

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. 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 | _____ |
| 6. Directories/Handbooks | _____ | 13. Videos | _____ |
| 7. Miscellaneous | <u> X </u> | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | _____ |

Please check the
appropriate box:

☐ CATEGORY 1

☐ CATEGORY 2

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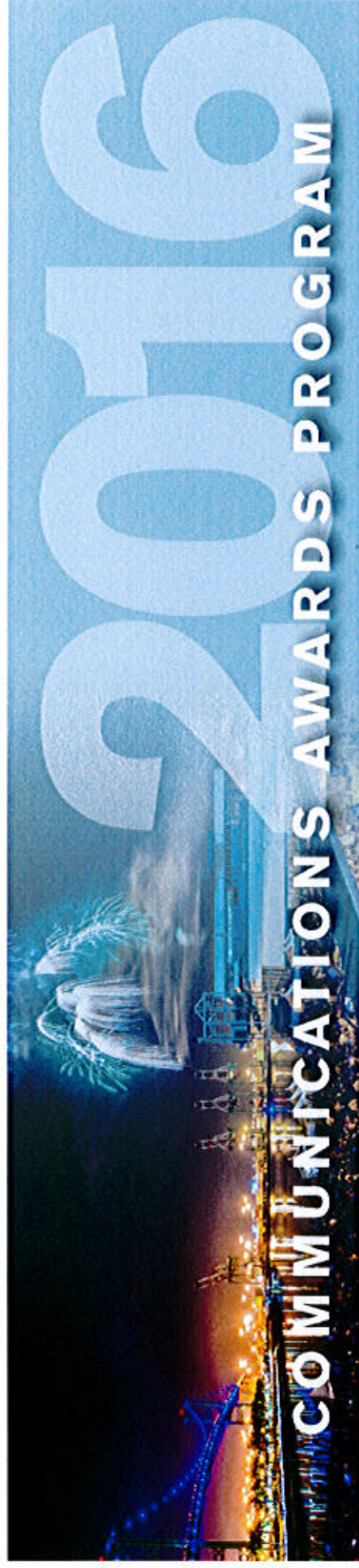
Entry Title Scouting at the Port of Los Angeles

Name of Port Port of Los Angeles

Port Address 425 S. Palos Verdes St., San Pedro, CA 90731

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Port of Los Angeles

Scouting at the
Port of Los Angeles

Miscellaneous



2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Scouting at the Port of Los Angeles

(http://www.portoflosangeles.org/education/scout_program.asp)

Port of Los Angeles

Short, Descriptive Summary of the Event: Scouting at the Port of Los Angeles is an educational program that encourages Girl and Boy Scout troops to visit two harbor area educational facilities and complete a short quiz about the Port of Los Angeles. Participating scouts earn a Port of Los Angeles Patch and are invited to attend a Saturday Scout Day event complete with a harbor boat tour and Port of Los Angeles TransPORTer mobile exhibit visit designed to broaden scout's view of the Southern California region, international trade and their future career possibilities.

2016 COMMUNICATIONS AWARDS PROGRAM

Project Name: Scouting at the Port of Los Angeles
(http://www.portoflosangeles.org/education/scout_program.asp)
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 teaching youth about ports, the maritime environment and the industries that facilitate goods movement and global trade in a positive and stimulating way. POLA provides resources and experiences that broaden students' view of the Southern California region, international trade and their future career possibilities.

POLA offers many programs geared towards schools and students, but over the past few years, POLA's Community Relations Division has received numerous inquiries from Girl and Boy Scout troop leaders about port programs for their scouts. We found that our school and student programs were not conducive to scout troops due to the time of day they are offered, the number of scouts in a troop, etc.

Representatives from POLA's Community Relations Division met with local troop leaders to assess needs and discuss program options. During these meetings it was determined that scouts require after school and weekend flexibility, scouts are interested in growing and sharing new experiences and that POLA could develop its own scout "patch" for this program. These meetings resulted in POLA's educational program "*Scouting at the Port of Los Angeles*."

