

INDIVIDUAL SUBMISSION ENTRY FORM

6184

Please copy and complete this form for each entry.
Create a separate document for answering the five questions below.

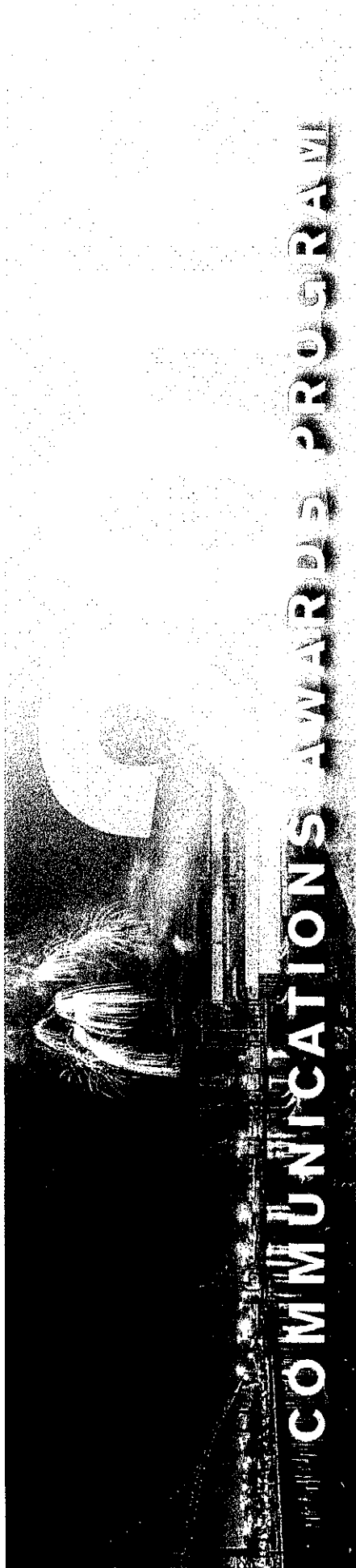
Check only ONE entry classification below:

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|-----------------------------|-------|-----------------------------------|--------------|
| 1. Advertisements – Single | _____ | 8. Overall Campaign | _____ |
| 2. Advertisements – Series | _____ | 9. Periodicals | _____ |
| 3. Annual Reports | _____ | 10. Promotional/Advocacy Material | _____ |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media | _____ |
| 5. Awareness Messaging | _____ | 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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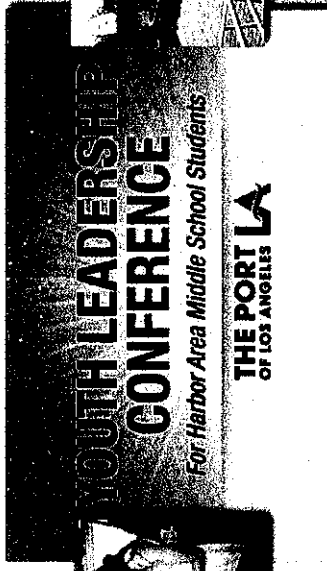
Entry Title Port of Los Angeles Youth Leadership Conference
Name of Port Port of Los Angeles
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Port of Los Angeles

Port of Los Angeles Youth
Leadership Conference

Special Event



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2016 COMMUNICATIONS AWARDS PROGRAM

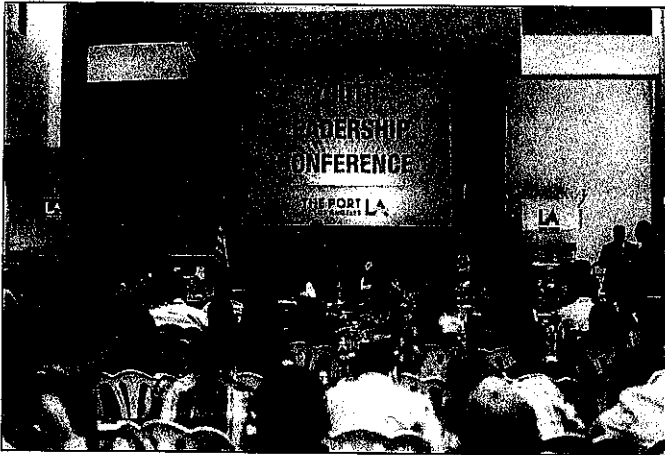
Project Name: Port of Los Angeles Youth Leadership Conference
Port of Los Angeles

