

INDIVIDUAL SUBMISSION ENTRY FORM

6207

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 | <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 **Maritime Workforce Summit Presented by WWL-TV "We Choose Louisiana" Campaign**

Name of Port **Port of New Orleans**

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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.

2nd Annual Maritime Workforce Summit and Career EXPO Presented By "We Choose Louisiana"

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

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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.

After the 1st Workforce Summit, the Port recognized the need to expand the purpose of the summit while focusing on strategic theme. Though the first summit created the overall conversation, it did not allow for enough time to fully discuss the problems we wanted to solve. For the second summit, the theme was "Career Pathways and Industry Collaboration." A Career Expo was added to the event for business in the maritime industry to showcase career opportunities and invite the public to network with the businesses.

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 understanding 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.

With a theme of Career Pathways and Industry Collaboration, the Port invited Stephen Waguespack of Louisiana Association of Business and Industry to present the findings of a statewide maritime workforce study, "Individual Giant: The Maritime Industry in Louisiana."

(http://www.lctcs.edu/assets/docs/News%20and%20Press%20Releases/LABI_LCTCS_Maritime_Workforce_Study_April_2015_FINAL.PDF)

Mr. Waguespack reported on Louisiana's current Maritime Workforce and forecast of career opportunities. Along the previous information, he also explained the Louisiana "Jump Start" program which creates a maritime career pathway which gives high school students the opportunity to graduate with employable skills need in maritime.

Following Mr. Waguespack, Jessica Vallelungo, Career Technical Education (CTE) Coordinator of St. Bernard Parish, provided more information about the Jump Start Program and the maritime career track within the program. The maritime career track, locally, is a dual enrollment program in coordination with participating schools within the region and Delgado Community college. Students receive required state curriculum while also taking logistics and transportation classes off campus and Delgado Community College. Upon graduation, students will receive a high school diploma and a two year associate's degree with certification accepted within the maritime industry.

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The final speakers of the day were part of a panel discussion on the takeaways of current industry and academic collaborations and the next steps forward. Panelist included Kelly Dimarco, CTE Coordinator Plaquemines Parish Schools;; Kristi App, VP of JW Allen Co.; Randy Guillot of Triple G Trucking; Bethany Stich, Chair of University of New Orleans Transportation Institute, and Mario Munoz, President of Turn Services.

The Career Expo booth vendors included Canal Barge Company, Associated Terminals, Turn Services, TCI Trucking, Crescent Towing, UNO Transportation Institute, ARTCO, Marquette Transportation, U.S. Coastguard, and General Dynamics.

Sponsors: Represented universities, port operators, maritime associations and civic organizations. The list included: University of New Orleans, University of New Orleans Transportation Institute, University of Maryland National Transportation Center, Associated Terminals, Turn Services, GIOBYTE Innovative Advertising, River Heritage Foundation, Big River Coalition, Mississippi River Valley Trade and Transport Council, Louisiana Maritime International Chamber of Commerce and International Freight Forwarders and Customs Brokers Association of New Orleans.

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

In May 2015, the Port secured a larger venue for this year's summit that could accommodate the expected crowd of 400 participants. The event would be held at the Morial Convention Center in downtown New Orleans.

Request for sponsors began in June 2015 until August 2015. Local television station WWL-TV served as title sponsor of the summit and career expo and promoted under the station's theme "We Choose Louisiana". . To engage potential sponsors, the Port worked with WWL-TV to develop 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.

After reaching out to potential speakers, a list of potential participants was development. Save the dates were sent out to targeted audiences in late August. Invitation of the October 13th 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.

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

WWL-TV produced sponsorship and promotional documents along with a TV commercial advertising the event two weeks before the summit. WWL-TV created a flash page on their website promoting the summit. WWL-TV also highlighted the event during its news broadcast.

Maritime Workforce Summit Recap on WWL-TV News

<http://legacy.wwltv.com/videos/entertainment/television/programming/2015/10/14/73921400/>

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

Over two hundred community stakeholders participated in the summit. While almost three hundred high school students and college students participated in the Career Expo.

During the Q&A sections after each speaker and panel, 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. Furthermore, Louisiana Business and Industry has quickly connected with the CTE coordinators of the ten parish region to create regional advisory groups to discuss the best steps forward for each parish school district as it pertains to providing the employable skills for the next generation of maritime professionals.



PORT NOLA

THE PORT OF NEW ORLEANS

PRESS RELEASE

For Immediate Release
October 7, 2015
Contact: Matt Gresham
(504) 528-3255

Port Set To Host 2nd Annual Maritime Workforce Summit and Career Expo

Summit Set for Oct. 13 at Ernest N. Morial Convention Center, Great Hall

NEW ORLEANS – The Port of New Orleans is set to host the 2nd Annual Maritime Workforce Summit and Career Expo presented by WWL-TV's 'We Choose Louisiana.'

Designed to expand awareness of the economic impact of commerce on the Lower Mississippi River and highlight career opportunities and pathways, the Summit will feature an array of speakers from industry and academia, along with a panel discussion on how industry can collaborate with educators to fulfill current and future workforce opportunities.

