Postmaster General's
Mailers Technical Advisory Committee
(MTAC)

Membership Guide
2018

Dear Current and New MTAC Representatives, Association Executives, and Leadership:

It is a pleasure to welcome both new and returning members to the Postmaster General's Mailers Technical Advisory Committee (MTAC) 2018 assembly. You have joined a prestigious body of recognized industry leaders with an impressive history of accomplishments spanning five decades. In 2015, MTAC celebrated its 50th anniversary!

MTAC is a venue for the United States Postal Service to share technical information with mailers, and to receive their advice and recommendations on matters concerning mail-related products and services, in order to enhance customer value and expand the use of these products and services for the mutual benefit of mailing industry stakeholders and the Postal Service.

Since January 1965, MTAC has provided technical advice and feedback vital to the formation and implementation of many postal innovations such as the ZIP Code, ZIP+4, Move Update, postal certification programs, and the Intelligent Mail barcode (IMb).

In your MTAC role, you will participate in regular MTAC meetings and be encouraged to contribute to the work of various Work Groups, User Groups, and Task Teams. Please review this MTAC 2017 Membership Guide to learn about the benefits and responsibilities of your MTAC membership.

We look forward to working together in 2018.

Steve W. Monteith -- Postal Chair
Vice President, Consumer & Industry Affairs

Wanda Senne -- Industry Chair (2018-2019)
Postal Affairs Liaison – DHL eCommerce Americas

1 MTAC Charter and Leadership

The MTAC Charter and other important MTAC information is available on PostalPro – found at https://postalpro.usps.com/mtac. The Charter establishes the purpose and organizational framework for MTAC. It provides important information on membership, attendance, and the formation of Work Groups, User Groups, and Task Teams. It also defines the roles and responsibilities of MTAC member associations/organizations, MTAC representatives, MTAC Leadership, and the MTAC Executive Committee. You are strongly encouraged to read the MTAC Charter carefully, as it sets out important expectations regarding participation in MTAC, including the requirement that MTAC representatives attend quarterly meetings.

The MTAC Executive Committee (EC) is comprised of seven members – four from the Postal Service, and three from the mailing industry. MTAC Executive Committee members are also members of the MTAC Leadership Committee. Other Leadership Committee members are Postal Service Vice Presidents (currently four) selected by senior Postal management, and Industry Focus Area Leaders elected by industry members of MTAC. The roster of leaders, association executives, and members is available on the MTAC page on PostalPro. There are approximately 175 MTAC representatives and association executives representing 50 member associations.

Each MTAC representative is required to:
- ▶ Communicate to his/her association's membership the major topics discussed, issues raised, and information shared in MTAC meetings to his/her association's members;
- ▶ Ensure that this information is disseminated to and, if appropriate, acted upon by his/her association's membership, and
- ▶ Solicit information and views from his/her association's members in order to provide the Postal Service with technical information, advice and recommendations from that membership; serve as a conduit for member feedback and ideas.
- ▶ Regularly attend quarterly MTAC meetings, and participate when appropriate/possible in Work Groups, User Groups and Task Teams.

The association executive/key contact person will:
- ▶ Nominate the member association/organization's representatives,
- ▶ Provide support to those representatives in communicating with the membership of the association/organization, and
- ▶ Ensure the regular attendance, reporting, and participation of the member association/organization's member representatives.

Because member associations/organizations nominate representatives to attend MTAC meetings on their behalf, association executives/key contact persons are not required to attend quarterly MTAC meetings. However, they are always welcome to attend if they so choose. They may also attend and participate in MTAC Work Group/Task Team/User Group meetings.

2 MTAC Meetings

MTAC generally meets quarterly* at the USPS national headquarters at 475 L'Enfant Plaza SW in Washington, DC. The 2018 meeting dates are:

- ► February 27 - March 1, 2018
- ► June 12 - 14, 2018
- ► October 2 – 4, 2018
- ► December 4 – 6, 2018

The quarterly meeting format typically includes:

- ► **Tuesday Morning – MTAC Committee Meetings**
    - Face-to-face meetings at USPS Headquarters for some committees

- ► **Tuesday Afternoon MTAC Open Session – MTAC members and Industry stakeholders are invited**
    - General overview of USPS finances, operations, and other areas
    - A 5 to 10 minute update on open workgroups, user groups, and task teams
    - An evening reception following the Open Session
    - All MTAC members will receive an invitation to the MTAC Open, usually a few weeks in advance

- ► **Wednesday All Day Focus Group Meetings – Closed meeting – MTAC members and approved Participants only**
    - MTAC Membership Assembly for opening announcements and recognition of new MTAC members
    - 75 minute discussions per Focus Group, led by USPS and industry Focus Area Leaders
    - MTAC Business Meeting for current MTAC *voting* industry members only

- ► **Thursday Morning Meetings**
    - MTAC Leadership and Executive Committee meetings
    - Face-to-face meetings at USPS Headquarters for some committees

The MTAC session meetings focus on Marketing Mail, First-Class Mail, Packages, and Periodicals. In addition, the following four areas are represented by the USPS VPs: Mail Preparation, Entry and Operations; Payment & Acceptance, and Education; Enterprise Analytics and Data Usage; and Emerging Technology & Product Innovation.

