



INTERNATIONAL **CORRUGATED**  
PACKAGING FOUNDATION

# YEAR IN REVIEW

ICPF's annual progress report

2023



# a message from the president



Dear ICPF partners & supporters,

It has been a busy year for ICPF as we focused on strengthening and expanding ICPF's foundational programs and services, while re-establishing relationships with key stakeholders.

**Education & Student Outreach** - We've rebuilt our partnerships with the education community, regularly participating in Packaging Program Council meetings (a council consisting of the nine largest university packaging programs in the country), sending monthly newsletters to University Partners, re-establishing the University Awards Program, serving as ambassadors for students at industry events, and providing sponsorships to increase student exposure to the industry. We held a webinar to share how the industry prioritizes sustainability, and released Phase 1 of an updated Corrugated Industry Curricula to educate students about the industry. In the coming year, we will promote that Curricula to establish relationships with trade schools and community colleges.

In addition to outreach to packaging programs, we also connected with career services and other relevant academic departments at our partner institutions to make them aware of the many different career paths available within the corrugated packaging industry.

**Corporate Partner Outreach** - We've focused on providing transparent and consistent communication with our Corporate Partners through emails and monthly newsletters. We also created a Talent Acquisition Committee with corporate partner representatives to share best practices, discuss trends and develop resources to aid in recruitment efforts. The Holiday Weekend in New York event was also reinvigorated with a new hotel partnership and trending reception locations.

**Rebranding ICPF** - This year, we worked to rebrand and redefine our mission to better serve the needs of the industry. ICPF launched a new tagline and established a social media presence to share marketing and promotional tools with a range of audiences. We also created video testimonials from industry employees, as well as an industry-wide culture document to share the value of a career in corrugated packaging. We will continue to expand this arsenal of resources and make them easily accessible on our soon-to-be updated website.

**Partnership Opportunities** - ICPF has also been examining opportunities to collaborate with other organizations and associations, to capitalize on their strengths and resources to ensure we get the most value for our efforts. We've begun conversations and re-established relationships with many related organizations such as the Institute of Packaging Professionals (IoPP), PMMI, TAPPI, and the Canadian Corrugated and Containerboard Association (CCCA). We also attended the Manufacturing Institute's second annual Workforce Summit and made corporate partners aware of national resources that can help them find solutions to their hiring needs.

The next two pages of this report contain a new ICPF Road Map with short-term objectives for the foundation. Our work in 2023-2024 is dedicated to developing effective strategies to strengthen existing programs, initiate outreach, increase industry exposure, and evaluate impactful partnerships. Future years will include ongoing and new short-term objectives as we implement a variety of new strategies and evaluate performance.

Stay tuned in 2024 and beyond, as we continue to expand the foundation's work to address other critical industry needs. I am humbled by the outreach and support that I have received since taking on the president role. There are so many individuals dedicated to the corrugated packaging industry, and more specifically, dedicated to growing the industry's workforce. Together, we will make a difference.

Sincerely,

Caitlin Salaverria

President, The International Corrugated Packaging Foundation



# Strengthen Existing Programs



## UNIVERSITY AWARDS PROGRAM

In 2023, ICPF generated renewed interest and engagement from our partnering educational institutions through the University Awards Program. A total of 10 universities submitted requests for funding that included equipment for packaging design and graphic media printing, state of the art research materials, and resources to support packaging faculty and grow coursework. The ICPF Board approved five proposals that will receive funding in 2024.



# \$1,244,624

total funds requested in University Awards Program proposals

*This Fall, students in the Graphic Communications Management (GCM) Program at Appalachian State University received a new Kongsberg X Edge 24 prototyping table on behalf of ICPF to support packaging curricula at the school, replacing equipment previously provided by ICPF in 2009.*

## CAREER PORTAL

ICPF still offers a customized career portal on our website to allow employers to post industry openings for potential student interns, new graduates, and job seekers. Corporate Partners have free access to post jobs and perform resume searches, while University Partners are able to provide this resource to students interested in the packaging industry at no cost. ICPF has promoted the career portal on a variety of platforms in order to accurately track engagement from employers and applicants alike. ICPF will continue to monitor activity on the portal to determine its effectiveness in 2024. *Monthly averages are calculated with data from November '22 - November '23.*

### 37

jobs added in 2023



### 12.4

job seekers per month



### 0.83

job applications per month



### 5.2

active employers per month



## HOLIDAY WEEKEND IN NEW YORK FUNDRAISER

In 2023, ICPF revitalized the annual Holiday Weekend in New York fundraiser. Seventy-six guests attended this year's event, enjoying the holiday season while supporting ICPF. Attendees stayed at new host hotel, The Refinery, near Bryant Park with acclaimed Parker & Quinn restaurant and trendsetting Refinery rooftop bar with a view of the Empire State Building. Participants began with a Friday evening reception at The Glass Ceiling at Luminary on December 8. On Saturday, participants attended a matinee performance of the Broadway hit, *The Neil Diamond Musical: A Beautiful Noise*. The event closed out on Saturday night with a reception and dinner at the famed Keens Steak House.



