



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

Classification 5: Community/Education Outreach

Academy of Global Logistics Debut Development/Elements/Collateral/Dedication



Academy of Global Logistics Debut Development/Elements/Collateral/ Dedication

Summary:

The Port of Long Beach is the primary economic engine for the City of Long Beach, a dedicated community partner and a strong supporter of global trade education. As the latest and most forward-looking element of a comprehensive Education Outreach Plan, the Port has joined forces with the Long Beach Unified School District and other education and industry partners to introduce the Port of Long Beach Academy of Global Logistics at Cabrillo High School, next to the Port.

The curriculum combines academic learning with hands-on experience, and the goal of the Academy is to develop business-educated students prepared for the challenges of global logistics, supply chain management and international trade at all job levels.

The soft-launch for the program was in September 2016, incorporating current Cabrillo students, and a strong recruitment effort is underway for the 2017-2018 academic year and the first class to complete the four-year Academy.



Brand Development

7 Communication Challenges and Opportunities

The Port of Long Beach, Calif., is a premier U.S. gateway for trans-Pacific trade and a trailblazer in innovative goods movement, safety and environmental stewardship. As the second-busiest container seaport in the United States, the Port handles all kinds of cargo, including nearly 7 million container units in 2016, with trade valued at more than \$180 billion. The Port welcomes the world's biggest ships and serves more than 175 shipping lines with connections to 217 seaports around the world. The major economic engine for the city, the Port supports 30,000 Long Beach jobs, one in every eight, and more than 300,000 Southern California jobs. More than 40 percent of America's import goods arrive through the two San Pedro Bay ports of Long Beach and Los Angeles, and Long Beach trade goods reach every U.S. congressional district.

The Port is helping support the economy while dramatically cutting the negative impacts of its operations. Since the Port's landmark Green Port Policy was adopted in 2005, diesel pollution at the Port has decreased by 84 percent, and native harbor wildlife is flourishing.

The Port operates under the banner of the Harbor Department for the City of Long Beach and, therefore, is a public agency. A five-member Board of Harbor Commissioners, appointed by the Mayor and confirmed by the City Council, serves as the governing body for the Port. As a landlord operation, the Port owns its land and leases terminals to terminal operators. The Port does not rely on taxpayer revenue for operations. Instead, it collects revenue from tenants. Goodwill and solid partnerships with the Port's many tenants, customers and stakeholders are vital.

The Port is pursuing the most aggressive capital improvement program in the nation and creating the world's most modern, efficient and sustainable seaport.

The Port is also a dedicated community partner and a strong supporter of global trade education. Through a comprehensive Education Outreach Plan, including a newly launched Port of Long Beach Academy of Global Logistics, tours and activities, scholarships, internships and

externships, and other education programs, the Port links what's happening in Long Beach's front yard to what teachers are teaching in the classroom and students are learning.

The Port knows that tomorrow's port leadership will grow from the fertile minds of today's students and sustain the industry as the world changes and the Port of Long Beach continues its growth and development in the decades ahead.

Internal Factors:

- The Port has an interest in educating students in Long Beach about the concepts of international trade and global logistics from a perspective that is specific to the Port, its operations, its priorities and its policies;
- The Port's current education outreach goals are:
 - Reaching as many students as possible;



The Port of Long Beach

- Including the trades to focus on students not bound for college;
- Focusing on projects that work in the classroom and enhance what teachers are already doing, and
- Developing measurable programs.
- The Communications and Community Relations team created the Port's first Education Outreach Plan in 2007, then completely overhauled and updated the Plan in 2014, producing the Port's first truly comprehensive Plan, including scholarships, internships, "externship" training for teachers, sponsorship of the annual College and Career Exploration Night at California State University, Long Beach, and an "education portal" to provide online "one stop shopping" by students, teachers and other interested parties with all the Port's myriad education programs easily accessible on one website;
- Collaboration with teachers, educational institutions and other partners to teach students the benefits of the Port and related opportunities in trade is critical to the Plan's success.
- During continuing evaluation and ongoing discussion with the Long Beach Unified School District, it became apparent to Port staff that the overall program could have more impact by focusing education outreach efforts at just one school. This approach would create deep and meaningful educational experiences for youth, giving them real world experiences in the workplace and exposing them to different career pathways. To be most effective, education outreach efforts needed to be focused, strategic and comprehensive.

External Factors:

- The maritime industry and global logistics require a highly skilled and well-trained workforce for professional, trade and vocational careers that support international trade;
- The Long Beach Unified School District, Long Beach City College

- and California State University, Long Beach, as well as Port customers and stakeholders, are very supportive of the Port's Education Outreach Plan, understanding the overall benefit for their business and the industry;
- The Long Beach Unified School District has a "School of Choice" system that allows students and their parents to choose the high school program and learning pathway that is right for them.

- Some School of Choice programs require specific technical education to apply.
- The challenge for the Communications and Community Relations team was to work with the Board of Harbor Commissioners, the Long Beach Unified School District and other education partners and advisors to launch the Port of Long Beach Academy of Global Logistics at Cabrillo High School.



2 Complementing the Overall Mission

The Port's 2006-2016 Strategic Plan (updated in 2017) listed as a major goal, "Engage the community, international trade industry, elected officials and government agencies to build positive relationships that foster mutual understanding."

One strategy for achieving this goal was to "Develop and implement a comprehensive community outreach and education program." As a result, the Port of Long Beach has made education outreach a priority.

