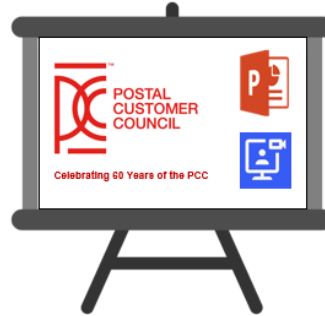# National Orientation
for
PCC Board Members
Segment 2

Housekeeping

Please utilize the chat box to ask questions, or voice any comments, or concerns.

PPT presentation along with the recording will be posted in PostalPro.

Please note: All phones and videos will be muted due to the large volume of information that we are sharing on today's call.

UNITED STATES POSTAL SERVICE

Agenda – Segment 2

October 28, 2:00 PM – 3:00 PM ET

➢ Committees continue:
- Communications and Marketing
- Education Programming

➢ PCC Awards

➢ Questions and Answers

➢ Closing

➢ Thank You

Communications and Marketing

Kathy Hall
Industry Co-Chair
Kathy@ATIME4Marketing.com

Sharon Barger
Postal Co-Chair
sharon.a.barger@usps.gov

UNITED STATES POSTAL SERVICE

Marketing Committee and Chair

➤ Minimum of three on your committee
➤ Work effectively with Executive Board
➤ Create an Annual Event Calendar
➤ Timing and frequency
➤ Work with Membership Committee
➤ Measuring results
➤ Be Creative

COMMUNICATIONS AND MARKETING

Annual Marketing Calendar

- ➤ Collaborate with Executive Board
  - ▪ Membership
  - ▪ Education
  - ▪ Program
- ➤ Start planning in October
- ➤ Timing and frequency
- ➤ Strategies
  - ▪ Social proof
  - ▪ Personalization
  - ▪ WIIFM
  - ▪ Next steps
  - ▪ Measuring results

COMMUNICATIONS AND MARKETING

Marketing to Members/Sponsors

- ➤ Supporting the Membership Committee
  - ▪ Create collateral and communications for you
    - ○ local USPS Sales,
    - ○ BMEU
    - ○ BSN
  - ▪ Members Invite a Friend
- ➤ PCC Elevator Pitch
  - ▪ Ideas
- ➤ PCC Business Cards

- ➤ LexisNexis (USPS Administrator)
- ➤ Direct Mail Campaigns
- ➤ PCC Voice
- ➤ eMail Blasts
- ➤ Newsletters (Print and Digital)
  - ▪ PCC Member Spotlights
- ➤ Recognizing Sponsors
- ➤ PCC Website

COMMUNICATIONS AND MARKETING

How to Promote PCC Events

➢ Integrated Marketing Plan
- ▪ Direct Mail
- ▪ eMail Blasts
- ▪ PCC Voice
➢ PCC Website
➢ PCC Newsletter
➢ Local USPS Sales, BMEU and BSN
➢ PCC Monthly Virtual Calendar
➢ *TeamSite/Postal Pro*
➢ Members Invite a Friend

COMMUNICATIONS AND MARKETING

UNITED STATES POSTAL SERVICE

Sharing Events with other PCCs

➢ *TeamSite/PostalPro*
➢ PCC Virtual Monthly Calendar
➢ PCC Website
➢ Direct Mail
➢ PCC Voice
➢ PCC Insider – Success Stories
➢ eMail Blasts

COMMUNICATIONS AND MARKETING

Best Practices for Marketing Emails

- ➢ Can Spam Act
- ➢ Database
- ➢ Content
- ➢ Timing and Frequency
- ➢ Social Proof
- ➢ Personalization
- ➢ WIIFM and Next steps
- ➢ Measuring Results - ROI

COMMUNICATIONS AND MARKETING

Best Practices for Direct Mail

- ➢ Create a template
- ➢ Personalize Your Message
  - ➢ Easy to read – keep it simple and catchy
  - ➢ Date, Time, Location, Topic, Speaker(s), Cost
  - ➢ Unique and sharable
  - ➢ Use a theme – fun and creative graphics/images
- ➢ Strong Call to Action
- ➢ Integrate Digital World Icons
- ➢ Be Sustainable
- ➢ Create a distribution and follow-up action plan
  - ➢ Email
  - ➢ Distribution timelines
- ➢ Distribution List Address Cleaning
- ➢ Track and Measure ROI

