



PCC Premier Certificate Awards Program Guide

“Providing Benchmarks for Excellence”

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 PREMIER CERTIFICATE AWARDS PROGRAM – OVERVIEW

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

The Postal Customer Council (PCC) Premier Certificate Awards Program provides PCCs with a set of national standards that serve as the benchmark for PCC excellence and recognizes industry best practices that support business growth opportunities for the Postal Service and its PCC members.

These standards and practices will support the National PCC Mission Statement which is to:

- Promote local cooperation and support and foster a close working relationship between the U.S. Postal Service and all businesses that use the mail to communicate and interact with their customers;
- 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; and
- Help PCC industry members and their organizations grow and develop professionally through focused educational programs.

Based on the established national standards, PCCs will be recognized as performing at a **Bronze, Silver, or Gold Level** of excellence.

As an overall requirement, PCCs must operate in a manner consistent with the guidelines and requirements established by Postal Regulations and *Publication 286* (Postal Customer Council Program Policies and Rules, March 2007).

The standards that have been established for the **Bronze Level** are designed for startup PCCs or those that are revitalizing their operations to perform at maximum level. The Bronze Level standards represent the core and fundamental operations of all PCCs. (See page four for submission requirements.)

Performing at the **Silver Level** demonstrates that a PCC has effectively expanded its core operations and implemented additional educational, networking, and communication programs to enhance the value of PCC membership. (See page five for submission requirements.)

At the **Gold Level**, a PCC is viewed as a top performer. This includes taking advantage of all available resources, maintaining sound business practices, conducting a variety of educational programs, implementing creative strategies that increase membership, and making continuous improvements to enhance the value of PCC membership. (See page six for submission requirements.)

Meeting the requirements for Bronze, Silver, and Gold level will support PCC growth and member participation. PCCs are encouraged to build the PCC Premier Program requirements into their annual planning calendars. Establishing a file during the qualifying period with documents that show requirements have been met, will make submitting a nomination easier to complete during the nomination submission period.

2. PCC PREMIER CERTIFICATE AWARDS PROGRAM – SELF-NOMINATION PROCESS

Determine which award level – Bronze, Silver, or Gold – your PCC qualifies for and **complete** the appropriate **2021 PCC Premier Certificate Award Nomination Form** available on the PCC BlueShare site at: <https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>

1. **Nominations** are limited to only one award level. For example, if your PCC qualifies for the Gold Level, you only need to complete and submit the *Gold Level Requirements Nomination Form*.
2. **Ensure** you provide the District Manager adequate **supporting documentation(s)** for each requirement that proves the requirement has been met. For example, if the requirement is “conduct four educational workshops,” submit a copy of the PCC meeting notice listing the workshops. If the requirement is “communicate with members via USPS mail,” submit the front copy of each issue

supporting that requirement rather than the entire newsletters. The Webinar/Zoom documentation may include a copy of the meeting announcement.

3. **Identify** each piece of documentation with a notation that corresponds to the requirement it is supporting.
4. The **completed 2021 PCC Premier Certificate Award Nomination Form** **MUST** be approved, dated, and signed by your District Manager.
5. You **need to electronically submit** your **2021 PCC Premier Certificate Award Nomination Form** through the PCC BlueShare site by attaching a copy of the approved form **no later than January 29, 2021**. <https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>

IMPORTANT REMINDER: To be considered for recognition, a PCC's nomination form **MUST** be approved, signed, and dated by their respective District Manager.

3. PCC PREMIER CERTIFICATE AWARDS PROGRAM – PRESTIGIOUS PLATINUM AWARD

The **Prestigious Platinum Award** recognizes PCCs that have **achieved Gold Level for five consecutive years including 2021**.

Self-nomination to receive this award is **NOT** required. The National PCC Program Office will notify PCCs that qualify for this award based on previous earned recognition.

4. PCC PREMIER CERTIFICATE AWARDS PROGRAM – CALENDAR

- **January 1, 2020 through December 31, 2020: Qualifying Recognition Period.**
- You **need to electronically submit** your **2021 PCC Premier Certificate Award Nomination Form** through the PCC BlueShare site by attaching a copy of the approved form **no later than January 29, 2021**. <https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>
- Award winners will be announced during National PCC Week.

