



**DIRECTTM
EFFECT**

CREATING INTEGRATED CAMPAIGNS WITH MAIL



**USPS[®] Academic Outreach
Handbook**

This document is intended for USPS internal and PCC use only.
Not for distribution.

Preface



In late 2017, the U.S. Postal Service created a team to help educate college-level marketing, business, entrepreneurship, and graphic design students about the value of direct mail and how to effectively incorporate it into integrated marketing campaigns. The result was the development of a college-level curriculum that educators can leverage in the classroom: *Direct Effect: Creating Integrated Campaigns with Mail*.

This guide shows how organizations like the Postal Customer Council® (PCC®) can help scale up USPS's outreach to colleges and universities. This collaboration will benefit more students by taking a local approach at a national scale. This handbook serves as your resource for:

- Information about the Direct Effect™ program, the curriculum, goals, and stakeholders
- Step-by-step directions for reaching out to educators
- Suggestions and tips to help make your outreach personal and effective

This is a living document that will be updated **yearly**. Users are invited to submit suggestions and feedback prior to **April 26, 2020** to: DirectEffect@usps.com.

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Welcome

Dear Team Member,

We are excited to invite you to become part of the Direct Effect™ team, a collaboration between the U.S. Postal Service, the mailing industry, and the academic community. This is an opportunity for all of us to advocate for the “direct effect” mail has in omnimedia marketing and to ensure the next generation of marketers is fully prepared to create compelling, effective mail experiences that drive business results.

How significant is that direct effect? According to the Direct Marketing Association, response rates for mail among existing customers are more than 9 times that of any other channel (DMA, 2018), but direct mail combined with digital garners 39 percent more attention (Canada Post, 2016). New marketers need the knowledge and skills to harness that advantage. The direct effect drives results. The direct effect drives business!

USPS collaborated with educators and industry experts to develop a highly flexible, modular curriculum: *Direct Effect: Creating Integrated Campaigns with Mail*. Through this **no-cost** curriculum, students receive current, applicable knowledge and real-world experience integrating direct mail into multichannel marketing campaigns, a skill that, based on a 2018 nationwide survey of PCCs, 75 percent of industry employers say they want new hires to have, but which only 18 percent of new employees actually possess. Educators can use individual modules to enrich existing courses or adopt all of the modules as a full semester course offering. You can learn more about Direct Effect™ by visiting: <https://postalpro.usps.com/directeffect>.

Decision makers in academic programs like advertising, marketing, communications, business, design, and entrepreneurship are the primary audience for our outreach efforts. With the tools provided in this handbook, we hope you can help to identify contacts who would be interested in integrating curriculum content centered around direct marketing and the role direct mail can play in integrated marketing campaigns.

Thank you for your help in identifying and introducing us to academic contacts, encouraging their adoption of this curriculum, and opening the lines of communication between schools and our team! We look forward to talking with you personally and shaping the future together.

Victoria Stephen and the Direct Effect™ team
USPS Headquarters, Product Innovation

Why Reach Out to Colleges and Universities?

1

Because educators don't teach (or maybe even understand) the importance of mail in today's marketing landscape.

Great marketers must master diverse tools to influence audiences across print and digital channels. Many schools focus their marketing curriculum on digital solutions at the expense of teaching a marketing mix that combines BOTH traditional and digital seamlessly. USPS worked with industry experts to fill this gap.

2

Because direct mail is digital.

Modern mail is digitally traceable across multiple channels through barcodes and QR codes® from physical address to web address. Print is powerful because it leverages the tactile impact of mail and enables integration with digital tools. Mail facilitates a deep connection where people want to engage.

3

Because single-channel marketing strategies are no longer sufficient.

Studies continue to show that omnichannel campaigns yield greater returns than a single medium. The *Connecting for Action* study showed that "integrated direct mail and digital campaigns elicit 39 percent more attention than campaigns relying on a single medium." (Canada Post, 2016)

4

Because direct mail is measurable.

Direct mail puts several powerful tools to measure results at anyone's disposal. Mail creates a direct, measurable effect when used properly in campaigns. No attribution is required, only certainty!

5

Because technology integrates seamlessly with mail.