"This Summit is designed to educate community stakeholders of the economic impact of trade, transportation and logistics throughout the region and build a coalition of advocates to help leverage resources to develop a highly-skilled local workforce for the future," said Gary LaGrange, Port President and CEO. "I want to thank our partners and sponsors for their efforts to help support and grow this event each year."

Registration begins at 8:30 a.m. in the Great Hall of the Ernest N. Morial Convention Center. The program includes welcoming remarks from LaGrange, followed by Louisiana Association of Business and Industry President Stephen Waguespack leading an in-depth discussion of LABI's recent Maritime Workforce Study. Jessica Vallelungo, Career Technical Education Coordinator for St. Bernard Parish School Board, will then discuss Louisiana's "Jumpstart Program," which provides career track curriculums for vocational and technical professions.

The panel discussion, titled "Next Steps: Career Pathways and Industry Collaboration," will include Kelly Dimarco, Career Technical Education Coordinator for Plaquemines Parish School Board; Kristi App, vice president of J.W. Allen Co.; Randy Guillot, President of Triple G Express; and Bethany Stich, Professor, University of New Orleans Transportation Institute and Mario Munoz, President, Turn Services. Jana Sikdar, Director of Workforce and Retention for GNO Inc., will serve as the moderator.

-More-



The panel discussion will be followed by a Career Expo from 10:30 a.m. until 2:30 p.m. Booth vendors will showcase their business by highlighting jobs in demand and career tracks to achieve the skills necessary for those jobs.

Career booth vendors include Canal Barge Company, Associated Terminals, Turn Services, Crescent Towing, UNO Transportation Institute, ARTCO, Marquette Transportation, U.S. Coast Guard, and General Dynamics.

Summit sponsors include Associated Terminals, Turn Services, Louisiana Maritime International Chamber of Commerce, International Freight Forwarders Customs House Brokers Association of New Orleans, Big River Coalition, GIOBYTE Innovative Advertising, River Heritage Foundation and the Mississippi Valley Trade and Transport Council.

For more information and to register for free, please visit:
http://portno.com/2015_portnola_workforce_summit

To view the video from last year's summit, please click here:
<https://www.youtube.com/watch?t=2&v=FWlnkY8xvls>

The Port of New Orleans is a deep-draft multipurpose port at the center of the world's busiest port system — Louisiana's Lower Mississippi River. Connected to major inland markets and Canada via 14,500 miles of waterways, six class-I railroads and the interstate highway system, the Port is the ideal gateway for steel, project cargo, containers, coffee, natural rubber, chemicals, forest products, manufactured goods and cruising. An extensive network of ocean carrier services, along with added-value services like transloading of bulk into containers, make the Port of New Orleans the superior logistics solution for many types of cargo. To stay ahead of market demand, the Port has invested more than \$100 million in capital improvement projects since 2012 and has a Master Plan to expand the Napoleon Avenue Container Terminal to an annual capacity of 1.6 million TEUs.

-End-



2015 Port of New Orleans Maritime Workforce Summit & Career Expo

Presented by **WWL-TV's We Choose Louisiana**

October 13, 2015

General Session:	Career Expo:
8:30AM - 10:45AM	10:30AM - 2:30PM

Ernest N. Morial Convention Center, Great Hall



**WE CHOOSE
LOUISIANA**



THE EVENT

The 2015 Port of New Orleans Maritime Workforce Summit & Career Expo is an assembly of regional maritime, economic and academic stakeholders.

THE PURPOSE

Serve as a platform to expand awareness of international commerce on the Mississippi River.

The 2015 Maritime Workforce Summit & Career Expo is designed to:

- Educate community stakeholders of the economic impact of trade, transportation and logistics in the region.
- Creating advocates for trade, transportation and logistics among community stakeholders.
- Highlight maritime career opportunities and pathways.
- Discuss maritime workforce needs and identify academic tools to develop a local skilled workforce.
- Leverage regional economic goals to strengthen multimodal transportation.

Audience: Secondary/post-secondary education, economic development, workforce development, regional/state ports, port tenants, trade groups, maritime & civic associations, chambers of commerce, sponsors, tourism and hospitality, general public

Agenda (Subject To Change):

General Session: 8:30am - 10:45am

- 8:30 Registration/Breakfast
- 9:00-9:10 Welcome by Port of New Orleans President and CEO Gary LaGrange
- 9:10-9:25 Louisiana Ports: State's Economic Driver
- 9:25-9:45 Keynote Speaker
- 9:45-10:45 "Next Steps: Jumpstart Career Pathways & Industry Collaboration" (Panel Discussion)

Career Expo Session: 10:30am - 2:30pm

Booth vendors will showcase their business profile by highlighting jobs in demand, career tracks and skills required.

Sponsorship Levels

Premier - \$10,000

- 2 booths
- Present Promotional Video
- Logo on promotional items

Champion - \$5,000

- Opportunity to make remarks during plenary session
- Prime booth location

Platinum - \$2,500

- Logo on all digital media & print media
- Company information in event marketing packet

Gold - \$1,000


- Logo on event banners/signs & digital media
- Verbal recognition




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The Port of New Orleans: 2nd Annual Maritime Workforce Summit and Career Expo



00:22 / 00:26 HD