COMMUNICATIONS AND MARKETING

Best Practices for Newsletters

➢ Online Resource or Tool – create a template
➢ Layout
  ▪ Easy to read – keep it simple and catchy
➢ Content
  ▪ Relevant and Valuable to your targeted audience
  ▪ Interesting, Fun, Unique, and Engaging
  ▪ Educational – events
  ▪ Personal (promotions, work anniversaries, retirements etc.)
  ▪ User-generated content
  ▪ Social Media
➢ Effective Call to Action
➢ Distribution Timeline
➢ Clean address list

COMMUNICATIONS AND MARKETING

Benefits of PCC Communications and Marketing

➢ Vehicles for communicating with and engaging your
  PCC members and prospective members
➢ Education
➢ Recognition
➢ Current Events and Meeting Calendar
➢ Fun Facts
➢ Celebrations
➢ Great tool for capturing your PCC history
➢ Great experience to be a "product of the product"

COMMUNICATIONS AND MARKETING

UNITED STATES POSTAL SERVICE

Education Programming

Glen Swyers
Industry Co-Chair
GSwyers@theimaginegroup.com

Cathy Scocco
National Postal Vice Chairperson
cathy.m.scocco@usps.gov

EDUCATION PROGRAMMING

UNITED STATES POSTAL SERVICE
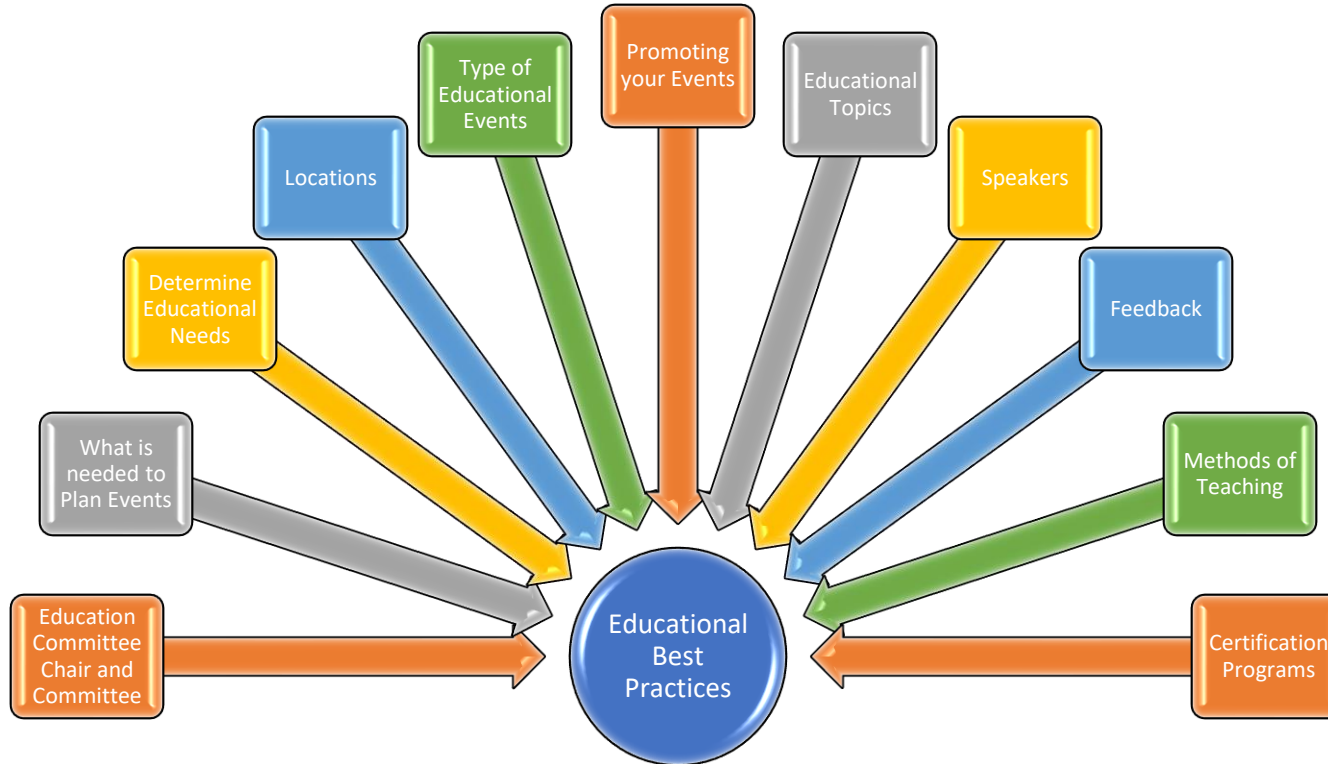
Education Committee and Chair

