



2017 AAPA EXCELLENCE IN COMMUNICATIONS AWARDS

*Classification 15 : Websites*

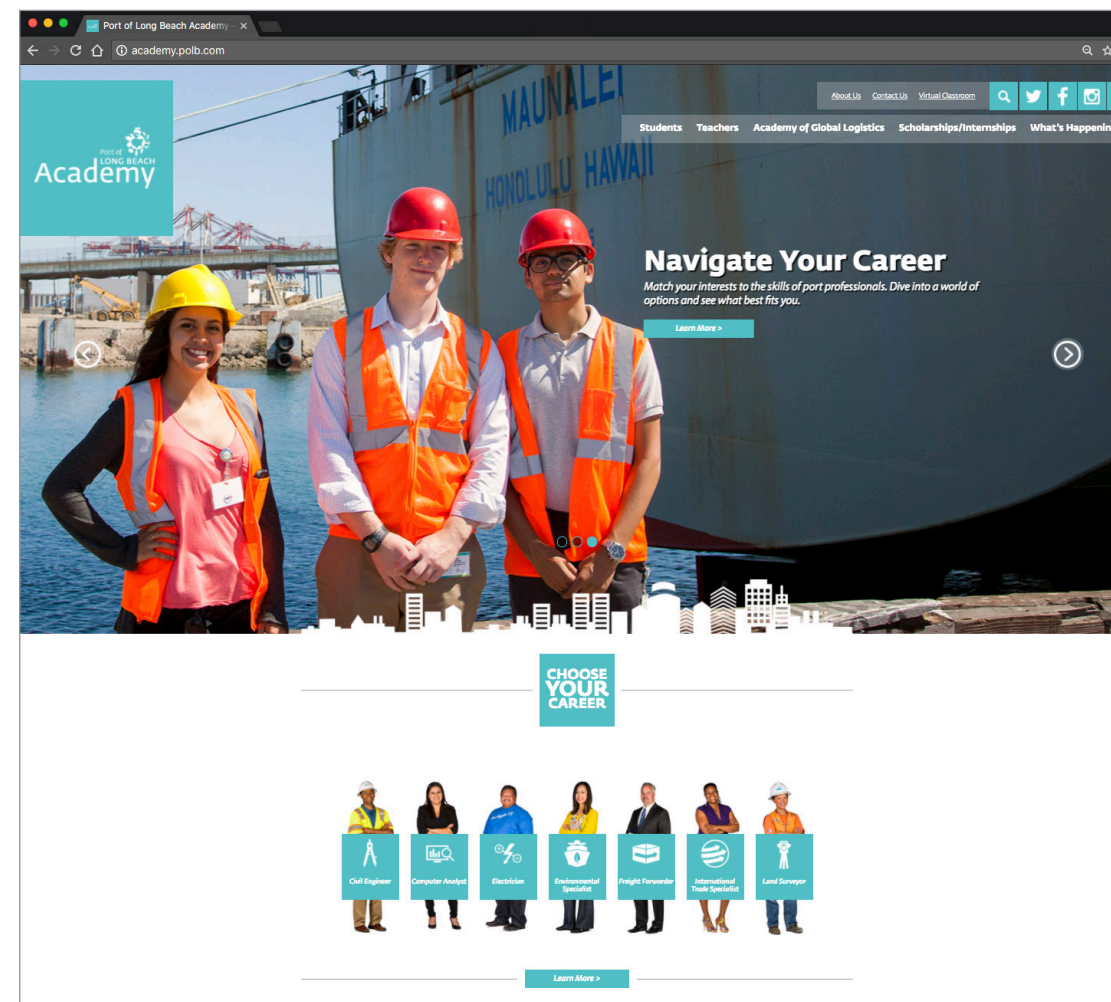
# **Academy of Global Logistics Portal Website – [academy.polb.com](http://academy.polb.com)**



# Academy of Global Logistics Portal Website – academy.polb.com

## Summary:

The Port of Long Beach offers a wide variety of education outreach programs to Long Beach students and teachers – so many that it became cumbersome to sift through all the information. An innovative “education portal” was launched in 2015 offering “one-stop shopping” at academy.polb.com. In 2016, the portal was updated to incorporate the Port of Long Beach Academy of Global Logistics at Cabrillo High School, right next to the Port.