Today, a mailpiece can use creative formats, textures, and scents; launch interactive experiences; and help marketers create novel, cross-channel experiences. New mail strategies help mailers target a specific message to individuals—at scale—instead of sending one static message to large audiences. Today's generation of digital native marketers is poised to fluidly combine the physical, tactile world of print with impactful online and digital experiences.

*Registered trademark of Denso Wave Incorporated.

MAIL IS DIGITAL!



It can integrate with these platforms and many more.



VR



AR



NFC



QR®



Format



Informed Delivery®



Smart Speakers



Variable Data Printing



Video



Texture



Scent



Share Mail®



Digital-to-Direct



EDDM®



The PCC Role



Keeping direct mail a vital, relevant, and valued marketing resource is a benefit to USPS, the print industry, and the mailing industry. Reaching, teaching, and influencing the next generation of marketers is the key to making that happen.

The Ask



Extend the program's reach

Do you know a professor at a local college or have a friend who can connect you to one? Are there events you can attend where you can meet educators and get to know them? Simple, personal introductions are the best way to start the outreach.



Integrate into the marketing ecosystem

Make introductions and form personal connections with those in your community. Who do schools use for marketing and recruiting students? Do you have a connection there? What other services do professors use in the community? Are there possible synergies or common contacts that link you with a professor?



Influence further adoption

Read this handbook. Ask any clarifying questions about the program to the USPS headquarters team. Be comfortable and knowledgeable enough to entice educators to learn more about the Direct Effect™ program.



Support schools

Once a school has adopted the curriculum, help grow the relationship by connecting them with subject matter experts, hosting site visits, and assisting with live-client exercises if requested by instructors.



Reinforce the curriculum's value

Share great use cases, where students (or professors!) applied what they learned.

Benefits to PCC Members



Supports the development of marketers who understand direct mail, opening the door to ongoing business opportunities.



Establishes local business connections through community engagement opportunities.



Helps to educate students on direct mail and digital integration, preparing them to be innovative professionals in the marketing, printing, and mailing industries.



Provides benefits to local organizations through live-client projects.



Forges personal relationships with young marketers through classroom engagement opportunities.



Creates opportunities for experiential learning, collaboration, and networking.





School Recruiting Pathway

PCCs

- **Find** a relationship with faculty at the local university.
- **Share** with your faculty connection what you know about the Direct Effect™ program.
- **Connect** with a professor, dean, or chair and ask if there is interest in meeting with the team.
- **Introduce** your contact to the USPS headquarters team.

USPS HQ

- **Close** the curriculum adoption.
 - **Engage** the professor, dean, or chair.
 - **Send** a Welcome Kit.
 - **Support** schools in implementing the curriculum, including working with **PCCs** to assist educators in their communities.

The next sections of this handbook will guide **PCCs** and other allies through their part in the academic outreach program.



Find



Every curriculum adoption starts with a relationship. When real relationships are built among PCC members, local industry partners, and educators, adoption becomes seamless.

PCC members' primary objective should be to identify and reach a specific decision maker within a school. That paves the way for the USPS headquarters team to secure a call to discuss the program, expand the relationship, and open the door to the curriculum and support from USPS and the PCC community. It all starts with one person and one school.

This section of the Handbook describes where to look for contacts and who to look for.

Where: Profile of Ideal Schools

The ideal school for the Direct Effect™ curriculum may have several of these characteristics:

- Is open to new direct marketing or integrated direct marketing curriculum or content
- Values innovation, connection to industry, and experiential learning
- Is an early adopter of new technologies
- Wants to help students build their resumes and employability
- Is typically an undergraduate program, but could be an advanced degree program

Most importantly, however, it is a school where a relationship exists or can be created. **PCC members are not expected to introduce the curriculum to schools, only identify good leads and make introductions to the USPS headquarters team.**

The following table illustrates the diversity of schools, departments, and needs the curriculum is currently serving.