Committee Chair

➤ Either Postal or Industry Member
➤ Lead the Committee
➤ Present at Board Meetings
➤ Familiar with Pub 286

Committee Members

➤ Either Postal or Industry Member
➤ Plan Educational Events
➤ Volunteer at Educational Events
➤ Familiar with Pub 286

UNITED STATES POSTAL SERVICE

How to Determine Educational Needs

POSTAL CUSTOMER COUNCIL

- HQ PCC Liaison
- PCC Advisory Committees
- Area PCC Coordinator
- Local PCCs

Survey Your General Members

UNITED STATES POSTAL SERVICE

Types of Educational Events

Types
- In-Person
- Virtual
- Hybrid

Food Festival
- Breakfast or Coffee Time
- Luncheons
- Brown Bag
- Dinner Meetings
- Food Trucks
- Restaurant Establishments

Networking
- Happy/Social Hour
- Round Table
- Town Hall
- Meet and Greet
- Panel of Experts
- Civic Venues

Outings
- Tours (Industry/Postal)
- Membership Drives
- Tournaments (Golf, Fishing, Bowling)
- Ball Games
- Mail Crawl
- Cruise

Miscellaneous
- Pen Pal Program
- Community (Food Drive, Operation Santa, Toys for Tots)
- Certifications
- Joint Events
- Recognition

EDUCATION PROGRAMMING

UNITED STATES POSTAL SERVICE

Educational Topics

Traditional Postal Topics

- Postal Rate/Promotions
- Seamless Acceptance
- Marketing - Direct Mail
- Address Change – Return Services
- Business Customer Gateway
- Informed Visibility
- Mailpiece Design
- Shipping – Package Delivery
- International
- Cybersecurity

Traditional Non-Postal Topics

- Safety – Weather
- Leadership Skills
- Mental Health
- Financing/Retirement
- Personal Development
- Social Media
- Value of Mail
- Inspirational
- Integrating Direct Mail
- Networking

EDUCATION PROGRAMMING

UNITED STATES
POSTAL SERVICE

Finding Speakers

Word of Mouth Past Presenters

Ask other PCCs PCC Voice Virtual Calendar

Ask your Members USPS HQ

Speakers Bureau List 2.0

Education Feedback and Methods

Soliciting for feedback is vital when planning an event or when an event has ended

➢ At the beginning of the year to inquire what your member's needs and wants are. This will help when determining what topics to have throughout the year.

➢ At the end of every event. This will also help your PCC in knowing if the event was successful.

Who should administer them?

Education Committee should oversee the surveys after every event.

Which method should you use?

