

# 2016 COMMUNICATIONS AWARDS PROGRAM

## INDIVIDUAL SUBMISSION ENTRY FORM

**6172**

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               | <u>  X  </u> |
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| 3. Annual Reports           | _____ | 10. Promotional/Advocacy Material | _____        |
| 4. Audio-Only Presentations | _____ | 11. Social/Web-Based Media        | _____        |
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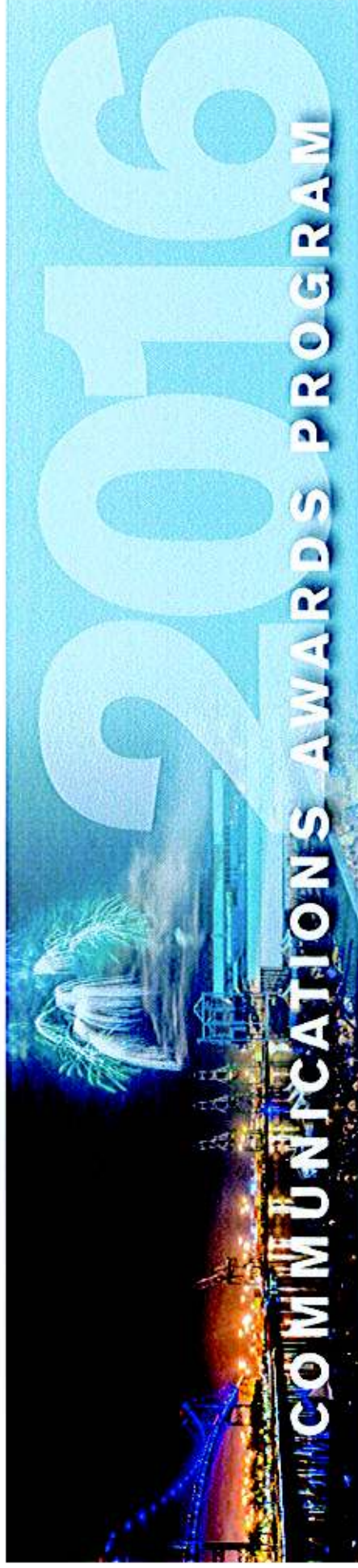
Entry Title Port of Los Angeles Education Programs

