



INTERNATIONAL CORRUGATED  
PACKAGING FOUNDATION

## ICPF CORRUGATED PACKAGING AWARDS REQUEST FOR PROPOSAL 2017

SUMMARY PROPOSAL DEADLINE: November 17, 2017

### INTRODUCTION

The International Corrugated Packaging Foundation (ICPF) seeks to enhance student understanding of the corrugated packaging industry, its products, and career opportunities with the bottom line goal of developing and attracting well qualified graduates into corrugated packaging and displays careers.

In this effort, ICPF invites faculty of packaging, business, engineering, graphic design, structural design, industrial engineering, and other related college and university programs to participate in ICPF's first **ICPF Corugated Packaging Awards - Request For Proposal**. Selected proposals will receive an endowment with an anticipated value of up to \$150,000 paid over three years.

Led and supported by the corrugated packaging and displays industry, the International Corrugated Packaging Foundation (ICPF) has pioneered the placement of corrugated curricula, equipment and software in colleges and universities to prepare students for corrugated industry careers. These placements, along with ICPF's annual interactive teleconference briefings for colleges and universities throughout North America, its national design competitions, student internship programs, student dialogue dinners, and placement of classroom speakers and student mentors are some of the elements of ICPF's broader efforts to expand awareness of the opportunities of corrugated packaging and displays careers among students and faculty across the country.

ICPF's agenda articulated in its Long-Range Plan (see pertinent elements below in *ICPF Corrugated Packaging Award Goals*) has been developed by the Foundation's Board of Directors, in concert with its Corporate Partners and sponsoring industry associations, AICC - The Independent Packaging Association and the Fibre Box Association (FBA). **The ICPF agenda focuses on key workforce issues fundamental to the corrugated industry's vitality and future competitive strength.**

ICPF's Corporate Partners include senior executives from among the integrated forest and paper corporations, the independent corrugated packaging and displays

manufacturers and major suppliers to the corrugated industry. In their shared commitment to ICPF, they demonstrate their belief that all sectors of the corrugated packaging industry benefit from a well-educated workforce to ensure optimum productivity and profitability for the industry as a whole.

The Long Range Plan serves as ICPF's roadmap for sponsoring projects at targeted educational institutions – from high schools, to packaging and graphic design schools, to business and engineering programs, to technical colleges and universities.

## **ICPF CORRUGATED PACKAGING AWARD GOALS**

To meet present and future demands of the corrugated packaging industry and to enhance professionalism within the industry, ICPF's Long Range Plan identifies several main objectives in its work with colleges and universities:

**#1. Ensure quality structural design, graphic design and technical education opportunities for students and industry through oversight of the use of ICPF's educational assets earlier placed in diverse geographic areas, and by annually augmenting the corrugated education being provided among ICPF's many educational partners.**

Much of the corrugated packaging and display industry's success depends on the business and technical skills of its workforce. To date, hundreds if not thousands of students and industry employees have developed and sharpened skills through educational opportunities provided by ICPF's corrugated curricula support and regional equipment placements at schools throughout the U.S. In order to benefit more students and industry employees, ICPF seeks to ensure the most extensive use of its corrugated curricula and current asset placements at educational institutions that serve as ICPF's educational partners.

**#2. Maintain and expand programs that facilitate recruitment of bright, capable men and women into the corrugated packaging industry.**

With consideration for the wide variety of careers available in the corrugated packaging industry, the industry must firmly establish its presence in recruiting at those schools that are graduating students with skills the industry needs. In turn, ICPF will work with these institutions to advance their programs and ensure their value to industry stakeholders. ICPF additionally will continue conducting multiple programs to regularly expose students to the corrugated packaging industry, its product innovations and the many career opportunities available.

**#3. Expand outreach and provide information on corrugated packaging careers to students and faculty at packaging, business, engineering, packaging design, marketing and other higher education programs that incorporate sales curricula.**

Surveys of ICPF Corporate Partners continue to indicate that the largest growth in employment opportunities will be available to those students graduating in majors that incorporate sales curricula into their programs. To take advantage of these highly compensated entry level openings that often lead to upper management, educational

programs need to broaden the focus of corrugated packaging education beyond packaging and graphic design to include education on the business and sale of corrugated packaging and displays.

## **PROPOSALS**

### **General**

ICPF seeks proposals on the use of an ICPF Corrugated Packaging Award in addressing the objectives outlined above. Additionally, ICPF welcomes creative concepts to meet these objectives and others pertinent to corrugated packaging, utilizing the ICPF Corrugated Packaging Award. ICPF values your ideas.

### **Priority Given to Proposals**

Priority will be given to proposals that best meet the following:

- 1. Demonstrate the further advancement of corrugated packaging curricula at the university,**
- 2. Demonstrate the further expansion of the university's partnership with ICPF in developing students who, directly upon their graduation, will pursue careers in the corrugated packaging and displays industry, and**
- 3. A commitment to annually track, for ICPF internal purposes, the initial employment of new graduates with packaging and related majors and minors, and the specific names of firms where they are hired.**

Additional consideration will be given to those proposals that demonstrate they meet a combination of any of the following objectives below:

- The expansion of corrugated packaging and corrugated packaging design curricula;
- The early introduction of corrugated packaging and corrugated packaging design, prior to the end of the sophomore year, and prior to deadlines for student commitments to co-ops or student internships;
- The dedication of an additional faculty member or additional dedicated time to oversee and/or conduct corrugated packaging classes;
- The introduction of new corrugated packaging curriculum or corrugated packaging design program into packaging, graphic design, engineering or a business department or ongoing courses;
- The ICPF Corrugated Packaging Award would be further leveraged or matched by new funding or new resources provided to the corrugated packaging program by the Institution or another identified entity;
- That the proposed project creates, or is part of the creation of a new corrugated packaging program;
- The introduction of corrugated marketing and sales to the related packaging curricula;
- The ICPF Corrugated Packaging Award will be applied to only direct and hard specified costs for the related corrugated packaging program;

***The above priorities are not necessarily listed in order of their importance.***

***A proposal will not be considered that:***

- Is a proposal to support research; or

- Is an asset or a new program that **already** has been placed in the budget or underwritten by the applying Institution or other resources. If it is discovered that a college or university has applied for funds for a program or asset that already has funding or authorization for funding, the ICPF award will become null and void. The university or college additionally may not be eligible to participate in an ICPF award program for a five year period.

## REQUEST FOR PROPOSALS (RFP)

A two-page preliminary, summary proposal should be submitted first, by November 17, 2017. Please see the outline of required information on the following pages.

**N.B.** - Those institutions that have an asset/partnership agreement to submit an annual report to ICPF, must have submitted the 2016 report (and any earlier outstanding annual reports) prior to submission of their summary proposal. ICPF will provide feedback on each summary proposal upon request and will notify all finalists on February 22, 2018 that a full proposal is requested.

## IMPORTANT GENERAL INFORMATION

**Deadline for Submission:** The two page preliminary, summary proposals should be received electronically by close of business (6:30 PM EST), **Friday, November 17, 2017**. ICPF will request submittal of full proposals based on a review to be conducted by ICPF's Corporate Partners and the ICPF Board of Directors.

**Number of Submissions:** ICPF will accept a maximum of **two** proposal summaries from each institution.

**Full Proposals:** Institutions invited to submit full proposals will be notified during ICPF's annual Teleconference on the Business of Corrugated Packaging & Displays that is scheduled for Thursday, February 22, 2018. Full proposals must then be submitted electronically to ICPF by close of business (6:30 PM EST), **Friday, April 13, 2018**.

**Announcement to Selected Finalist(s):** May 15, 2018  
Final receipt of the ICPF Corrugated Packaging Award follows the signing of a partnership agreement between the institution and ICPF.