The restated goal in the Fiscal Year 2017 Strategic Plan is "Attract, develop and retain a high-performing, diverse workforce."

The Port's revised Education Outreach Plan, adopted in 2014, is a living document that grows and evolves based on the Port's objectives and priorities, input from educators, students and other Port stakeholders, as well as current and developing trends in international trade and education.



3 Planning and Programming Components

The Port of Long Beach Academy of Global Logistics (AGL) combines academic curriculum with industry-relevant training and information to support academic and career development. The Academy builds on the Long Beach College Promise for higher education (www.LongBeachCollegePromise.org), a partnership including the City of Long Beach, Long Beach Unified School District, Long Beach City College and California State University, Long Beach by introducing high school students to career opportunities in global trade and logistics and showing them how to prepare for those careers through a wide range of training and education programs including certificates, certifications, and degrees offered by LBCC and CSULB.

MISSION – The Port of Long Beach Academy of Global Logistics at Cabrillo High school seeks to develop business-educated students prepared for the challenges of global logistics, supply chain management and international trade through hands-on experiences and academic learning.

ACADEMY VISION – Going places in the world of business through global trade and logistics.

THE GOALS ARE TO –

EXCITE – Create excitement around international trade, logistics and supply chain management by bringing real world experiences to the classroom;

ENGAGE – Engage parents, students, teachers and administrators, industry partners, and the community in program events to develop a support system for student success;

EMPOWER – Empower students with the knowledge and skills for entry-level career opportunities and/or to pursue higher education either at a community college or four-year university.

Objectives set by the Port Communications team to accomplish these goals and reach the target audiences are to:

- Work with LBUSD and others to develop the concept;
- Present the concept to the Board of Harbor Commissioners for approval;
- Maintain the existing Education Outreach budget;
- Announce the Academy to target audiences, and celebrate landmarks;
- Choose a location for the Academy in the vicinity of the Port;
- Work with education partners to create a four-year curriculum with both academic and work-based learning opportunities;
- Ensure that the Academy prepares graduates for jobs at every level in the maritime trade and logistics industry, and that no student is prohibited from consideration for the Port of Long Beach Academy of Global Logistics due to lack of specific educational background;



- Develop a Trade and Logistics industry advisory board;
- Provide professional development for Academy teachers;
- Make scholarships, summer high school internships, certain trade events, and website resources available to all Academy students;
- Develop a program to actively seek applicants for the Academy for the 2017-2018 school year;
- Develop a creative package for the Academy;
- Actively market the Academy through advertising and publicity in both tradition and social media;
- Evaluate the success of the Academy;
- And follow and chronicle the first, four-year class to graduate from the Port of Long Beach Academy of Global Logistics.

Target Audiences:

- Students transitioning from 8th to 9th grade;
- Students and parents interested in selecting a "School of Choice" program;
- Students interested in certified trade programs and/or community college programs, or completing their education at a four-year college or university;
- Parents;
- Educators at all levels;
- School career counselors;
- Industry leaders;
- Elected and other city officials;
- And other interested parties who may wish to emulate Port of Long Beach programs for their communities.

The primary target audience numbers about 100,000 students and educators.

New Option for High Schoolers

Port sponsors Global Logistics Academy at Cabrillo

In the Long Beach Unified School District's "School of Choice" system, students and their parents can choose the high school program that is right for them.

As they select their high school and learning pathway for the 2017-2018 school year, local eighth-graders will have a new option: the Port of Long Beach Academy of Global Logistics.

The new pathway, which will provide instruction in international trade and goods movement, is being offered at Cabrillo High School as the result of a partnership between the Port and LBUSD.

The academy will give students who want to make international business their career a broad educational foundation, as well as specialized

instruction about the world of global logistics and international trade. It will also introduce students who had never considered a trade career to the business. The four-year pathway will offer job-shadowing, tours, guest speakers, workshops and other opportunities to see how the logistics industry operates.

The academy is part of the Port's educational outreach efforts, which also include scholarships, internships, "externship" training for teachers, and sponsorship of the annual College and Career Exploration Night at California State University, Long Beach.

Both CSULB and Long Beach City College offer programs in international business. Like all LBUSD high school graduates, students of the new academy will have some local options for higher education as well.

"We know that there are many young people in the Long Beach area who have been around the Port their whole lives and are starting to get interested in the world of global trade," said Michael Gold, Director of Communications and Community Relations for the Port. "The Academy of Global Logistics is an excellent place to get started discovering all the possibilities."

The Port hopes that the academy will inspire and encourage Long Beach's leading businesses to also partner with the school district to provide linked learning opportunities.

AT A GLANCE

Stay tuned for upcoming information sessions about the Port of Long Beach Academy of Global Logistics: academy.polb.com

Future Long Beach-area high school students will have a new option for a learning pathway, the Global Logistics Academy at Cabrillo High School.



AGL in Summer 2016 re:port, mailed to households in Long Beach and Signal Hill

4 Actions Taken and Communication Outputs Used

The Dedication Ceremony

On Wednesday, October 12, 2016, from 3 to 4 p.m., officials launched the Port of Long Beach Academy of Global Logistics at Cabrillo High School, opening a new pathway to careers in international trade for young students in the city. The Academy's Faculty Lead was master of ceremonies welcoming Port, city and state education and elected officials who were on hand to offer their congratulations during a brief program. About 75 guests attended the outdoor ceremony, which was staged in the new AGL Quad where all AGL classrooms will be clustered. A small stage platform was erected with a podium, chairs and a few umbrellas.

