



INTERNATIONAL
PACKAGING

CORRUGATED
FOUNDATION

YEAR IN REVIEW

ICPF's annual progress report

2024

A Message From the President

Dear ICPF partners & supporters,

As 2024 comes to a close, ICPF is proud of the momentum we've built to address the workforce needs of the corrugated packaging industry. By following our Strategic Road Map, we've developed and implemented ongoing strategies to strengthen existing programs, initiate outreach, increase industry awareness, and evaluate impactful partnerships. I'm happy to share that we've achieved and made progress toward many of the foundation's short-term objectives within each of the four road map pillars.



This year was all about bringing ICPF into the 21st century to ensure relevance for today's students and job seekers. We launched a brand new, user-friendly website at www.careersincorrugated.com to serve as a comprehensive resource hub tailored to the foundation's many stakeholders, while also providing a trusted landing site to educate younger generations on career opportunities in our industry.

We released a new edition of ICPF's Corrugated Industry Curricula for educational partners. The Curricula was completely updated and redesigned into five easy-to-digest video modules, each highlighting an important element of the corrugated packaging industry and the box-making process. Additional components included interactive worksheets, quizzes, testimonial videos from current industry employees, and other industry resources. This was a vast contrast to the black and white pdf files which had been given to educational partners in the past.

We premiered a new corrugated packaging industry career highlight and recruitment video, *Consider a Future in Corrugated Packaging*, which ICPF used in organic and paid advertising efforts across ICPF's social media channels this year. The video was one of many recruitment and retention resources developed by ICPF in 2024 to aid corporate partners with their industry outreach efforts. You can see many of those resources and toolkits highlighted in the pages of this report.

ICPF also spent time exploring industry-specific certificates and tracks at trade schools and community colleges to build the industry's talent pipeline. From these efforts, **we've pledged to provide a grant to Ivy Tech Community College awarding up to \$50,000 in student scholarships for (2) newly created corrugated industry Interdisciplinary Workforce Degrees – Machine Operators and Maintenance Technicians.** Look for more information to be shared as this program ramps up next year, and as we find additional educational institutions to partner with.

Part of ICPF's approach to increase awareness of the corrugated packaging industry is working to change the narrative so younger students learn and know about the many amazing careers that exist. We are looking to get more students interested in industry positions and choosing educational paths that will lead to industry jobs. This is why ICPF is currently working to expand our outreach beyond colleges and universities to community colleges, trade & vocational schools and middle and high school students.

This year, ICPF signed a multi-year partnership with Project Learning Tree, an SFI initiative to increase youth awareness of corrugated industry careers. This approach aims to elevate the profile of the corrugated packaging industry earlier, as students participate in career exploration, planning and development. We're excited to see that partnership come together over the next year and will be sure to keep you apprised every step of the way.

ICPF also implemented our first round of annual surveys for the foundation's partners in an effort to benchmark our progress towards short-term objectives and long-term goals. Hiring representatives from corrugated packaging companies and instructors from educational institutions completed survey questions that focused on current industry challenges, the most pressing needs for hiring manager and educators alike, as well as the ways in which ICPF can continue to add value for our Corporate and University Partners. We've used and will continue to use feedback from the surveys to inform future strategies and offerings. Great news is 90.5% of respondents were satisfied or very satisfied with the direction of ICPF in the past year.

Momentum is not a single event; it's built over time. It's the result of several things coming together to create a movement that is powerful and, in some contexts, difficult to stop. Our combined industry efforts are gaining speed, and now is the time we push the pedal to the floor. Together, we will make a difference.

Sincerely,

Caitlin Salaverria

Caitlin Salaverria

President, The International Corrugated Packaging Foundation

SHORT-TERM OBJECTIVES 2023-2024

ICPF used these objectives to monitor progress as the foundation **developed new strategies** to grow the workforce of the corrugated packaging industry now and into the future.