Short, Descriptive Summary of the Event: The Port of Los Angeles hosted a Youth Leadership Conference for middle school harbor area students. Students dressed for success and participated in morning presentations and educational activities, a narrated harbor boat tour, and an afternoon break-out session of their choice with harbor engineers, environmentalists, port police officers or port pilots all while learning about ports, the maritime environment and future career possibilities.

2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Port of Los Angeles Youth Leadership Conference
Port of Los Angeles

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.

At the suggestion of a Harbor Commissioner, a group of Port of Los Angeles Communications staff members came together to discuss a way to pull together our education efforts for students in a new, exciting and comprehensive way. The idea to host a business-like Youth Leadership Conference for students derived from this meeting. It was determined that middle school students would be the best participants for this conference as they would be mature enough for such a conference day and gain exposure, and possibly interest and excitement, of ports, international trade, the maritime environment, and career possibilities, prior to entering harbor area high schools which offer a variety of opportunities to delve into these topics through education programs, magnet programs and a charter school. It is also a student group that we have reached the least through our programs so we wanted to develop a program specifically for them.

A day-long conference was planned in which students were asked to dress for success and come prepared to learn. This conference offered students insight about future career possibilities and a perspective of the daily operations at a busy container port. To measure the success of this first-time event, feedback was sought from students, educators, and parents at the end of the program day.

The challenge is to educate students about the POLA and the maritime industry, despite very low school field trip budgets, in an age-appropriate, positive, stimulating way. It is also a challenge to accommodate school schedules while hosting a student event. 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 knew including experts in our Port divisions to develop ideas about their particular fields and participate in the event would be optimal. Another challenge with this first time event was promoting it in a clear manner so that people understand the event and want to attend. The program had to be well-defined while developing a connection, an understanding and a positive perception of the POLA and the maritime industry.

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Nexus to the Port's Overall Mission

The Youth Leadership Conference 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 event for harbor area middle school students that directly supports school and youth programs helps foster strong relationships with educators, parents and students - essential stakeholders of our community. 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 event attracted approximately 120 students and 40 educators and parents to the LA Waterfront.

Planning and Programming



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

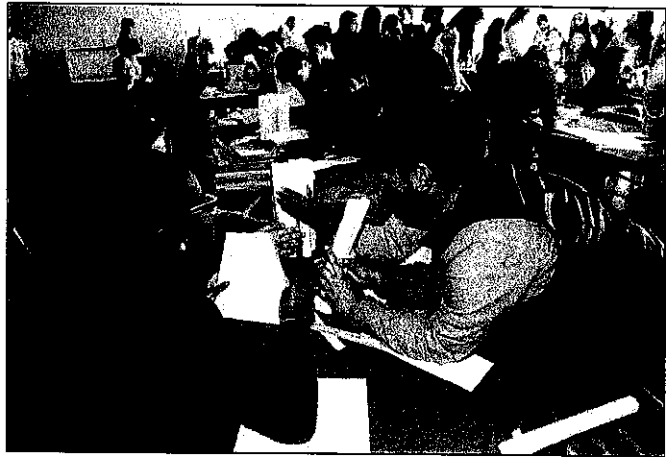
We decided that a great location for this event would be Banning's Landing Community Center on the LA Waterfront in Wilmington. We have access to the community center at no charge saving on event venue costs, it has a large open room where all the students could be accommodated, and the outdoor space includes a dock for boat access. We determined that hosting this event on a Saturday with school support and participation would be best to avoid weekday school conflicts.