Also, the teachers had asked the Port for a learning tool to be permanently situated on the AGL Quad – a 20-foot-long shipping container. The container, with a Port banner affixed to the side, was unveiled during the program and became the backdrop of choice for event photography.

The event was coordinated by the Port of Long Beach Community Relations Education Specialist, and Academy

Student Ambassadors acted as hosts and hostesses. Choura Events was responsible for the set-up; refreshments were provided by Santa Fe Importer, and the container was the generous donation of Port client Matson Navigation.

The AGL Program

The Port of Long Beach Global Logistics Academy is a small learning community – a school within a school – at Cabrillo High School focused on preparing the next generation of leaders in global logistics by introducing global trade and logistics, assisting in career preparation, establishing networking opportunities and academic/career planning and supporting high school to career transition. The four-year Academy can accommodate 125 students at each grade level for a maximum of 500 students when all four grade levels are active. The AGL began transitioning current Cabrillo Business Academy students to the program during the 2016-2017 school year and the first class to graduate from the full four-year program will enroll for the 2017-2018 academic year.



In the Long Beach Unified School District's "School of Choice" system, students and their parents can choose the high school program that is right for them. As they select their high school and learning pathway for the 2017-2018 school year, local eighth-graders will have the option of selecting the Academy of Global Logistics. Other learning pathway programs housed at Long Beach high schools include Law and Justice; Hospitality and Tourism; Computer Media, Arts and Animation; Health Occupations and Sports Medicine, and many others.

The Port of Long Beach Community Relations Manager, with the assistance of a Community Relations Education Specialist, leads the Port of Long Beach team but the entire Communications Division has a hand in the project. At Cabrillo High School, the team includes an AGL Lead Teacher, a Counselor, an Administrator and a Linked Learning Pathways Coordinator. The planning team includes:
The Port of Long Beach; Juan Rodriguez Cabrillo High School; Long Beach Unified School District; Long Beach City College; California State University, Long Beach, Center for International

Trade and Transportation; NAF and Linked Learning.

Curriculum

The Port Communications staff encouraged Port-related businesses to get involved with the AGL by hosting interns, providing speakers and job-shadowing opportunities. Port staff worked with LBCC and the Center for International Trade and Transportation at CSULB to adapt Cabrillo's under performing Business Academy curriculum to focus on Global Logistics.

Following is the resulting four-year curriculum:

9th GRADE

INTRODUCTION TO THE INDUSTRY

- Career planning and portfolio development
- Industry presentations including:
 - Introduction to port operations
 - Supply chain technologies
 - Supply chain security
- World Trade Month career exploration workshops



Academy of Global Logistics Outline Brochure, cover

10TH GRADE

CAREER PREPARATION

- Career planning and portfolio development
- Industry presentations and/or tours covering transportation and distribution channels including:
 - Maritime operations
 - Trucking
 - Rail operations
 - Distribution centers and warehouse operations
- Logistics Summer Camp at CSULB for incoming Academy of Global Logistics Ambassadors

11TH GRADE

NETWORKING/ACADEMIC AND CAREER PLANNING

- Career planning and portfolio development
- Academy of Global Logistics Ambassadors Program
- Attendance and networking opportunities at POLB trade events including
 - Women in Trade Luncheon
 - Pulse of the Ports Peak Season Forecast

- Leadership workshop
- Career Information Night at LBCC
- Resume building and interview preparation
- Job shadowing and summer internships

12TH GRADE

HIGH SCHOOL TO CAREER TRANSITION

- Career planning and portfolio development
- Networking opportunities at industry events and education workshops including:
 - Port of Long Beach State of the Port
 - Center for International Trade & Transportation (CITT) State of the Industry Town Hall
 - Career and industry exploration workshop
 - Industry mixer and open house
- Port and industry scholarship opportunities
- Academy final project presentations

The graphic is a dark blue rectangular box with white text. At the top, it reads 'Academy of Global Logistics Outline'. Below this, there are three columns of text, each representing a grade level and its corresponding activities. The first column is for 9th Grade, the second for 10th Grade, and the third for 11th Grade. Each column has a title and a list of activities. The 9th Grade section is titled '9TH GRADE INTRODUCTION TO THE INDUSTRY' and lists activities like career planning, industry presentations, and World Trade Month workshops. The 10th Grade section is titled '10TH GRADE CAREER PREPARATION' and lists career planning, industry presentations, and the Logistics Summer Camp. The 11th Grade section is titled '11TH GRADE NETWORKING/ACADEMIC AND CAREER PLANNING' and lists career planning, the Ambassadors Program, and trade event attendance.

Academy of Global Logistics Outline Brochure

Teaching the Teachers

Port staff also worked with LBCC and CITT to develop a weeklong Externship Academy for teachers, scheduled for the third week of June prior to the opening of the academic year. Over the course of the week, teachers learn about the Port of Long Beach, its role in the global marketplace, the stakeholders involved in the movement of goods from around the globe, and the Port's impact on local communities. The goal is to help teachers develop industry relevant curriculum for their students with the launch of the AGL small learning community at Cabrillo High School. At the end of the week of training, each teacher shares a unit plan for one of their units of study and a plan for how to incorporate logistics and supply chain management concepts into their classroom lesson activities for the coming academic year. Twelve teachers successfully completed the 2016 Externship Academy June 20-24, and the 2017 Academy is scheduled for June 19-23.