Homepage

# 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 Communications and Community Relations team created the Port's first Education Outreach Plan in 2007, then completely



The Port of Long Beach



overhauled and updated the Plan in 2014, producing the Port's first, truly comprehensive Plan. Some of the initiatives in the 2014 Plan were introduced that year; others followed in 2015 and 2016;

- 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;
- Jobs are available at every level in the maritime trade and logistics industry, and no student is prohibited from consideration for the Port of Long Beach Academy of Global Logistics due to lack of specific educational background.
- Finally, with such a wide array of education programs and information available to students, teachers and other interested parties, it had become cumbersome to navigate the data.

**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;
- 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.
- The challenge for the Communications and Community Relations Division of the Port of Long Beach was to create an "Education Portal" where all education outreach programming could be accumulated and easily accessed. It would offer "one-stop shopping" for Port education information.
- The result was [academy.polb.com](http://academy.polb.com). Launched in May 2015 and revised in 2016 to include the new Port of Long Beach Academy of Global Logistics, the portal is continually improved and updated.





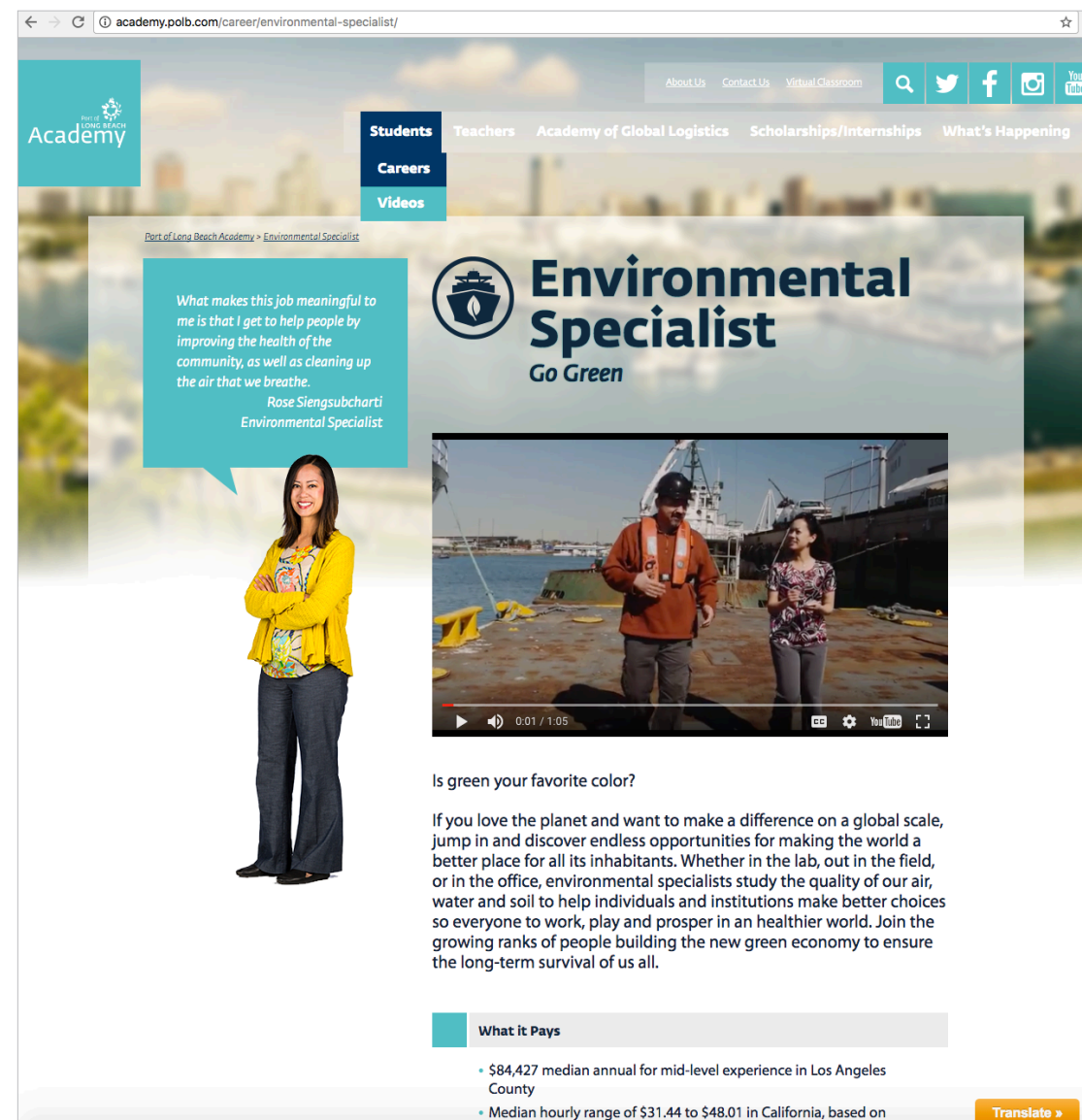
## 2 Complementing the Overall Mission

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.



Career page

# 3 Planning and Programming Components

**The Goal for the Education Portal is:**

- To ensure that information about the Port and its educational opportunities is up-to-date, interesting, useful, interactive and easily accessible for students and teachers, both locally and globally by interested parties.

**Education Portal Objectives are to:**

- Provide easy access to information about the many education outreach programs offered by the Port of Long Beach, and, in turn, advance development of a skilled workforce that supports international trade and goods movement;
- Design a site that is colorful and engaging, maximizing the use of Port photography and video;
- Engage education and industry partners in the development of content;
- Continually expand content as new programs come online;
- Explain the wide variety of jobs available in international trade;

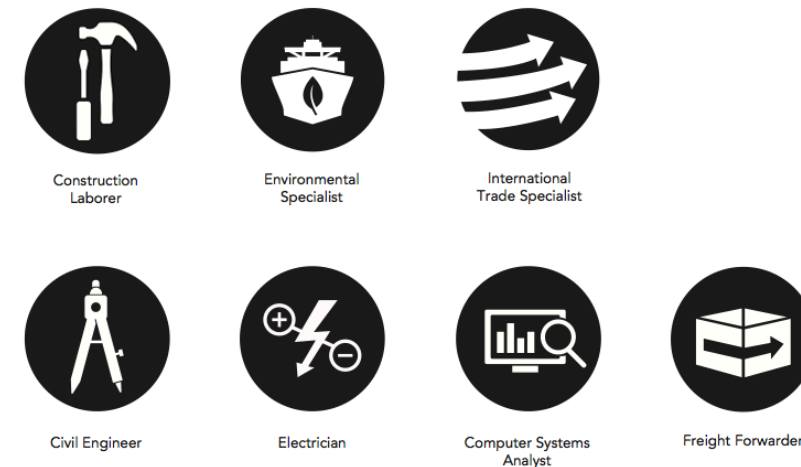
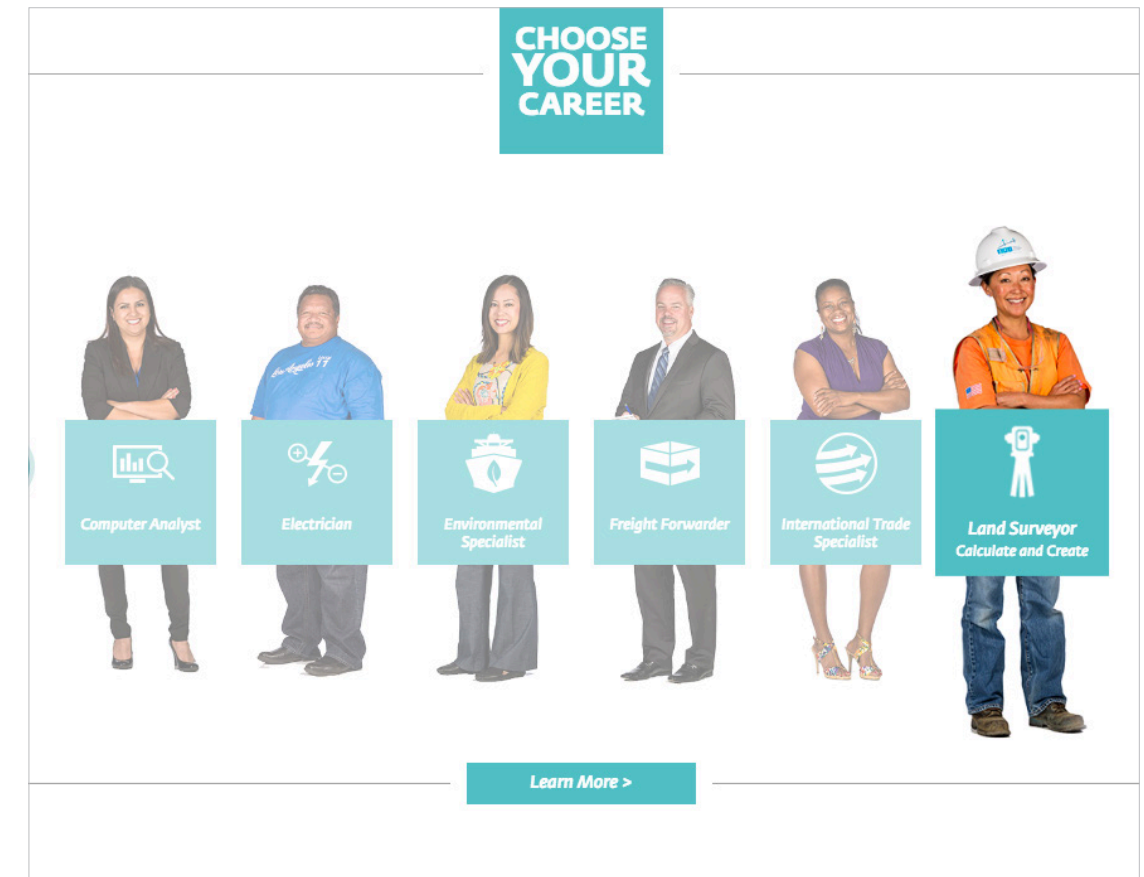
- Promote awareness and understanding of the Port's operations, its significance and its benefits as an economic engine and environmental steward that supports jobs and enhances quality of life locally, regionally, nationally and around the globe;
- Provide access and learning opportunities to everyone, not just a select few;
- Adopt an initial budget of \$50,000;
- Track use of the site.

**Target Audiences:**

- K-12 (Elementary, middle school/ junior high and high school students);
- Higher Education (community college, university and post baccalaureate);
- Trade/Technical (students of certified trade programs and/or community college programs);
- Returning Students (students who have not completed high school or college and are interested in trade-related careers);

- Educators at all levels;
- School Career Counselors;
- Industry leaders;
- Elected and other city officials;
- 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.



Icon Development



# 4 Actions Taken and Communication Outputs Used

Launched in May 2015, the most impactful of the new programs introduced that year was a dedicated education website requested by the Port of Long Beach Education Outreach team – a portal to all the Port’s education programs for students, teachers, or anyone interested in learning about how to be prepared for various jobs in the industry. Placing all education outreach information on the [academy.polb.com](http://academy.polb.com) website also expanded the reach of the plan to ports around the world, providing a model for developing similar programs at other locations.

A team was assembled – including a diverse group of professionals and subject matter experts – to create a website with heart, content, engaging subject matter, and an overall purpose that is backed by a solid mission, plan and motive. The team included:

- The Port creative team with a project leader, creative director, art director, web master/content writer/editor and a project coordinator;
- The Port education team with the director of communications, the

community relations manager, an education specialist and a project coordinator;

- Penn Digital Inc. of Los Angeles was awarded the consulting design and planning contract, and the team included a project manager, program manager, developers and a designer.
- The website video content was produced by Media 360, a longtime Port contractor, and their team included an executive producer and a film maker;
- Photography was contracted to Bernadette McKeever Photography and an in-house principal photographer.
- The project team also included an in-house administrator/contract facilitator.

The Port education team led the project in collaboration with the creative team. They developed a two-phase website planning, design & development document for [academy.polb.com](http://academy.polb.com). It was completed in August 2014, and the two phases were:

**Civil Engineer**  
Want to solve problems and make the world a better place?  
If you like math and science, civil engineering may be right up your alley. Design buildings, roads and bridges that allow your community to explore the crests and peaks of this fantastic world.  
What You'll Need:  
• Bachelor's degree • Math skills  
• Communication skills • IT skills  
What It Pays:  
• \$95,285 median annual pay for mid-level experience in Los Angeles County  
• Hourly range of \$38.22 to \$55.44 in California, based on experience level

academy.polb.com

**Computer Analyst**  
Speak geek!  
Be the producer who makes the connections that help companies and people navigate the 21st century! Get paid to learn the nooks and crannies of cyberspace.  
What You'll Need:  
• Bachelor's degree  
• Knowledge of the latest innovations in technology  
What It Pays:  
• \$91,347 median annual for mid-level experience in Los Angeles County  
• \$34,80-\$54.54 hourly range in California, based on experience level

academy.polb.com

**Environmental Specialist**  
Earth lover?  
If you love the planet and want to make a difference on a global scale, jump in and discover endless opportunities for making the world a better place for all its inhabitants!  
What You'll Need:  
• Bachelor's degree  
• Master's degree or doctorate for research positions  
What It Pays:  
• \$84,427 median annual for mid-level experience in Los Angeles County  
• \$31.44-\$48.01 hourly range in California, based on experience

academy.polb.com

**Freight Forwarder**  
Get the Goods!  
As travel agents for cargo, freight forwarders are responsible for ensuring that all goods are being properly transported around the world.  
What You'll Need:  
• High school diploma or equivalent  
• Clerical and communication skills  
• State license  
What It Pays:  
• \$43,514 median annual for mid-level experience in Los Angeles County  
• \$16.46-\$27.66 hourly range in California, based on experience

academy.polb.com

**Land Surveyor**  
Map whiz?  
If you love geography and geometry, land surveyor may be your common denominator. Combine your passion and skills with this hands-on profession.  
What You'll Need:  
• Land Surveyor-in-Training (LSIT) certificate  
• Two years of college-level land surveying courses  
• Must pass the National Council of Examiners for Engineering and Surveying (NCEES) Fundamentals of Surveying (FS) exam  
What It Pays:  
• Land Surveyor-in-Training \$68,352 median annual pay for mid-level experience in Los Angeles County  
• Land Surveyor \$85,844 median annual pay for mid-level experience in Los Angeles County

academy.polb.com

**International Trade Specialist**  
Love to travel?  
If you have a passport and a knack for business, this profession may be for you! Help the world go round by analyzing markets, tracking worldwide trends and bridging international cultures with this global career.  
What You'll Need:  
• Bachelor's degree  
• Master's degree or MBA  
What It Pays:  
• \$82,362 median annual mid-level experience in the U.S.  
• \$24-\$56 median hourly range nationwide, based on experience

academy.polb.com

Phase 1 – Strategy and planning  
Phase 2 – Development, testing and launch

A detailed timeline was created to track tasks, and work began in December 2014. The site was launched in May 2015.

The portal was updated in mid-2016 to feature information about the Port of Long Beach Academy of Global Logistics at Cabrillo High School, which debuted in October 2016. The four-year course of study seeks to develop business-educated students prepared for the challenges of global logistics, supply chain management and international trade through hands-on experience and academic learning.

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:

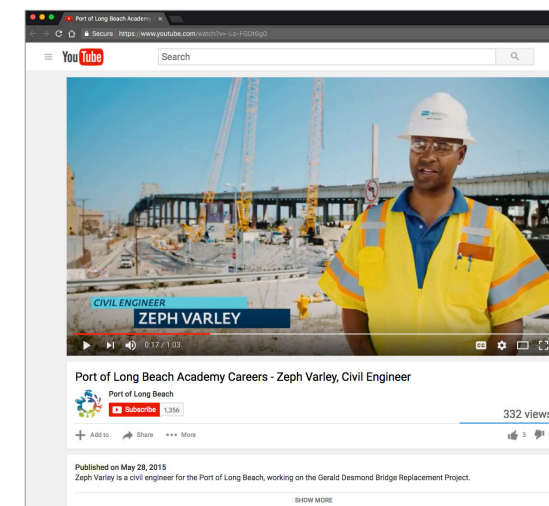
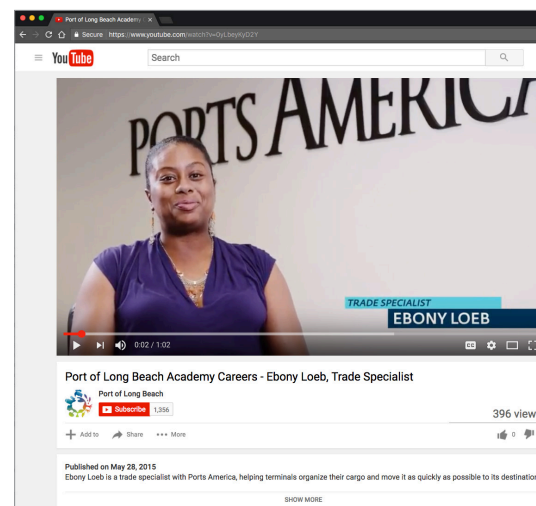
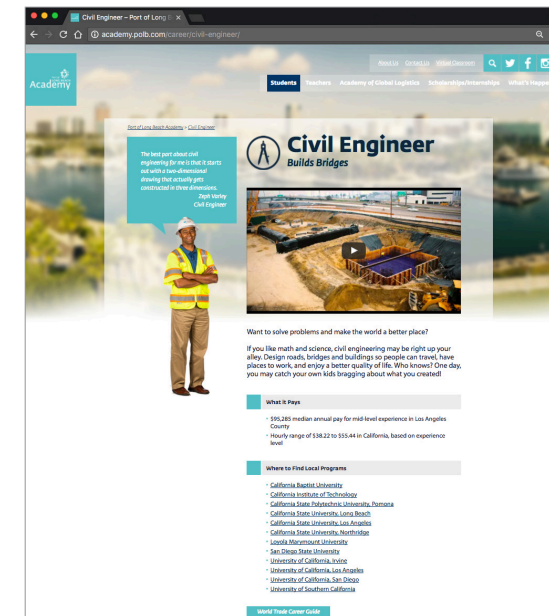
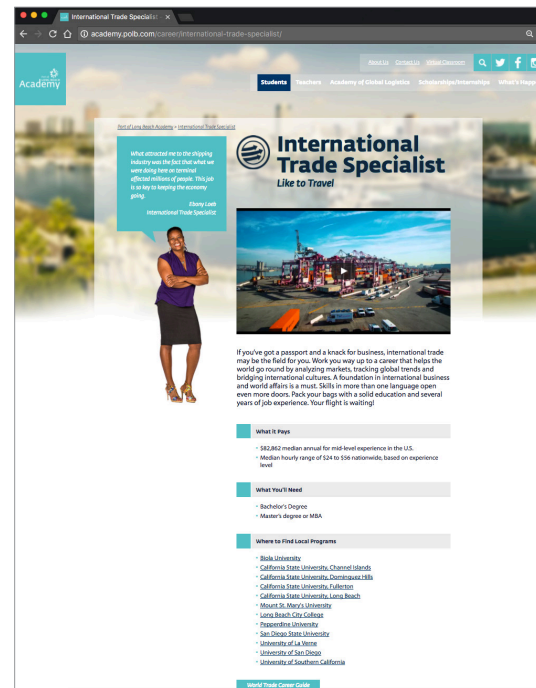
Students – Teachers – Academy of Global Logistics – Scholarships/ Internships – What’s Happening

A Choose Your Career tab near the bottom of the home page offers profiles of various industry jobs – each represented by a unique icon – including:

Civil Engineer – Computer Analyst – Environmental Specialist – Logistics 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 education institutions.





For the career videos, a good deal of time was involved in selecting the people to serve as career representatives, using a cinematic vision to tell each story. The stories had to be evergreen and not time sensitive.

All the photography was specifically shot to match the academy brand.

Two advertising campaigns were created to promote awareness and use of the portal:

- Initial Campaign:

#### Scholars

Finding guidance on a career can be daunting. So, the Port of Long Beach has launched an easy-to-use online education portal – [academy.polb.com](http://academy.polb.com) – with a wealth of information on scholarships and internships, as well as videos on Port-related careers. With just a click, you can make a great leap toward your career of the future.

[Academy.polb.com](http://Academy.polb.com)

- Campaign after the debut of the Academy of Global Logistics:

#### 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, 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 portal – [academy.polb.com](http://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)

Both campaigns 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)
- Social Media campaigns were also introduced for both the initial launch and the re-launch with the addition of the Academy of Global Logistics.

## New Generation of Leaders

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Port of LONG BEACH  
**Academy**  
One of a kind online education portal – [academy.polb.com](http://academy.polb.com)

Launched a Global Logistics Pathway at Cabrillo High School

**\$667,150**  
in scholarships awarded to 391 students since 1993

Over **\$350,000**  
invested in education outreach and internships

Photo: High school interns at SSAT/Matson terminal.

Port of LONG BEACH  
The Green Port

# 5 Communications Outcomes and Evaluation Methods

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.

Career video views 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

The initial overall cost for creating academy.polb.com came in on budget at \$50,000, including website and video contractors. The Port team invested more than 600 hours in the initial project, and teachers and students volunteering in advisory capacities invested

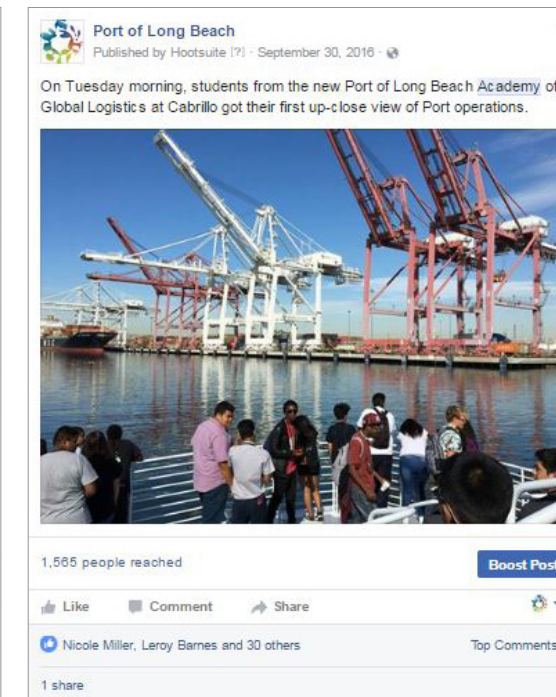
another 50 hours. Communications and Community Relations staff update the website in-house on an ongoing basis, including the addition of the Academy of Global Logistics.

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





Some examples of post-launch social media:

Usually 1-3 tweets per week about the Academy site.

Examples:

Visit #POLB's Academy website. It's your one-stop-shop for all things education related at the Port.

<http://bit.ly/1KMEMwI> #education (Thursday, 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 (Friday, Jan. 27)

What does it mean to be an environmental specialist at #POLB?

<http://bit.ly/1SPKvbV> #education (Tuesday, Jan. 31)

Find videos, career information and more at the Port Academy website: [academy.polb.com](http://academy.polb.com) #POLB #education (Monday, March 6)

Post-launch Facebook posts:

# of posts: 4

Reach: 6,779

# of likes: 78

*"It is our mission to share information about our wide range of education programs to the students and teachers who can benefit from them. This new education portal makes that job so much easier. We're always happy to speak to Long Beach educators and students one-on-one, but [academy.polb.com](http://academy.polb.com) is the best place for them to start. What a great tool!"*

*- Mario Gonzalez, Manager of Community Relations, Port of Long Beach*





Development team at work

## Recap

### Quick Facts:

- The Port of Long Beach launched an education portal – [academy.polb.com](http://academy.polb.com) – in 2015 and updated it in 2016 to incorporate the new Port of Long Beach Academy of Global Logistics.
- The Academy of Global Logistics offers a four-year study program for 500 students.
- The Port has awarded \$667,150 in scholarships awarded to 391 students since 1993.
- Nearly 4,000 people have accessed the portal to learn about Port jobs.
- The portal has accumulated 28,739 page views and 22,910 unique visitors.

### Links:

- [academy.polb.com](http://academy.polb.com)

Follow the Port of Long Beach:

