

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 _____ |
| 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:

- CATEGORY 1 CATEGORY 2 CATEGORY 3

Entry Title: **Port of New Orleans – Maritime Workforce Summit**

Name of Port: **Port of New Orleans**

Port Address: **1350 Port of New Orleans Place, New Orleans, LA 70130**

Contact Name/Title: **Paul Matthews, Community Outreach Manager**

Telephone: **504-528-3252** Email address: **matthewsp@portno.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.

1. What are/were the entry's specific communications challenges or opportunities?

- 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.

2. How does the communication used in this entry complement the organization's overall mission?

- Explain the organization's overall mission and how it influenced creation of this entry.

3. What were the communications planning and programming components for this entry?

- 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.

4. What actions were taken and what communication outputs were used in this entry?

- 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.

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

- 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.

2015 COMMUNICATIONS AWARDS PROGRAM

Maritime Workforce Summit

The Port of New Orleans Maritime Workforce was a three hour event to facilitate the introduction of community stakeholders in the New Orleans region and the maritime industry to one another. Three panel discussions focused on trade, transportation & logistics, career education, economic and workforce development respectively. The summit participants included state and local education officials, maritime industry leaders and workforce development professionals.

1. What are/were the entry's specific communications challenges or opportunities?

Part of the Port of New Orleans' community outreach initiative, the Port provides field trips and presentations to groups including secondary and post-secondary schools, civic organizations, chamber of commerce, banks, etc.. The common question received by many of these groups was "How does someone learn about the job opportunities in the industry?" Also, there is constant conversation in the industry about the need to find the next generation of workers in the industry as many employers are in demand for workers as older employees retire. However, there is not an avenue that facilitates a discussion between the maritime industry and targeted community leaders about career pathways. So the port had an opportunity to build a case that the next workforce for our industry can possibly be developed if we educated leaders on the opportunities. In turn, we would have an informed public that supports Port operations because of direct knowledge economic impact due to local job creation.

2. How does the communication used in this entry complement the organization's overall mission?

- The Goal of the Port of New Orleans community outreach program is to educate the Greater New Orleans Community about the size and scope of the Port operations and the economic impact of waterborne commerce on the Mississippi River. By inviting local leaders, educators and professionals to this event, representative from sectors of the maritime industry had the opportunity to inform these community stakeholders of the types of operations and jobs that are connected to seaports. Community stakeholders would get an understand of the vast array of maritime sectors and what job skills are needed to enter the industry.

3. What were the communications planning and programming components for this entry?

The goal of the summit was to inform the Greater New Orleans community stakeholders of maritime job opportunities, engage industry leaders to identify maritime workforce needs and leverage regional economic efforts to strengthen multimodal transportation at the Port of New Orleans. The event was designed to exchange information among leaders of three different audiences: maritime, academia, workforce and economic development. The first panel consisted of the maritime industry illustrating to academia and development professionals the broad range of sectors and career pathways. Second panel consist of education leaders from secondary and post-secondary education discussing how current and possible new curriculums could establish clear pathways for to different maritime sectors. The third panel consisted of workforce and economic development official who identified what programs are and could be developed to build a pipeline of young professionals into the industry.

To facilitate the proper discussion among said audiences, we sought to have proper representation on each panel, diverse list of sponsors to attract stakeholders, and productive agenda. The trade, transportation and logistics panel included, terminal operators, barge companies, trucking and warehousing. Education panel included high school counselor focused on job readiness for students, community college workforce training coordinator, and University Professor specializing in maritime engineering. Workforce and Economic development panelist represented city, region and state interest.

2015 COMMUNICATIONS AWARDS PROGRAM

Sponsors represented universities, port operators, maritime associations and civic organizations. The list included: University of New Orleans, University of New Orleans Transportation Institute, Youth Rebuilding New Orleans, University of Maryland National Transportation Center, Associated Terminals, Turn Services, New Orleans Board of Trade, Crescent River Port Pilot's Association, Big River Coalition, Louisiana Maritime Association, Propeller Club of the United States- Port of New Orleans, Louisiana Maritime International Chamber of Commerce, International Freight Forwarders and Customs Brokers Association of New Orleans and the World Trade Center.

4. What actions were taken and what communication outputs were used in this entry?

From March to May 2014, we sought to secure a location with enough space to accommodate up to 200 guests and we reached out to Congressman Cedric Richmond, whose district represents the Port, to serve as honorary host to bring expand reach and leverage community buy-in. To engage potential sponsors, we developed a sponsorship packet which provided information about the Port's community outreach program and its early success, the overall goals of the event, and event agenda.

