

## VISIT A LOCAL MIDDLE/HIGH SCHOOL Employer Toolkit

*Outreach to local students is one of the best ways to increase community awareness of your plant and secure a new talent pipeline.*



## LET'S STRENGTHEN YOUR STUDENT OUTREACH EFFORTS

This toolkit is designed to help you connect with schools in your community and make the most of your time in front of students with customized activities, presentation templates, and more resources.

### MAKE THE FIRST MOVE - REACH OUT TO SCHOOLS

Oftentimes, the best way to establish face time with current students is to simply ask. Middle and high school programs are continuously developing new ways to expose students to attainable employment, internship, and apprenticeship opportunities, and engagement from local employers is invaluable. Use ICPF's [Sample Message to Educators](#) to introduce your organization and inquire about a time to meet with students, present at the school, or pass along information about your plant's application and hiring process. Customize the letter to your needs and send! Remember that this interaction is just the beginning. Post-visit, maintain engagement with educators by inviting relevant students to come tour your plant. This will help continue to build awareness and interest in your company into the future.



### SELECT AN ACTIVITY FOR STUDENTS

Once you've settled on a time to visit, it's important to come equipped with engaging materials for students. Aim for a maximum of 10-15 minutes of presentation time to give your audience an overview of the corrugated packaging industry and what your organization is all about. Then, choose from one of the activities below to incorporate a hands-on learning opportunity that encourages students to build, design, and assemble corrugated materials. Offering small prizes for most creative or most protective phone case, or fastest assembly of the PoP displays goes a long way to get students excited to participate.

- **Build a Corrugated Phone Case:** Use ICPF's customized outreach activity and presentation slides to allow students to explore the creative and practical applications of the corrugated packaging industry. ICPF's phone case activity comes with:
  - Activity instructions
  - ICPF's industry highlight video
  - Industry & career-related information
  - A QR code to help students stay connected!

#### CLICK HERE TO GET STARTED! YOU'LL NEED:



Corrugated sheets (9x12")



Strong tape



Tools to safely cut



Supplies to add colors/design

- **Host a PoP Display Assembly Challenge:** Want to show students corrugated products in action? Add designs to our corrugated display templates or use your own and bring displays for students to assemble in teams of four. Emphasize teamwork by having them come up with a team name and then judge based on time to assemble and overall quality.

[CLICK HERE FOR THE DISPLAYS!](#)