AGL Events Involving Port of Long Beach Staff and Industry Volunteers:

September 2016

AGL Staff Kick Off Meeting – to present information to AGL teachers on plans for the Academy for the coming year and receive feedback on planned activities and resources offered by the Port in support of AGL faculty and administrators.

Long Beach College Promise Annual Report – Annual report to the community about the Long Beach College Promise program, including the Teachers' Externship Academy and the AGL.

AGL Ambassadors Program Recruitment – To develop student ambassadors who will speak on behalf of the program about the activities, opportunities and experiences in the program.

Harbor Tour – A 90-minute narrated Harbor Tour to learn about Port operations and environmental initiatives up close. Teachers and 9th-, 11th- and 12th-graders received a firsthand look at Port operations and the Port's decade-long capital infrastructure projects.

October 2016

Back to School Night -- LBUSD annual back-to-school night at Cabrillo High School to share information about student classes, teachers, the AGL and other plans for the year.

Two Career Planning Presentations – For 9th- and 10th-graders to reinforce the work-based learning matrix for each grade level as part of the Portfolio Development requirements of the AGL. Students were introduced to digital portfolios and learned what employers are looking for in the workforce.

Press Event – October 12, 2016, event to launch the AGL and introduce the AGL partnership team. Event attended by LBUSD administration, Port commissioners and officials, community members, industry partners and government officials.

Port Cities-Seminar A (Local Actors and Global Trade) – AGL teachers attended to develop an understanding of the various "actors" involved in Port operations and global trade.

Port Cities-Seminar B (Gateway to International Trade) – Teachers attended to develop an understanding of the Port as a trade gateway and the various processes involved in delivering goods.

Port Cities-Seminar C (Careers – The Key to Success is an Educated and Skilled Workforce) – Teachers learn about career planning and career opportunities related to Port activities.

Annual Women in Trade Luncheon – 11th-grade girls interact with women working in all areas of trade and transportation to learn about opportunities, hear success stories, and minimize perceived barriers to entry in the field.

Great American Shakeout – Emergency planning event for students in the event of an earthquake.

Two LBUSD School of Choice Fairs – Districtwide recruitment event where parents and students can learn about the new AGL and apply.

November 2016

Port 101 PowerPoint Presentation – To familiarize students with Port history, current projects and future plans.

Cabrillo High School Recruitment Night – A recruitment event for the AGL, informing parents and students about the new Academy and how to apply.

Ports as Trade Gateways – A presentation on the role ports play as trade gateways.

Harbor Transportation Club – Annual Transportation Legal Review and

announcement of the Marianne Venieris/ HTC Scholarship fund and scholarship opportunities open to AGL students. 8th- Grade Shadow Days – Students shadowed students on campus to get a sense of a day in the life of an AGL student in order to better understand the purpose and benefits of the AGL learning community.

December 2016

Maritime Operations Presentation on the role of the Ocean Carrier and Marine Terminal Operator in global trade.

January 2017

Applications are due for POLB high school scholarships.

Annual State of the Port Event – 11th-graders attend to learn about the prior year performance and future plans and projections.

February 2017

Trucking Demonstration – Presenting the role of trucking transportation in global trade.

March 2017

Environmental Presentation – POLB, the Green Port
SLC Training – Industry presentation for

AGL teachers providing an overview of the role of the Port as a trade gateway. Career Workshop/Mock Interviews for 11th-graders.

May through August programs include the Port's annual Trade Week Education Celebration and awarding of Port scholarships, summer internships, a workshop about Supply Chain Security, Rail and Warehouse Tours, Logistics Summer Camp, Career Day events and Graduation.

Marketing and Awareness

CREATIVE PACKAGE

The Port of Long Beach Communications and Community Relations creative team developed a logo and design package for the "Port of Long Beach Academy of Global Logistics at Cabrillo High School" consistent with the Port's overall design theme.

The design was applied to the academy.polb.com website; advertising in traditional, electronic and social media; a full-color brochure, signs and banners, event invitations and programs.