We reached out to principals, school reps and youth program managers at harbor area middle schools and youth program facilities. Teachers and youth program managers were asked to invite their leadership students or students that demonstrated leadership qualities to this event. Student applications were delivered to each participating school or youth program facility. With any first event it's hard to know how much interest we would receive, but we were delighted to receive the maximum number of applicants that we were able to accommodate at our conference venue. We received great response and support from the schools and ended up with participation from every harbor area middle school and the three Boys & Girls Clubs of the Los Angeles Harbor.

Although this was a Saturday event, we wanted to make sure that students had transportation to the event so we sent a bus to the school and youth facility that were the furthest in distance from the conference venue. We also wanted to make sure that the middle school students were chaperoned so we required a teacher or school rep from each participating school or youth program to attend the conference.

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A day-long conference was planned in which students were asked to dress for success and come prepared to learn. Upon their arrival, students were greeted with a continental breakfast, port backpack, pad of paper and pen, and port informational brochures. The agenda included a morning welcome by the local Los Angeles City Councilmember and harbor commissioners, a port presentation, a build-a-bridge activity with harbor engineers, and a trade activity with a Port economist. Students then participated in a narrated harbor boat tour with lunch. In the afternoon, they were able to participate in a break-out session of their choice with port engineers, environmentalists, pilots, and police officers. Each break-out session was facilitated by the Port division reps that were leading the session. The port engineers included a short engineering presentation followed by a paper tower activity and the environmentalists included a short environmental presentation followed by a trivia game. The port pilots displayed their navigation equipment that shows ships in port in real-time, gave students the opportunity to dock a ship in port utilizing their equipment and tour a pilot boat. The port police officers utilized one of the student buses that were on site to go to the Maritime Law Enforcement Training Center (MLETC) for a police presentation, canine demonstration, and showcase police vehicles, boats and other equipment.



We also wanted to recognize students for their efforts at the conference and allow parents to be a part of that ceremony. Our in-house graphics group developed a Port of Los Angeles Youth Leadership Conference Certificate of Achievement and the Port Executive Director signed each student certificate. We asked our City Council office if they would be willing to provide certificates as well and they were very happy to offer certificates of recognition for each student participant. We notified parents that although space was very limited and we could only accommodate school reps and chaperones during the event, they were more than welcome to view the event site and make sure their child was situated before leaving in the morning and invited them back at the end of the day for an award ceremony. Many parents came back for the awards ceremony. The Director of Community Relations led a short conference debrief with the students and then called each student by name to receive their award.

Goals: The goal of this program is to educate students about ports and maritime and trade industry careers in an age-appropriate, positive and stimulating way. POLA strives to teach students about the connection that the Port 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 receive positive feedback from students and educators.

Target Audience: Target audience is middle school students in the harbor area.

Secondary Audiences: Secondary audiences are educators.

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Actions Taken & Outputs



Strategies: We debated whether to have this event on a weekday or on a weekend. We knew getting schools to participate on a school day would be difficult due to school calendars and requirements. We decided to host this event on a Saturday with the support of participating schools and youth programs. We also needed to make transportation easy for students so that wouldn't be an issue.

We needed to narrow in the age group of participants so that the presentations and discussions could be tailored to that particular audience. We also needed to determine how to select students.

We wanted to make sure students, parents and educators had a clear understanding of the event so that students wanted to attend, parents wanted their children to attend and educators supported the event.

Since the number of students who could participate in the event was limited, we decided not to promote the program through social media or the Port's webpage. While we didn't want to promote the program in advance since participation was limited and by invitation only, we wanted to make sure our efforts were promoted after the event.

Tactics: We decided that middle school students would be the best participants for this conference. In the past, many of our educational programs reached elementary and high school students so this would be a great way to reach this student group. We asked the schools to determine which students they would like to select that were in a leadership class or demonstrated leadership qualities.

We sent buses to the school and youth program that was furthest from the event venue so students could have transportation to the event.

To promote and gain interest for the event, we created a descriptive save-the-date flier listing specific activities that would be at the event. A student worker delivered the flier to harbor area schools and youth facilities. The flier was followed by a Youth Leadership Conference Application for students to take home and their parents to complete. In the end, 120 middle school students participated in the conference, the maximum number of participants that we were able to accommodate, and about 15 educators and chaperones.