STRENGTHEN EXISTING PROGRAMS



- Continue to develop relationships with schools through communications, outreach and ICPF's **University Awards Program/Sponsorship opportunities**.
- Manage and evolve programs that support the **operating expenses of ICPF**.
- Fund programs for packaging/graphic majors and expand **outreach to non-packaging majors** (i.e. supply chain, business, marketing, etc.)

INITIATE OUTREACH EFFORTS



- Build relationships with **trade/vocational schools and high schools** to fill plant floor positions.
- Establish a committee to update the **Corrugated Industry Curricula** for use at colleges, universities, and trade schools.
- Explore **industry-specific certificates and tracks** at trade schools.
- Increase **student exposure** at industry-related events.

INCREASE INDUSTRY AWARENESS



- Establish a **social media presence** for ICPF across appropriate platforms, create daily content and a promotion program to expand reach.
- Rebrand ICPF with a **new tagline** that clearly conveys the purpose of the foundation.
- **Redesign the ICPF website** to provide a more modern, responsive and informative resource for stakeholders.
- Improve connectivity and collect input from stakeholders through **monthly newsletters**, communications and outreach.
- Build **resources and tool kits** for ICPF partners to aid in recruitment efforts and promote industry awareness.

EVALUATE PARTNERSHIP OPPORTUNITIES



- Examine opportunities to leverage existing workforce **recruitment programs like SkillsUSA, FAME, etc.**
- Develop a **Talent Acquisition Committee** made up of Corporate Partner HR employees to leverage ICPF resources in order to support recruitment and retention efforts in the industry.

Strengthen Existing Programs

University Awards Program & Sponsorships



Caitlin Salaverria and Alex LeMoine attend a ribbon cutting event at Clemson University alongside packaging faculty and students to unveil the program's Zünd digital cutter funded by ICPF.

In 2024, ICPF continued to strengthen relationships with our educational partners through the foundation's University Awards Program and with the placement of equipment and software awarded in 2023 at packaging programs across the country. This Fall, a total of seven universities submitted requests for funding to support and expand hands-on learning opportunities for packaging students. The ICPF Board approved three proposals that will receive funding in 2025. In addition to equipment placement, ICPF sponsored the donation of software to Pittsburg State University and the University of Northern Iowa.

Over the course of the year, ICPF visited Cal Poly to attend and present at the packaging program's annual Poly Pack Symposium and participated in AICC's regional meeting held at the University of Texas-Arlington. ICPF also visited Clemson University and Rutgers University as honorary guests at two ribbon cutting ceremonies to celebrate the placement of new digital cutting tables awarded by ICPF.

In 2024, equipment and software funded by ICPF was installed at **Bowling Green State University, Cal Poly, Clemson University, the University of Northern Iowa, Pittsburg State University, Rutgers University** and the **University of Wisconsin-Stout**. Funding was also provided to **Michigan State University** to further its sustainability research efforts.



\$897,639

total funds requested in University Awards Program proposals received in 2024 from seven universities across the U.S.



Strengthen Existing Programs

ICPF Celebrates Circle of Distinguished Leaders Inductees

ICPF's Circle of Distinguished Leaders (CDL) program honors outstanding individuals in the corrugated packaging industry—leaders whose vision, creativity, and energy have moved the industry forward. In 2024, Dennis Colley and Pete Watson were formally inducted as the 27th and 28th members of the Circle of Distinguished Leaders on Tuesday, May 7 during Fibre Box Association's (FBA) Annual Meeting in Key Largo, Florida. In celebration of the inductees, ICPF interviewed colleagues, friends, and family of both Colley and Watson to compile video tributes that highlighted their impact on the industry and their exceptional style of leadership. To learn more about the CDL program and view ICPF's tribute videos, visit our website.