The MTAC Executive Committee sets the content and overall structure for the meetings. The final meeting agenda is set after a quarterly "Pulse of the Industry" call in which Industry Mail Class Leaders and Focus Leaders report on current industry issues specific to their mail class and area of focus to the MTAC Executive Committee, USPS Vice Presidents, and senior Postal leadership. The MTAC program staff will alert you when the meeting agendas are available on the MTAC website. Please contact your Focus Area Leader with any specific concerns, ideas, and input you have regarding topics for upcoming meetings.

3 MTAC Badges and Access to USPS Headquarters

To access the USPS Headquarters building, visitors must be on a security list and enter the building through Postal security stations located on the Lobby (street) or 1P (Promenade/Metro) entrances. MTAC members are encouraged to get an MTAC badge to expedite their entry and access. During MTAC week, members with an active MTAC badge may enter through the turnstiles at USPS Headquarters entrances without having to stand in

line to obtain a temporary visitor badge from Postal security guards. The MTAC program office automatically activates all MTAC member badges for the quarterly MTAC meetings. MTAC members who do not have a badge, have an expired badge, or leave their badge at home, will be required to follow visitor procedures while at MTAC. Please contact MTAC@usps.gov to request or renew your MTAC badge. The program office will submit a form to the Badge Office so you can go directly to the Badge office to obtain your badge.

The Badge Office located in Room 1P-331 (on the Metro level, one floor below Lobby) is typically open during MTAC week on Tuesday from 11:30pm—1:00pm and on Wednesday, from 9:00am—3:00pm. The agenda for each quarterly MTAC meeting specifies when the Badge Office will be open. If an MTAC member has a meeting outside of the quarterly meetings, they may request activation of their MTAC by contacting the USPS staff member they are meeting with.

Visitors who RSVP to the MTAC open will be required to check in at the security access points and show photo ID to receive a temporary badge that allows them to enter the building. A Postal employee or an MTAC member with an active badge must escort all visitors with temporary badges in and out of the building. MTAC members who have a visitors badge will be allowed to enter the building Monday-Friday of MTAC week, but will need to follow visitor procedures.

4 Participation of Non- Members in MTAC Meetings

Each MTAC member association may annually sponsor three non-MTAC members ("Participants") to attend quarterly MTAC meetings/Focus Group Sessions. In addition, active MTAC Executive Committee members or Focus Area Leaders may also sponsor a Participant. The primary purposes for sponsoring a Participant are: a) to invite the viewpoint of an un- or under-represented segment of the mailing industry and/or user value chain, or b) to recruit new associations to join MTAC. The sponsor association must complete a "Participant Recommendation" form for each Participant. These forms are available on the website.

MTAC program staff will send a message to all MTAC members with a deadline date for submitting the form. The association executive must sponsor the Participant. The EC will review/approve all Participants and the MTAC program staff will notify sponsors and Participants of the EC's decision. [*Please note: Non-voting MTAC members, Non-MTAC Members, including approved Participants, do **not** attend MTAC Business Meetings, which are typically at 4:30 p.m. on Wednesday; only association executives and representatives of MTAC member associations attend MTAC Business Meetings.*]

5 MTAC Internet Resources: PostalPro and MITS

There is a wealth of MTAC and mailer information located on PostalPro.usps.com . PostalPro contains important updates, notices, guides, and reports. The PostalPro.usps.com/MTAC features important MTAC information including: the MTAC Charter, membership guides and rosters, Guidelines for Work Groups, User Groups and Task Teams; and agendas, notes and presentations from previous MTAC meetings as well as a link to the USPS Webinar archives and Industry Alert archives. There is also a link on the MTAC page to access

MITS: the **MTAC Issue Tracking System**. MITS tracks the progress of **active** Work Groups, User Groups, and Task Teams.

MITS is a library of files for each Group/Team and contains an Issue Statement identifying the group's leaders, sponsors, purpose of the group, desired results, minutes from past meetings, and group resolution statements. MITS is password protected, so to access it, please contact the MTAC Program Manager at MTAC@usps.gov , who will request for you a login ID and password from RIBBS.

6 MTAC Meeting Notes and Presentations

All presentations and high-level notes from MTAC Focus Group sessions are available on the MTAC page of on PostalPro after each quarterly meeting. Please use these resources, along with your own notes to communicate to your association important information and issues discussed in the MTAC Focus Group sessions.

7 Traveling to MTAC Meetings

MTAC meetings generally will convene at USPS Headquarters, located at 475 L'Enfant Plaza SW in Washington, DC. MTAC- related activities typically begin on Tuesday afternoon and conclude by Thursday afternoon, so MTAC members should plan to arrive in Washington on Monday evening or Tuesday morning, and depart on Thursday afternoon or evening.