Request for sponsors began in June 2014 until August 2014. After reaching out to potential speakers, a list of potential participants was development. Save the dates we sent out to targeted audiences in late August. Invitation of the October 8th event was sent in early September. Save the dates and invitation were sent out by email. The save the date and invitation was also promoted on social media. Each of these publications were done in-house by the communications department.

A brochure was designed for the day of the event which included the agenda, welcome letter from Port President and & CEO, Gary LaGrange, bios of speakers, list of sponsors, and a synopsis of community outreach achievements over the past year. The production of the brochure was outsourced. The brochure was one of many items included in a Port of New Orleans gift bag. Also included in the bag were information and promotions items from sponsors and promotional items from the Port of New Orleans which consisted of a 5 in 1 phone charger and a cell phone credit/debit card holder.

To promote the results of the event, a video recap was developed. The five minute recaps the goals of the event and the initial reaction from participators. Please see link below.

Maritime Workforce Summit Recap

<https://www.youtube.com/watch?v=FWlnkY8xv1s>

5. What were the communications outcomes from this entry and what evaluation methods were used to assess them?

Over one hundred community stakeholders participated in the event. During the panel discussions and Q&A, participants expressed their appreciation of being informed about the maritime industry. The agenda was modified during the event to allow for longer breaks in between panel discusses because of the increased networking among the audience compared to before the program began.

Participants requested contact info of those who attended. The contact info was sent out the following and we have seen some results from it. The New Orleans Maritime and Military Academy has worked with Associated Terminals provide internships for their students.

2015 COMMUNICATIONS AWARDS PROGRAM

At the end of the summit, in collaboration with sponsors and partners, developed a working group to identify suggested goals, prioritize said goals and how to implement them. Goals included (Completed Dates):

- A. Local promotion of maritime (PSA about the importance of the industry for example) (Jan 2015)
- B. Maritime K-12 curriculum that is state certified and led by The Louisiana Department of Education. (Fall 2015)
- C. Have economic development organizations take lead on social media footprint of the industry to connect with young professionals. (Spring 2015)
- D. Develop high school and college internship programs and summer work program which lines up businesses with students interested in the industry. (Summer of 2015)
- E. Design a strategic program where Port Businesses are linked to schools to bring awareness to the industry. It would include personations, externships field trips, etc.. (Fall 2015)
- F. Develop website or expand GNO Inc.'s www.worknola.com to include a maritime specific section which list maritime-related job opportunities along the Lower Mississippi River (Spring 2015)
- G. Begin preparing for the next Summit which would include a Business Career Expo and breakout sessions with information on specific fields of interest; warehousing, energy, piloting, barge, terminal operator, etc.... (Sept/October 2015)
- The Port now has a working relationship with Delgado Community College to develop five dual enrollment courses working with high schools whose leaders attended the summit.
- Partnered with GNO Inc, to serve as the first industry in the region for a session to inform regional educators of CTE pathways.

Here are a few emails responses from participants

"I just wanted to send a quick note to say I thoroughly enjoyed yesterday's event! I think it's a great first step in getting these important workforce issues addressed. Next year JEDCO would love to be a part of the event, perhaps as a panel participant or otherwise. We'll be happy to help in any way we can." *Kate Moreano, Jefferson Parish Economic Development Commission*

"Congrats again on the Summit yesterday! It was a great event and I feel it has gotten the ball rolling with promoting the opportunities in the maritime industry."

Krist App, President, International Freight Forwarders and Custom Brokers of Greater New Orleans.

5333



Port of New Orleans Maritime Workforce Summit

Hosted by the University of New Orleans



Wednesday, October 8, 2014

UNO Lindy Boggs International Conference Center

AGENDA

Moderator: Mark Romig, President and CEO, New Orleans Tourism Marketing Corporation

8:30 a.m. **Registration & Breakfast**

8:55 a.m. **Invocation:** Philip Vandercook, Global Maritime Ministries

9:00 a.m. **Opening Remarks:**

- Honorable Cedric Richmond, Congressman, U.S. House of Representatives
- Peter Fos, President, University of New Orleans

9:20 a.m. **Presentation:** "Small Businesses, Doing Business at the Port," Terry Martin, Purchasing and Contract Administration Manager, Port of New Orleans