Schools Secured	Department	Decision maker	Articulated Need
State School in Ohio	Marketing	Director	Creating an industry advantage for students
State Technology College in New York	Communications	Department Chair	Educating faculty as well as students
Private College in Pennsylvania	Marketing	Professor	Creating a new curriculum from scratch
Specialty School in Georgia	Advertising	Co-Founder	Improving understanding of integrated direct marketing
Private College in Chicago	Business & Entrepreneurship	Department Chair	Increasing marketing effectiveness
Community College in Pennsylvania	Communication Arts	Assistant Professor	Developing the workforce and integrating AR/VR and new technologies
Community College in Hawaii	Communications	Dean	Adopting new, innovative coursework to combat declining enrollment
Private University in North Carolina	Graphic Communications	Assistant Professor	Building designers' understanding of channels and metrics
Private University in the District of Columbia	Master's-level Integrated Marketing Communications	Faculty Director	Demonstrating the full breadth of the integrated marketing ecosystem

Who: Target Audience

Identifying, contacting, and introducing the USPS headquarters team to academic leaders with the willingness and authority to make decisions about curriculum is the first step towards integrating the Direct Effect™ curriculum at schools.

Appropriate academic titles for outreach include:

- Dean, Associate Dean
- Department Chair
- Professor
- Assistant Professor
- Adjunct Professor

Note that academics with other titles (e.g., teaching assistant, Ph.D. candidate) or established contacts with other roles at a school can also provide introductions to key academic decision makers.

The Direct Effect™ curriculum and its modules can be readily incorporated to fit coursework in the following academic departments:

- Marketing
- Advertising
- Graphic Design
- Business
- Communications

In addition to reaching out directly to schools, professional and business organizations can provide valuable footholds within the academic community. Organizations that have been effective in furthering Direct Effect™ curriculum uptake include:

- Business and industry associations (e.g. American Advertising Foundation; Data and Marketing Association; American Marketing Association; American Institute of Graphic Arts; Association of National Advertisers; and collegiate associations)
- Local Chambers of Commerce
- Small business incubators

Contacts who are actively engaged with these types of organizations are well positioned to connect PCC members with surrounding academic institutions.

Remember, it is okay if an initial contact is not with a member of the target audience. They can often make introductions and help to make connections.



Share



Once a PCC member has identified an initial contact at a school, the next step is to share information about the program with the contact.

This section contains key background information about the Direct Effect™ program and the curriculum, as well as marketing materials PCC members can distribute to contacts.





Program Goal

The Direct Effect™ program spreads awareness of direct mail's value, capabilities, and role in the integrated marketing landscape by delivering knowledge and skills that new marketers will carry throughout their careers.

With the proliferation of digital media, many marketers have lost track of the power of mail in the direct marketing mix. Despite mail's continued relevance and ability to drive results, many U.S. colleges and universities no longer include direct mail in their marketing curriculums. Teaching direct mail's value and the possibilities that digital integration offers will better prepare students for careers in marketing and lead to more effective campaigns.

Program Development

USPS collaborated with educators from Bentley University and Clemson University and industry partners to develop the Direct Effect™ coursework. In addition to the five downloadable course modules, USPS works with schools to supplement the curriculum content by connecting instructors to deep industry support, both nationally and locally.

Benefits to Schools

1

A competitive advantage for schools, students, and professors.

- Develops more well-rounded graduates with knowledge of print, digital, and integrated direct marketing.
- Teaches traditional and new marketing methods and is regularly updated.
- Encourages experiential learning, which is highly effective and preferred by students, positions schools as educational leaders, and provides demonstrable, real-world experience.
- Informs in-house marketing communications that schools use to reach alumni and existing and potential students.
- Includes content developed by experts working in the industry.
- Builds college-industry relationships.

2

A free, flexible solution.

- Is available at no cost to qualified institutions.
- Allows instructors to incorporate only content that best suits their courses.
- Offsets the need for schools to spend time and money to create a new curriculum.
- Can be tailored to suit a variety of academic programs, including business, communications, interactive media, graphic design, and marketing.

3

A pathway to innovation and community outreach.

- Positions schools as innovators and generates partnership possibilities through live-client projects.
- Builds networks locally, regionally, and nationally through built-in community engagement.
- Encourages schools to give back to their communities through live-client projects.
- Opens up internship and job opportunities for students.
- Benefits professors who may also be active in the broader marketing ecosystem.