AGL 4x8 posters

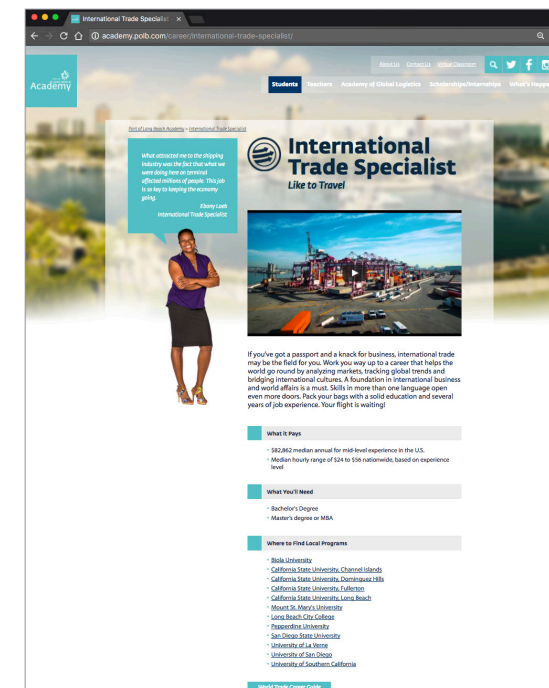
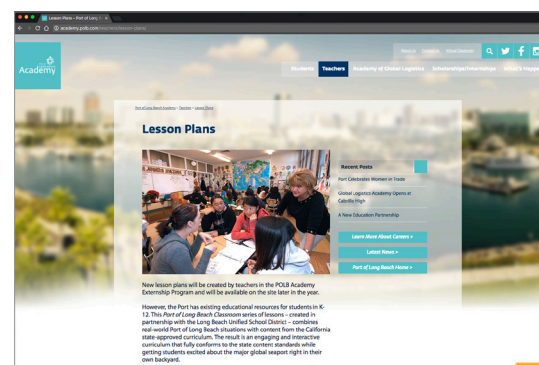
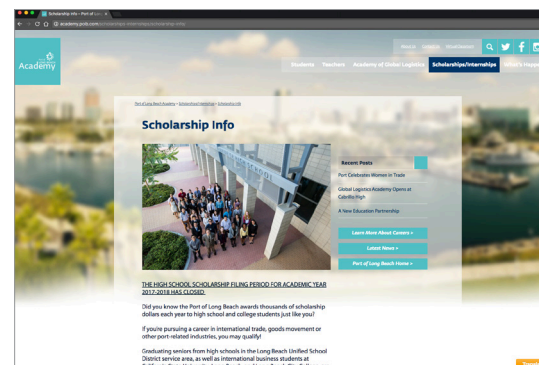
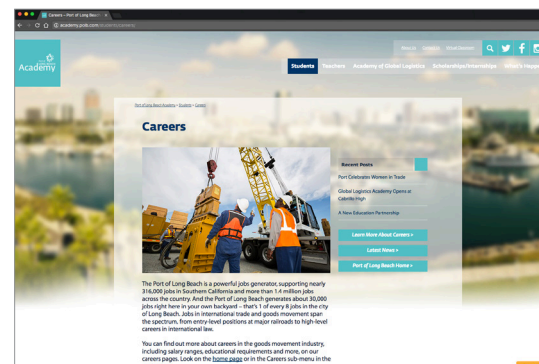
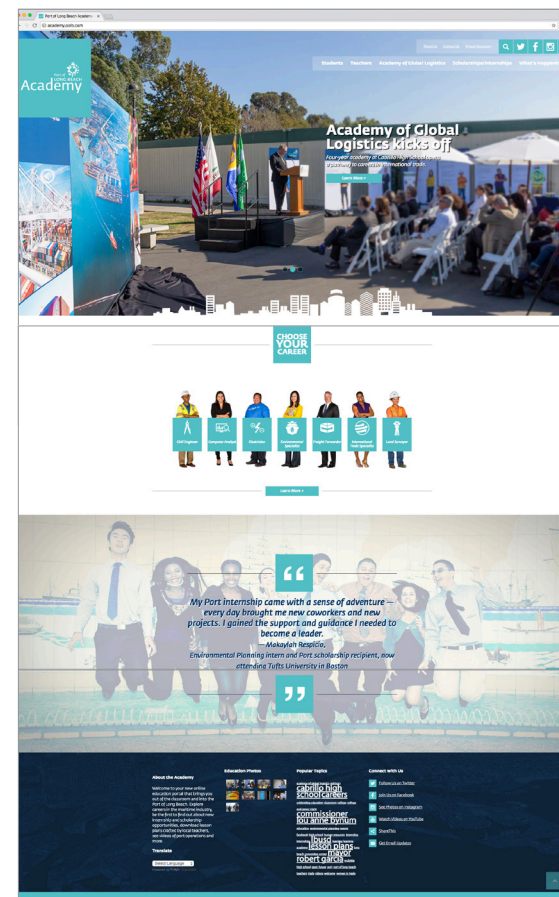


ACADEMY.POLB.COM

The Port introduced a unique one-stop-shopping education portal (academy.polb.com) in 2015, and revised it in 2016 to feature the AGL. Designed for both traditional and mobile platforms, the Academy homepage features screen-size sliders that rotate with different pages or messages the Port wishes to highlight. The site is image-driven and the navigation was designed for intuitive discovery by the audience. The user can select from tabs at the top of the page where all education outreach programs are documented, including descriptive materials, sign-up forms, photography, news materials and videos. The selection tabs are titled:

Students – Teachers – Academy of Global Logistics – Scholarships/ Internships – What’s Happening

A “Choose Your Career” section near the bottom of the home page offers profiles of various industry jobs that Academy students will be learning about – each represented by a unique icon – including:



Civil Engineer – Computer Analyst – Environmental Specialist – Freight Forwarder – International Trade Specialist – Land Surveyor

Other profiles are continually being added. Each profile features a real person working in that particular job (in photos, copy and video) and includes:

- A job overview;
- What it Pays – average yearly and hourly range;
- What You'll Need – degrees and training;
- Where to Find Local Programs – live links to educational institutions.

Advertising Campaign

An advertising campaign was created for local print and online publications to promote awareness of the Port's AGL and direct the local audience to the education portal for complete information with the following text:

NEW GENERATION OF LEADERS

There's more to the Port of Long Beach than building massive infrastructure projects. We're investing in the future leaders of international trade through scholarships, internships, externships for teachers, an education website, and a Global Logistics Academy in partnership with Cabrillo High School. It's all part of our commitment to building the Green Port of the Future.