There are a number of hotels within walking distance of USPS Headquarters, which is also easily accessible by Metro (the Washington Area Metropolitan Transit Authority's subway system). The USPS Headquarters is a short walk from the L'Enfant Plaza Station served by the Green, Yellow, Blue and Orange lines. The MTAC program staff will notify members of discounted rates at hotels, when available. You may enter USPS Headquarters from the South Lobby entrance on the street level, and the Promenade entrance, which is one floor below the Lobby, on the same level as the Metro escalators to the L'Enfant Plaza Station at the L'Enfant Promenade exit/entrance.

8 Work Groups, User Groups and Task Teams

The primary work of MTAC occurs within the structure of Work Groups (WG), User Groups (UG), and Task Teams (TT). All MTAC members are strongly encouraged to participate in these groups as representatives of their member associations. An MTAC representative or USPS executive can propose an issue that would require the formation of a new group or team. Problems and issues must be industry-related, timely, and the potential solution should pertain to something that concerns both the industry and the USPS.

Please view the Work Groups, User Groups, and Task guidelines on the MTAC page of PostalPro for more information about issue proposals, group/team formation, participant eligibility, and expectations for both participants and group/team leaders.

The designation of "Work Group," "User Group," or "Task Team" is based on the nature of the issue or topic, and whether establishing the group is: 1) to allow for in-depth discussion over an indefinite period; 2) to address specific technical issues within a defined period, or 3) to quickly resolve very specific issues with a small, focused team.

Anyone interested in participating in an MTAC group may contact that group's leaders for approval. Please visit the MTAC website to see the current Work Group/User Group/Task Team roster.

The chart below provides an overview of the various MTAC committees, their oversight, participant pool, and approval as well as expected timeframe.

Group Type	Intended Function	Primary Sponsor / Oversight	Group Participants	Approval of Participants	Timeframe
User Group	Broad, topical discussion	MTAC Focus Area Leader (postal and/or industry)	Subject Matter Experts (both USPS and industry)	User Group Leaders	Open - No specific end date. Annual review of issue statement.
Work Group	Address defined issue, and provide recommendations	MTAC Focus Area Leader (postal and/or industry)	Primarily MTAC Members and industry experts	MTAC Focus Area Leader	Concludes when recommendations are submitted for consideration (per the issue statement)
Task Team	Quickly address very narrow issue, "fast track" results	MTAC Executive Committee (may also be delegated to Focus Area Leader if subject is specific to an Area)	Selected by MTAC Leadership and Executive Committee	MTAC Executive Committee	Concludes when task or problem resolution is completed (per the issue statement)

9 Meeting Etiquette Guidelines

In order to ensure productive and professionally conducted meetings of User Groups, Workgroups, and Task Teams, all MTAC Association Executives, Representatives, member association invited guests, and non- MTAC participants are encouraged to abide by a Meeting Etiquette Guidelines (Appendix A).

Additional Information and Support

This guide is meant to be a starting point for you to become better acquainted with MTAC and your role as an MTAC representative or MTAC association Executive. As you participate in MTAC meetings and activities, and explore the PostalPro.usps.com/MTAC website, MITS and other MTAC-related resources, please do not hesitate to contact mtac@usps.gov , MTAC Focus Area Leaders, MTAC Executive Committee members, and the MTAC Program Manager /staff if you have questions, feedback, or need additional information. The current MTAC Roster (on RIBBS) is a complete list of all contacts. Thank you for your support of the United States Postal Service and welcome to the Mailers' Technical Advisory Committee!

Meeting Etiquette Guidelines

In order to ensure productive and professionally conducted committee meetings of User Groups, Workgroups, and Task Teams, the MTAC Executive Committee encourages and expects all MTAC Representatives, USPS participants, member association invited guests, and non-MTAC participants to honor the following Meeting Etiquette Guidelines.

- MTAC members represent the concerns of the association they represent unless they specifically preface their comments by stating that they reflect other interests (i.e. employer)
- Treat members with respect both during the MTAC meeting and committee meetings
- Turn cell phones off or to vibrate and use telephone mute ability when meeting via teleconference
- If you must take urgent calls on the cell phone, take your conversation outside of the venue
- Talk one at a time, waiting to be recognized by the Chairperson
- Be respectful of other people's ideas or situations when they talk
- Limit side conversations
- Be patient when listening to others speak and do not interrupt them
- Members should stay on the topic being discussed and table other concerns or bring them to the appropriate focus leader and/or MTAC EC
- During the meetings, the Co-Chairs are solely responsible for determining what is in scope of the Issue Statement and what is out of scope for discussion
- When a topic or agenda item has been discussed fully as reflected in the committee meeting minutes, do not attempt to reintroduce the topic
- Address any concerns about the discussion or the meeting with the Co-Chairs outside of the meeting with the entire group
- If members need to escalate an issue outside of the committee, they can share their concerns with the Focus Area Leaders or the MTAC Executive Committee

As a reminder, per the MTAC Charter, the MTAC Executive Committee reserves the authority to dismiss, with proper due process, any MTAC representative or non-MTAC participant from a committee (Workgroup, Task Team, User Group) who does not comply with these Meeting Etiquette Guidelines.