

SHORT-TERM OBJECTIVES 2024-2025

ICPF will use these objectives to monitor progress as the foundation **develops and implements ongoing 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.)
- **Facilitate and inform ICPF partners** on relevant and timely recruitment and retention news and resources through developed reports and other communication channels.

INITIATE OUTREACH EFFORTS



- Continue to build relationships with **trade/vocational schools and high schools** to fill plant floor positions.
- Release Phase 2 **Corrugated Industry Curricula** for use at colleges, universities, and trade schools.
- Develop and establish **industry-specific Workforce Degree(s)** at Ivy Tech Community College designed to prepare students for plant floor positions.
- Increase **student exposure** at industry-related events.
- **Build and develop ICPF contact database and CRM** for educational partner outreach in identified communities near ICPF industry partners.

INCREASE INDUSTRY AWARENESS



- Continue to build ICPF's **social media presence** through organic and paid promotion programs across appropriate platforms.
- Continue to **improve connectivity, increase ICPF activity awareness, and collect input from stakeholders** through monthly newsletters, communications, surveys, and outreach.
- Continue to build **resources and toolkits** for ICPF partners to aid in recruitment efforts and to promote industry awareness.
- Successfully complete Year 1 of ICPF's **SFI/Project Learning Tree Partnership** to increase youth awareness of corrugated industry careers.

EVALUATE PARTNERSHIP OPPORTUNITIES



- Continue to build upon and examine opportunities to leverage existing **workforce recruitment programs** like MFG Day, FAME, MEP, SkillsUSA, etc.
- Participate in relevant **workforce organization conferences, trade shows, state and national meetings**.
- Continue the work of the **Talent Acquisition Committee**, made up of Corporate Partner HR executives, to leverage ICPF resources in order to support industry recruitment and retention efforts.