

INDIVIDUAL SUBMISSION ENTRY FORM

6182

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 STEM Funshop

Name of Port Port of Los Angeles

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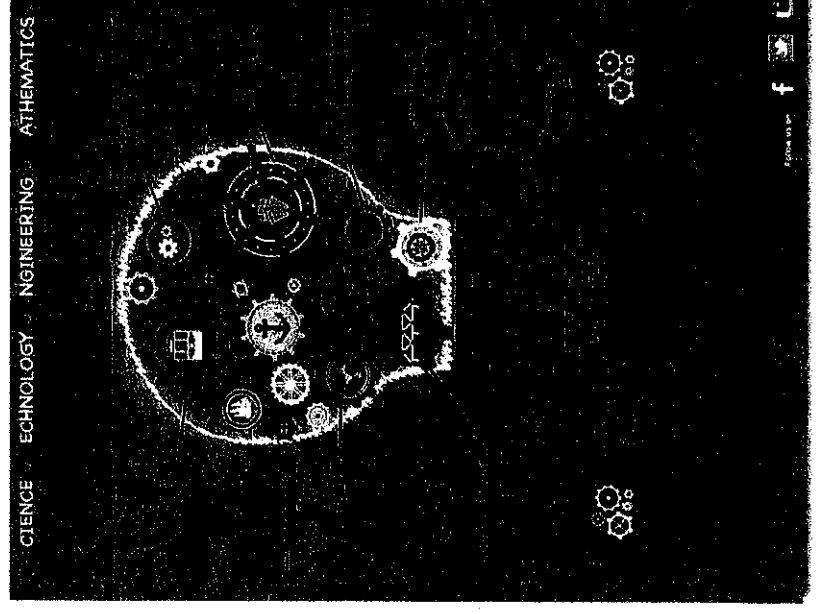


COMMUNICATIONS AWARDS PROGRAM

Port of Los Angeles

STEM Funshop

Special Event



[Click Here to Watch Video](#)

2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: STEM Funshop at the Port of Los Angeles
Port of Los Angeles

Short, Descriptive Summary of the Event: 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. 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.

2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: STEM Funshop at the Port of Los Angeles
Port of Los Angeles

Communications Challenge/Opportunity

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. Port of Los Angeles 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 host a yearly 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 Port of Los Angeles and in the maritime and trade industries 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.

For this second year event, we wanted to add to the activities and booth participants that we had the first year. Although our Community Relations staff had event activity ideas, we wanted to expand on those ideas by including experts in our Port STEM-related divisions to develop ideas and participate in the event as well.

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.

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 600 visitors to the LA Waterfront.

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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? Community 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 participation.

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, a boat and the Port of Los Angeles TransPORTer mobile educational exhibit.

Together, our cross-division event team evaluated POLA's first *STEM Funshop* from 2015 and decided what activities would be brought back this year and brainstormed new 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; paper tower 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; port police dive boat demonstrations; and TransPORTer mobile exhibit visits.



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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, US Coast Guard, a harbor area middle school STEM magnet program, and the Boys and Girls Clubs of the Los Angeles Harbor 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.

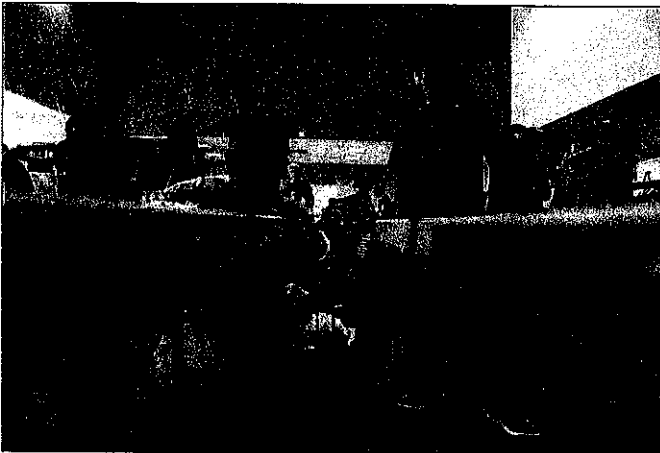
We also wanted to actively engage youth by having them complete event activities to become a "Junior Engineer." Community Relations and Graphics staff created a "STEM Funshop Passport" in-house for youth to complete during the event. Students received their event passport upon entering the event site 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," a teenage volunteer that helps at Port community events for community service hours, 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 of their choice, a triangular ruler with floating ships and fish or a POLA string backpack. The passports, activities and prizes were a hit!

Goals: The goal of this program is to bring people to the LA Waterfront while educating about Port, maritime and trade 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 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 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 from students and community member attendees.

Target Audience: Target audience is youth in the harbor area.

Secondary Audiences: Secondary audiences are parents and other community members.



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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 second event before the first event took place. 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 fliers to harbor area schools and youth programs. Event banners were hung in key areas around the port. An ad with the event flier was placed in a local magazine that is distributed to harbor area residents. The event flier was posted to POLA's social media pages and a Facebook event was created. The Wilmington Chamber of Commerce listed the event on their website as well.

At the first *STEM Funshop* in 2015, we took the opportunity to create an event recap video that could also be used as a Port promotional video (<https://www.youtube.com/watch?v=BT7PmigEHhs>). The event flier and 2015 event video were distributed via email to school and community contacts to advertise for the 2016 *STEM Funshop*.

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 showcasing their work and programs.

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.

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Implementation Plan: Staff began working on the event at the beginning of January 2016. One community 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 at the event, including communications, graphics, engineers, port police officers, a port pilot, port environmental scientists, and a small construction and maintenance crew.

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. Event banners were hung a couple of weeks prior to the event. An ad was placed in a local magazine a couple of weeks before the event as well.

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. Tents and tables and chairs for the outside booths and areas were outsourced. Other purchases included activity materials including *Dots* candy, toothpicks and foil; banners; and an ad placement. 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 about Port, maritime and trade industry careers in the fields of science, technology, engineering and mathematics in an age-appropriate, positive and stimulating way. The objective for this event was to bring at least 500 participants to the LA Waterfront to learn about STEM at the Port of Los Angeles. It is estimated that approximately 600 people attended this event, more than our target number.

As an event recap, future promotional piece, and to capture audience feedback, an event video was created (<https://www.youtube.com/watch?v=DbQsdCH1Aso>).

Another event objective was to receive positive feedback on this event from students and community member attendees. We received very positive feedback from students and community member attendees about this event. During a brief interview for the event recap video, one student said, "I like doing the engineering... like where you build a bridge." And, another student said "I went to the boats. I saw how police rescue people." A community member that attended said, "It's a good opportunity for kids to be exploring and looking around and maybe their minds can be setting up what they really want to be in the future."

POLA provides resources and experiences that broaden students' view of the Southern California region, international trade and their future career possibilities. We look forward to continuing and expanding this annual event in the years to come.