Participating Schools*

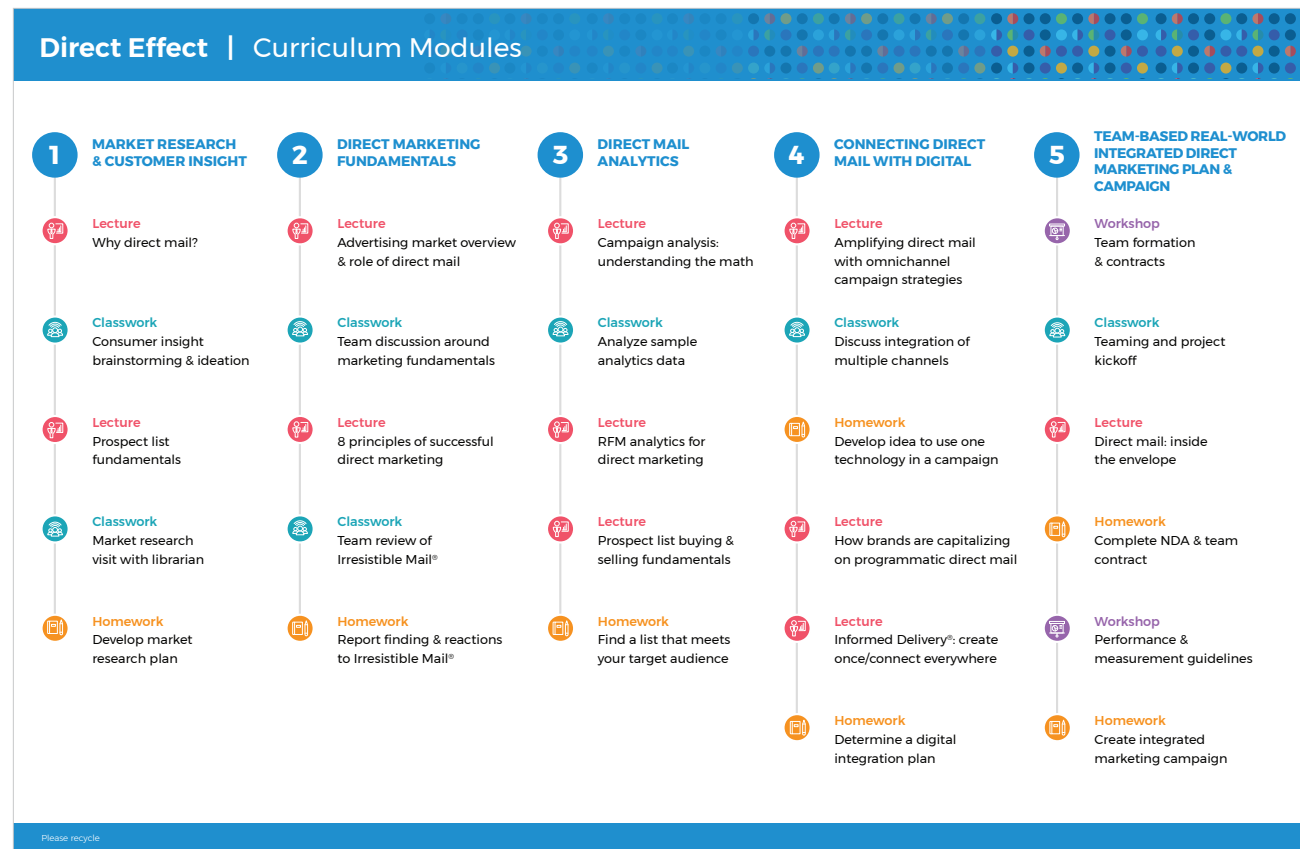


* As of July 2019

For nominative purposes only.

Curriculum Overview

The Direct Effect™ curriculum is the centerpiece of the program. It is divided into five modules, comprised of a mix of lectures, coursework, homework, and workshops, and is updated regularly. It is robust enough to satisfy a semester-long, 3-credit course, but the content is designed so that instructors can select the individual components that best fit with their existing courses. If instructors need external resources to deliver specific content, the USPS headquarters team will work with local PCC members to provide support.



Marketing Materials

USPS maintains marketing collateral that can be distributed to contacts to inform them about the program and its benefits. PDFs of these documents can be downloaded from: <https://postalpro.usps.com/directeffect>



Preparing Students for Modern Integrated Marketing

In today's marketing landscape, businesses and consumers alike want to move seamlessly between the digital and physical worlds. As the marketing industry adapts to the new digital reality, some myths have formed and persisted around the effectiveness, cost, and impact of marketing through the mail. In response, traditional marketing channels that best bridge that physical/digital divide - including direct mail - are being squeezed out of college marketing coursework.

