

SHORT-TERM OBJECTIVES 2023-2024

ICPF will use these objectives to monitor progress as the foundation **develops 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 EXPOSURE



- 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.