Name of Port Port of Los Angeles

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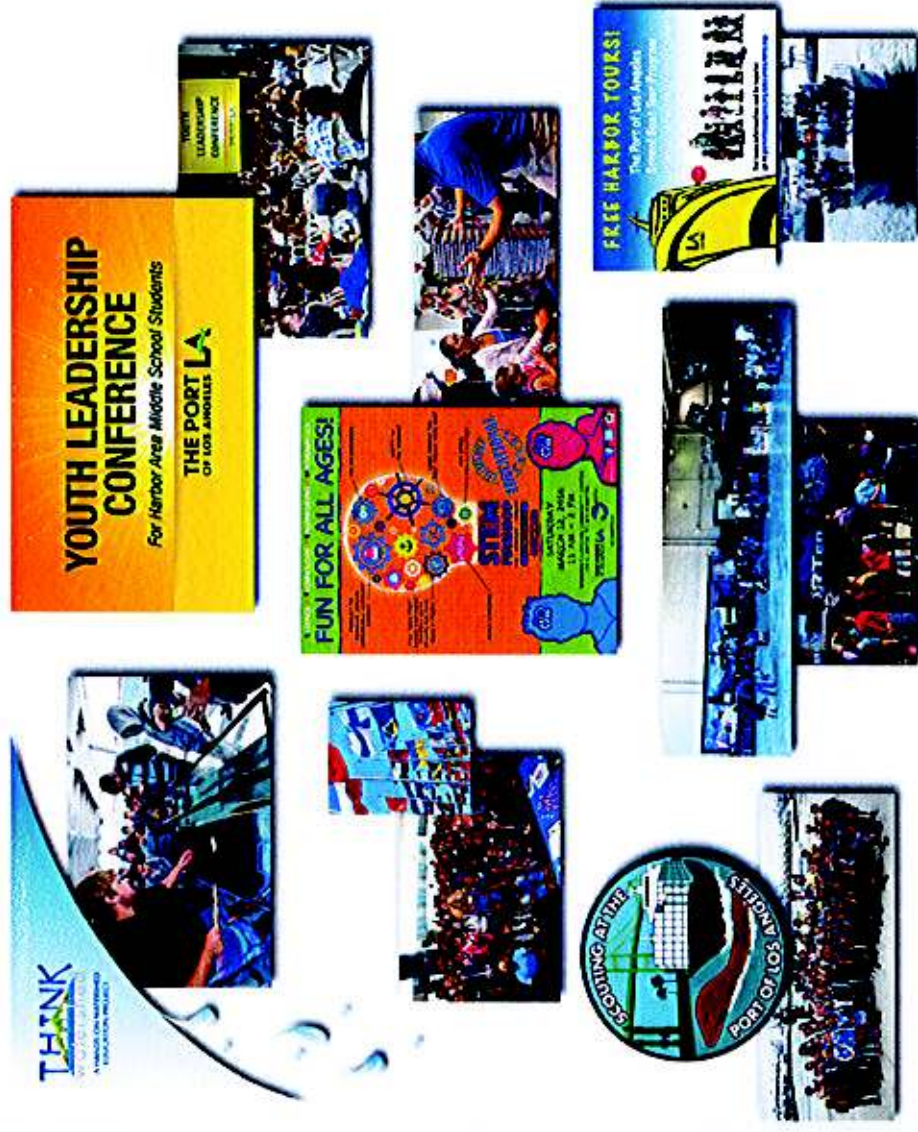
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# Port of Los Angeles

Port of Los Angeles  
Education Programs

Overall Campaign





## 2016 COMMUNICATIONS AWARDS PROGRAM

*Project Name:* Port of Los Angeles Education Programs  
([https://www.portoflosangeles.org/idx\\_education.asp](https://www.portoflosangeles.org/idx_education.asp))  
Port of Los Angeles

*Short, Descriptive Summary of the Event:* The Port of Los Angeles education programs now reach more than 35,000 students per year. Targeting students of all ages, these programs focus on promoting an understanding of ports, the maritime environment, and the industries that facilitate goods movement and global trade, as well as providing resources and experiences that broaden students' view of the Southern California region, international trade and their future career possibilities.

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### Communications Challenge/Opportunity



The Port of Los Angeles education programs now reach more than 35,000 students per year. Targeting students of all ages, these programs focus on promoting an understanding of ports, the maritime environment, and the industries that facilitate goods movement and global trade, as well as providing resources and experiences that broaden students' view of the Southern California region, international trade and their future career possibilities.

To measure the success of many of these programs, teachers are asked to complete an evaluation form after their participation and records are kept year after year to keep participant contact information and evaluate number of participants and other pertinent details. For other programs and events, more informal methods of gaining feedback are obtained such as video interviews during the event.

The challenge is to educate as many students as possible in all age ranges about the Port of Los Angeles (POLA) and the maritime industry, despite very low school field trip budgets, in an age-appropriate, positive, stimulating way. The City of Los Angeles is a huge geographical area and enrolls more than 640,000 students in more than 900 schools and more than 180 public charter schools in LAUSD alone. The programs and events need to be well-defined, in accordance with the state learning standards, while developing a connection, an understanding and a positive perception of the POLA and the maritime industry.

### Nexus to the Port's Overall Mission

The Port of Los Angeles education programs support 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. Educating students of all ages in a stimulating way builds strong relationships with youth, young adults, educators and parents – essential stakeholders of our community. The education programs provide information about the Port's economic impact, environmental initiatives, security programs, future career possibilities, and more. It's very possible that these messages do not end with only the students and educators that participate in these programs. Students may go home to tell their parents about the ports and the maritime industry and educators may teach more students and other educators about the Port of Los Angeles.