When developing this program a major challenge was time flexibility. It is not feasible for POLA Community Relations staff to provide weekend and late afternoon tours whenever small scout troops are available to visit. POLA, however, has fabulous educational facilities in and around the harbor area that are structured to do just that, including an aquarium, a maritime museum, and a battleship, to name a few. To overcome this challenge, we partnered with these facilities to teach scouts about the many aspects of ports and the maritime industry. This program offers youth an opportunity to visit the POLA and harbor area's fabulous educational facilities and the flexibility to decide which two facilities interest them the most. The facility operators were very happy to participate in this scout program that would benefit, promote and expand on their youth reach as well.

Over the past several years, scout troops have expressed an interest in POLA's School Boat Tour Program and TransPORTer mobile educational exhibit program so we are also extending those opportunities within this scout program. After troops visit two participating educational facilities, troops are offered a Saturday event, "Scout Day" complete with a boat tour and Port of Los Angeles TransPORTer mobile exhibit visit.

2016 COMMUNICATIONS AWARDS PROGRAM

To measure the success of this program and improve upon it in future years, troop leaders are asked to complete an evaluation form on or after "Scout Day." Evaluation forms ask if the visits were educational, if the scouts enjoyed scout day, if they would participate in the program in the future, and if they would recommend the program to other troop leaders. The goal is to receive an overall rating of "excellent" on every form received and that troop leaders would participate again and would recommend the program to other troop leaders. Records are also being kept to determine the number of participants, age of participants, facilities visited, etc. to compare year after year.

Nexus to the Port's Overall Mission

This program 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. Partnering with harbor area educational facilities on this program fosters strong relationships with stakeholders as it boosts their facility program outreach and facilitates our program. Providing this scout program to youth groups offers an engaging and stimulating way to increase community awareness and support in youth, educators (troop leaders) and parents – vital members 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." This program brought approximately 300 people (scouts, troop leaders and parents) to the LA Waterfront last year. Program information for this year will be available in June 2015.

Planning and Programming



Existing POLA educational programs were not conducive to the needs of scout troops, so we developed a program just for scouts. POLA Community Relations staff members met with local troop and scout experts to discuss program possibilities.

POLA contacted harbor area educational facilities to gauge interest and extend an invitation to participate in this program. We are able to offer this program by partnering with eight POLA and harbor area educational facilities. Participating facilities were provided with POLA Scout Program stamps.

It was determined that scout troops grades two through 12 could participate in the program. Troops visit/tour two participating POLA and harbor area educational facilities and take a short POLA Scout Quiz. Troop leaders complete the Troop Leader Verification Form by receiving stamps or signatures at each participating facility and signing that their scouts completed the Scout Quiz.

2016 COMMUNICATIONS AWARDS PROGRAM

Troops that turn in a completed Troop Leader Verification Form receive a POLA Patch and have the opportunity to participate in a FREE harbor boat tour and POLA TransPORTer mobile educational exhibit visit on "Scout Day," one Saturday in June.

A POLA Patch was developed in-house by the Graphics Section with POLA images including a containership, the Vincent Thomas Bridge, a sea lion and trees. Each participating scout will receive this patch on "Scout Day" or via United States Postal Service mail.

"Scout Day" provides a FREE opportunity for scouts to participate in two of our existing, successful programs, the school boat tour and TransPORTer programs. Through our school boat tour program we have found that there is no better way to learn about the Port of Los Angeles than from the water. Under our existing contract for the school boat tour program, we provide a narrated educational boat tour. Our established school boat tour narration is provided. Program materials including the scavenger hunt/photo activity and middle and high school quizzes are also available for troop leaders to determine the most appropriate material for their scouts. Prior to their boat tour, scouts have the opportunity to visit the TransPORTer mobile educational exhibit, further interacting and learning about the Port of Los Angeles and maritime industry. At the end of "Scout Day," troops receive patches and each troop leader receives a program evaluation form.