The Port's Media Relations Director notified a local newspaper of the event and they sent a photographer out to capture the event. A couple of photographs and a nice caption were included in the Sunday paper, the day after the event.

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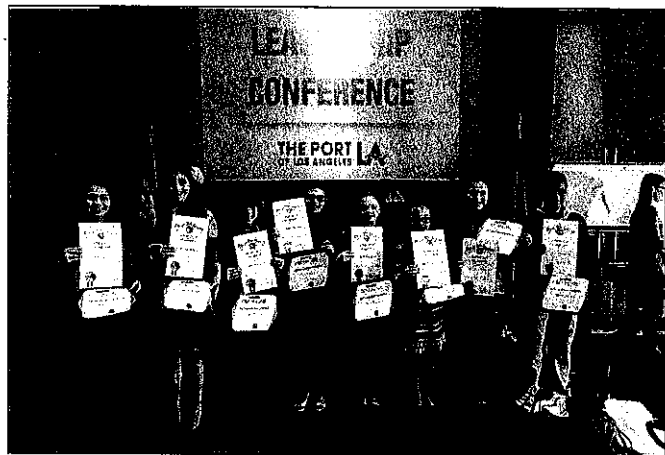
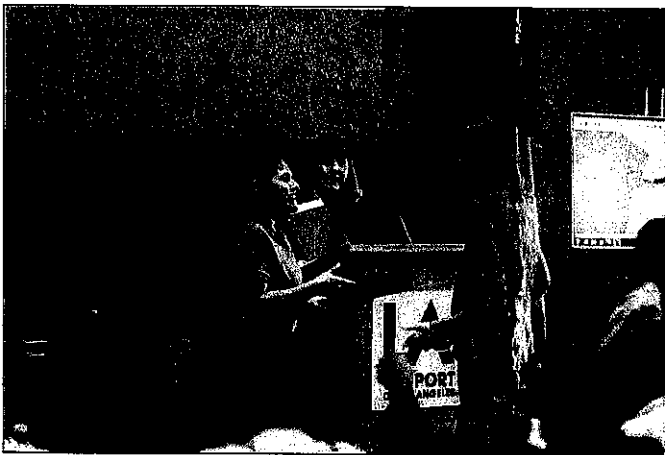
At the event, two port student workers created a short event recap video (<https://www.youtube.com/watch?v=XTzinUDsEC0>) which was displayed at the Board of Harbor Commissioner meeting the following week, posted to social media, and posted on the Port's website and the YouTube page.

Implementation Plan: Staff began working on the event at the beginning of December 2015. We wanted to make sure that schools had notice of the event prior to the school holiday break. School and youth program participants were secured in early December. The save-the-date flier was distributed in December for students to take home to their parents prior to the school date. The applications were distributed to schools mid-January when the spring semester began.

One community relations staff member coordinated the cooperation of a cross-division team of approximately six staff members that contributed to the event. Each had their own area of expertise to highlight at the event. Since the event was focused on numerous port fields and careers, approximately 15 staff members worked for approximately 4 hours that day at the event, including communications, graphics, engineers, a port economist, port police officers, port pilots, environmental scientists, and a small construction and maintenance crew.

Almost everything for this event was done in house, including event activities, printing, video production, audio visual, and most event set-up and breakdown. Tables, chairs and linens were rented. Other purchases included activity materials including *Dots* candy and toothpicks. Catering and the boat rental were also outsourced. Overall event costs were approximately \$6000. Some staff overtime was also incurred for this weekend event.

Outcome and Evaluation



As stated above, the goal of this program is to educate students about the Port and maritime and trade industry careers in an age-appropriate, positive and stimulating way. The objective for this first-time event was to receive positive feedback from students and educators.

We received very positive feedback from community members and educators on this event. On the event recap video, a student stated, that "it educates you about different fields that you can go into when you are older." Another student said that his "favorite part was learning about what the port pilots do and how it all works." Educators and parents were very pleased and want to participate again next year.

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.