- Port of Long Beach Academy
One of a kind online education



Construction Laborer



Environmental Specialist



International Trade Specialist



Civil Engineer



Electrician



Computer Systems Analyst



Freight Forwarder

New Generation of Leaders

There's more to the Port of Long Beach than building massive infrastructure projects. We're investing in the future leaders of international trade through scholarships, internships, externships for teachers, an education website, and a Global Logistics Academy in partnership with Cabrillo High School. It's all part of our commitment to building the Green Port of the Future.

Photo: High school interns at SSAT/Matson terminal.



AGL web advertising

- portal – academy.polb.com
- (Image of students at the Port of Long Beach)
- Launched a Global Logistics Pathway at Cabrillo High School (school graphic)
- \$667,150 In scholarships awarded to 391 students since 1993 (diploma graphic)
- Over \$350,000 invested in education outreach and internships (student graphic)

Insertions were limited to Long Beach publications including:

- Long Beach Business Journal (print and online)
- Long Beach Post (online)
- Gazettes Newspapers (print and online) Education Issue
- LB Post (online banners)

Since the debut of the Academy of Global Logistics debut in 2016, the

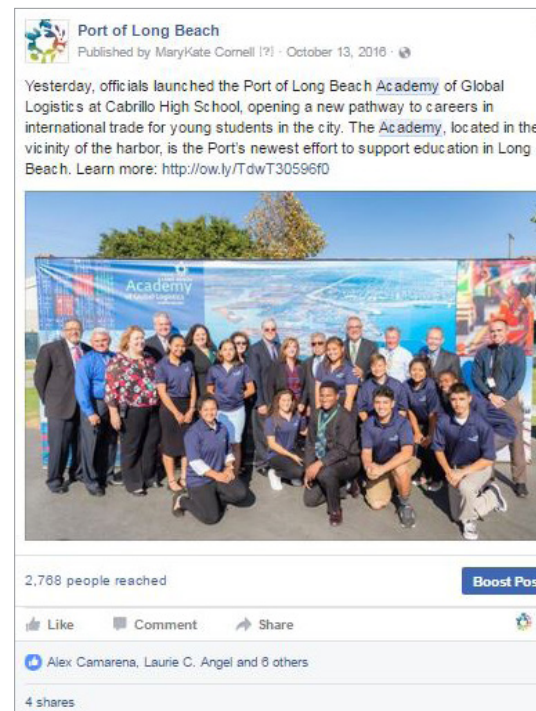
Communications team's social media specialist tweets one to three times per week about the Academy site with general evergreen content.

Here are some example tweets:

- Visit #POLB's Academy website. It's your one-stop-shop for all things education related at the Port. <http://bit.ly/1KMEMWl> #education (Feb. 2)
- If you've got a passport & a knack for business, international trade may be the field for you. <http://ow.ly/rPwD3o8gPMt> #POLB #education (Jan. 27)
- What does it mean to be an environmental specialist at #POLB? <http://bit.ly/1SPKvbV> #education (Jan. 31)
- Find videos, career information and more at the Port Academy website: academy.polb.com #POLB #education (March 6)

PUBLICITY

The Communications team distributed news releases following the announcement of the Academy in May 2016 at the annual Trade Week Celebration of Education and again following the dedication ceremony for the AGL at Cabrillo High School. Releases were distributed to traditional local media via email, and posted to the Port's social media accounts.



5 Communications Outcomes and Evaluation Methods

- The Port of Long Beach Academy of Global Logistics was successfully launched in October 2016 on time and within the Communications budget at Cabrillo High School, near the Port of Long Beach.
- All students have the opportunity to apply.
- With a capacity of 125 students for each grade level, One hundred five students are enrolled as 9th-graders for the 2017-2018 school year – the first class that will complete the full, four-year program.
- Ten AGL Student Ambassadors were selected to represent the program.
- Nine teachers attended the first Teachers' Externship Academy.

Industry partners who participated in port-specific programs included: Agility Logistics, Cal Cartage, California Multimodal LLC, CITT, DB Schenker GHD, Golden State Express, Inc., Green Fleet Systems, Hamburg Süd North America, Inc., Hansen & Adkins Harbor Association of Industry and Commerce (HAIC), Harbor Transportation Club, Long Beach City College, Long Beach Unified School District, Mitsui O.S.K. Lines,

Panalpina, Port of Long Beach, Ports America, RJ Learning Group South Counties Express, Inc. The Guidance Center, Total Terminal International, Toyota Motor North America, Wallenius Wilhelmsen Logistics, West Coast Resource Services, WZI International, and Yusen Terminals.

- Advertising promoting the Academy was distributed to local print and electronic media.
- News releases announcing plans for the AGL and the Dedication Ceremony were carried in most local and in some trade media, including the following:

<http://www.presstelegram.com/business/20161012/port-of-long-beach-launches-new-logistics-academy-at-cabrillo-high-school>

http://www.gazettes.com/news/long-beach-port-lbusd-partner-for-global-logistics-academy/article_8a145448-9c95-11e6-aeb7-53ae859e6e2f.html

<http://lbpost.com/component/tags/tag/3373-port-of-long-beach-academy-of-global-logistics>

News Home / News

http://www.gazettes.com/news/long-beach-port-lbusd-partner-for-global-logistics-academy/article_8a145448-9c95-11e6-aeb7-53ae859e6e2f.html

Long Beach Port, LBusD Partner For Global Logistics Academy

By Karen Lindell
Special To Gazettes Oct 29, 2016

Jobs at the Port of Long Beach involve the cranes, international ships and giant containers that are so visible. But behind the familiar scenes, much more goes on at the busy port.