Students who understand how direct mail can amplify digital marketing efforts will have a distinct advantage in a crowded job market. After all, the United States print and mail ecosystem remains a \$1.4 trillion industry, accounting for 1 of every 17 U.S. jobs.^a Yet there is a growing scarcity of young professionals with working knowledge of direct mail marketing.

Employers and clients stand to benefit from students' direct mail knowledge as well. Research shows that effective direct mail campaigns can achieve response rates of 9 percent, compared with <1 percent for all digital channels.^b By fully understanding the many ways direct mail can integrate with the digital world, your students will be well-positioned to help organizations effectively engage with customers across the marketing spectrum and help drive better marketing and business results.

To ensure your marketing students are fully prepared as they begin their careers, the United States Postal Service® (USPS®) is proud to offer collegiate-level direct marketing curriculum content. It is available today - **for free** - to use in your classrooms. The content can be used in its entirety as a standalone course, or professors can select the portions they find most meaningful to integrate within their existing classes.

DID YOU KNOW?

DIRECT MAIL'S
RESPONSE RATE IS
9X GREATER THAN THE BEST DIGITAL CHANNEL^b

BUT

Direct mail + digital garners
39% more attention^c

AND

DIRECT MAIL CAMPAIGNS
THAT INCLUDE
EMAIL & WEB CHANNELS
SEE
37% BOOST IN RESPONSE^d

ABOUT THE CURRICULUM

In collaboration with Bentley University and industry partners, USPS developed direct mail coursework that can be seamlessly incorporated into college-level marketing curriculum. Course materials^e are offered as modules that can be used individually, blended into existing curriculum, or as used as a complete 14-week course.

- Module 1** | Market Research and Customer Insights
- Module 2** | Direct Marketing Fundamentals
- Module 3** | Direct Mail Analytics
- Module 4** | Connecting Digital with Direct
- Module 5** | Creating a Real-World Direct Marketing Plan and Campaign

In addition to downloadable modules, USPS supplements the curriculum content by connecting schools and instructors to deep industry support, eager to engage with your students and drawn from local marketing firms, printing companies, and mail services providers.

* These materials are solely for the use of educational institutions. No other uses are permitted.

Please recycle

DIRECT EFFECT



Fact Sheet: Preparing Students for Modern Integrated Marketing

This two-page PDF covers basic information about the curriculum and the goals, purpose, and history of the program.

What Creates a Direct Effect?

Combining digital and mail in an integrated marketing campaign

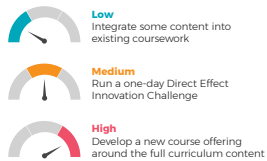
Direct mail is a powerful marketing tool, and it becomes even more effective when paired with digital technologies in integrated campaigns. The Direct Effect™ integrated marketing curriculum, developed by industry and the U.S. Postal Service®, educates college students about direct mail's value and how it fits into today's digital landscape, leaving them better prepared for their careers.

CURRICULUM

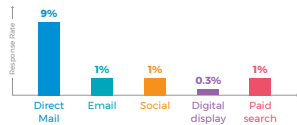


5 MODULES **14** TOTAL WEEKS OF INSTRUCTION

ADOPTION THREE POTENTIAL LEVELS



WHY TEACH INTEGRATED DIRECT MAIL? IT'S EFFECTIVE!



MAIL OUTPERFORMS ALL DIGITAL CHANNELS → COMBINED BY NEARLY **270%**

(Source: DMA, 2016)

OPEN RATES



IT REMAINS RELEVANT



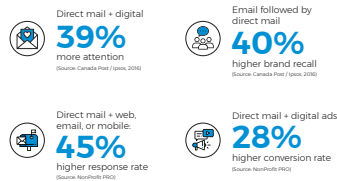
U.S. PRINT & MAIL INDUSTRY ACCOUNTS

FOR
1 IN 17
U.S. JOBS

\$1.4 TRILLION
INDUSTRY

(Source: EMA, 2015)

NEW TECHNOLOGY ALLOWS SEAMLESS INTEGRATION OF MAIL AND DIGITAL



GET ON BOARD

- Review course materials and sign-on at dmcourse.com
- Email DirectEffect@usps.gov to connect with the USPS team

©2018 USPS



Infographic: Effectiveness of Direct Mail

This PDF infographic can be shared with academics, community or professional organizations, and other potential partners in advancing the Direct Effect™ program. Portions of this graphic can be extracted for individual use on social media or in presentations.