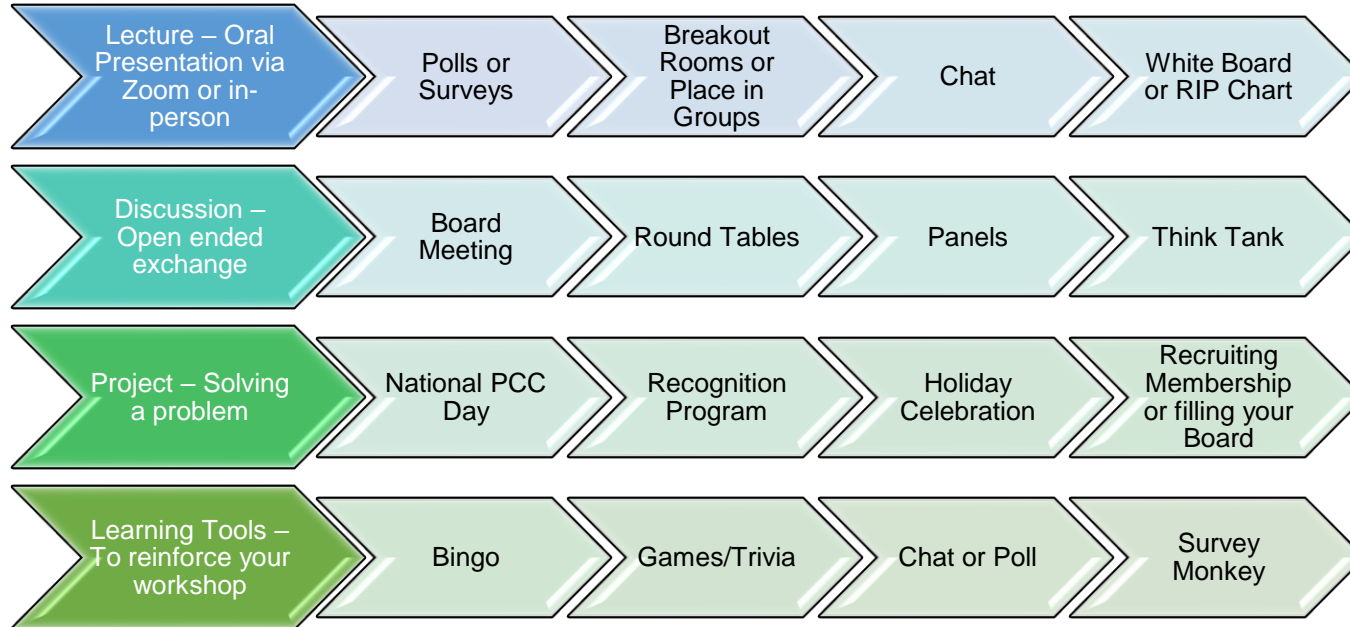Polling Features in Zoom
SurveyMonkey
Type questions in Word doc.

How should we administer them?

In-person
Mail them (G-10 permit)
Email

EDUCATION PROGRAMMING

Methods of Teaching

Lecture – Oral Presentation via Zoom or in-person	Polls or Surveys	Breakout Rooms or Place in Groups	Chat	White Board or RIP Chart
Discussion – Open ended exchange	Board Meeting	Round Tables	Panels	Think Tank
Project – Solving a problem	National PCC Day	Recognition Program	Holiday Celebration	Recruiting Membership or filling your Board
Learning Tools – To reinforce your workshop	Bingo	Games/Trivia	Chat or Poll	Survey Monkey

EDUCATION PROGRAMMING

UNITED STATES POSTAL SERVICE

National Center for Employee Development (NCED)

Two Certification Programs
Host locally or virtually

Information on Scheduling and Pricing contact:
Cherlyn.D.Ruggeri@usps.gov,
Darlene.E.Pace@usps.gov, and
Bernadette.M.Morgan@usps.gov

Mail Design Professional

- Addressing
- AIS Products
- Automation Flats
- Automation Letters, FCM, and Standard Mail
- Basic Mail Design
- Classes of Mail
- Intelligent Mail Barcode Formats
- Postage Payment Methods
- Reply Mail
- Tads and Tidbits

Executive Mail Center Manager

- Basic Mail Design
- Mail Center Administration
- Mail Center Operations
- Mail Center Security
- Management Essentials
- Sales and Marketing
- Technology
- Tools and Resources

EDUCATION PROGRAMMING

UNITED STATES POSTAL SERVICE

PCC Awards

Rob Hanks
Member-at-Large
rob.hanks@suttle-straus.com

Katrina Raysor
Postal Co-Chair
katrina.r.raysor@usps.gov

PCC Awards

Gold/Silver/Bronze

Bronze, Silver, and Gold Level Requirements

2021 PCC Premier Certificate Award Nomination Form

(PCC must self-nominate to qualify)

Qualifying Period: *January 1, 2021, through December 31, 2021*

Submission starts: December *1, 2021*

Deadline: *January 31, 2022*

PCC Awards

➢ The Leadership Awards have only **_ONE winner_** for each award category
➢ If your PCC won any of these categories, you cannot win 2-years in a row
➢ PCCs must meet Premier Program Gold Level requirements to be eligible for PCC of the Year Metro, Large, or Small Market
  ▪ **PCC of the Year – Metro Market** (PCES Post Office)
  ▪ **PCC of the Year – Large Market** (Level 24 to 26 Post Office)
  ▪ **PCC of the Year – Small Market** (Level 23 Post Office and below)
  ▪ **District Manager of the Year**

UNITED STATES POSTAL SERVICE

PCC Awards

➢ These awards are presented at the Bronze, Silver, and Gold levels

➢ A PCC can **only** submit one nomination form for each category

➢ 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

- **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**

What will *AUTOMATICALLY* disqualify your nomination?

- Using the wrong form. Always check the date that it is current – download from *PCC BlueShare site.*
- Verify your word count. *May not* exceed **1,000 words** or **2 pages.**
- Submitting after the deadline date – 1/31/2022

2022 PCC Leadership Award Nomination Form
For each award category selected, a separate nomination form must be submitted.

Qualifying Period – January 1, 2021 through December 31, 2021
Deadline to submit – January 31, 2022

Note: The *PCC BlueShare* site will be open for submissions between December 1, 2021 – January 31, 2022. The submission link is https://ca.blueshare5.usps.gov/sites/igo/pcc/Lists/Leadership%20Award%20Submissions/AllItems.aspx.

Award Category (CHECK ONE)	____ PCC Industry Member of the Year ____ PCC Postal Service Member of the Year ____ PCC of the Year – Metro Market ____ PCC of the Year – Large Market ____ PCC of the Year – Small Market	____ PCC Innovation of the Year ____ Membership Program Excellence ____ Communication Program Excellence ____ Education Program Excellence ____ District Manager of the Year *(Area Vice President **must** approve this nomination before it is submitted. Keep approval email on file.)*
PCC® Full 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 or the word count, you will be disqualified. Submissions must not duplicate prior year's submissions. It must be original and unique to the current year. Any duplications will result in a disqualification. (Refer to 2021 PCC Leadership Programs Guide page 3.)

Make sure you check *only one* award category

Fill out information:

- Full name of your PCC.
- Person's Name if an Individual Award.
- Contact Persons' Name and Telephone number.
- Email address.
- Date you are submitting to *PCC BlueShare site.*

UNITED STATES POSTAL SERVICE

Objective – Describe the objective. 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. *(Please do not add pictures or other images.)*

Four Sections:
- ➢ Objective
- ➢ Action
- ➢ Results
- ➢ Comments

Remember to always check:
- ➢ Grammar
- ➢ Spelling
- ➢ Margins
- ➢ Word Count
- ➢ Have someone proofread

***Do not** add images/pictures*

- ➢ Is this a best practice another PCC can duplicate
- ➢ Include in your narrative write-up:
  - ▪ Membership growth by % or #
  - ▪ Educational events increased by % or #
  - ▪ Communication vehicles
  - ▪ Innovative exemplary actions or idea unique from all other PCCs
- ➢ Clearly explains the objectives, actions, and end results

- ➢ Did I already submit this in the past?
- ➢ Is another PCC doing this already?
- ➢ *Didn't* include any growth, numbers, or increases – results not quantifiable.
- ➢ PCC *did not* exhibit any uniqueness that would differentiate them from the rest.
- ➢ Duplicating same entry for multiple PCCs.

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Questions and Answers

Many Thanks

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