"A lot of the work is in warehouses and offices in Long Beach, and L.A. and Orange counties, making arrangements for all those containers to go in and out," said Jim Dowding, a business teacher at Cabrillo High School.

In business parlance, that work is called global logistics. Students at Cabrillo High are getting an introduction to the field — and potential job opportunities — through the new Port of Long Beach Academy of Global Logistics.

A partnership between the port and Long Beach Unified School District, the program introduces students in grades nine through 12 to global trade and logistics along with their regular academic courses.

Cabrillo was selected as the site for the academy in part because of its proximity to the port (about five miles away).

The academy's goal "is to inspire students to explore careers in the international trade and goods movement right in their backyard," Board of Harbor Commissioners Vice President Lou Anne Bynum said in a statement.

Dowding, the academy's lead teacher, said students will be ready to start entry-level port careers with just their high school diplomas, or they can attend Long Beach City College or California State University, Long Beach, to earn higher degrees and study for more advanced careers.

Jobs available with a high school diploma include inventory specialist and warehouse inventory manager, Dowding said. With a certificate or associate's degree, students might find work as a forecast analyst or materials planner. With a bachelor's degree or higher, jobs include customs broker or international market researcher.

Officials conducted a ceremony on Oct. 12 to celebrate the Academy's launch, but Dowding said the program has already been in place at Cabrillo since the end of August, with 549 students in all grades.

Representatives from the port, LBusD, LBCC, CSULB and global business companies met over the summer, Dowding said, to plan courses and lesson plans.

Students in each grade level explore a different topic, Dowding said. In ninth grade, the program focuses on information technology and finance, and offers an introduction to port operations. In 10th grade, students explore transportation and distribution related to importing and exporting merchandise. As juniors they study accounting and international finance. As seniors, they research a port problem and defend their solution in a presentation to the business community.

Throughout, students get hands-on training at the port, participate in internships, and learn such career skills as resume writing and networking.

Dowding said teachers at Cabrillo have worked to integrate logistics topics into other courses.

Students in earth science courses, he said, will explore the carbon footprint of the port, working with scientists to conduct air, soil and water testing at the site.


A large shipping container has inspired a math lesson, Dowding said.

"They have to measure inside to figure out how to fit a certain number of boxes of different products inside," he said. "Instead of asking themselves, 'Why do I need to know algebra?' they will see its real-world application."

LONG BEACH POST NEWS LIFE BUSINESS REAL ESTATE SPORTS LGBT

Academy of Global Logistics Launches at Cabrillo High School in Long Beach

by STEPHANIE PEREZ on OCTOBER 12 2016 17:48 TRADE & TRANSPORTATION



Photos by Stephanie Perez.

Officials gathered at Cabrillo High School Wednesday to launch the Port of Long Beach Academy of Global Logistics program, which they hope will open a new pathway to careers in international trade for students.

This four-year global trade and logistic academy provides an opportunity to gain real world experience. The "linked learning" school is based on college preparation, technical education and work-based training to ensure students have varied academic and professional education opportunities.

"We are very proud of the work everybody is doing for the Long Beach College Promise," said Board of Harbor Commissioners Vice President Lou Anne Bynum. "Our port has made a promise commitment, as well to education and our community because we understand the importance of investing in future leaders."

The Academy of Global Logistics is the Port of Long Beach's newest effort to support education throughout the city.

The high school will have access to a permanent 20 foot container for teachers to use as a learning tool, according to Anne Bynum.

"The work that you are doing today is not only going to benefit our young people here in Long Beach Unified and specifically here in Cabrillo," said LBusD Superintendent Christopher J. Steinhilber. "I can guarantee you this is going to be the perfect gold standard for what pathways need to do in academies."


Seventh District City Councilmember Roberto Uranga was on site to award Cabrillo High School with a recognition certificate for the academy.

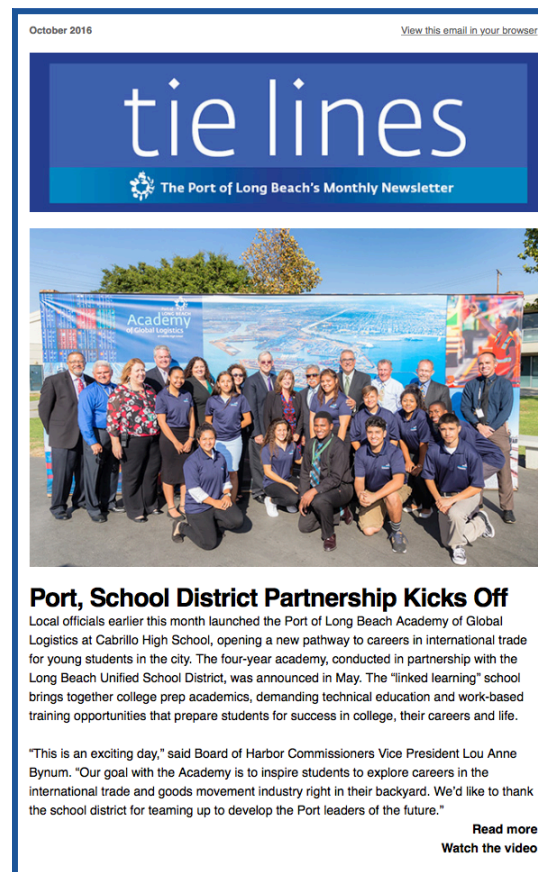
"The work that you are doing today is not only going to benefit our young people here in Long Beach Unified and specifically here in Cabrillo," said LBusD Superintendent Christopher J. Steinhilber. "I can guarantee you this is going to be the perfect gold standard for what pathways need to do in academies."