"Scout Day" provides students with a visual perspective of the daily operations at the Port of Los Angeles, the leading container port in North America. It teaches about the importance of POLA and the maritime industry to their everyday lives, its economic impacts, environmental and security programs, and career possibilities.

Goals: The goal of this program is to educate youth about the Port and maritime industry 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.

Objectives: The objective is to receive an overall rating of "excellent" on every Scout Program Evaluation form received by our office. In addition, every evaluation form received would state that the troop leader would come again in the future and/or recommend the Scout Program to other troop leaders.

Target Audience: Scout troops grades two through 12 are the target audience. This grade range was chosen because it covers nearly all of the troops except for the youngest troops due to concerns of being on a boat at a very young age and the desire for scouts to get the most out of the program. These young scouts will have the opportunity to participate in future years.

Secondary Audiences: Individual scouts that wish to come with a parent or a small group of scouts are the secondary audiences. Although troops are encouraged to come together for larger group sizes per visit and the possibility of more of an engaging environment, we also open this program to individual or small groups of scouts that wish to participate without their troop. Troop leaders and parents are also secondary audiences and we strive to make the experience educational and fun as well.

2016 COMMUNICATIONS AWARDS PROGRAM

Actions Taken & Outputs



Strategies: The Community Relations Division worked with local troop leaders and experts to develop program strategies. Through those discussions, we learned that the preferred method of communication is via email and that it is appreciated when program participants are able to go to one place, like a website, to locate information. This provides the opportunity and flexibility for troop leaders to communicate on their own time.

We also learned that troop leaders attend regular meetings and that those meetings are a great place to disseminate program information.

Tactics: A web page was also created on the Port of Los Angeles website, under the education tab, titled "Scout Program" so people visiting our website would learn of the program. This is a place where all the program instructions and materials could be accessed by troop leaders and scout parents.

Once developed and posted on the Port's website, POLA Community Relations staff emailed program information to the troop leader emails lists that have been created over the past program years. Troop leaders were asked to blast these program materials to their contact lists as well. They also disseminated these program materials and provided program information at regularly held large troop leader meetings.

As we are aware that a good number of our port employees have children who are of scout age, we also included this program information in one of our spring "What's New, Crew?" employee newsletters.

A brief video was created (<https://www.youtube.com/watch?v=wTNGLz7fRBU>) by two Port college student workers showcasing the event so we could recap the day, highlight our efforts and promote the event in future years.

Implementation Plan: At the end of 2015, POLA Community Relations staff members reached out to harbor area educational facilities to confirm that they would like to participate this program year. Program materials were produced and posted to the Port's website in January 2016.

One Port of Los Angeles staff member administers the program with the assistance of one student worker intern. The budget for this program is \$2,000 for up to two boat tours, the TransPORTer mobile exhibit driver and fuel, and scout patches (\$.62 per patch through a one-time bulk order).

2016 COMMUNICATIONS AWARDS PROGRAM

Outcome and Evaluation



In 2015, approximately 100 scouts participated in the program. Scout Day was offered to all participating scouts and nearly all troops joined. Approximately 80 scouts joined Scout Day and including Troop Leaders and family members, we had approximately 120 people total at Scout Day.

Evaluation forms were provided on Scout Day and emailed to troop leaders after the event. Evaluation forms received ranked the program as excellent and very informative and troop leaders responded that they would participate again and recommend the program to other troops. We also sometimes receive emails from troop leaders. One email stated "Thank you so much for having this program. My troop and I had a fantastic time at the Port."

So far, in 2016, we have received several phone calls with inquiries and interest in this program. We have heard that the participating educational facilities have had troops visit for this program. Since the deadline to turn in materials is the end of May, we have only received a couple of Troop Leader Stamp Sheets to date this year. We will likely be able to extend the "Scout Day" opportunity to all participating troops again this year. Evaluation forms will be provided to Troop Leaders on "Scout Day" and will be sent out through email after the event. Evaluation forms for this year have not yet been collected.

Troop leaders and scouts are excited about POLA's scout program. We look forward to the remainder of the program year so we can gauge, expand and improve on it in years to come.



