





PCCAC Education Sub-Committee Quarter 3 Café June 8th, 2023

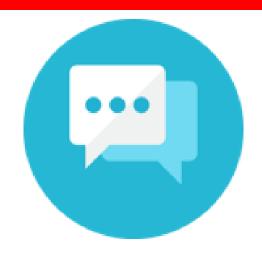








Housekeeping



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



PPT presentation will be posted on PostalPro



Please note: All phones and videos will be muted.









Agenda

- Breaking the Ice
- Workshops
 - Prescription for PCC Health
 - Strength in Numbers
 - Success Story
- Certification Courses
 - MDP
 - Mail Center Manager
 - Direct Mail Marketing Course
- NPF Roundtable Discussion
- Q&A
- Final Thoughts









BREAKING THE ICE!











In which year was the first National Postal Forum (NPF) held?











The non-profit organization handling the NPF began in 1968

The NPF is a not-for-profit educational corporation, established in 1968 by a group of major postal customers/mailers who were committed to an ongoing partnership with the USPS.









Who was the PMG in 1967?

- A. W. Marvin Watson
- B. William F. Bolger
- C. Lawrence F. O'Brien
- D. Benjamin Franklin











Who was the PMG in 1967? C. Lawrence F. O'Brien









When the first National Postal Forum was held how many Years had the Postal Customer Council or Mailers User Council been in existence?

- A. Five Years
- **B. Six Years**
- C. Did not exist, yet
- D. Nine years











When the first National Postal Forum was held how many Years had the PCC or Mailers User Council been in existence?

B. Five Years













How many National PostalForums have there been?

A. XXVI

B. CII

C. NPF

D. LIV

	T		VI	
1	I	11	XI	5
2	II	12	XII	10
3	III	13	XIII	50
4	IV	14	XIV	100
5	V	15	XV	
6	VI	16	XVI	
7	VII	17	XVII	
8	VIII	18	XVIII	
9	IX	19	XIX	
10	\mathbf{X}	20	XX	









Ice Breaker



How many National Postal Forums have there been?

D. LIV (L=50, IV = 4) 54 From 1967 To 2023, Minus Two Years Due to Covid













Educational Workshops









PCCAC Health Check Prescription Plan















Prescription for PCC Health

- This workshop gave an overview on how the PCC Health Check
 - Reponses
 - Recommendations based on the answers given
- Interactive game; Time For Your Exam
- Madison and Milwaukie PCC Success Story
- Health Check Next Steps











What's Next

- Why Take the Survey:
 - Determine the Current Health of Your PCC (areas of need)
 - Implement a prescription action plan for success
 - Help PCCs perform at their maximum level possible
 - Submit for PCC awards
 - Increase PCC membership
 - Recognize self pride and achievement
 - Deliver for your local business customers more effectively and efficiently
 - Date for Survey Distribution: Week of August 14, 2023













Strength in Numbers: PCC Executive Board Strategies

















Strength in Numbers: PCC Executive Board Strategies

- This workshop gave an overview on how the PCC stand nationally as of May 2023
 - Board Vacancies
 - Mergers and Dissolving PCCs
- Interactive games; Board 'em or Boot 'em and PCC Executive Board match game
- Recipe for Success: PCC Executive Board

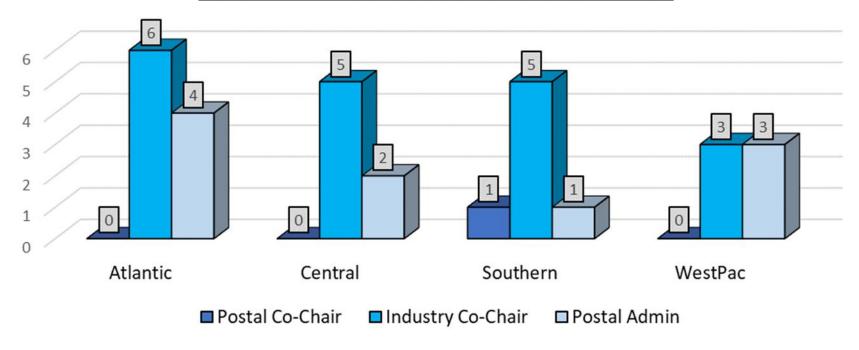








PCC Co-Chair and Admin Vacancies



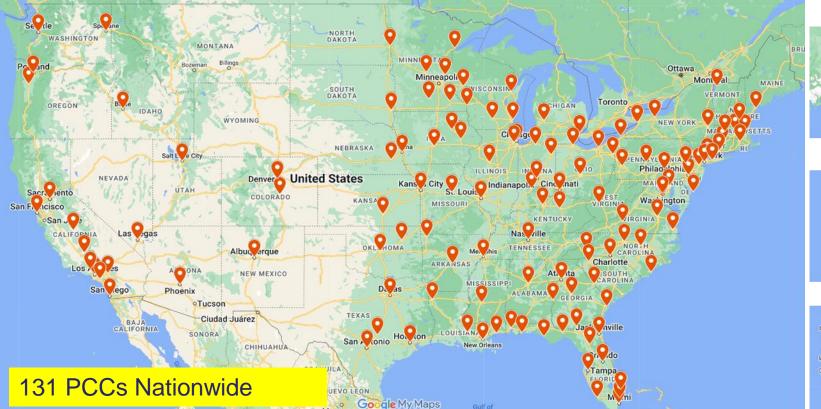








Workshops

















Workshops



PCC Executive Board Recipe

1st Ingredient The Right People

2nd Ingredient Strong Leadership

3rd Ingredient Social Capabilities

4th Ingredient Good Board Practices

5th Ingredient Commitment















VISION. STRATEGY. ACTION.





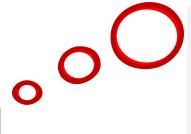
PCCAC Communications and Marketing Sub-Committee

PCCAC Health Check Prescription Plans -IN ACTION

























Certification Courses









Mail Piece Professional (MDP) Course

- In-depth Training on Postal Standards
- Learn to Design Mail Pieces that Qualify for Postage Discounts
- \$95.00 Fee for the USPS Certification
- Pre-registration is Required











Direct Mail Marketing Course

- Explore the Customer Journey
- Use Direct Mail as Part of an Omni-Channel Marketing Program
- Earn a Free Certificate with a Minimum of 7 Workshops











Mail Center Manager Course

- Learn the Many Aspects of Running a Mail Center
- Learn to be Proficient in Mail Management Space
- Learn to Cut Costs, Boost Productivity, and Become More Effective.
- Earn a Free Certificate by Attending 5 Workshops on the Same Day











PCCAC Education Sub-Committee NPF Roundtable



Alexis Nicoletta
Corporate
Image



Paul Bobnak
PB
Communications



Mike Curbelo

Deliver

Strategies



Glen Swyers
The Image
Group



Randy Slone
TEAM Concept
Printing









Round Table











Welcome Booth

When you have to be in multiple places at once – best to bring a clone.









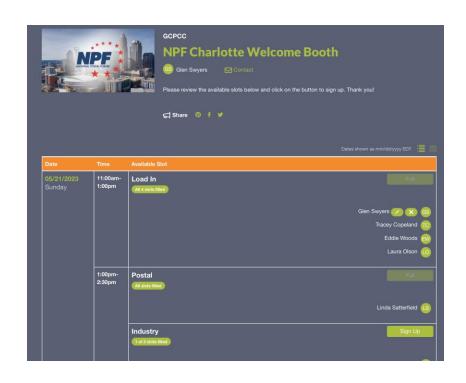




Welcome Booth

Realtime Volunteer Management.









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