# Initiate Outreach Efforts



In November, ICPF visited Indiana State University to tour the packaging lab and Engineering Technology building, collaborate on secondary and trade school education outreach, examine partnership opportunities to address workforce readiness needs, and connect with student ambassadors who are working to expose high school and middle school students to the school's packaging program and the corrugated packaging industry. In 2024, ICPF is eager to continue its partnership with ISU through the student ambassador program and other key sponsorships designed to help ICPF build relationships with high schools and trade/vocational schools in an effort to fill plant floor positions.



During AICC - The Independent Packaging Association's Fall Meeting in Louisville, Kentucky, ICPF served as unofficial ambassadors for the several students attending the event. AICC invited and sponsored students that were either on a winning team of one of AICC's Student Design Competitions or were a recipient of a Troll Scholarship. During their time in Louisville, the group toured Independent II, Premier Packaging & Greif CorrChoice, listened to the general sessions, spent time networking, and learned more about opportunities for employment and growth across the industry. In 2024, ICPF will be working to sponsor student trips to corrugated packaging industry events.



ICPF visited over 30 students at UW-Stout University's Packaging Association in late November. The group of undergraduate students meets weekly to learn about career opportunities, expand their network, and gain valuable industry knowledge. ICPF shared the values of the corrugated packaging industry, including sustainability, innovation, and job stability, while promoting resources like the foundation's career portal for students and job seekers.

ICPF launched **Phase 1** of the updated **Corrugated Industry Curricula** to our University Partners. The newly curated **Corrugated Curricula Master File** provides access to modernized **101 & 102 Corrugated Basics videos**, quizzes, answer keys, and additional resources including an industry fact sheet, worker testimonial videos, glossary of packaging terms, a machine primer resource showcasing equipment used in today's packaging industry, carton style resources, and more. **Phase 2** will be complete with the creation of brand new videos in Fall 2024.

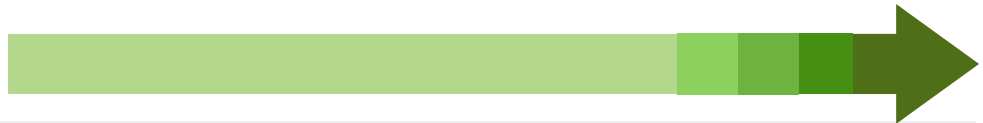
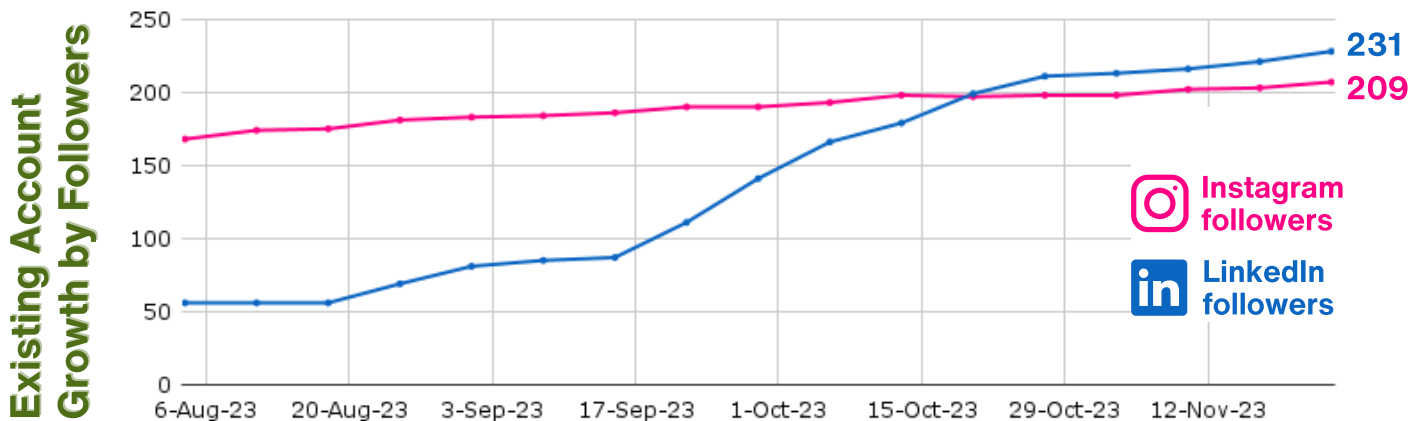


# Increase Industry Exposure



## SOCIAL MEDIA PRESENCE

In order to increase exposure of the corrugated packaging industry, and create more modern ways to engage with stakeholders, ICPF established a **social media presence** across multiple platforms: LinkedIn, Instagram, Facebook, Twitter, and YouTube. ICPF has maintained a daily calendar of content including promotion of ICPF programs, video features of the corrugated industry and its employees, two-way engagement opportunities with followers, and industry news. This content is specifically tailored to each platform and its growing audiences in order to reach a diverse range of stakeholders and supporters.



