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.
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 100,000 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 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;

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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.
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.
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;
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.

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.

Port of Long Beach - Classification 5: Community/Education Outreach
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
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

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

Academy of Global Logistics Outline

9TH GRADE
INTRODUCTION TO THE INDUSTRY
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• Industry presentations including:
  ○ Introduction to port operations
  ○ Maritime operations
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  ○ Distribution centers and warehouse operations

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

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

12TH GRADE
HIGH SCHOOL TO CAREER TRANSITION
• Career planning and portfolio development
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  ○ Port of Long Beach State of the Port
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  ○ Career and industry exploration workshop
  ○ Industry mixer and open house
• Port and industry scholarship opportunities
• Academy final project presentations

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.
AGL 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.
AGL 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.
AGL 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.
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 portal – academy.polb.com

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.

- **Launched a Global Logistics Pathway at Cabrillo High School**
- **Over $350,000** invested in education outreach and internships

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

Photo: High school interns at SSAT/Matson terminal.

AGL advertising

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/1KMEMW1 #education (Feb. 2)
- If you've got a passport & a knack for business, international trade may be the field for you. http://ow.ly/rPwD308qPMt #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.
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.


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:


The AGL was also featured in Port of Long Beach newsletters including the report, a 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 field trips 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 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: