



PCC Leadership Awards Program Guide

This document is not to be altered.

Award Nomination Qualifying Period
January 1, 2020 through December 31, 2020

Nomination Submission Deadline
January 29, 2021

April 2020

1. PCC LEADERSHIP AWARDS PROGRAM – OVERVIEW, DESCRIPTIONS, AND REQUIRED ELEMENTS

Please note that all practices and activities must be consistent with *Publication 286 (March 2007)*.

Great leadership deserves recognition. All Postal Customer Councils (PCC) are eligible and encouraged to self-nominate in one or more PCC Leadership Awards categories. ***New for 2021***, PCCs are required to submit for PCC Leadership Awards in order to qualify for the PCC Premier Awards. These categories are the highest honors in which a PCC or PCC member can be recognized. The winners will be recognized in a public setting in front of their peers.

The PCC Leadership Awards Program recognizes outstanding performance in the categories listed below. Under the Leadership Awards, we recognize individual achievements, PCC achievements, and some awards are tiered to provide recognition at different levels.

This first grouping is our tiered awards. Awards are presented at the Gold, Silver, and Bronze levels. A PCC may only submit **ONE** entry for each of the following categories:

- **PCC Industry Member of the Year**
- **PCC Postal Service Member of the Year**
- **PCC Innovation of the Year**
- **Communication Program Excellence**
- **Education Program Excellence**
- **Membership Program Excellence**

Gold, Silver, and Bronze level will be awarded in each of the categories above. The prior year Gold winner in each award category **IS NOT** eligible for Gold in the current year; however, the PCC is eligible to compete for Silver or Bronze. **The PCC is eligible for Gold in a different award category.** Each submission by a previous award winner must reflect significant improvements, additions, and advances from the previous year's submission.

The second grouping of Leadership Awards have only **ONE winner** for each award category. Similar to the Gold Level for the tiered awards, the prior year winner in each category is not eligible for the award in the current year. To be eligible for two of the awards – PCC of the Year – Metro Market or Large Market– the PCC **must** meet the Premier Program Gold Level requirements. For more information on the requirements, refer to the 2021 PCC Premier Certificate Awards Program Guide.

- **PCC of the Year – Metro Market – PCES Post Offices.** (Must also qualify for Premier Program Gold Level status.)
- **PCC of the Year – Large Market – Post Offices level 24 to 26.** (Must also qualify for Premier Program Gold Level status.)

- **PCC of the Year – Small Market – Post Offices level 23 and below.** (Must also qualify for Premier Program Silver Level status.)
- **District Manager of the Year** (Limited to one nomination per PCC.)
- **Up-and-Comer** (Will be selected by the National PCC Program Office.)

LEADERSHIP AWARDS KEY ELEMENTS

The Leadership Awards recognize those who, over the course of the qualifying period, have conducted numerous educational and networking events and have documented **quantifiable** achievements resulting in members support and satisfaction.

Listed below are the key elements that will be used in evaluating submissions. When submitting award nominations, it is important to make sure these elements are addressed and documented providing quantifiable results using the “OAR” format – Objective, Actions, and Results:

- Programs conducted to educate business mailers on postal products, services, procedures, and policies to help them grow their business
- Effective communication with membership using various communication channels
- Creativity, originality, and membership involvement
- Positive impact on membership growth
- Outreach to all business mailers in the PCC’s geographical area

Nominees in the PCC Leadership Awards categories should be able to document achievements in the key elements above.

IMPORTANT:

- For the **PCC Industry Member of the Year Award**; PCCs should consider nominating an Industry member that goes above and beyond to support their PCC.
- For the **PCC Postal Service Member of the Year Award**; PCCs should consider nominating a Postal Service member that goes above and beyond to support their PCC.
- **PCC Innovation of the Year** is an award given to a PCC who implements a new method or idea, to attract and engage their community.

