**Template for PCC Email to Academic Contacts**

SUBJECT: Live-Client Projects in the Virtual Classroom

Dear [Contact Name],

I hope you had a restful summer. Whether your classes this fall are in-person, online, or both, I know it’s been more challenging than usual to prepare for the semester.

To that end, I wanted to let you know that our friends at Direct Effect®, a consortium comprised of USPS, academia, and industry professionals, have been working hard to develop new materials and tools that marketing, business, and graphic design educators can use in the classroom.

They include resources to support live-client exercises designed to let students work with businesses like ours to solve real-life business challenges with integrated digital+print marketing campaigns. From ready-to-play video case studies and campaign planning tools to integrated marketing tutorials, they’re offering a lot of support to help you provide students engaging, experiential learning experiences, over a single day or a semester, in-person or virtual.

I hope you’ll take a few minutes to view this brief video from an [Innovation Challenge in Cincinnati, OH](https://vimeo.com/379132028) (<https://vimeo.com/379132028>) (3:27), which provides a glimpse of what Direct Effect® has to offer and its impact on students and faculty. You can contact Tam Cordes of the Direct Effect team at Tcordes@usps.com to learn about a recent three-part webinar series that guides you through the steps to implementing *Live-Client Projects in the Virtual Classroom*, as well as the *Direct Effect Direct Marketing curriculum* and how you can access all 14 weeks of course content.

Did I say that the curriculum is provided to colleges and universities like yours, free of charge?

Wish you all the best for the new school year.

[Sig]