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In the Strategic Plan, under "Strong Relationships with Stakeholders," an initiative is to "attract visitors to the LA Waterfront of Wilmington and San Pedro." The Port of Los Angeles Education Programs brings thousands of students to the LA Waterfront each year, sometimes even each month.

### Planning and Programming



**Goals:** The goal of the education programs is to educate as many students as possible about ports and the 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 ports and the maritime industry; and the environmental, security, and community programs underway at the Port.

**Objectives:** The objective is to have a higher number of students reached than in the previous year, as to educate as many students as possible. Another objective is to receive positive ratings on our program evaluation forms and positive feedback about programs from students and educators.

**Primary Audience:** Students of all ages – elementary, middle school, high school, college/university – in the harbor and greater Los Angeles area. We strive to be as inclusive as possible and welcome all students from the communities of Southern California including Long Beach, Orange County and others.

**Secondary Audience:** Educators as well as other student groups, sometimes from other states and countries

The Port's many educational programs include:

- **School Boat Tour Program** – One of the most popular Port-sponsored activities, this free program (<https://www.portoflosangeles.org/education/sbtp.asp>) is offered to fourth-grade through graduate-level students. With the working port as a backdrop, students see and learn firsthand about international commerce, port operations and cargo movement, and port environmental programs and security initiatives. Last year, this program had 10,330 participants.
- **Think Watershed "Floating Lab" Field Trips** – In partnership with the Think Earth Environmental Education Foundation, this program provides science-oriented, hands-on learning activities to fourth through sixth- grade students. The field trips include a boat tour, plankton lab, water visibility testing, bottom sediment study, fish morphology and wildlife observation. Students learn how human behavior affects the quality of our water and air. This summer, the Port of Los Angeles will partner with Los Angeles Unified School District (LAUSD) Beyond the Bell to provide Think Watershed field trips for the LAUSD summer school program. This program accommodates up to 900 students per year.



