

**STUDENTS, UNIVERSITY,
INDUSTRY, + DONORS**

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The Dandy Scroll

WELCOME TO Our New Brand!

The University of Maine Pulp and Paper Foundation recently underwent an exciting rebranding, the looks and messaging of which you can see and read in this newsletter, newly launched website, all marketing materials and social media presence!

Over the course of eight months, we have worked with the full-service branding and marketing agency Warp + Weft out of Auburn, Maine. The process was split into three distinct but connected segments: Brand Strategy, Brand Identity, and Brand Experience. Focusing on each segment thoroughly and strategically is the specialty of Warp + Weft and one of the many reasons we chose to go with them on this journey.

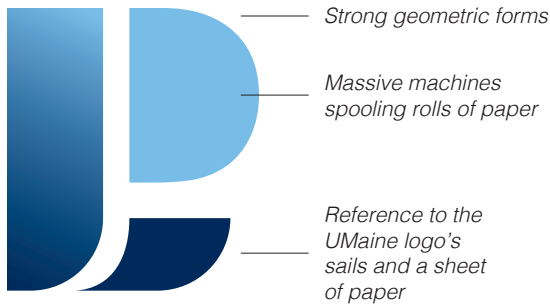
The **Brand Strategy** phase began in January and was really focused on research and understanding. Both the Stakeholder Input and Report of Findings from the Strategic Plan and the Executive Committee Strategic Planning documents provided a strong base of information, specifics, and examples for our branding partners to work off of. Warp + Weft then conducted a competitive analysis looking at local, regional, national and global organizations similar to ours to construct an overview of competitors and the trends in messaging and visuals. The intent of this competitive analysis is to help in differentiating our organization from similar organizations while still remaining relevant. We also received a SWOT analysis breaking out our strengths, weaknesses, opportunities and threats to

establish our place in the market. From this and multiple interviews with our organization's staff, students, and graduates (both in-person and through the Strategic Planning documents as reference), the Warp + Weft team was able to identify our target market(s) – the people we need to focus our marketing efforts on that will bring us the most ROI. They call these “audience personas” which are fictional representations of each segment of our target market based on research, data, industry statistics and consumer behaviors. It was really quite fascinating! These personas let us know who we need to be talking to, how to talk to them and where they are listening. After all this work was complete, the phase ended with the

UMaine Pulp and Paper Foundation's brand positioning statement, which defines our angle in the market and guides all marketing efforts.

Quickly following the Brand Strategy phase was the **Brand Identity** phase where our new messaging and look were refined and defined. Messaging includes a new mission, vision, values, differentiators to know what sets us apart, benefits we bring to our target markets, an elevator pitch, and executive bios for our staff. We were also provided with 25-, 50-, and 100-word descriptors of our organization. These descriptors allow us to provide consistent messaging about our organization while saving us the trouble of reinventing the wheel every





time a description is needed, or in avoiding the danger of letting other organizations control our messaging or story for us. The verbal part of our identity included a logo and updated color palette, and guidelines for usage. Seeing our brand come to life in a fresh and modern way was a highlight of the experience.

About our logo: Abstracted letter shapes reference the massive machinery with constantly moving parts within the pulp and paper mills. Strong geometric forms say stability, industry, leadership; movement between the forms say growth, potential, fast-pace. The smallest part of the icon is also a visual reference to the sails in the UMaine logo and a sheet of paper.

The **Brand Experience** phase kicked off with a thorough website sitemap focused on usability and intuitive experience. Rewritten content based off our new brand identity as well as a custom build out incorporating the new visuals went into the programming. We also received newly designed and rewritten marketing collateral such as a brochure, and a social media strategy (we're on Instagram now!).

It's been an in-depth process but it was well worth it. As we continue to work with Warp + Weft and move forward with our marketing efforts, we hope you enjoy the new brand as much as we do!

Strategic Growth

In 2019, the UMPPF began a **Strategic Planning Process** to set our path forward for the next five years. To do so, we sought input from current students and alumni, high school teachers and counselors, co-op employers, Paper Days attendees, and UMaine faculty and staff. We used this feedback to help develop the plan that will lead us to continue to grow and **recruit, support** and **prepare** talented engineering students to become the next great leaders in the pulp and paper industry.

There are many pieces of the plan, but the key focus area is on **growing our scholarship** recipient student body from **100 to 150** engineering students over the next five years. We also plan to continue increasing the diversity of majors in an effort to meet the needs that our industry partners have identified: chemical, civil, computer, electrical and mechanical engineers.

Since the Fall of 2019 we have expanded to nearly 130 students, which is **more than halfway to our 2025 goal**. There is nothing more rewarding than seeing the smiles and reading the words of thanks from our scholarship recipients. Every day, your support allows us to provide these young people with an **excellent education, internship** and **co-op job experience** while they are in school, and with the freedom from financial debt that is afforded by a full or partial tuition scholarship from the UMaine Pulp and Paper Foundation. THANK YOU — we could not do what we do without the continued support of our individual and corporate donors. We are grateful for **YOU!**

Above, UMaine PPF Students Attend Chinn Engineering Management Seminar



VALEDICTORIAN

Sierra Yost

Sierra Yost, chemical engineering major and Honors College student, is the 2020 University of Maine valedictorian.

Sierra holds an impressive college resume and is a Mitchell Scholar and a Pulp + Paper Scholar. She is a member of the UMaine cross-country and track and field teams, All Maine Women, the UMaine chapter of Engineers Without Borders and was named America East All-Academic Team 2018. Sierra has been a peer tutor in science and mathematics and volunteers with the Maine Youth Fish & Game Association. Her honors thesis focuses on the application of cellulose nanofibers as an alternative to plastics in disposable utensils.

Sierra attended the University of Maine to follow in her parent's footsteps but also to take advantage of the many opportunities within the Pulp and Paper Foundation. She praises the Foundation for immediately feeling at home in the community and offering her "more opportunities than I could have ever imagined."

As part of her experience with the UMaine Pulp + Paper Foundation, Sierra completed a two-term co-op with Onyx Specialty Papers

in South Lee, Massachusetts. She credits this opportunity for sparking her love of research and inspiring her to pursue a Ph.D. in chemical engineering. Sierra credits her co-op experience for showing her what it is like to live in the real world. Working full time away from all friends and family truly prepared her for her future career.

When asked about her success at the University of Maine, Sierra mentions UMaine athletics and the Pulp and Paper Foundation as being the most important initiatives that helped her to succeed. Specifically, Sierra acknowledges the Foundation's financial support and the support of Jen and Carrie, claiming she "couldn't have done it without you both in my corner."

Sierra encourages her fellow students to take advantage of the many resources and clubs on campus such as TRIO and the Career Center. Her advice? "Go to office hours. The professors want to help you succeed. Also, make friends in your major. They're the ones who will be with you all four years."

Congratulations on your achievements, Sierra. We're proud to call you a Pulp + Paper Scholar.

"I am so proud to be a Pulp + Paper Scholar, and I can never thank you enough for everything."

SIERRA YOST

2020 University of Maine valedictorian

STUDENT QUESTIONNAIRES

Q: How did you discover the University of Maine Pulp and Paper Foundation and what attracted you to it?

A: I was told about the Pulp and Paper Foundation from a teacher in high school. At first, I applied because of their scholarship. I quickly learned that they also provide a ton of resources to help you succeed in college and in professional settings.

How did you know the program was the right fit for you?

I knew this program was the right fit for me when Carrie and Jen worked with me while studying abroad. Even though I was on the other side of the world, they made sure that I had all the resources I needed and even helped me set up video internship interviews. This proved to me that they really want to see their scholarship recipients succeed.

What was top of mind when considering the program?