Note: A copy of this guide and the **2021 PCC Leadership Award Nomination Form** can be found on the PCC BlueShare site: <https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>.

Bronze Level Requirements
2021 PCC Premier Certificate Award Nomination Form
(PCC must self-nominate to qualify.)

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

Nomination Form Deadline: January 29, 2021

It is the PCC's responsibility to ensure this nomination is approved by the DM to meet the above deadline.

- Name of PCC:**
- Point of Contact:**
- Phone Number:**
- Email Address:**
- Dated Submitted:**

IMPORTANT: This form **MUST** be approved, signed, and dated by your respective District Manager (DM). Approval includes a review of supporting documentation and verification of each requirement by the DM. It is the sole responsibility of the PCC to provide supporting documentation to the DM.

Complete the **2021 PCC Premier Certificate Award Form** located on the PCC BlueShare site, and **submit electronically** using the PCC BlueShare site only.

To complete this form, insert an "x" next to the requirement in the **Achieved** column (as appropriate).

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. PCC events, excluding Executive Board meetings, must be listed on PostalPro through TeamSite. (Minimum of 4) (e.g., General membership meetings, trainings, vendor shows, conferences, seminars, etc.)	
Meeting & Education Requirements	Achieved
3. Hold a minimum of four Executive Board meetings each year. May be conducted face-to-face or by webinar/Zoom.	
4. Conduct at least four general membership meetings (e.g., events, luncheons, educational training, etc) each year. May be conducted face-to-face or by webinar/Zoom.	
5. Participate in National PCC Week by hosting an individual or joint event that enables PCC members to view the Postmaster General's message.	
6. Active involvement by your Area Vice President, Area Marketing Manager, Area PCC Coordinator, District Manager, District Marketing Manager or Plant Manager in PCC activities/events via webinar/Zoom or face-to-face. (Minimum of 2)	
7. Participate in at least two nationwide PCC webinar/Zoom educational events hosted by the PCC Advisory Committee or the National HQ PCC Program Office.	
8. PCC Representative, PCC Postal Co-Chair, PCC Postal Administrator, or Industry Co-Chair must attend the HQ Liaison Monthly Touchpoint calls. (Minimum of 8)	
Communication Requirements	Achieved
9. Communicate at least four times with PCC members via U.S. Postal Service mail.	
10. Submit at least one PCC success story for inclusion in the PCC Insider Newsletter. (Send articles to the PCC mailbox at PCC@usps.gov .)	
11. Submit at least one PCC Leadership Award nomination to be considered for the 2021 PCC Leadership Awards (submit nominations to the PCC BlueShare site during the submission period).	

District Manager's Signature: _____ **Date:** _____
(By signing this form, you are certifying that the information above is accurate, has been verified, and the requirements have been met by this PCC.)

Silver Level Requirements
2021 PCC Premier Certificate Award Nomination Form
(PCC must self-nominate to qualify.)

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

Nomination Form Deadline: January 29, 2021

It is the PCC's responsibility to ensure this nomination is approved by the DM to meet the above deadline.

Name of PCC:
Point of Contact:
Phone Number:
Email Address:
Dated Submitted:

IMPORTANT: This form **MUST** be approved, signed, and dated by your respective District Manager (DM). Approval includes a review of supporting documentation and verification of each requirement by the DM. It is the sole responsibility of the PCC to provide supporting documentation to the DM.

Complete the **2021 PCC Premier Certificate Award Form** located on the PCC BlueShare site, and **submit electronically** using the PCC BlueShare site only.

To complete this form, insert an "x" next to the requirement in the **Achieved** column (as appropriate).