COMMUNICATION PROGRAM EXCELLENCE AWARD

In order to have a successful PCC, effective communication must be a central pillar of your local PCC operations. The most effective PCCs utilize many avenues to ensure an excellent communication program. Your submission should highlight how your PCC communicated with its membership over the course of the qualifying period. Some items to consider are:

- **Communication Methods** – How do you utilize your database to communicate with your PCC members beyond your monthly meetings? Do you use email, newsletters, websites, brochures, etc.?
- **Planned Communication** – List the various methods utilized by your PCC to communicate strategic plans for the year. How effective were the individual components of your plan and what elements worked well together?
- **Targeted Promotions** – Describe what campaigns were used to increase small and medium-size business membership growth. Do you have multi-phase programs targeting different groups? If so, please explain.
- **Response Rates** – Provide an example of unique direct mail approaches and other forms of communication that have been highly successful in increasing the involvement of your members on a regular basis.
- **Benefits** – What has been your PCCs most effective way of communicating the benefits and value of being or becoming a member of your PCC?
- **Member Feedback** – What process has your PCC established to ensure your members have effective ways to communicate their concerns, issues, and priorities? Please explain.

EDUCATION PROGRAM EXCELLENCE AWARD

Since PCCs were first established, education has been a cornerstone of the benefits offered to members. Describe how your PCC has been able to utilize educational materials and activities to better serve your PCC and highlight those efforts.

Your submission should highlight the educational activities your PCC participated in to increase the knowledge of your members.

- **Execution of Educational Programs (Webinars, Webcasts, and/or Workshops)** – List the names of each program conducted and the date(s) the program was offered. How were you able to integrate this program with typical PCC meetings and events?
- **Identify Unique Education and/or Training Events your PCC Members Participated in either on a National or Local Level** – Some examples would be taking advantage of the National Postal Forum Education Tracks, attending educational presentations, participation in National PCC Week events, and tours of USPS and business mailer facilities.
- **Promotion and Integration of USPS Mailer Certification Programs** – Indicate if the Executive Mail Center Manager (EMCM) program, Certified Direct Mail Professional (CDMP) program, or the Mailpiece Design Professional (MDP) program was conducted. Explain the value to attendee.

- **Educational Methods and Materials Developed** – Explain each unique education method and material that has been developed by the PCC.

MEMBERSHIP PROGRAM EXCELLENCE AWARD

In order to have a successful PCC, we must have members! The most effective PCCs utilize many avenues to ensure high attendance at their events, as well as having an engaged and active Executive Board. Your submission should highlight how your PCC has grown or retained membership (PCC and/or Executive Board) over the course of the year. Some items to consider are:

- **Membership Drive** – What have you done that brings in new members, as well as retains current members? What have you done for Board Members to keep them engaged?
- **Communication Methods** – How do you utilize your database to communicate with your PCC members beyond national communications? How do you utilize various communications to keep your board involved and informed?
- **Measurements of Success** – How do you measure successful membership recruitment? How do you measure successful board engagement?
- **Benefits** – What has been the outcome/benefit of having more members and/or creating a stronger board? What do your current members think about the PCC as a result of your actions?

Note: We are looking for ideas we can *REPLICATE* nationally, so please be specific on what you did, how you did it, and why you think it will work for others.

PCC OF THE YEAR – METRO MARKET – PCES POST OFFICES

PCC OF THE YEAR – LARGE MARKET – POST OFFICES LEVEL 24 TO 26

PCC OF THE YEAR – SMALL MARKET – POST OFFICES LEVEL 23 AND BELOW

PCCs should address achievements in the areas of education, networking, communication, membership growth, etc. Elements should address the following: Programs conducted to educate business mailers on postal products, services, procedures, and policies to help them grow their business; Effective communication with membership using various channels; Creativity, originality, and membership involvement; and Positive impact on membership growth. This category recognizes those PCCs who, over the course of the recognition period, have exemplified behavior and have documented contributions to which every PCC group can aspire.

DISTRICT MANAGER OF THE YEAR

PCCs should nominate a **District Manager** who goes above and beyond to support them. The Area Vice President (AVP) must approve all nominations.

UP-AND-COMER

This award recognizes a PCC that was very close to winning an award in many of the categories previously mentioned above. There is **no submission required** by the PCC for this category. The National PCC Program Office will assess the work and activities performed by the PCCs during the qualifying period, and select a winner.