Video: Bentley University Academic Outreach

The Direct Effect™ curriculum was developed through a relationship with Bentley University in Waltham, Massachusetts. In this video, professors and students share their experiences with the coursework. This video is available at: <https://postalpro.usps.com/academic-outreach/bentley-video>



Video: Direct Effect™ Innovation Challenge

This short video explains another aspect of the academic outreach effort: the Direct Effect™ Innovation Challenge. It was shot during the pilot event, held April 6, 2019 at the THINK Center in Wilkes-Barre, Pennsylvania. This video is available at: <https://postalpro.usps.com/academic-outreach/innovation-challenge-video>

For more information about the Direct Effect™ Innovation Challenge, see page 41.



USPS Web Resources

The following online resources can help stakeholders better understand the Direct Effect™ curriculum.

- **Direct Effect™ Website:** <https://postalpro.usps.com/directeffect>
Audiences: PCCs, USPS field
Provides mailing industry members general program information about and resources for academic outreach.
- **Direct Mail Course Website:** <https://www.dmcourse.com> (redirects to https://postalpro.usps.com/dm_edu)
Audiences: Academics
Provides educators with program information. This link should be shared with contacts.
- **Irresistible Mail®:** <https://www.irresistiblemail.com/>
Audiences: All
Showcases inspiring examples of print and digital integration.



Connect



Now that initial contact with a school has been established and the contact has some familiarity with the Direct Effect™ program, it is time to connect with an academic decision maker who can help get the curriculum into the classroom.

This section contains resources to help establish and strengthen these connections.

Preparing for an Introduction



Send an email and follow up with a conversation.

OR



Have a conversation first, then follow up with an email.

It works both ways!

Most academic programs have an extremely long timeline to create and approve new courses, so many prefer to take advantage of the curriculum's modular approach to use only the content that is most relevant to them. Any integration of the Direct Effect™ content—at any level—is a win.

The curriculum contains a great deal of content and can raise questions from potential academic partners. That is why the USPS headquarters team wants to make it easy for PCC members to simply open a door. There is no need to be an expert on the course content; PCCs can just make the connection, and the USPS headquarters team will assist.

Do PCC members need to have an “elevator pitch” to get academic contacts interested talking with the USPS headquarters team? Absolutely. The pages that follow show several short conversation starters that PCC members can practice, modify, and make their own.

Sample Email to Schools



To: [ACADEMIC CONTACT EMAIL ADDRESS]

Cc: [INITIAL SCHOOL CONTACT]

Subject: Innovative Integrated Direct Marketing Curriculum

Dear [NAME OF ACADEMIC CONTACT],

Thank you [INITIAL SCHOOL CONTACT] for the introduction.

We are excited to invite you and your colleagues at [SCHOOL] to explore the Direct Effect™ integrated marketing curriculum, a collaboration between USPS, the mailing industry, and the academic community. The curriculum ensures your students are prepared to create integrated digital and print experiences that give them an edge in their careers. Did you know that when combined with digital and other channels, direct mail gets 39 percent more attention than single channel campaigns (*Canada Post/Ipsos, 2016*)? Integrating channels is the key to higher order results, with mail as the starting point of the integration.

USPS worked with educators and industry experts to develop the highly flexible, modular curriculum: *Direct Effect: Creating Integrated Campaigns with Mail*. This **no-cost** curriculum delivers students applicable knowledge and real-world experience integrating direct mail into multichannel marketing campaigns, skills that, based on a 2018 nationwide survey of PCCs, 75 percent of industry employers say they want new hires to have, but which only 18 percent of new employees possess. Educators can use individual modules or content to enrich existing courses or adopt all of the modules as a full semester course offering. You can learn more about the curriculum by visiting dmcourse.com. We stand ready to provide local, hands-on support.

Our next step is to introduce you to the Direct Effect™ team at USPS headquarters. If you could please provide a couple of times that work for you, I'll connect us together.

Sincerely,
[NAME]



SEND



How to Open a Live Conversation (v1)

Some PCC members have existing relationships with faculty members. If not, another way to connect is through a mutual contact. When speaking with a personal or business contact who may have these kinds of connections, there's no harm in asking.