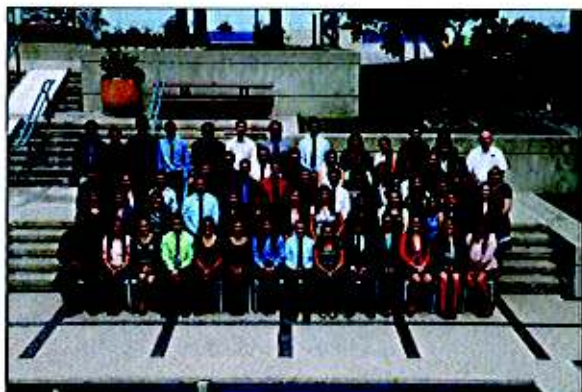
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- **TransPORTer Mobile Exhibit** - The 53-foot TransPORTer mobile exhibit (<https://www.portoflosangeles.org/education/transporter.asp>) brings the story of the Port of Los Angeles to the greater Southern California community, educating students and the public about the Port's history and its valuable role as an economic engine and an environmental leader. The exhibit's interactive features include a "Ship to Shore" simulation game, an interactive map of ship and goods movement and a "Sounds of the Port" listening center. Last year, the TransPORTer visited 19 schools and events, reaching approximately 16,000 students.
- **Youth Leadership Conference** – In February 2016, the Port sponsored its first youth leadership conference for students from Wilmington and San Pedro-area middle schools, and from Boys & Girls Clubs of the Los Angeles Harbor. The business-like conferences included presentations and learning activities, a harbor boat tour and breakout sessions to explore port careers in the areas of engineering, environmental science, maritime law enforcement and port pilot operations. More than 120 students participated. An event video can be viewed at <https://www.youtube.com/watch?v=XTzinUDsEC0>.
- **Youth Education Grants & Sponsorships** – Annual Port sponsorships and community grants support several high-profile youth educational programs. Since 1997, the Port has been a major sponsor of the Los Angeles Maritime Institute's TopSail Youth Program. Last year, nearly 3,500 fifth through twelfth grade students in the City of Los Angeles participated in this program. The Port is also a major sponsor of International Trade Education Programs, Inc. (ITEP) which connects the international trade business community to the classroom to develop career-ready college-prepared high school students. ITEP pathways in Wilmington, San Pedro, Carson, Barstow, Gardena and Los Angeles serve approximately 4,500 students. The Port also supports Port of Los Angeles High School's International Business & Maritime Studies Program: Career Technical Pathways, and provides a scholarship opportunity to graduating Port of Los Angeles high school students.
- **International Economic Summit** – Over the past two years, the Port has partnered with Boise State University to host an International Economic Summit as part of World Trade Week. Approximately 300 high school students participate in this one-day simulation event that focuses on the importance of global trade, alliances and investment. This year's event will be held in the fall. An event video can be viewed at <https://www.youtube.com/watch?v=tTcO59rKjyQ>.
- **Boys & Girls Club of the Los Angeles Harbor** – Since 2002, the Port's Liberty Hill Plaza facility has been home to one of three Boys & Girls Clubs in the LA Harbor. The Club has a gym, high school center, music education center and fine arts center utilized daily by 175 students from fourth to twelfth grade. After school activities include an extensive College Bound program that provides academic support, coaching, STEM related studies and test preparation to help students successfully graduate and enroll in college and trade school programs.
- **Engineering Week** - Every year, port engineers also host local students for "Engineering Week," where Port engineers go to Harbor area schools to present and inspire students about careers in engineering. In February, approximately 400 students at 4 schools participated.
- **STEM Funshop Events** - For the past two years, the Port also hosted annual STEM (Science, Technology, Engineering, and Mathematics) community events, where roughly 1,500 students, parents and other guests had the opportunity to experience STEM-related port activities demonstrated by Port engineers, environmentalists, police and pilots. An event video can be viewed at <https://www.youtube.com/watch?v=DbQsdCH1Aso>.



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- **Scout Program** – The Port hosts local scout troops ([https://www.portoflosangeles.org/education/scout\\_program.asp](https://www.portoflosangeles.org/education/scout_program.asp)) for an annual "Scout Day," which includes a boat tour and a TransPORTer mobile exhibit visit. To qualify, troops must have visited two participating Harbor area educational facilities—such as Battleship IOWA, the Los Angeles Maritime Museum, the Banning Residence Museum, among others—and complete a short port quiz. More than 300 scouts have participated in this program. An event video can be viewed at <https://www.youtube.com/watch?v=wTNGLz7fRBU>.
- **VolunTEEN Program** - Over the past several years, approximately 50 high school students per year earn community service hours for providing assistance at Port community events.
- **Internships & Scholarships** – Each year, the Port employs college student workers (<https://www.portoflosangeles.org/contact/students.asp>), offers college summer internships and supports the ITEP high school summer internship program. Currently, the Port employs more than 60 college student workers. In addition, last summer the Port employed more than 70 college interns and nearly 20 ITEP high school summer interns. The Port also provides a scholarship opportunity for Port of Los Angeles high school students and supports other scholarship programs through sponsorships.