JOIN US IN CELEBRATING

JEFFREY SCHWARZ

2024 NOMINEE

Jeffrey Schwarz has been nominated as ICPF's 2024 nominee to this group of exceptional industry leaders. Following a yearlong battle with Glioblastoma, an aggressive brain cancer, Jeff passed away on November 26, 2023. His nomination has already garnered over \$300,000 in donations from the Corrugated Partners Group and other corrugated packaging manufacturers in honor of his legacy. Industry contributions on behalf of Schwarz have led to the most successful CDL nomination to date.

Corporate Partners Re-Pledge Support

Several current ICPF Corporate Partners re-pledged their support to the foundation in 2024. Contributions from corrugated packaging manufacturers and current ICPF partners has allowed the foundation to expand its short-term objectives, pursue meaningful partnership opportunities, and create turn-key resources for hiring teams throughout the industry. Thank you for your ongoing support!

PLEDGE YOUR SUPPORT



Buckeye Corrugated



Great Northern Corporation



GREEN BAY PACKAGING



PRATT INDUSTRIES

ICPF's Annual Holiday Weekend Fundraiser Will Move to Washington D.C. in 2025

Save the Date & Join Us!
December 12 - 14, 2025

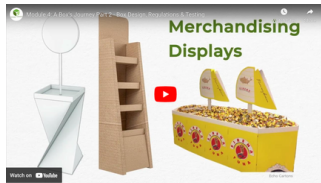
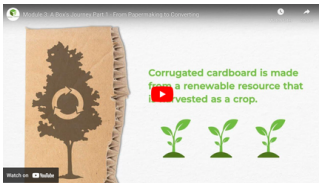
In 2024, ICPF continued to garner support for initiatives and programs by holding our major annual fundraiser in New York. Based on past attendee feedback, ICPF will hold the 2025 event in D.C.! Look for event details and registration information to be released in Spring 2025.



Initiate Outreach Efforts

New Corrugated Curricula Released to Educational Partners

ICPF was proud to announce the release of a new edition of our Corrugated Industry Curricula! The Curricula has been completely updated and redesigned into five easy-to-digest video modules, each highlighting an important element of the corrugated packaging industry and the box-making process. Modules are also accompanied by new interactive activities, quizzes, and industry-related resources. The course material provides a comprehensive overview of the corrugated packaging industry with details on the industry's dedication to sustainability, innovative production, and corrugated's role as a high tech, high performance, renewable, recyclable and sustainable packaging choice.



ICPF partnered with The Packaging School to develop resources that make up the Corrugated Curricula - 2024 Edition.



ICPF Sponsors Student Attendance at SuperCorrExpo in Orlando, FL

This year, ICPF sponsored student attendance and participation at TAPPI/AICC's 2024 SuperCorrExpo (SCE) in Orlando, Florida. Through travel grants, ICPF's 'Why Boxes' contest, and by partnering with AICC and their student design competition to sponsor travel for additional winners, ICPF increased student exposure to North America's largest corrugated industry event. While at the event, students had the opportunity to attend networking events alongside young professionals, connect with industry experts, and tour the exhibit floor to learn more about recent advancements across the industry. In addition to ICPF's

contest winners, Jonathan Gallegos (a graduate of Richard J. Daley College and current employee at Hood Container and Kathleen Kennerly (an upperclassman in Appalachian State University's graphic communications program, students from Cal Poly and Clemson University's packaging science program were also able to attend a private networking lunch co-hosted by ICPF and AICC.



SUPER CORR EXPO

Initiate Outreach Efforts

ICPF Develops Workforce Degree Pathways with Ivy Tech Community College

ICPF has developed a partnership with Ivy Tech Community College (75 locations across Indiana) as part of our strategic initiative to initiate trade school and community college outreach to fill plant floor positions in the corrugated packaging industry. In 2025, ICPF will provide a grant to Ivy Tech awarding up to \$50,000 in student scholarships for two newly created Interdisciplinary Workforce Degrees—one for machine operators and the other for maintenance technicians. To complete either workforce degree pathway, students will complete 19 credit hours of selected coursework, in addition to a three credit hour internship/co-op experience at a box plant near them. Students will begin enrolling for courses in Spring 2025 with ICPF's first cohort set to begin classes in Fall 2025.