1

Are you involved or connected with the Marketing or Communications Department at any of the local schools, or know someone who is?

2

Here's why I ask. USPS has collaborated with educators and industry experts to develop a highly flexible, modular, and free curriculum: *Direct Effect: Creating Integrated Campaigns with Mail*.

3

Through the curriculum, students receive current, applicable knowledge and real-world experience integrating direct mail into multichannel marketing campaigns.

4

I'd love to connect our Academic Outreach team to [name/school]. Could you introduce me so I can make that happen?

How to Open a Live Conversation (v2)

Good leads often identify themselves by expressing a need that the Direct Effect™ curriculum could fill. When the need for qualified employees or new sources of innovation arises, PCC members can show how the curriculum could serve an industry or academic connection's needs.

- 1 So, you're focusing on [recruitment, fresh ideas, resources]. Are you involved or connected with the marketing or communications department at any of the local schools?
- 2 Here's why I ask. USPS collaborated with educators and industry experts to develop a highly flexible, modular, and free curriculum: *Direct Effect: Creating Integrated Campaigns with Mail*.
- 3 Through the curriculum, students receive current, applicable knowledge and real-world experience integrating direct mail into multichannel marketing campaigns.

There are a couple of opportunities here. These students are available for internships or employment. We also offer live, in-class projects with organizations like yours.
- 4 I'd love to connect the USPS team to [name/school]. We could strengthen the relationship between the school and organizations like yours that need resources and the kind of fresh perspective students bring. Could you introduce me so I can make that happen?



Key Messages

Why are we doing this?

The following talking points can be used in conversations about the curriculum.

“

We are reintroducing direct mail into college classrooms to help develop the next generation of marketers and reinforce the value and effectiveness of direct mail in integrated campaigns.

“

There are a lot of myths and misperceptions about what direct mail can achieve for marketers. The Direct Effect™ curriculum educates students about the power of direct mail.

“

Pairing direct mail with digital innovations provides marketers with powerful new ways to reach audiences and drive results.

“

According to USPS Postal Facts, one out of every 17 U.S. jobs is in the print, marketing, or mailing services industries. This curriculum prepares students to find careers in these broad and diverse fields, or to leverage this skill set as a professional marketer.

“

Our concern is that marketing students are graduating without understanding the value of direct mail and the impact it can make. Mail is a traditional channel, but digital extensions make it especially powerful in today's marketing ecosystem.

What is the program about?

The following talking points can be used in conversations about the curriculum.

“

The curriculum focuses on experiential learning, supplementing classroom instruction with real-world, hands-on interactions.

“

This initiative isn't about direct mail alone. It's about using direct mail as part of a holistic, integrated marketing approach.

“

This curriculum content is designed to be adopted by schools as either a full course or by integrating the most relevant pieces into existing courses.

“

Most course content was created by industry experts, and USPS can help bring in local experts to support instructors.

“

It was created by a partnership between industry, schools, and USPS, and we'd love to get you involved.

“

Every time we have been able to connect with a school decision maker, the program has been embraced.



Introduce



With a connection to an academic decision maker established, it is time to introduce them to the USPS headquarters team. The team is extremely knowledgeable about the curriculum content and can help academics find the curriculum modules that best fit their goals and existing coursework. The headquarters team will keep the PCC member in the loop as schools move forward with adoption and implementation.

This section describes how to inform the USPS headquarters team about a school contact.



Knowledge Transfer

PCC members can inform the USPS headquarters team about the connections they have established by completing the appropriate worksheet and emailing it to **DirectEffect@usps.gov**.


The team will follow up with questions and next steps, then schedule the call.

Worksheets are available for download at: **<https://postalpro.usps.com/directeffect>**



Direct Contact Worksheet

Use this worksheet to document and share connections you have established for the Direct Effect™ program through your personal and professional contacts at schools.



Use this worksheet to inform the USPS headquarters team about the connections you have established. To share a connection, complete the worksheet and email it to **DirectEffect@usps.gov**.