Over the past few years, it has become more and more apparent that all age groups are interested in learning about ports and the maritime and trade industries. Port of Los Angeles educational programs and events reach each of the following age groups:

**Elementary** – School Boat Tour Program, Think Watershed Field Trips, TransPORTer mobile exhibit visits, Boys & Girls Clubs of the Los Angeles Harbor, Engineering Week, Scout Program, STEM Funshop

**Middle School** – School Boat Tour Program, Think Watershed Field Trips, TransPORTer mobile exhibit visits, Youth Leadership Conference, STEM Funshop, Scout Program

**High School** – School Boat Tour Program; TransPORTer mobile exhibit visits; Youth Education Grants, Sponsorships and support including International Trade Education Programs (ITEP), Los Angeles Maritime Institute's TopSail Program, and Port of Los Angeles High School; TransPORTer mobile exhibit visits; Boys & Girls Clubs of the Los Angeles Harbor; International Economic Summit; STEM Funshop; VolunTEEN Program; Internships and Scholarships

**College/University** – School Boat Tour Program; TransPORTer mobile exhibit visits; Internships



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### Actions Taken & Outputs



*Strategies:* Some Port of Los Angeles educational programs are long-standing and others are new. The long-standing programs are evaluated each year to improve on the programs. The Port is striving to reach all student age groups and new programs are aimed at those age groups that we have historically reached less than other groups.

We have learned over the years through our long-standing programs that teachers now prefer as much as possible to have electronic information available to them online so they can access it during school breaks and after hours.

We maintain a running list of teacher contacts so we can reach out with new program information. Over the years, we have made personal connections with harbor area school representatives

*Tactics:* The Port of Los Angeles website has an Education tab at the top of the page with a drop-down menu listing program information for the School Boat Tour Program, TransPORTer mobile exhibit visits, the Scout Program as well as Youth Program information and educational materials. The programs that are available on a wide basis are listed on this site. Teachers can go directly to this site to request a school boat tour or TransPORTer mobile exhibit visit or participate in the Scout Program. These programs are also advertised through the Port's social media outlets.

The in-house Graphics team creates almost all event fliers and program materials.

A variety of tactics are used for different programs and events. Educational community event fliers are created in English and Spanish. Email distributions are sent out to education contact lists; event banners are produced and placed; and event fliers and information are posted on the Port's social media outlets and are advertised in the Port community electronic newsletter *Currents* and the Port employee newsletter, "What's New Crew?" Facebook events are created. Community relations staff has also made and maintained personal contact with schools, especially harbor area schools over the past several years so oftentimes school contacts are reached out to directly.

Event videos are produced in-house often by college student workers to recap an event and promote it for future years. These are posted on social media; the Port's website; the Port's electronic newsletter, *Currents*; and on the POLA's YouTube page.



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Events and programs that are open to the public or a large number of students, such as the STEM Funshop and School Boat Tour Program, are promoted widely, while events that are limited in number of participants are promoted more directly to the target and secondary audiences such as the Think Watershed Program and Youth Leadership Conference.

We collect email addresses and contact information for educators that bring their students on school boat tours, and keep those lists for email distributions that they may be interested in, like a notification of the STEM Funshop at the Port of Los Angeles.

Programs such as the School Boat Tour Program and Think Watershed field trips provide evaluation forms to participants after completion of the program.

In the upcoming months, the Port of Los Angeles education programs will be highlighted in a news release and in the Port community newsletter mailer, *On the LA Waterfront*, sent to harbor area residents.

*Implementation Plan:* One Community Relations staff member administers most of the education programs with the assistance of one student worker. Events, TransPORTer visits, and other as-needed staff assistance is requested and utilized when necessary. Frequently outsourced for the education programs are the boat tour provider for the school boat tour program; the storage, maintenance and driver for the TransPORTer mobile exhibit; and Think Watershed field trips.

Excluding port-funded grants, sponsorships and internships, the budget for the education programs is approximately \$167,000. Excluding these mentioned programs and the students associated with those programs, cost per student reached for all other education programs is approximately \$6 per student.

### Outcome and Evaluation



As stated above, the goal of the education programs is to educate as many students as possible about ports and the 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. The objective is to have a higher number of students reached than in the previous year, as to educate as many students as possible. Last year we reached more students than the year before and this year we are on track to surpass that number.