Originally it was the tuition assistance. As time went on, I learned how much more UMPPF has to offer an aspiring engineer, like their co-op/ internship program. This is one of the most fluid operations that I've ever seen. For us students, it's as easy as clicking a link and signing up for an interview time. Everything else beyond that is taken care of by UMPPF. Also, they provide many networking opportunities, peer tutors and so much more.

What is your favorite thing about the UMPPF?

My favorite part about UMPPF is that they actually care about your education and how you develop professionally. They go above and beyond and answer whenever called upon for help.

A great example is when I studied abroad in the fall of 2019. There is a month-long period where UMPPF students do interviews for co-ops for the next summer. All of these interviews are done in person which was impossible for me considering I wasn't in the country. They went out of their way to make sure I had everything I needed to conduct my interviews via Zoom calls. For this, I am very appreciative because it allowed me to fulfill a dream of mine while also not missing a great opportunity.

What do you think are common misconceptions about the industry that you were surprised to learn weren't true?

The idea of making paper on a surface level seems boring. This is because people don't realize how complex the process is. With a product that is so common and basic it seems as though the process to make it would be equally basic. This is completely false as I have learned and witnessed the pulp and paper industry as anything but basic.



NAME:

Adam J. Paterson

GRADUATION YEAR:

2022

Paterson cont.

Describe your co-op/internship experience.

Currently, I am doing an internship with SAPPI in their Somerset Mill. Thanks to UMPPF I was able to get this internship and develop my skills and knowledge in mechanical engineering.

My main project right now is developing a brace to secure rolls of paper that are to be cut and then turned back into pulp. On a daily basis there are problems that are brought to me that need my attention. Each day is different, and I wouldn't have it any other way.

If one of your friends were considering UMPPF, what would you tell them?

This past semester two of my close friends actually joined UMPPF. This is what I told them: "UMPPF does so much more than just recruit young engineers to the pulp and paper industry. They offer a number of workshops that help you develop your professional skills. Sure, it's nice to have some of your college bills taken care of but in the end UMPPF sets you up for longer term success."

How do you feel about your future in the industry?

Currently, I'm keeping all of my options open. There is a high chance that I continue my career in the pulp and paper industry after graduation and that's because of what UMPPF has shown and taught me.



NAME:

Meagan Dube

GRADUATION YEAR:

2022

Q: How did you discover the University of Maine Pulp and Paper Foundation and what attracted you to it?

A: I discovered UMPPF through a program my sophomore year in high school called Girls Engineer Maine (GEM). It was a good program that gave me an introduction to engineering and really piqued my interest in the field. My teachers in high school saw that I loved problem solving and helping people. They led me to the Pulp and Paper Foundation and thought it might be the right direction for me.

What was top of mind when considering the program?

I was worried about paying for college, having enough time to do everything I hoped I would, and also worried about doing well in my classes. I have always done fairly well in school and was very active in extracurricular activities, but I was worried I would not have time to fully devote myself to the program. I was very wrong.

The program is one of the best things that has happened to me in my college career. It has opened so many doors and opportunities with companies I never imagined myself talking with. It has boosted my confidence tremendously and everyone in the Foundation has been very supportive.

Tell us about your experience at the Consider Engineering summer program.

I attended Consider Engineering the summer of 2017! It's a great way to meet people. A lot of the friends I have now I met during Consider Engineering. It does a great job of showing students what kinds of engineering there are and what might be the best fit for you. I was

also a counselor in Consider Engineering two summers later and it was very humbling to be back in the program that helped me develop into who I am today.

What is your favorite thing about UMPPF?

UMPPF is like a big family. There is so much support available when you're experiencing all the different opportunities. The graduates in the program are present in the industry so you can find a UMPPF graduate anywhere you go, and they make you feel at home.

In college, the Foundation Scholars become your best friends. The two wonderful women (Carrie and Jen) who plan and direct everything become like second moms. It is a home away from home and my experience with the Foundation has been nothing but amazing.