SEARCH

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[TransPORTer](#)
[Youth Programs](#)

Scout Program

Scouting at the Port of Los Angeles is open for 2016!

Calling all Scout and Troop Leaders!

Are you interested in earning a Port of Los Angeles Patch? Would you like a chance to participate in Scout Day at the Port of Los Angeles, including a FREE HARBOR BOAT TOUR and a TransPORTer interactive mobile exhibit visit?

Are you a member of a Girl Scout Brownie, Junior, Cadette, Senior or Ambassador Troop? Or, are you a member of a Cub Scout Pack or Boy Scout Troop?

The Port of Los Angeles is extending an invitation to these Girl and Boy Scout Troops to earn Port of Los Angeles Patches.



To earn a Port of Los Angeles Patch, troops must complete the following:

[Click here and print a Port of Los Angeles Troop Leader Verification Sheet](#)

Schedule a visit to at least two of the following field trip locations in and around the LA Waterfront AND obtain facility verifications on your Troop Leader Verification Sheet at two of the following locations:

[Banning Museum](#), 310-548-7777

[Cabrillo Marine Aquarium](#), 310-548-7567

[Drum Barracks Civil War Museum](#), 310-548-7509

[Los Angeles Maritime Institute Tall Ships](#), 310-833-6055

[Los Angeles Maritime Museum](#), 310-548-7618

[Marine Mammal Care Center](#), 310-548-5677

[USS Jane Victory](#), 626-953-0723 (contact: Alan Ferris)

[USS IOWA](#), 877-446-9261

Each scout in the troop must take the [Scouting at the Port of Los Angeles Scout Quiz](#). (Tip: All the answers can be easily found at the Port of Los Angeles website at www.portoflosangeles.org). The troop leader is responsible for ensuring that the scouts complete this quiz.

After the Troop Leader Verification Sheet is completed and includes two facility verifications, email it to education@portla.org or fax it to 310-547-4611. The deadline is May 31, 2016.

The troop will be entered into a drawing to participate in Scout Day on June 18th, 2016. Scout Day will include a free harbor boat tour and a TransPORTer interactive mobile exhibit visit.

Scout patches will be mailed to the troop leader or provided on Scout Day.

[Scouting at the Port of Los Angeles Instruction & Verification Sheet](#)

[Scouting at the Port of Los Angeles Scout Quiz](#)

Questions? Contact 310-732-3960 or edktours@portla.org

Thanks for Scouting at America's Port@!

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Phone: (310) 732-7578 | email: Registration@portla.org | [Privacy Policy](#)
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SCOUTING AT THE PORT OF LOS ANGELES INSTRUCTION SHEET 2016

Calling all scout and troop leaders! Are you interested in earning a Port of Los Angeles Patch? Would you like a chance to participate in Scout Day at the Port of Los Angeles, including a FREE HARBOR BOAT TOUR and a TransPORTer interactive mobile exhibit visit?

Are you a member of a Girl Scout Brownie, Junior, Cadette, Senior or Ambassador Troop? Or, are you a member of a Cub Scout Pack or Boy Scout Troop?

The Port of Los Angeles is extending an invitation to these Girl and Boy Scout Troops to earn Port of Los Angeles Patches. To earn a Port of Los Angeles Patch, troops must complete the following by May 31st, 2016:

- Print a *Port of Los Angeles Troop Leader Verification Sheet* from the Port of Los Angeles website.
- Visit at least two of the following field trip locations in and around the LA Waterfront AND obtain facility verifications on your *Troop Leader Verification Sheet* at two of the following locations:
 - [Banning Museum](#), 310-548-7777
 - [Cabrillo Marine Aquarium](#), 310-548-7562
 - [Drum Barracks Civil War Museum](#), 310-548-7509
 - [Los Angeles Marine Institute Tall Ships](#), 310-833-6055
 - [Los Angeles Maritime Museum](#), 310-548-7618
 - [Marine Mammal Care Center](#), 310-548-5677
 - [SS Lane Victory](#), 626-963-0723 (contact: Alan Ferris)
 - [Battleship IOWA](#), 877-446-9261
- Each scout in the troop must take the *Scouting at the Port of Los Angeles Scout Quiz*. (Tip: All the answers can be easily found at the Port of Los Angeles website at www.portoflosangeles.org). The troop leader is responsible for ensuring that their scouts complete this quiz.
- After the *Troop Leader Verification Sheet* is completed and includes two facility verifications, email it to edtours@portla.org or fax it to 310-547-4611.
- The troop will be entered into a drawing to participate in Scout Day, a free harbor boat tour and a TransPORTer interactive mobile exhibit visit that will take place on June 18th, 2016.
- Scout patches will be mailed to the troop leader or provided on Scout Day.