**449**

total followers across all channels as of November 2023

**732**

total engagements across all channels from August to November 2023

**2,423**

total accounts reached across all channels from August to November 2023

**87,063**

total impressions across all channels from August to November 2023

## NEW ICPF TAGLINE

ICPF worked in 2023 to update our marketing strategy and increase ICPF brand recognition. A branding survey was administered to Corporate and University Partners to identify key themes and areas for growth. Through survey feedback, focus groups and social media outreach, ICPF selected a new tagline which better represents ICPF's mission while also promoting corrugated packaging as a rewarding, stable career choice. Look for the new tagline in ICPF promotions moving forward.



Rewarding jobs. Lifelong careers.  
**Choose a future in corrugated.**

# Increase Industry Exposure



## WEBINAR OPPORTUNITY FOR STUDENTS: PRIORITIZING SUSTAINABILITY

In an effort to share the industry's progress towards a more sustainable future, ICPF held a virtual learning opportunity for our University Partners and their students. Attendees were joined by Fibre Box Association's Senior Vice President Rachel Kenyon as the group explored results from a newly released life cycle assessment (LCA) and discussed the benefits of working for an industry committed to making positive change for our world. In total, ICPF hosted 53 students, professors, and instructors from nine post-secondary institutions.

EXCLUSIVE WEBINAR OPPORTUNITY FROM ICPF:

Monday, December 4, 2023  
4:00 P.M. Central Time

PRIORITIZING  
SUSTAINABILITY:  
THE CORRUGATED  
PACKAGING INDUSTRY



**53**  
attendees



**9**  
institutions

## MONTHLY NEWSLETTER: STAY IN THE KNOW WITH ICPF

In 2023, one of ICPF's short-term objectives to improve connectivity and collect feedback from stakeholders was the creation of monthly newsletters designed for the foundation's Corporate and University Partners. On the third Monday of each month beginning August 2023, ICPF has delivered two digital newsletters customized for both audiences. This forum allows for clear and consistent communication from ICPF, enabling us to promote programs and initiatives, collect input, spread awareness, share industry news, and more. ICPF will continue this practice and work to grow its impact in 2024 and beyond.

**624 contacts**

Each month, ICPF's newsletters are sent to **335** Corporate Partners and **289** University Partners.



**average open rate**

percentage of delivered emails that were opened

**30.8%**

vs. 2023 email marketing average of **36.4%**

**average click rate**

percentage of delivered emails that registered a click

**6.8%**

vs. 2023 email marketing average of **1.4%**

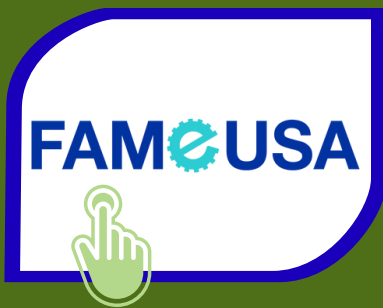
# Evaluate Partnership Opportunities



## FINDING WORKFORCE SOLUTIONS



In October, ICPF attended **the Manufacturing Institute's second annual Workforce Summit**. This national employer-led conference focused on elevating innovative solutions to address key workforce development challenges and opportunities facing modern manufacturing. In response to the industry trends discussed at the summit, ICPF promoted a variety of workforce solutions to our Corporate Partners. These resources can help counteract labor shortages, increase employee retention, and foster positive company culture in the corrugated packaging industry.



The Federation for Advanced Manufacturing Education (FAME) is an advanced manufacturing workforce education and development run by the Manufacturing Institute with locations in 12 states. FAME provides global-best workforce development through strong technical training, integration of manufacturing core competencies, intensive professional practices and intentional hands-on experience to build the future of the modern manufacturing industry. The FAME model facilitates employer-led partnerships between your company and local educational institutions and establishes a channel for recruiting diverse, high-achieving and career-oriented students.



In order to fill labor needs based on demand, ICPF worked to connect industry partners with Veryable, a workflow solution that leverages candidates with manufacturing experience who are ready to be trained. With Veryable, users can gain access to a company-specific labor pool based on your feedback and required skill set.



ICPF partnered with SkillsUSA Illinois to make their Registered Apprenticeship Program (RAP) available to interested partners. This program targets specific positions and allows motivated high school students to participate in work-based learning experiences while in school, allowing you to create your own unique talent pipeline.



ICPF also promoted the Heroes MAKE America program, which provides integrated certification and career-readiness training in partnership with local community colleges to prepare transitioning service members, veterans, and military spouses for rewarding careers in manufacturing and encourages outstanding companies to harness their skills.