## INDIVIDUAL SUBMISSION ENTRY FORM  *6/08*

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 | _____ | 14. Visual-Only Presentations | _____ |
| | | 15. Websites | __X__ |

**Please check the appropriate box:** ☐ CATEGORY 1   ☒ CATEGORY 2   ☐ CATEGORY 3

Entry Title _Website ReDesign  WWW.portsl.com_
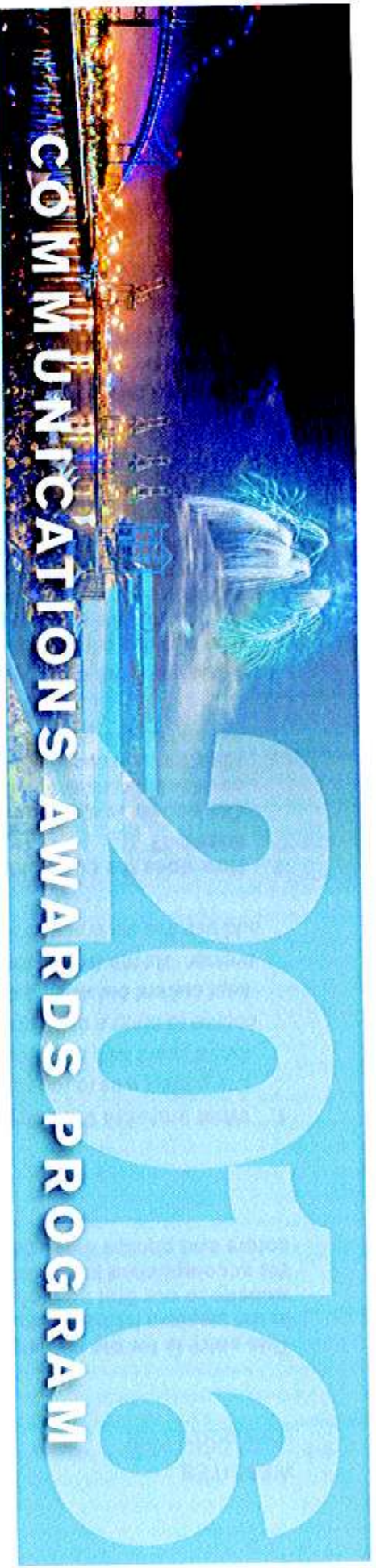
Name of Port _Port of South Louisiana_

Port Address _P.O. Box 909  LaPlace, LA  70069-0909_

Contact Name/Title _Linda Prudhomme  Business Development Director_

Telephone _985-652-9278_   Email Address _lprudhomme@portsl.com_

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.

1. **What are/were the entry's specific communications challenges or opportunities?**
   - Describe in specific and measurable terms the situation leading up to creation of this entry.
   - Briefly analyze the major internal and external factors that need to be addressed.

2. **How does the communication used in this entry complement the organization's overall mission?**
   - Explain the organization's overall mission and how it influenced creation of this entry.

3. **What were the communications planning and programming components used for this entry?**
   - Describe the entry's goals or desired results.
   - Describe the entry's objectives and list specific, measurable milestones needed to reach its goals.
   - Identify the entry's primary and secondary audiences in order of importance.

4. **What actions were taken and what communication outputs were employed in this entry?**
   - Explain what strategies were developed to achieve success and why these strategies were chosen.
   - Specify the tactics used (i.e., actions used to carry out your strategies).
   - Detail the entry's implementation plan by including timeline, staffing and outsourcing used.

5. **What were the communications outcomes from this entry and what evaluation methods were used to assess them?**
   - Describe any formal/ informal surveys used, or anecdotal audience feedback received, that helped in evaluating the success of this entry.
   - If possible, explain how this entry influenced target audience opinions, behaviors, attitudes or actions.

**WEBSITES**
www.portsl.com

This entry is for the redesign of our Port's website, www.portsl.com. As the largest tonnage port in the western hemisphere, we needed our website to reflect that designation. We equate our website to our first handshake in some instances so we needed to give it a fresh, bold new look. We accomplished just that! Our new website is more navigable than ever plus we've added new colors and photos that bring the website to life.

1. **What are/were the entry's specific communications challenges or opportunities?**

   Our project was to redesign our website. The design was obsolete and tired as it had been the same for 16 years with the exception of updating the content as necessary. The main challenge was of course to bring a fresh new look to our website. All of the information on the previous website was kept current but when a cold call from a design agency on updating our website came in, it was a no-brainer. As the largest tonnage port in the western hemisphere, we should have taken the time to address this several years ago especially since this is a first point of contact on many instances.

2. **How does the communication used in this entry complement the organization's overall mission?**

   Our website is designed to provide all readers with the most up to date information on our port as well as allowing consultants the advantage of seeing all of our available industrial sites on the Mississippi River through our GIS page which provides basic information on each site. This aligns with our mission of "promoting maritime trade, commerce and development".

3. **What were the communications planning and programming components used for this entry?**

   The purpose of this project was to make our website more versatile as well as more visually pleasing to the eye. We all know that a first impression makes a huge impact on people, and for the most part to many people here in the U.S. and around the world, our website is our first impression. We knew in order to accomplish this we needed to make it not only easy to maneuver but needed Curran and Connors ideas with the design of the web page.

   The majority of our audience are these two groups: the maritime companies such as shipping agents, freight fowarders, warehouse operators, barge companies, stakeholders, etc and the site selectors.

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

   Our strategies were first and foremost to check the accuracy of all information on our current website and review other port websites to view their content.

   After reviewing the aforementioned, we began work on specifically what we would want incorporated into our new website which was basically the same information revitalized from our older version with the exception of adding a commissioner portal and a few other minor enhancements such as a subscribe button for our quarterly magazine the Port Log.

   We hired the team at Curran & Connors to work with our business development department on the design of the new website. We initially had a 3 month timeline but because other projects came up in the meantime, this was pushed back another two months. Finally, in March 2016, we announced the launch of our new website.

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

We have no formal survey of the outcome of this website, what we do have is a ton of phone calls and emails congratulating us on a website that is not only easy to navigate but vibrant with photos and maps the other website did not have.

Our business development director can receive a call from China or Mexico or Brazil and speak with company executives about the available sites that may be good for their company to locate on while they are viewing the same sites via our website's GIS. This technology has certainly helped in the site selection process.

The revamped site features a modern look with enhanced features, including easier navigation. The new website includes improved search capabilities, highlights from the Port and the region, economic development information for potential investors, and numerous resources for site selectors, industry, companies, government officials, and the community.