Student Outreach at High Schools & Universities



Ceres High School Students Visit Box Plant in CA

On October 4, 2024, ICPF celebrated MFG Day in Modesto, CA alongside **36 students in the Manufacturing, Production, and Green Technology (MPGT) Academy** at Ceres High School. Students in grades 9-12 visited Pacific Southwest Container to tour the plant floor, hear from current corrugated packaging employees, and engage in a competition using corrugated point-of-purchase displays.



ICPF Sponsors Boat Race at Morton West High School

ICPF teamed up with The Royal Group in Cicero, IL to co-sponsor a corrugated boat race for high school students at Morton West High School. ICPF contributed cash prizes for the winning students, documented the project and event, and created a **Corrugated Boat Race Employer Toolkit** designed for corrugated packaging companies to use during student outreach in their local communities.

The International Corrugated Packaging Foundation...



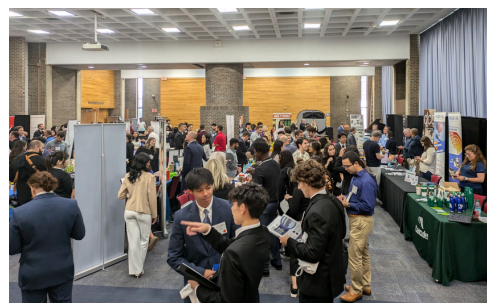
Attended Pack Expo & The PolyPack Symposium

ICPF President Caitlin Salaverria shared the industry's sustainability story and the value of women in packaging at Cal Poly's PolyPack Symposium in February 2024. ICPF also attended Pack Expo in Chicago, IL and connected with many students and faculty on the exhibit floor.



Served as 'Pack Jam' Sponsor at the University of Wisconsin-Stout

As an official sponsor of Pack Jam 2024, held at the University of Wisconsin-Stout, ICPF connected with packaging students from eight universities in the U.S. and Canada. ICPF shared the value of careers in corrugated packaging at the event's networking fair.



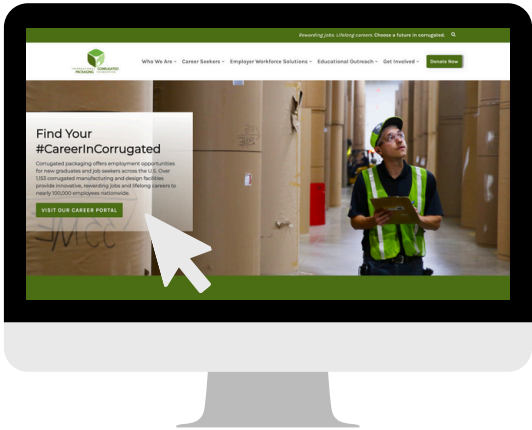
Connected with Undergraduate Students at Rutgers' Career Fair

ICPF attended the 11th Annual Rutgers Packaging Engineering Career Fair and Banquet for undergraduate students on November 4, 2024. ICPF joined 23 companies to share career opportunities with packaging engineering majors preparing to join the industry.

Increase Industry Awareness

Modernized Website Goes Live at www.careersincorrugated.com

In March 2024, ICPF announced the launch of a brand new, user-friendly website at www.careersincorrugated.com. The website has been redesigned to better highlight ICPF's mission, impact and programs while offering easy access to key employer workforce solutions, current job openings in the industry, and resources that connect educators and hiring managers with talented, qualified job seekers. The new website serves as a comprehensive resource hub tailored to the foundation's many stakeholders. Since its launch, the website has drawn over 4,500 users and continues to house ICPF's growing digital resource library.