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. Establish working committees: Education, Membership, and Communication.	
3. Conduct a local PCC recognition program.	
4. PCC events, excluding Executive Board meetings, must be listed on PostalPro through TeamSite. (Minimum of 5) (e.g., General membership meetings, trainings, vendor shows, conferences, seminars, etc.)	
Meeting & Education Requirements	
5. Hold a minimum of six Executive Board meetings each year. May be conducted face-to-face or by webinar/Zoom.	
6. Conduct at least five general membership meetings (e.g., events, luncheons, educational training, etc) each year. May be conducted face-to-face or by webinar/Zoom.	
7. Participate in National PCC Week by hosting an individual or joint event that enables PCC members to view the Postmaster General's message.	
8. Participate in at least three nationwide PCC webinar/Zoom educational events hosted by the PCC Advisory Committee or the National HQ PCC Program Office.	
9. Active involvement by the Area Vice President, Area Marketing Manager, Area PCC Coordinator, District Manager, District Marketing Manager or Plant Manager in PCC activities/events via webinar/Zoom or face-to-face. (Minimum of 3)	
10. PCC Representative, PCC Postal Co-Chair, PCC Postal Administrator, or Industry Co-Chair must attend the HQ Liaison Monthly Touchpoint calls. (Minimum of 8)	
Communication Requirements	
11. Communicate at least four times with members via U.S. Postal Service mail.	
12. Submit at least two PCC success stories for inclusion in the PCC Insider Newsletter. (Send articles to the PCC mailbox at PCC@usps.gov .)	
13. Submit at least two PCC Leadership Award nominations to be considered for the 2021 PCC Leadership Awards (submit nominations to the PCC BlueShare site during the submission period).	

District Manager's Signature: _____ **Date:** _____

(By signing this form, you are certifying that the information above is accurate, has been verified, and the requirements have been met by this PCC.)

Gold Level Requirements

2021 PCC Premier Certificate Award Nomination Form

(PCC must self-nominate to qualify.)

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

Nomination Form Deadline: January 29, 2021

It is the PCC's responsibility to ensure this nomination is approved by the DM to meet the above deadline.

Name of PCC:
Point of Contact:
Phone Number:
Email Address:
Dated Submitted:

IMPORTANT: This form **MUST** be approved, signed, and dated by your respective District Manager (DM). Approval includes a review of supporting documentation and verification of each requirement by the DM. It is the sole responsibility of the PCC to provide supporting documentation to the DM.

Complete the **2021 PCC Premier Certificate Award Form** located on the PCC BlueShare site, and **submit electronically** using the PCC BlueShare site only.

To complete this form, insert an "x" next to the requirement in the **Achieved** column (as appropriate).

Administrative Requirements	Achieved
1. Establish a PCC Executive Board that consists of at least a Postal and Industry Co-Chair, Secretary, Postal Administrator, and Treasurer.	
2. Establish working committees: Education, Membership, and Communications.	
3. Establish and maintain a local PCC website.	
4. PCC events, excluding Executive Board meetings, must be listed on PostalPro through TeamSite. (Minimum of 6) (e.g., General membership meetings, trainings, vendor shows, conferences, seminars, etc.)	
5. Conduct a local PCC recognition program.	
Meeting & Education Requirements	
6. Hold a minimum of eight Executive Board meetings each year. May be conducted face-to-face or by webinar/Zoom.	
7. Conduct at least six general membership meetings (e.g., events, luncheons, educational training, etc) each year. May be conducted face-to-face or by webinar/Zoom.	
8. Participate in National PCC Week by hosting an individual or joint event that enables PCC members to view the Postmaster General's message.	
9. Participate in at least four nationwide PCC webinar/Zoom educational events hosted by the PCC Advisory Committee or the National HQ PCC Program Office.	
10. Active involvement by the Area Vice President, Area Marketing Manager, Area PCC Coordinator, District Manager, District Marketing Manager or Plant Manager in PCC activities/events via webinar/Zoom or face-to-face. (Minimum of 4)	
11. PCC Representative, PCC Postal Co-Chair, PCC Postal Administrator, or Industry Co-Chair must attend the HQ Liaison Monthly Touchpoint calls. (Minimum of 8)	
Communication Requirements	
12. Communicate at least four times with members via U.S. Postal Service mail.	
13. Submit at least three PCC Success Stories for inclusion in the PCC Insider Newsletter. (Send articles to the PCC mailbox at PCC@usps.gov .)	
14. Submit at least three PCC Leadership Award nominations to be considered for the 2021 PCC Leadership Awards (submit nominations to the PCC BlueShare site during the submission period).	

District Manager's Signature: _____ **Date:** _____
 (By signing this form, you are certifying that the information above is accurate, has been verified, and the requirements have been met by this PCC.)