Questions? Contact 310-732-3508 or edtours@portla.org

Thanks for Scouting at America's Port®!



SCOUTING AT THE PORT OF LOS ANGELES
TROOP LEADER VERIFICATION SHEET 2016

Troop Name:

Troop Leader Name:

Troop Leader Phone Number:

Troop Leader Email Address:

School Affiliation:

Troop Age:

Troop Number of Scouts:

Address to mail Port of Los Angeles Patches:

Is your troop available for Scout Day at the Port of Los Angeles on June 18th, 2016?

Would you like your troop to be entered into the drawing for the June 18th, 2016 free harbor boat tour and TransPORTer visit at the Port of Los Angeles?

Please ask a representative at each of the two facilities that your troop visits to sign or stamp and date this form verifying your troop visit to their facility.

FACILITY VISIT 1:

DATE:

FACILITY VISIT 2:

DATE:

Thanks for Scouting at America's Port®!



SCOUTING AT THE PORT OF LOS ANGELES SCOUT QUIZ

Name: _____

Troop: _____

Date: _____

1. What is a port?
 - a. a place where airplanes land
 - b. a place where ships load and unload cargo
 - c. a place where you go on a scout field trip
 - d. none of the above
2. What items come through the Port of Los Angeles?
 - a. furniture
 - b. tennis shoes
 - c. avocados
 - d. all of the above
3. Which countries ship goods through the Port of Los Angeles?
 - a. China
 - b. Japan
 - c. countries in Europe and Australia
 - d. all of the above
4. How often do you likely come in contact with something that was shipped through the Port of Los Angeles?
 - a. everyday
 - b. once a week
 - c. once a month
 - d. once a year
5. What is the busiest container port in our nation?

What did you learn about the Port of Los Angeles?

What was your favorite place you visited while *Scouting at the Port of Los Angeles*? Why?

Thanks for Scouting at America's Port®!



Scout Program EVALUATION FORM

Please assist us in evaluating and improving the Scout Program by completing this evaluation. Your comments are appreciated.

Troop _____

Number in troop _____ Scout age _____

What two educational facilities did you visit?

_____ & _____

Did your troop enjoy these visits? _____ Yes _____ No

Were these visits educational for your scouts? _____ Yes _____ No

Did your troop participate in Scout Day? _____ Yes _____ No

Did your troop enjoy their Scout Day boat tour? _____ Yes _____ No

Were the school boat tour materials (quiz or photo check-off sheet) effective?

_____ Yes _____ No

Was the tour informative? _____ Very _____ A little _____ Not at all

Did your troop enjoy the Scout Day TransPORTer visit? _____ Yes _____ No

Would you participate in the Port of Los Angeles Scout Program in the future? _____ Yes _____ No

Would you recommend the Scout Program to other troop leaders? _____ Yes _____ No

Overall Scout Program rating

_____ Excellent _____ Good _____ Satisfactory _____ Not Satisfactory _____ Disappointed

Additional Comments:

Please return the form to the email, fax or address below:

Education Programs Manager
Port of Los Angeles
P.O. Box 151
San Pedro, CA 90733-0151
fax: (310) 547-4611
email: edltours@portla.org

**THANK YOU FOR PARTICIPATING IN THE
PORT OF LOS ANGELES SCOUT PROGRAM!**