4,520

site visitors in 2024

32.0%

month-over-month growth of users

Social Media Presence Grows Through Paid Advertising and Organic Content

In the past year, ICPF's social media presence has seen significant growth, underscoring the increasing importance of digital communication in connecting with 21st century job seekers. Through strategic content creation, video campaigns, and consistent engagement with our audiences, ICPF has expanded its following by 372% on platforms like LinkedIn, Instagram, YouTube, and Twitter. In August 2024, ICPF also provided our partnering companies with a month-long schedule of curated graphic and video content that highlighted the many benefits of **#CareersInCorrugated**.

2,119

total followers across all channels as of November 2024

258,927

total users reached across all channels from January to November 2024

354,558

total page impressions across all channels from January to November 2024

262,800

total impressions as a result of paid advertising in 2024



ICPF Announces Partnership with Project Learning Tree

ICPF announced a two-year partnership with Project Learning Tree (PLT), an initiative of the Sustainable Forestry Initiative Inc. (SFI) to increase youth awareness of corrugated packaging industry careers. The partnership will increase awareness, access, and education about the rewarding green careers in the corrugated packaging industry through the development of educational resources for middle school and high school youth. PLT and ICPF are also partnering to curate professional development experiences for educators and career counselors who work directly with students in all stages of the career development and planning process in an effort to elevate the profile of the corrugated packaging industry.



SUSTAINABLE
FORESTRY
INITIATIVE
SFI-00001



Increase Industry Awareness

New Industry Highlight Video Premieres in Spring 2024



ICPF premiered a new corrugated packaging industry career highlight and recruitment video, “Consider a Future in Corrugated Packaging”, in early 2024. The video, which aims to attract young job seekers to the industry, has garnered nearly 68,000 views through paid advertising and organic promotion on social media. ICPF also offered Corporate Partners the opportunity to receive a customized, branded version of ICPF’s industry highlight video to use in their recruitment efforts.

67,938
unique video views

1.7K
hours of watch time

ICPF Expands ‘Voices in Corrugated’ Video Series with Industry Employees

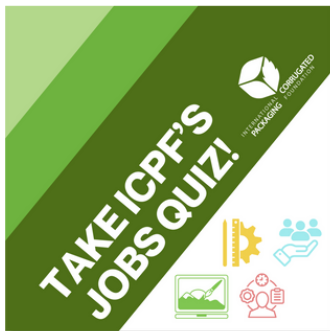


Connor, Tyler, Eric & more *Voices in Corrugated* can be found on ICPF’s website.

ICPF continuously works to feature the voices of industry employees through the *Voices In Corrugated* video series. In 2024, ICPF created 8 new videos that are housed on ICPF’s YouTube channel and website where students and job seekers can use them as a tool to learn more about the culture of the industry and breadth of jobs available. Each testimonial highlights individual pathways to the industry, the benefits of job stability, and the rewarding nature of various positions in the corrugated packaging industry.

ICPF Toolkits and Resources

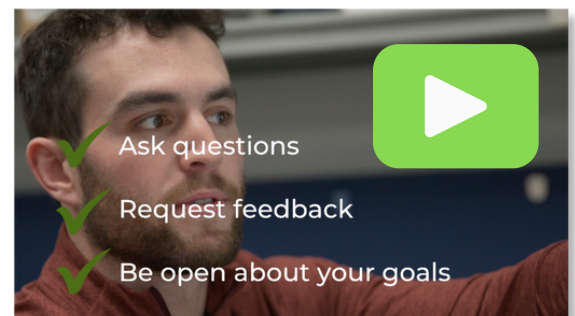
ICPF’s Online Jobs Quiz



Corrugated Boat Race Employer Toolkit



“How to Get Promoted” in the Corrugated Packaging Industry



Based on feedback from industry representatives and our partners in education, ICPF has built strategic resources and toolkits that can be leveraged by individual corrugated packaging companies to bolster their recruitment efforts, retention practices, and outreach initiatives to engage students and job seekers in their area. This growing library of employer toolkits and recruitment resources are housed at www.careersincorrugated.com.