## PRELIMINARY SUMMARY PROPOSAL FORMAT

The summary proposal's two page format (cover page and proposal summary page) is not to be exceeded since it allows the ICPF's executive committee to review the information most efficiently. The preliminary summary of the proposal **must not exceed two pages** or it will not be accepted.

Please submit a **cover page** with title and author information. The cover page should include:

1. Proposal title as well as the name, title, mailing address, e-mail address, and phone number of the proposal's administrator;

2. Provide a brief description of institution and administrator's qualifications to implement the proposal successfully. Identify current number of students in the corrugated packaging program, annual number of graduates, and measurable results (placement of graduates in the corrugated packaging industry). Also, indicate if the proposal will involve a new administrator or faculty member and graduate students for implementation.

The **summary proposal page** should include brief descriptions of the following:

- Proposal Title
- Brief Description of Work Plan Also, include whether the ICPF Corrugated Packaging Award will result in the dedication of an additional faculty member or additional dedicated time to oversee and/or conduct corrugated packaging classes;
- Category Please identify one or more of the three ICPF priority areas on page 2 that your proposal addresses.
- Purpose and Justification State the relevance and usefulness of the proposal in promoting corrugated packaging career opportunities to students, and in preparing students for these careers. How would the ICPF Award expand your corrugated packaging and packaging design curricula? What matching funds, equipment or support will be provided by your institution or others?
- Brief Breakdown of Estimated Annual Budget
- Outcome In what ways will the proposal additionally better prepare students for corrugated careers? Outline the steps the institution plans to take to closely monitor the placement of new graduates into the corrugated packaging & displays industry.
- Duration Clearly state the anticipated duration of the proposal's initiatives.
- Financial Impact Specify the amount or percentage of the ICPF Corrugated Packaging Award that will go directly into the expansion of the corrugated packaging or related curricula, as opposed to going to general or overall university administration costs outside the program.

**Summary proposals will only be accepted if submitted electronically by close of business (6:30 PM EST), Friday, November 17, 2017 to:**

Richard Flaherty, President  
International Corrugated Packaging Foundation  
E-mail: [rflaherty@icpfb.org](mailto:rflaherty@icpfb.org)  
For additional information, contact ICPF at [rflaherty@icpfb.org](mailto:rflaherty@icpfb.org).

Please send your e-mail document as a Word attachment. ICPF will e-mail a receipt confirmation.

## GUIDELINES FOR THE FINAL PROPOSAL

**ICPF Corrugated Packaging Award finalists will be announced during ICPF's annual *Teleconference on the Business of Corrugated Packaging & Displays* on February 22, 2018. The identified finalists will need to submit Final Proposals electronically by close of business (6:30 PM EST), Friday, April 13, 2018.**

In preparing the final proposal, please follow the outline below. ICPF's objective is to receive proposals that clearly and succinctly outline your initiative.

1. Cover Page (1 page maximum)
  - a. Title of Proposal
  - b. Applicant(s) Include name, mailing address, e-mail address, and phone number of primary applicant(s) and any partners.
  - c. Proposal Summary Summarize the new initiative and its goals, including its intended impact on meeting the objectives of the corrugated packaging industry from the Goals and bulleted points outlined on pages 2 and 3.
  
2. The Proposal (five-page maximum)
  - a. Introduction Outline the specifics of your current corrugated packaging or related program, the number of students who are currently in the program, annual number of graduates, and the current measurable results (placement of graduates in the corrugated packaging industry). Describe how the ICPF Corrugated Packaging Award would be used to expand the university's corrugated packaging program, and identify the number and breakdown of students by class year that will benefit.
  - b. Goals and Objectives Describe the proposal's short and long term goals and objectives in meeting the educational and hiring needs of the corrugated packaging and displays industry.
  - c. Work Plan Provide a detailed description of the proposal and its deliverables. Identify the resulting expansion of faculty or faculty hours dedicated to corrugated packaging, corrugated packaging design, sales or related curricula on the business of corrugated packaging. Clearly state the anticipated duration of the proposal's initiatives.
  - d. Proposal Implementation Provide the planned schedule and process to enact the proposal.
  - e. Outcome In what ways will the proposal additionally better prepare students for corrugated careers? Outline the steps the institution

plans to take to closely monitor the placement of new graduates into the corrugated packaging & displays industry.