9:30 a.m. **Panel: Trade, Transportation and Logistics**

- Jeffrey Louis, President, TCI
- Kristi App, Vice President of Business Development, J.W. Allen & Company Inc.
- David Fennelly, Director, Turn Services and Associated Terminals
- Troy Remy, Vice President of Human Resources, Canal Barge

10:30 a.m. **Break**

10:35 a.m. **Panel: Career Education**

- Dr. Larissa Littleton-Steib, Vice Chancellor for Workforce Development, Delgado Community College
- Bob Whitman, Guidance Counselor, Archbishop Rummel High School
- Col. Bill Davis, Commandant, New Orleans Military and Maritime Academy
- Dr. Abdalla Darwish, Presidential Professor of Physics and Engineering, Dillard University

11:35 a.m. **Break**

11:40 a.m. **Panel: Economic & Workforce Development**

- Jana Sikdar, Director of Workforce and Retention, Greater New Orleans Inc.
- Nadiyah M.A. Morris, Louisiana Workforce Commission, (JOB 1)
- Abhay Patel, Director of Business Development and Industry, New Orleans Business Alliance
- Ken Bradford, Assistant Superintendent

12:20 a.m. **Final Remarks,** Platinum Sponsors

12:30 a.m. **Adjourn**

OFFICIAL ENTRY LABEL

AAPA 2015 Communications Awards

Port: **Port of New Orleans**

Contact Person: **Paul Matthews**

Entry Classification: **Special Events**

Oct
08

The Board of Commissioners of the
Port of New Orleans invites you to
Maritime Workforce Summit

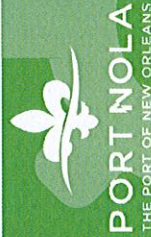
Honorary Host:
Congressman
Cedric
Richmond

**UNO Lindy Boggs International
Conference Center**
2045 Lakeshore Drive, New Orleans, LA 70122

8:30 a.m. - 12:30 p.m.

8:30 a.m. Breakfast 9 a.m. Summit Begins

RSVP By October 8 to
matthewsp@portno.com or
504-528-3252



Sponsored by:

- University of New Orleans Transportation Institute
- Youth Rebuilding New Orleans
- University of Maryland, National Transportation Center
- Associated Terminals
- New Orleans Board of Trade
- Turn Services
- Big River Coalition
- IFFCBANO
- Louisiana Maritime Association
- LMICC

533



PORT NOLA
THE PORT OF NEW ORLEANS

5333

Port of New Orleans Maritime Workforce Summit

THE EVENT

The 2014 Port of New Orleans Maritime Workforce Summit is an assembly of maritime-related business, economic development and educational leaders from the Greater New Orleans region.

THE PURPOSE

The Maritime Workforce Summit serves as an annual informational forum for the New Orleans region to gain awareness about international commerce on the Mississippi River and facilitate discussion among community stakeholders on how to prepare a young, skilled workforce for the growing maritime-related job opportunities in the region.

Transportation, trade and logistics is a foundational cluster in Greater New Orleans. The five Ports along the Lower Mississippi River make up the world's largest port complex with 500 million tons of cargo moved along the river. The Port of New Orleans contributes to 165,000 jobs statewide and 380,000 jobs nationally.

The Maritime Workforce Summit would serve as a tool to:

Educate and inform Greater New Orleans community stakeholders on maritime job opportunities. Connect influential stakeholders (maritime-related business leaders, educational leaders, economic development leaders) to identify maritime workforce needs and develop a pipeline of a local skilled workforce to retain, expand and recruit businesses to Greater New Orleans.

Leverage regional economic goals toward strengthening multimodal transportation in Greater New Orleans.

AGENDA:

Spotlight Speaker discussing the topic: "Doing business with companies at the Port."

Discussion Panels:

Trade/Transportation/Logistics- Maritime-related businesses will have the opportunity to communicate the current and projected workforce and training needs to retain and expand business based on market trends.

Career Education- While Academic leaders will discuss their ability to offer research, maritime curriculum and counsel students to pursue a maritime career path.

Sponsorship Levels:

Platinum – \$3,000

- Opportunity to make remarks at closing of event.
- Opportunity to place promo materials at each seat.
- Logo on event banners/signs.
- Logo on email promotions.
- Verbal recognition.
- Reserved seating.

Gold – \$2,000

- Opportunity to place promo materials at each seat.
- Logo on all event promotional material/items.
- Verbal recognition.
- Reserved Seating.

Silver – \$1,000

- Logo on select event promotion material/items.
- Verbal recognition.