Evaluate Partnership Opportunities

ICPF Partners with Industry Companies

Box Plant Feature Video



In 2024, ICPF grew its library box plant feature videos to include **Akers Packaging Service Group**, **International Paper** and **Pacific Southwest Container**. Each video offers a look inside box plants across the U.S., shares important aspects of company culture, and showcases current employees. If your company is interested in working with ICPF to create a feature video to expand your recruitment toolbox, get in touch with ICPF's Outreach and Marketing Manager Alex LeMoine at alemoine@icpfbox.org.

ICPF Webinar Opportunities



46
attendees

In order to improve engagement with local industry plant level managers and recruiters to grow awareness of ICPF's recruitment and retention resources, the foundation offered a free webinar opportunity open to all industry representatives. The webinar provided information about the foundation's mission, the work being done to increase student and youth awareness of careers in the corrugated packaging industry, and how companies can leverage the arsenal of ICPF resources to fill open positions at their plant. On July 31, ICPF was joined by 46 HR employees, plant managers and general managers from 30 companies and box plants who took part in the webinar to learn more about new ways to grow the labor force of the industry.

ICPF's Talent Acquisition Committee Strengthens Resources

In 2023, ICPF assembled a Talent Acquisition Committee made up of high level hiring and talent acquisition representatives from across the corrugated packaging industry to discuss current workforce challenges and develop key solutions. In 2024, the committee has grown to represent 12 corrugated packaging companies in all U.S. regions and has aided in ICPF's development of several recruitment resources and materials intended to streamline the onboarding process, including an **Industry Culture Document** and **Box Plant New Hire Checklist**.



**Industry
Culture
Document**



**Box Plant
New Hire
Checklist**

12 

**hiring executives across
the corrugated packaging
industry**



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 Packaging Manufacturers Institute (PMMI), Phoenix Challenge Foundation, and the Canadian Corrugated Case Association (CCCA).

Evaluate Partnership Opportunities

ICPF Partners with the Manufacturing Institute

ICPF Sponsors MFG Day & Co-Hosts Event with Pacific Southwest Container

Held the first Friday in October each year, MFG Day, developed in partnership with the National Association of Manufacturers (NAM) and the Manufacturing Institute (MI), encourages thousands of companies and educational institutions nationwide to open their doors to students, parents, educators and community leaders, fostering an in-depth understanding of the rewarding and high-paying careers available in modern manufacturing. This year, ICPF served as an official sponsor of MFG Day and teamed up with Pacific Southwest Container to co-host an event for 36 career and technical education high school students in Modesto, CA. Students connected their coursework with examples of real-world production and innovation on the plant floor while learning about the rewarding nature of working for an industry that prioritizes the planet, its employees, and its customers.



#CAREERSINCORRUGATED

ICPF Webinar with the MI: Solve Your Talent Equation



In order to share the many partnership opportunities offered by the Manufacturing Institute, ICPF hosted a free webinar with guest speaker Rachael Scheffler, AVP and Head of Partnerships and Philanthropy for the MI. This virtual education opportunity brought together over 15 corrugated packaging companies who were able to learn more about how to connect with the MI and take advantage of their local and national program opportunities to solve the talent equation. ICPF also make a recording of Rachael's presentation available on our website for any industry partners interested in learning more.

ICPF Attends the MI's Workforce Summit in Minneapolis



For the second year in a row, ICPF attended the MI's annual Workforce Summit in Minneapolis, MN and shared key takeaways with its Corporate Partners. The focus of this year's summit centered around finding local solutions and leveraging programs in your community to build a usable and long-lasting pipeline of talent. Standout solutions included the MI's FAME apprenticeship program, finding flexible scheduling options, empowering female employees through Women MAKE America, and connecting with veterans, service members, and current students in your area to strengthen your candidate pools.