2. PCC LEADERSHIP AWARDS PROGRAM SUBMISSION PROCESS

All Leadership Award nominations are to be submitted using the [2021 PCC Leadership Award Nomination Form](#) (see page 8) located on the internal USPS PCC BlueShare site:

<https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>

SUBMISSION PROCESS:

1. **Self-nominate by completing the [2021 PCC Leadership Award Nomination Form](#) for each award category.** Due to the large number of nominations submitted and the time devoted to evaluating nominations, you **must** utilize the “OAR” format – Objective, Actions, and Results – for each nomination:
 - Objective – Describe an objective, what goal or goals did you want to accomplish.
 - Actions – Describe what initiatives and innovative approaches were taken to meet your objective.
 - Results – What were the results? Did your PCC accomplish the desired outcome? How was your PCC responsible for the final result? Be specific and provide **quantifiable** results.
2. Next, **you must submit a separate [2021 PCC Leadership Award Nomination Form](#) on the PCC BlueShare site for each award nomination.** For example, if your PCC is submitting a nomination for PCC Industry Member of the Year and PCC Postal Service Member of the Year, submit two nomination forms – one for each award.
3. There is a maximum total word count not to exceed 1000 words. **If the limitation is exceeded, you will be disqualified.** There will be no exceptions to this requirement.

ALL 2021 PCC Leadership Award Nomination Forms must be submitted electronically through the **PCC BlueShare site.**

3. PCC LEADERSHIP AWARDS PROGRAM – EVALUATION

Recognizing PCCs and individuals for their accomplishments is an important ingredient for the continued success of the PCC Network: “*Success Breeds Success.*”

Each award nomination will be evaluated on a scale of 1-10, with 10 being the highest. The nominations will be ranked by a cross-functional team to eliminate bias. The nomination with the highest score will receive Gold. The Silver and Bronze will go to the next two highest scores.

4. PCC LEADERSHIP AWARDS PROGRAM – CALENDAR

- **January 1, 2020 through December 31, 2020: Qualifying Recognition Period.**
- **January 29, 2021: Nomination Submission Deadline.** Forms **MUST** be submitted electronically through the PCC BlueShare Site **by January 29, 2021** to be eligible for evaluation.
- Award winners will be recognized in a public setting surrounded by their peers.

Note: A copy of this guide and the [2021 PCC Leadership Award Nomination Form](#) can be found on the PCC BlueShare site:

2021 PCC Leadership Award Nomination Form

For each award category selected, a separate nomination form must be submitted.

Qualifying Period – January 1, 2020 through December 31, 2020

Deadline to submit – January 29, 2021

| | | |
|--|--|---|
| Award Category (CHECK ONE) | <input type="checkbox"/> PCC Industry Member of the Year <input type="checkbox"/> PCC Postal Service Member of the Year <input type="checkbox"/> PCC Innovation of the Year <input type="checkbox"/> PCC of the Year – Metro Market <input type="checkbox"/> PCC of the Year – Large Market <input type="checkbox"/> PCC of the Year – Small Market | <input type="checkbox"/> Membership Program Excellence <input type="checkbox"/> Communication Program Excellence <input type="checkbox"/> Education Program Excellence <input type="checkbox"/> District Manager of the Year (AVP must approve nomination) |
|--|--|---|

| | | |
|---|--|------------------------|
| PCC® Name | | |
| Name of Individual Award Nominee | | |
| Contact Person | | |
| Telephone Number | | Date Submitted: |
| Email Address | | |

Please note: There is a single-sided limit of two (2) pages not to exceed a total word count of 1000 words. If the 2-page limit is exceeded, you will be disqualified. Submissions must not duplicate ANY prior year’s submissions, must be original and unique to the current year, and any duplication will result in a disqualification after January 29, 2021. (Refer to 2020 PCC Leadership Programs Guide.)

Objective – Describe the objective. What was the goal or goals? What did you want to accomplish? Explain in detail why you chose this objective and what were the challenges and desired outcome.

Action – What actions did your PCC take to complete the objective? What initiatives and innovative approaches were demonstrated?

Results – What were the results? Did your PCC accomplish the desired outcome? Include the quantifiable results. Be specific.

Comments – Add any additional comments. Do not include pictures or any other images.