



Postal Customer Council Advisory Committee

Charter

(Updated December 2017)

I. Function

The Postal Customer Council Advisory Committee (PCCAC) is to function as an oversight body, providing guidance on Postal Customer Council (PCC) practices and bringing PCCs together for mutual gain in accomplishing the PCC Mission.

II. The PCCAC Board

The PCCAC Governing Board consists of the National Chairpersons, National Vice Chairpersons and the Co-Chairs of the four Committees identified below.

III. Vision

To develop and implement sustainable programs that enhances the PCC network now and for the foreseeable future.

IV. Mailing Address

United States Postal Service
National PCC Program Manager
Industry Engagement and Outreach, Marketing
475 L'Enfant PLZ SW RM 4411
Washington, DC 20260-4411

V. PCC Mission

- a. Promote local cooperation and support of USPS initiatives.
- b. Foster a close working relationship between the U.S. Postal Service (USPS) and all businesses that use the mail to communicate and interact with their customers.
- c. Share information and facilitate the exchange of ideas about new and existing Postal Service products, programs, services, and procedures that affect all businesses that use the mail.
- d. Help PCC members and their organizations grow and develop professionally through focused educational programs.

VI. PCCAC Structure

- a. Two National Postal Chairperson positions:
 - Postal Chairperson, Marketing Vice President
 - Industry Chairperson, appointed by the National Postal Chairperson.

- b. Four National Vice Chairperson positions; all appointed by the National Postal Chair:
 - Postal Vice Chairpersons
 - Manager, Industry Engagement and Outreach
 - Manager, Customer Outreach
 - Two Industry Vice Chairpersons
 - Responsible for coaching and mentoring two of the following committees: Membership Growth and Recruitment, Sales and Operating Capital, Education Programming, and Communication and Marketing Committees.
- c. National PCCAC Committees:
 - Sales and Operating Capital
 - Communications and Marketing
 - Membership Growth and Recruitment
 - Education Programming

VII. Leadership Requirements

- a. National Chairpersons

The National Chairpersons serve as resources to the National Vice Chairpersons, committee chairs, and provide guidance and strategic direction of the PCCAC overall.
- b. National Vice Chairpersons:
 - Both the Postal and Industry National Vice Chairpersons serve as resources to the National PCCAC Committees to provide guidance, strategic direction and support, including assistance in achieving annual committee goals.
 - National Industry Vice Chairpersons are also required to coach and mentor two of the following committees: Membership Growth and Recruitment, Sales and Operating Capital, Education Programming, and Communication and Marketing Committees.
- c. Committee Co-Chairs
 - Recruit committee members and manage their assigned committee by operating within the roles and responsibilities identified for each committee. (See Appendix A for each committees' Roles and Responsibilities.)
- d. National PCC Program Manager
 - Serve as Secretary (appointed by the National Vice Chairperson, Manger, Industry Engagement and Outreach at his or her sole discretion).

VIII. Term Requirements

- a. National Postal Chairperson
 - Serves indefinitely while in the USPS Marketing Vice President position.
- b. National Industry Chairperson
 - Serves for a period of two years with one optional year, potentially serving for a maximum of three years. The term limit can be modified at the discretion of the National Postal Chairperson..
- c. Postal National Vice Chairpersons

- Serves during his or her tenure in the Postal management position that oversees PCCs
- d. Industry National Vice Chairpersons
 - Serves for two years with an option for one additional year in the position at the mutual consent of the incumbent and the National Postal Chairperson.
- e. Committee Co-Chairs
 - Serves for two years with an option for one additional year in the position at the mutual consent of the incumbent and the National Postal Vice Chairperson overseeing the committee.

IX. Meetings Requirements

- a. Meetings will be held once a quarter for two hours maximum if by teleconference.
- b. The PCCAC Board and the Advisors will hold a face-to-face meeting twice a year.
- c. Meetings are arranged at the request of the National Postal Co-Chair, with at least seven (7) calendar days advance written notice to the members, or such lesser time as may be agreed upon.
- d. Agendas will be developed by the National Postal Co-Chair or Industry Co-Chair with the assistance of the PCC Program Manager.
- e. National Postal Co-Chair must be in attendance at all meetings.
- f. Meetings will be held at a designated physical location or by teleconference.
- g. Minutes will be recorded by the secretary or someone assigned by the National Postal Vice Chairperson. Minutes must be approved by the National PCC Postal Co-Chair or his or her designee before distribution to committee members.

X. PCCAC Responsibilities

- a. Play a critical role in educating PCC members on the use of postal products and services to help them grow their business.
- b. Develop benchmarks that will enhance the overall success of all PCCs.
- c. Capture and communicate best practices to PCC members.
- d. Provide creative ideas for PCC programs and PCC growth.
- e. Ensure the views of all PCC members (small, medium and large mailers) are heard.
- f. Participate in defining PCC recognition programs. .
- g. Play a major role in the planning for and execution of major PCC events at National Postal Forums, National PCC Week, etc.
- h. Review the PCCAC Charter and make recommendations for changes as necessary.
- i. Review PCC activities and practices from time to time to verify that they comply with Publication 286 (03/07 version).