3. Personnel

Provide a short biography for each project team member. Identify relevant qualifications, and previous and current work in the corrugated packaging arena.

4. Financial Impact and Budget

- a. Use of Funding Specify the amount or percentage of the ICPF Award that will go directly into the expansion of the corrugated packaging or related curricula, as opposed to going to general or overall university administration outside the program.
- b. Additional Leverage Indicate if the ICPF Corrugated Packaging Award would be further leveraged or matched by new funding or new resources provided to the corrugated packaging program by the university or another identified entity;
- c. Budget Provide a half-page to one-page break down of the planned budget.

## FINAL PROPOSAL ELEMENTS, REVIEW, AND PROJECT MONITORING

1. **Electronic submittals of the final proposal are required.** ICPF will return a receipt confirmation by e-mail. Please send your e-mail document as a Word attachment to Richard Flaherty, ICPF President, at [rflaherty@icpfbox.org](mailto:rflaherty@icpfbox.org).
2. Total proposal including cover and budget pages should not exceed eight (8) pages.
3. The proposal must indicate how the ICPF Corrugated Packaging Award recipient intends to monitor the long-term effectiveness of the award and report such results to ICPF.
4. The final proposal must be received by ICPF by close of business (6:30 PM EST) April 13, 2018.
5. ICPF may assign an ICPF Task Force or Task Force member to monitor the progress of the program funded by the ICPF Corrugated Packaging Award.

### **IMPORTANT DATES**

<b>October 5, 2017</b>	ICPF RFP Announcement
<b>November 17, 2017</b>	Submission Deadline for Two-Page Summary Proposal
<b>February 22, 2018</b>	First Round of Judging Completed. Qualifying universities Alerted (During ICPF Teleconference) To Prepare Final Proposal
<b>April 13, 2018</b>	Final Proposals Due
<b>May 15, 2018</b>	Announcement to Finalist(s)
<b>June 15, 2018</b>	Signed Contracts/Agreements Due
<b>June 30, 2018</b>	First Annual Corrugated Packaging Award Installment Mailed

### **PRELIMINARY AND FINAL PROPOSALS - REVIEW FORMAT**

For the 2017-18 ICPF Corrugated Packaging Awards RFP cycle, all reviews of the two-page preliminary proposals and the complete final proposals will be conducted electronically. Proposals of interest to the Foundation may be subject to negotiation and revision. Please note that those proposals not requiring the full \$150,000 award over three years will receive as strong a consideration as those requiring up to \$150,000.

The two page preliminary proposals will be reviewed by members of ICPF's Executive Committee. Each Final Proposal will be reviewed by ICPF's Corporate Partners. The Corporate Partners' recommendations will be reviewed by ICPF's Board of Directors at its meeting in May 2018 to determine final selection and funding.

A general partnership agreement (detailing the scope of the work to be accomplished, the negotiated budget and annual reporting details) must be executed by each selected recipient in order to be eligible for the ICPF Corrugated Packaging Award.

Annual payments of the ICPF Corrugated Packaging Award(s) will begin June 30, 2018 with any required subsequent payments made annually on June 30.

A Task Force may be assigned to each program receiving an ICPF Corrugated Packaging Award to report back periodically on the progress. The Task Force may include ICPF Corporate Partners, and/or ICPF staff.

The ICPF Board reserves the right not to fund any and all 2017-18 proposals submitted if, in its sole opinion, it is believed the proposal(s) does not best meet the priorities or the industry criteria as outlined above, or for any other reason it determines funding is not warranted.