Key Contacts for Direct Effect™ Program:

College or University: _____

Dean or Associate Dean's Name: _____

E-Mail: _____ Phone: _____

Address: _____

Department Chair's Name: _____

Department: _____

E-Mail: _____ Phone: _____

Address: _____

Professor/Instructor's Name: _____

Department: _____

E-Mail: _____ Phone: _____

Address: _____

Privacy Notice: For information regarding our privacy policies, visit www.usps.com/privacypolicy.



This worksheet is for your own use, to document connections made through professional or community organizations.

Network Introduction to Colleges/Universities:

Date of Call/Contact: _____

Referrer's Name: _____ Organization: _____

College/University: _____

Department: _____

Contact's Name & Title: _____

E-Mail: _____ Phone: _____

Address: _____

Follow-up: _____

Notes: _____

Privacy Notice: For information regarding our privacy policies, visit www.usps.com/privacypolicy.



Network Connection Worksheet

Use this worksheet to document connections made through professional or community organizations.





Direct Effect™ Innovation Challenge

Direct Effect™ Innovation Challenges present the Direct Effect™ curriculum in a dynamic, immersive, competitive environment. During these one-day “hackathons,” teams of college students design and develop resume-worthy, multichannel marketing campaigns in response to real business cases. Innovation Challenges give compressed, real-world experience in direct mail marketing design and implementation, skills that, according to a 2018 nationwide survey of PCCs, 75 percent of industry employers say they want new hires to have, but are difficult for students to obtain in regular academic environments. Innovation Challenges provide an engaging pathway to recruit new schools to use the Direct Effect™ curriculum.

During an Innovation Challenge, mail and print industry experts share expertise and best practices, and local community leaders present students with real-life business challenges. In response, students develop an integrated campaign strategy and create a direct mailpiece by applying their new knowledge. Experts from the design and printing community, the mailing industry, and local businesses and nonprofits support student teams on-site, and a panel of clients and industry experts select the winning campaigns.

Once the winners are selected, the goal is to see clients implement the student campaigns, based on client interest and available resources. After each event, the USPS headquarters team also follows up with students, instructors, and school decision makers to advance the curriculum adoption process.

The first Innovation Challenge was held April 6, 2019 in collaboration with the THINK Center in Wilkes-Barre, Pennsylvania, and featured students from nine area colleges designing solutions from two local non-profit organizations. You can see the video at: <https://postalpro.usps.com/academic-outreach/innovation-challenge-video>



“

The Direct Effect™ Innovation challenge is a new way for us to reach multiple schools at once and really start experimenting with how we scale the development of these connections so that we can bring the core curriculum into more colleges and universities.

- Victoria Stephen, USPS Product Innovation

”



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Close



Once a PCC member has submitted a contact, the rest is up to the USPS headquarters team.

This section describes what happens next. Don't worry! The headquarters team will keep PCC members in the loop on how the relationship is progressing and opportunities to stay involved based on educators' needs for industry support.





Engage



When a **PCC** provides a promising school contact, the USPS headquarters team will schedule a call to connect directly with the academic decision maker and local **PCC** team, if possible. During these calls, the USPS team:

- Walks through the curriculum and program.
- Listens to the needs of the academic program.
- Suggests ways that the curriculum might meet the contact's needs.
- Answers any initial questions about the curriculum.
- Asks whether the school would like to integrate curriculum content.
- Explores opportunities for industry support, as appropriate.

Send



After speaking with an academic decision maker who would like to implement the curriculum, the USPS headquarters team follows up with:

- An email containing links to all curriculum content.
- A mailed welcome package with copies of the USPS *Irresistible Mail* and *Next Generation Mail* books, as well as other materials.

Support



The relationship does not end once a school adopts the curriculum. The USPS team will follow up with schools to:

- Answer instructor questions.
- Assist with identifying relevant curriculum content.
- Provide support for classroom activities and live projects, including enlisting support from local **PCC** members.
- Gather feedback to continue to improve the Direct Effect™ program.

The USPS headquarters team will also reach out to **PCCs** to:

- Keep them updated about the relationship.
- Connect them with instructors who need local guest speakers, classroom support, or site visits.
- Help instructors recruit local clients for live-client projects.
- Gather great use cases, where students and professors have applied knowledge from the coursework. Send stories and visuals to **DirectEffect@usps.gov** to help inspire others!



For more information about the Direct Effect™ program,
visit <https://postalpro.usps.com/directeffect>
or email DirectEffect@usps.gov.

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