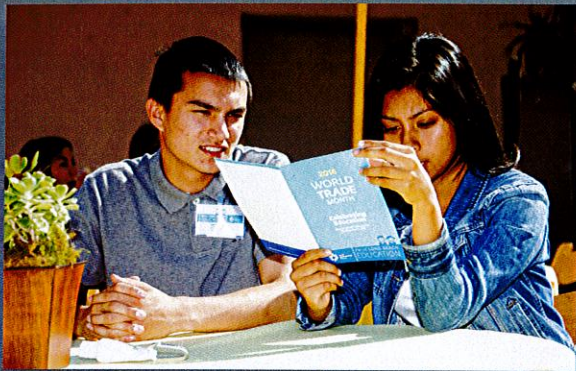
Michael Gold, event master of ceremonies, introducing the scholarship recipients

The 25 interns selected from 535 applications for the Port's 2014 High School Summer Internship Program were introduced at the World Trade Month Celebrating Education Reception. It was an enthusiastic and inspirational launch for the job ahead. They went on to complete their 8-week internships in August, and, like classes in earlier years, their final class project was to produce a video about their experiences to help recruit 2015 applicants. (See the video and what they had to say at <http://www.polb.com/community/education/internships/highschool.asp>)





# World Trade Month Celebration of Education







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2014  
**WORLDTRADE**  
MONTH  
Celebrating Education

