

PCC® Academic Outreach



Postal Customer Council® members

nationwide are developing relationships with marketing and graphic communications departments at local colleges and universities.

PCC® ACADEMIC OUTREACH GOALS:

- **Inspire and empower the next generation of mailers** to ensure future growth within the mailing industry
- **Encourage marketing and graphic communications departments** to include direct mail coursework as a way to enrich their omni-channel curriculum
- **Inform students about the power of direct mail** in an integrated marketing campaign – from both a marketing and graphic communications perspective
- **Present the PCC as a supportive network** of subject matter experts
- **Recruit new talent** into the mailing industry

GET INVOLVED!

- **Identify marketing and graphic communications points of contact** at local colleges and universities in your PCC geographic area
- **Designate a PCC liaison and create an outreach strategy** for developing relationships with institutions that currently provide relevant courses in marketing and graphic communications
- **Develop this as your retention and growth strategy** and use it as a new way to engage and increase membership for your PCC

TIPS AND STRATEGIES

- **Provide** resources and data (i.e., guest speakers, current direct mail statistics, etc.) to programs that offer direct mail integrated marketing coursework-full semester or by module
- **Assist** professors offering use tests or direct mail challenges in their course curricula by connecting them with companies seeking improved marketing methods for their products and services
- **Offer** internships or work-study programs to students who seek real-life work experience
- **Adopt** a college or university and coordinate an educational PCC event at their location
- **Reach Out** to university mail services managers and leverage their relationships to establish inroads with related academic departments and associations, such as the National Association of College and University Mail Services

Resources: PostalPro features a PCC page with course curriculum, brochures, and videos highlighting the experiences of marketing and graphics communications students: postalpro.usps.com/academic-outreach



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