What do you think are common misconceptions about the industry that you were surprised to learn weren't true?

One common misconception that many people have (even I did) was that making paper is boring. Some of my friends describe it like this, "We don't make paper, the machines make paper. The machines are constantly trying to damage themselves along with the paper and it's our job to make sure that doesn't happen."

There are so many things happening inside a mill that it can be an entire learning experience in itself.

Describe your co-op experience.

I am currently a Project Engineer Co-op (mechanical engineering major) for the Packaging Corporation of America in Filer City, Michigan. I am given projects to make the mill more efficient and safer for everyone that uses it.

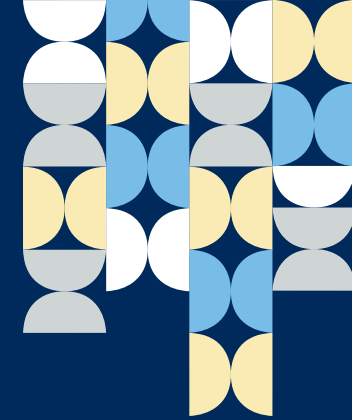
I was terrified that I would not know enough about the job, but I realized that the company does not expect you to know a lot during co-op. The best thing to do is to be open minded and as positive as possible. There are going to be things that you don't know and that's okay. A co-op/internship opportunity is available to help you learn about processes and how to go about working on projects in the real world. It is designed to help you learn and grow. Plus, you get paid!

If one of your friends were considering UMPPF, what would you tell them?

I tell anyone interested in UMPPF that they should highly consider it! It is a wonderful way to gain experience, meet new people, network with businesses, and help yourself grow in so many ways. I would try at least one semester of co-op before dismissing the industry, so they have a more informed decision. If you don't like the industry, that's okay, you don't owe anything back to the Foundation and you've only helped yourself by having the experience.

How do you feel about your future in the industry?

I feel very fortunate to be a part of an industry that is constantly changing and growing. I know there will always be job opportunities for me and if I ever want to travel, I know that's an option for me. It's an industry where people grow and "move up the ladder" and I feel very secure in my position.



Did we mention
we're now on
Instagram?

@UMPPF

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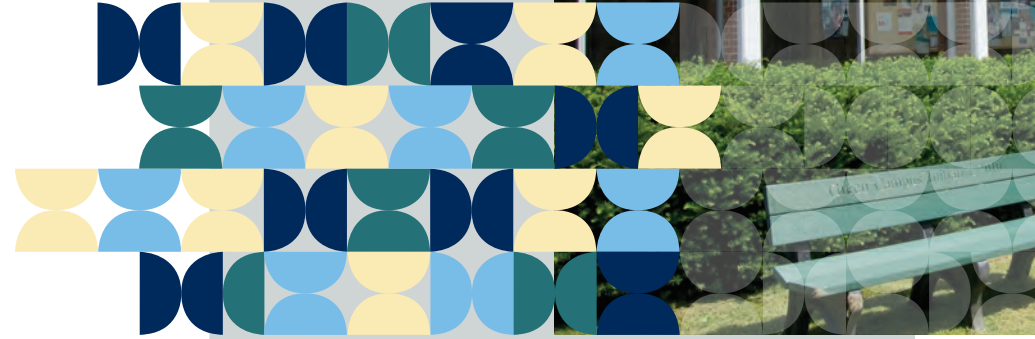
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Connections, inspiration and **support**. Find out what staff, students, and our pulp and paper connections are up to by following our exciting journey on Facebook and now on Instagram!

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Consider Engineering students participate in a team-building challenge on the first day of camp (top). Little Hall on the UMaine campus houses students for general education classes (left). Consider Engineering students pose for a photo after enjoying a guided tour of Sappi Somerset Mill in Skowhegan and a luncheon with Sappi engineers (bottom).