

FACING THE FUTURE

Together

NPF
NATIONAL POSTAL FORUM

**IMPROVING
PCC MEMBER
PARTICIPATION**

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Workshop Overview

- What is a Connector?
- How do we keep current PCC Board members engaged?
- How do we encourage PCC Members to join a board or committee?
- How do we recruit more PCC Members?
- What tools are available to PCC Board Members?

What is a Connector?

- Listens
- Seeks others
- Finds commonalities
- Commitment to connect



Keeping existing board members engaged (Part 1)

- Help members resolve postal issues.
- Create and develop subcommittees.
- 1 on 1 conversations – find out what they are interested in.
- Free education!
- Host meetings and events at different board members' locations.
- Set challenges and goals for board members.
- Have a vision – set the “Why”.
- Hold relevant events.

Keeping existing board members engaged (Part 2)

- What do we want to meet about – have a purpose.
- Learning - Free education!
- Rotate board members bringing refreshments.
- Recruit more board members.
- Have board members give brief presentations at meetings – be recognized as a SME
- Have board members sign a recommitment letter each year.
- Have prospective members shadow a board member.
- Recruit other members from the company to serve on committee – feeder.
- Have the right location and equipment for hybrid meetings.

Encouraging existing PCC members to become either committee members or board members (Part 1)

- Making “the ask”.
- Define the benefit of being a board member (e.g., postal access).
- Plant the garden by inviting members to be on subcommittees.
- During transitions, have departing leaders identify replacements.
- Have representatives from different industries on board.
- Transform benefits into connections.
- Track who attends PCC events frequently, and approach them.
- Reach out to leaders of companies that you desire to have on PCC Board.

Encouraging existing PCC members to become either committee members or board members (Part 2)

- Ask people what they like to do – e.g., techies – join website committee.
- Assign mentors.
- Demonstrate it is a resume builder.
- Have clear descriptions of roles.
- Create ad hoc positions.

Recruiting other people in the industry to join the PCC (Part 1)

- Reach out to local colleges and universities (students)
- Invite non-board members to board meetings.
- In-person / Hybrid is the new norm.
- Bring in non-mailers, generate multiple connections.
- Speak at printing industry events.
- Postcards with the benefit of the PCCs on them.
- Put “fun” in functions.
- Have PCC business cards.

Recruiting other people in the industry to join the PCC (Part 2)

- Practice your elevator speech.
- Reach out to young business leaders/networking groups.
- Social media works – use images.
- Educate postal employees to be PCC ambassadors.
- Leverage different parts of USPS.com (EMCM, Small Business).
- Clear understanding of the benefits.
- Every mailing to members has a list of the benefits of the PCC
- Reach out to different areas of the companies – e.g., marketing, IT

Recruiting other people in the industry to join the PCC (Part 3)

- Show them the value.
- Become Direct Effect ambassadors
- Get service members – Marines, Army – on membership team.
- Put a flyer in local postal locations.
- Ask USPS sales reps to help recruit through their sales meetings.
- Bring a guest to attend for a free lunch.
- Hold events during breakfast or after-hours to attract different crowds.
- Schedule facility tours.

Connect and Grow with PCC Tools

- PostalPro
- PCC BlueShare
- Touchpoints
- PCC Voice on LinkedIn
- Cafes & webinars



Questions?

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