Another objective is to receive positive ratings on our program evaluation forms and positive feedback about programs from students and educators. Many schools/teachers continue to come back to participate in our



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programs year after year. A recent school boat tour evaluation form stated, "Another great tour!" Another form stated, "We had a great day. Thank you so much. I hope we get to come again next year." We sometimes receive hand-written notes from students. One elementary school student wrote "I was amazed by the boats in the LA Port. I think the LA Port is very important." He included a drawing of an Evergreen container ship and a crane unloading a container.

An elementary teacher's school boat tour evaluation form stated, "The students really enjoyed the whole experience and were in awe of the cranes unloading cargo. They were so involved in locating all of the items on the photo sheet. Thank you!" A charter high school evaluation form stated, "Your program does a great job of informing students about the economic significance and value of the LA port." Michigan State University, who brings their fellow program for a tour each year, wrote in thank you note, "Thank you for coordinating our trip to the Port and Maritime Museum. The fellows very much enjoyed themselves and learned a great deal they can apply to import/export in their home countries. Thank you again and we hope to see you again next year."

After participating in the International Economic Summit, a teacher from a harbor area high school said, "The Summit is great because it not only deals with the academic part of economics and trade, but the students are also able to use their creative skills and their communication skills." A harbor area student said, "Everything has to do with Economics. So having the International Economic Summit here in Los Angeles, where international trade is happening every day, is perfect. It's what we need."

One Think Watershed evaluation form from a harbor area marine science magnet teacher stated "Once again this is our/my favorite field trip. The students were fully engaged in all the hands-on activities." Another evaluation form stated, "The staff was very professional and knowledgeable. The students had a great time and got the opportunity to learn hands on. They even got to see dolphins! We hope to have the opportunity to do this again next year." One student stated "It was fun to actually hold and observe the fish directly instead of reading about the parts in a book." Another student said, "I had so much fun. It is important to keep our environment clean."

On the Youth Leadership Conference 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."

While it's difficult to keep track of students that participate in our programs for numerous reasons including that many are underage so direct contacts are not obtained, we have had students who participate in our VolunTEEN Program by assisting at Port community events later work as Port summer interns. We have had ITEP high school and college summer interns who are now employed full-time at POLA or other port companies.

The Port of Los Angeles education programs target students of all ages, focus on promoting an understanding of ports, the maritime environment, and the industries that facilitate goods movement and global trade, as well as providing resources and experiences that broaden students' view of the Southern California region, international trade and their future career possibilities. Port of Los Angeles programs now reach more than 35,000 students of all ages each year.










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LA Waterfront

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### Education

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[School Boat Tour Program](#)

[Scout Program](#)

[TransPORTer](#)

[Youth Programs](#)

## School Boat Tour Program

**The Port of Los Angeles School Boat Tour Reservation Site is now open for reservations for the 2015/2016 school year. Please [click here](#) to request your tour.**

The Port of Los Angeles is America's Port® the busiest container port in the nation. The furniture and electronics in your home, the car you drive, and the clothing and shoes that you wear most likely came through the Port of Los Angeles!

The Port of Los Angeles provides free one-hour educational tours aboard *Harbor Breeze Cruises* boats to school groups (fourth grade through college) to demonstrate the dynamics of world trade. There is nothing like the experience of pulling up next to a massive container ship as it unloads hundreds of containers, or seeing the world's largest container facility that, at nearly 500 acres, is three times the size of Disneyland, and sits on a manmade island built from Catalina Island stones and material dredged from the bottom of our channels.


The Port of Los Angeles is the leading economic engine for Southern California and the nation. It's known for record-setting cargo operations, groundbreaking environmental initiatives, progressive security measures, diverse recreational and educational facilities and the emerging LA Waterfront.

Last year, more than 10,000 students participated in our free boat tour program.

We hope you too will bring your students aboard!

For more information about the School Boat Tour Program, please call (310) 732-3508 or email [edtours@portla.org](mailto:edtours@portla.org).





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