Seventh District City Councilmember Roberto Uranga was on site to award Cabrillo High School with a recognition certificate for the academy.

"It introduces students to the port, to what takes place in the port, how it works and all the wonderful things that take place in the port," said Uranga. "The City of Long Beach is grateful for its partnership."

Earlier this year, the Port distributed \$58,500 in scholarships to 40 students from local high schools, Cal State Long Beach and Long Beach City College. Almost 400 students have received scholarships to pursue careers in international trade and the goods movement industry since 1993.





- The AGL was also featured in Port of Long Beach newsletters including the **re:port** community newsletter that is delivered via U.S. Mail to every Long Beach home, reaching all 500,000 residents; **tie lines**, a trade newsletter distributed monthly via email to 2,550 subscribers; and **Dock Talk**, the Port's newsletter for its 500 employees.
- AGL messages were posted for followers on Port of Long Beach social media sites, including 23,191 Facebook friends, 10,144 on Instagram, 17,902 Twitter fans, and 1,352 subscribers to the Port's YouTube page.

The Social Media campaign to launch the Academy website reached more than 10,000 people, and posts had a high average engagement rate (likes, comments, shares) of nearly 8 percent. Results for the launch were:

Twitter:
 # of tweets: 53
 Link Clicks: 1,238
 Impressions: 33,876
 # of Engagements: 147

Facebook:
 # of posts: 20
 Total reach: 10,519
 Average engagement: 7.98%

Instagram:
 # of posts: 6
 Average engagement: 2.28%
 # of likes: 497
 # of comments: 23

Academy.polb.com is referenced in all education outreach materials including advertising, social media, publicity and collateral materials.

From the time academy.polb.com was launched in May 2015, it has accumulated 28,739 page views and 22,910 unique visitors.

Views for videos focusing on Port Careers through the same period are:

421 views	Land Surveyor
341 views	Electrician
1,131 views	Environmental Specialist
865 views	Freight Forwarder
214 views	IT Professional
393 views	Trade Specialist
331 views	Civil Engineer

Comments were universally positive:

"To see what the Port of Long Beach is doing now in terms of offering a pathway to future work, it's just overwhelming."

- John Meyer, President, Long Beach Unified School District Board of Education

"The Academy has opened up a new world of opportunity for students that had no idea the Port of Long Beach was in their backyard. Exposing them to global logistics during high school will make them more competitive as they enter the workforce."

- Alejandra Güitrón, Port of Long Beach Educational Outreach & Community Relations Specialist



Dr. Robert Garcia,
Mayor, City of Long Beach

"As an advocate for education, I'd like to congratulate the Long Beach Unified School District and the Port of Long Beach on the creation of the new Academy of Global Logistics. The district is known for its small learning communities, and this is a prime example of how industry and educators can partner to nurture and train the leaders of tomorrow."

- Dr. Robert Garcia, Mayor, City of Long Beach

"This is an exciting day. Our goal with the Academy is to inspire students to explore careers in the international trade and goods movement right in their backyard. We believe that there are future leaders right here in Long Beach and, in fact, right here at Cabrillo High School."

- Lou Anne Bynum, Vice President, Board of Harbor Commissioners for the Port of Long Beach, and Executive Vice President, Long Beach City College



Jim Dowding
Cabrillo High School
Lead Academy Teacher

"I am seeing firsthand the impact that our business partner is making in hundreds of students' lives. From speakers to fieldtrips to real world classroom curriculum, students are excited to come to school and learn."

- Jim Dowding, Cabrillo High School Lead Academy Teacher

"In the Long Beach Unified School District's 'Schools of Choice' system, students and their parents can choose the high school program that is right for them. As they select their high school and learning pathway for the 2017-2018 school year, local eighth-graders will have a new option: the Port of Long Beach Academy of Global Logistics."

- Port of Long Beach re:port community newsletter, Summer 2016 edition.

"The Port's partnership with Cabrillo High School brings real-world lessons to our students. By working with major employers like the Port, we're preparing more students for success in college and in high-paying, high-demand jobs. Thank you to the Port for supporting this important effort."

- Christopher J. Steinhauser, Superintendent of the Long Beach Unified School District

Recap

Quick Facts:

- The Port of Long Beach Academy of Global Logistics was launched at Cabrillo High School as a small learning community – like a school within a school.
- The four-year Academy combines academic learning with hands-on experience.
- The AGL can accommodate 125 students at each grade level, or a total of 500.
- The Academy will give students who want to make international business their career a broad educational foundation, as well as specialized instruction about the world of global logistics and international trade.
- The Academy is part of the Port's educational outreach program, which also includes scholarships, internships, "externship" training for teachers and sponsorships.
- The Port has created an education portal offering "one stop shopping" for teachers, students and anyone interested in learning about international trade.

Links:

Port of Long Beach Academy of Global Logistics
academy.polb.com

Long Beach Unified School District – "School of Choice" System
www.lbusd.k12.ca.us/Departments/School_Choice/

Long Beach College Promise
www.longbeachcollegepromise.org

Follow the Port of Long Beach:

