

2011 COMMUNICATIONS AWARDS PROGRAM

INDIVIDUAL SUBMISSIONS ENTRY FORM

(Please copy and complete this form for each entry)

Check only ONE entry classification below:

- | | |
|--|--|
| 1. AAPA Awareness Initiative Messaging _____ | 8. Overall Campaign _____ |
| 2. Advertisements – Single _____ | 9. Periodicals _____ |
| 3. Advertisements – Series _____ | 10. Promotional/Advocacy Material _____ |
| 4. Annual Reports _____ | 11. Social/Web-Based Media <input checked="" type="checkbox"/> |
| 5. Audio-Only Presentations _____ | 12. Special Events _____ |
| 6. Directories/Handbooks _____ | 13. Videos _____ |
| 7. Miscellaneous _____ | 14. Visual-Only Presentations _____ |
| | 15. Websites <input checked="" type="checkbox"/> |

CATEGORY 2

Entry Title WEBSITE Redesign Port of Galveston ~~Website~~ ~~Mobile Site~~ ~~Facebook & Twitter~~

Port Name Port of Galveston

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Please indicate precisely how your port's name should be listed on any award(s) it may win:

Name _ PORT OF GALVESTON

Being as precise as possible, please attach a separate entry statement, in English, that:

- **Defines the Communications Challenge or Opportunity**
 - Situation Analysis (assess major internal and external factors)
 - Problem Statement (briefly describe in specific & measurable terms)
- **Summarizes Planning and Programming**
 - Goals (summarize desired outcome or end result)
 - Target Publics (be specific; list primary and secondary audiences if appropriate)
 - Objectives (identify specific and measurable milestones needed to reach goal)
- **Identifies Actions Taken and Communication Outputs**
 - Strategies (identify media choices, etc., that require tactics to complete)
 - Tactics (specify actions used to carry out strategies)
 - Implementation Plan (include timelines, staffing and budget)
- **Summarizes Evaluation Methods and Communications Outcomes**
 - Evaluation Methods (describe either formal surveys or anecdotal audience feedback used)
 - Communications Outcomes (isolate PR impacts to assess changed opinions, attitudes, behaviors)



Port of Galveston Website Entry Statement

2011 APAA Communications Awards Program

Communications Challenge / Opportunities

Situation Analysis: Last year our website, www.portofgalveston.com, was in serious need of a redesign. The outdated site was merely used as an online bulletin board for posting information and the site's navigation made it difficult for visitors to find the content they were looking for. A new website would not only make it easier for site visitors to find information, it would also come with an opportunity to better depict the Port's various activities and cargo groups.

Planning and Programming Summary

Goals: The overall goal of our website is to be a central resource for Port information, services and communication. In order to meet this goal, the site needs to have easy navigation and up-to-date information related to the Port and its tenants. It's also important that our site improves communication with our target audiences and provides useful services that entice visitors to return.

Target Audiences: Our website needs to convey information efficiently and appropriately to diverse audiences, including: commissioners, board members and Directors of the ports throughout the hemisphere; senior staff of the ports throughout the hemisphere, maritime and international business executives; Port service providers, including engineering and construction firms, security firms, equipment providers and similar companies; community, state and federal elected officials; related industries. The website also needs to serve the local community and general public.

Objectives: The main goal for the website development was to provide useful information, services and communication on Port operations and history. The objectives that will be used to continually evaluate the site's progress are site usage statistics such as site traffic and the most heavily visited pages. By monitoring the most heavily visited content, we can determine which information and services our visitors are most interested in.

Actions and Communication Outputs

Strategies: After discussing our needs for the new website we began going through the RFP process. We decided on partnering with CivicPlus because they had all the solutions we were looking for. The sites we visited were great looking and we heard referrals from their clients regarding how easy it was to use their content management system.

Tactics: Our Public Relations Department began working with CP designers to plan out the site's content, navigation and page layout. We wanted the navigation to give site visitors quick access to the information they are looking for without them having to spend much time deciding where to look. Going into this project we identified that the five main sections featured on the navigation menu should be About Us, Business, Cargo, Cruise and Security & Safety. With that navigation layout, any site visitor should be able to go directly to the information they are looking for from each of the drop down menus.

We also explored what features we could use to improve communication with our target audiences. We decided on using a mass notification system called Notify Me to send email or text message updates on Port of Galveston news and emergency alerts. We also decided on sending information out to our Facebook and Twitter pages as another method of communication with our target audiences.

Implementation Plan: The Public Relations Department worked with CP throughout the development of the new website to ensure there was a smooth transition from the old site. A project timeline was used to plan out when everything would occur from the basic design ideas to the content development and staff training. The timeline was divided up into eight phases:

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|--|----------------------------|
| 1. Analysis and Timeline Development | 4. Modules and Site Setup |
| 2. Website Design Composition | 5. Content Development |
| 3. Navigation Architecture Development | 6. Testing and Review |
| | 7. Consulting and Training |
| | 8. Project Review. |

The cost of the website project included a one-time project development fee of \$22,257 and annual recurring fees of \$3,905 for support, maintenance and hosting service.

Evaluation Methods and Communications Outcomes

Communications Outcomes: The new Port of Galveston website went live on February 14, 2011. An electronic card that read "This Valentine's Day You're Going to Fall in Love...with the NEW Port of Galveston website. On Monday visit www.portofgalveston.com " was sent mass e mail to draw attention to the site on the launch date. There has been nothing but great feedback from the community. The improved navigation makes it easy for site users to find what they need without having to click three or four times. The top navigation bar divides content into broad categories and the side navigation links on each page provide quick access to relevant topics within those broad categories.

The new site offers many new communication services. Google Translate is featured on the site which can instantly translate the site's text into over 50 different languages. The site also has Notify Me, which lets web users subscribe to receive email and/or text message updates from a list of topics offered by the Port. Using this system, Port staff can distribute information quickly and easily to those who wish to receive the information. Another new service offered is the mobile site. Web users who visit the site from a mobile device will see a version that is formatted for easier browsing. The mobile site provides easy access to the Port's website for people who want access on the go. There is an option for mobile users to view the full website for those who wish to browse the site in its regular format.

Updating the website is also easy using the content management system. It allows staff to log in and quickly make changes or post new content ensuring that the information on the site is the most up-to-date and accurate information available. Administrative users have their own login usernames to keep security at the maximum level. RSS Feeds automatically push information out to the Facebook and Twitter pages, making them easy to update as well.

Evaluation Methods: Aside from the feedback we receive from the community, the Port's website is also evaluated using Urchin web analytic software. The software, by Google, reads web traffic information and identifies trends in our site's usage. By identifying the most heavily visited site content, our staff can identify the main reasons why visitors are using the website and improve access to those areas.

Since the website's launch in February the most visited content on the Port's new website have been the weather, business directory, 2011 Cruise Calendar and Notify Me. Site visitors are using the site to quickly check the forecast, view the cruise line calendar and search through local businesses.

The web usage data also demonstrates how we are utilizing the website to communicate with our target audience. Many site visitors are subscribing to Notify Me. Contractors can sign up to receive new contract bids and people interested in cruise line information can sign up to receive ship sailing updates for 2011.