Tom Foti, VP, Product Solutions Entry, Payment, Product Focus Area

MTAC General Session January 31, 2023





## ➤ 2023 Mailing Promotions

Academic Outreach: Direct Effect Program

Help Desk Integration

Elimination of USPS Corporate Accounts (USPSCA)

Hardcopy Postage Statements





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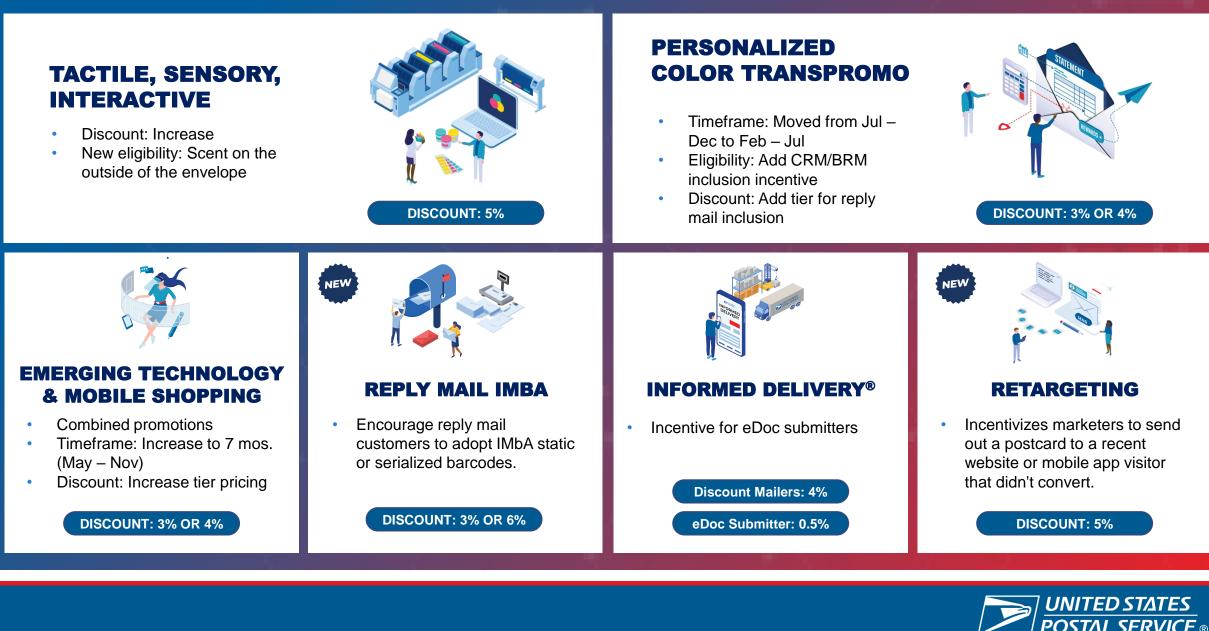
# USPS MAILING PROMOTIONS

The USPS Mailing Promotions encourage Marketers, Printers, and Mailers to use technology and print techniques in their mailings to drive better engagement with customers and boost results.

TELLIGEN



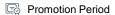
# **2023 PROMOTIONS WHAT'S NEW**

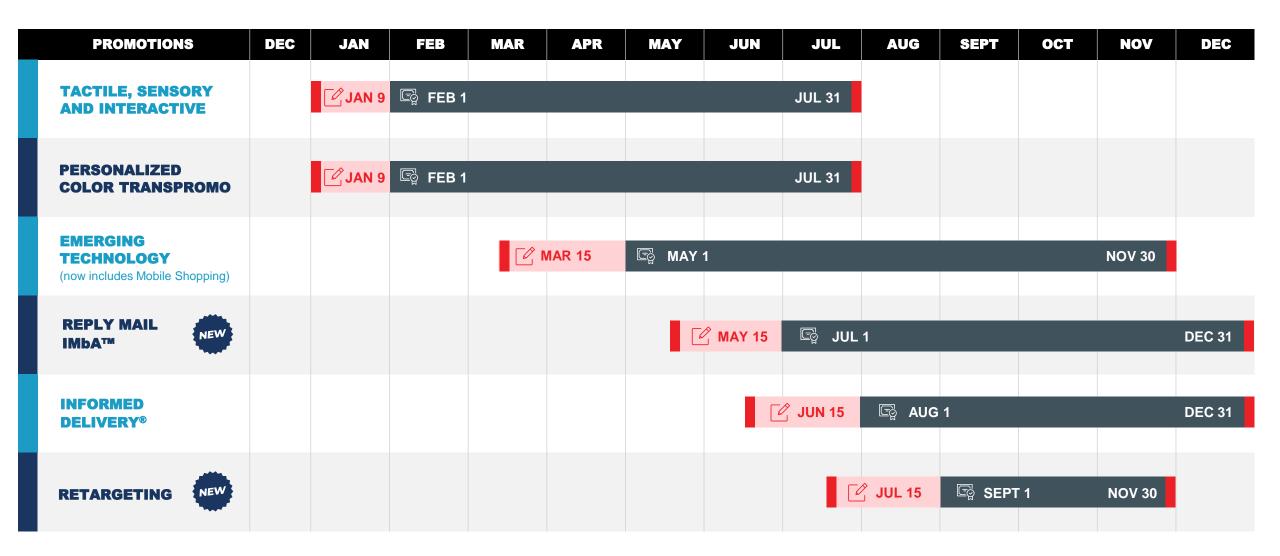


#### **2023 PROMOTIONS CALENDAR**

First-Class<sup>®</sup>Mail Service

Registration Period E Pro







# 2023 PROMOTIONS GUIDEBOOKS

#### MODULAR

Distinct sections get you to the information you need, quickly and easily

#### CLICKABLE

Interactive tabs, buttons, and links take you directly to relevant content and resources

#### **AVAILABLE ON POSTAL PRO**

https://postalpro.usps.com/promotions

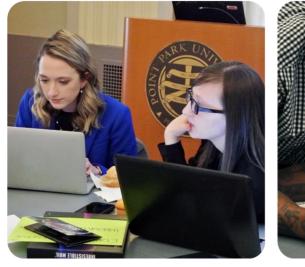


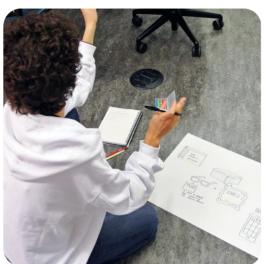




# ACADEMIC OUTREACH

January 2023













247

FACULTY MEMBERS



5,810 STUDENTS

### 146 Colleges & Universities



INNOVATION CHALLENGES



IN-PERSON







TOTAL CHALLENGES







- March 1 March 31
- Third year of competition
- Open to All Colleges & Universities
- Top teams win cash prizes for their club or department

#### Students complete any or all of the four Direct Effect<sup>®</sup> e-Learning courses to score points.



- Fundamentals of Integrated Direct Marketing
- Creating Direct Mail
- Applied Integrated Direct Marketing

Activation Through Integrated Marketing

#### Currently Registered Schools





# **Direct Effect® Ambassadors:**



Generate excitement around the mailing services industry



Get to learn directly from the next generation of marketers (and customers)

Build the knowledge of future customers and coworkers

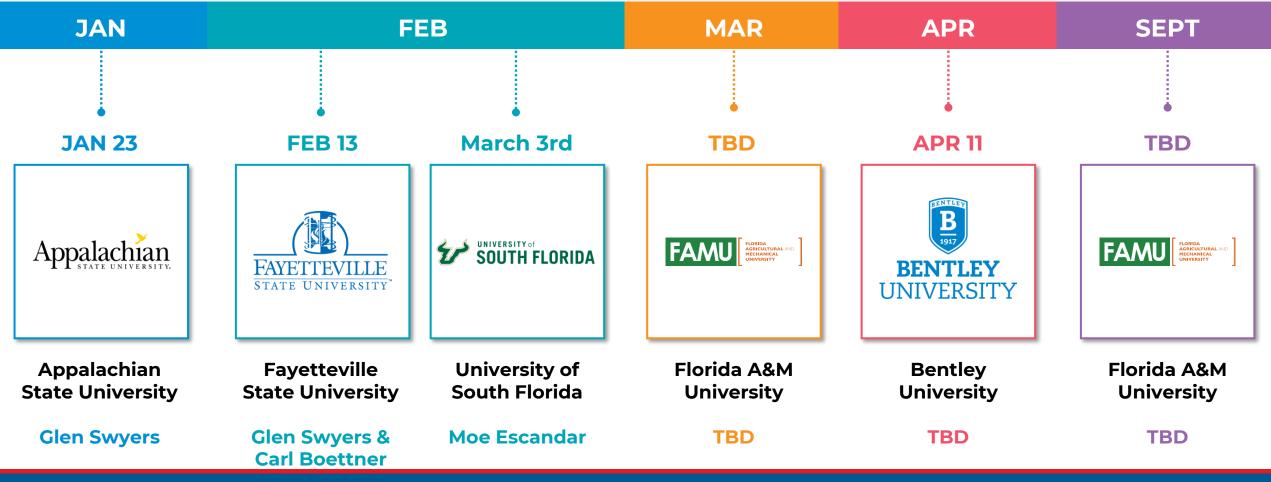


Reinforce the continued value of print and mail in the marketing mix



# **Classroom Speaker | Scheduled Engagements**

## **2023 TENTATIVE ENGAGEMENTS**





# **DIRECT EFFECT®** INNOVATION CHALLENGE **IN CHARLOTTE** NORTH CAROLINA ON FRIDAY **APRIL 21ST**



### What is an Innovation Challenge?

A one-day event in which collegiate teams compete to solve a real-world marketing challenge for a live client.



### What's the benefit?

Marketing, business, and design students learn about modern mail and address a real-world marketing challenge, giving our next generation of customers foundational knowledge of the role and power of mail in the integrated marketing landscape.



#### Who is involved?

Student teams, guided by their faculty advisors, will answer a challenge presented by live client **ESPN**, a world leader in sports programming across print, digital, and broadcast channels.



#### WHO

Calling all collegiate marketing, communication, design, and business students and faculty located in North Carolina and surrounding areas.

#### WHAT

Join us for the North Carolina Direct Effect® Innovation Challenge (DEIC), where student teams from North Carolina colleges and universities will come together to create integrated marketing campaign concepts for a live client and see whose comes out on top!

#### LIVE CLIENT



# WHEN

Friday April 21st, 2023 10:00 a.m. - 5:00 p.m.

#### WHERE

Charlotte, NC

#### WHY

Students who participate in a Direct Effect<sup>®</sup> Innovation Challenge:

- Gain real-world experience to add to their portfolios and resumes
- Present their creative concepts to a live industry client
- Network with industry executives

# LEADERS CONNECT

**Cross-Generational Mentorship Program** 

### **Committee Activities:**

- ✓ Put together Promotional Flyer
- ✓ Establish dedicated URL for Leadersconnectusa.com
- ✓ Obtained mentoring platform and software to matching profiles
- ✓ Created promotional video

https://vimeo.com/3ddigital/review/769646130/16b0ede724

# leadersconnectusa.com





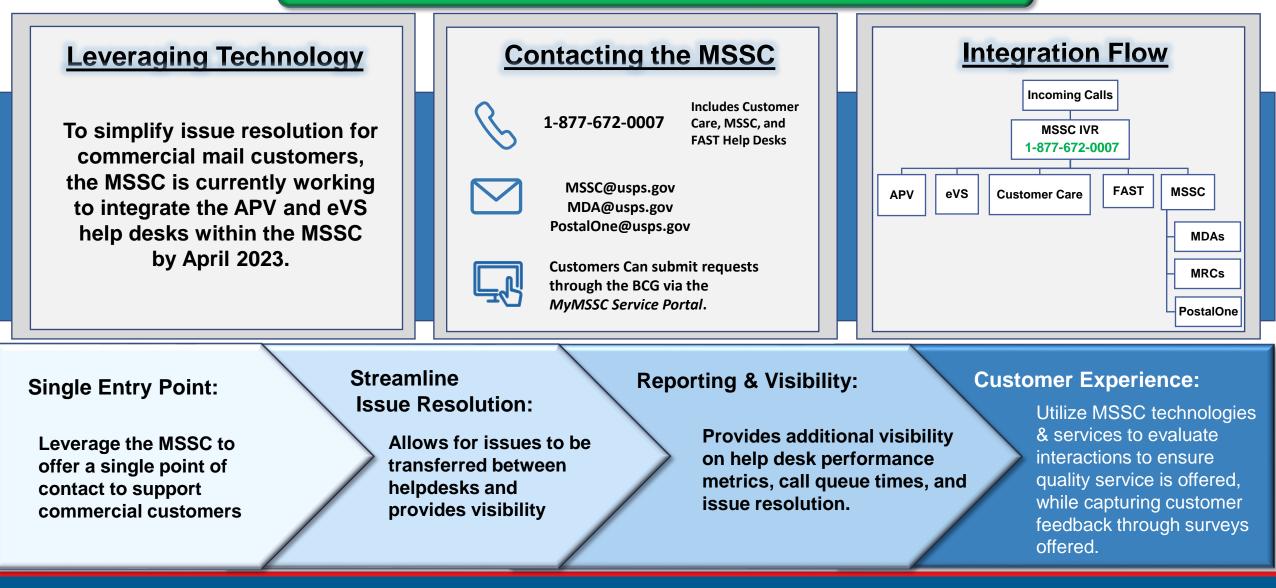
### FOR A MENTOR:

- Gain access to recent graduates looking for employment opportunities in our industry
- Keep current and develop strong future colleagues
- Connect with interns
- Give back to our community through sharing your personal and professional experiences with people exploring our industry or just joining the Industry's work force for the first time.
- Introduce the younger generation to our industry associations and help them get established in them to make a difference.
- Build the future leaders of tomorrow, not only for your business but for the overall sustainable health of our Industry.
- Support the Direct Effect outreach and connect with students, faculty, colleges, and universities nationwide

### FOR A MENTEE:

- Meet seasoned professionals with great connections in the shipping and mailing industry that can share insights from practical experience and provide advice for your career path
- Strengthen a profession that supports thousands of organizations who are making the world a better place
- The postal service and the mailing industry are modernizing with data, technology, and a complete network redesign.
  There has never been a better time to join in and be a part of this evolving and transformative makeover.
- Learn first- hand how the Mail and Shipping channels integrate with digital marketing and other media channels for a greater Return on Investment.
- Gain access to companies in all types of roles in this Supply Chain with great employment opportunities. The Leaders Connect networking group is comprised of associations and member companies that span every function and action of mail

### **MSSC Help Desk Optimization & Integration**







## **Elimination of USPS Corporate Accounts**

#### The United States Postal Service is discontinuing the United States Postal Service Corporate Accounts (USPSCA) method of payment.

#### **USPSCA** includes

- Express Mail Corporate Accounts (EMCA)
- Priority Mail Express Manifest Accounts (PMEM)

#### Timeline

- December 30, 2022- Close accounts that have been inactive for 12 months or longer
- March 31, 2023- Close accounts that have been inactive for 6 months or longer
- June 30, 2023- All remaining accounts will be closed
- July 9, 2023- NEW Option available– USPS Returns Priority Mail Express will added as an alternative option for shippers with return volume
- July 10, 2023- Retail Software System will remove Corporate Account Functionality

#### **Alternative Payment Methods**

- Click-N-Ship
- Electronic Verification System (eVS)
- ePostage
- PC Postage
- Meter/Stamps

#### Resources

- USPS Product/Service Account Migration
  - Contact Sales/BSN Representative (if assigned one)
  - Local Post Office
- Balances (Refunds/Negative)
  - Contact the Mailing Shipping & Solutions Center (MSSC) @ MSSC@USPS.gov
  - Refunds will need a request for refund with a signed authorization on letterhead to include EMCA #, Business name and location
- Questions regarding the elimination of USPSCAs can be emailed to <u>ShippingServices@usps.gov</u>







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- FRN submitted and to be published mid-February
- ➢ No hard copy statements after Jan 31, 2024
- Postal Wizard and IMSB as free postal offerings
  - Both systems have received updates and enhancements to provide a better customer experience
- Will conduct extensive outreach and education to mailers
  - Outreach and education to mailers will be tracked and monitored







Enhance the customer experience by improving operations, maintaining and growing volume through enhancements and initiatives, and improving the contribution for USPS largest revenue sources.

- First-Class Mail
- Marketing Mail
- · Periodicals
- Letters and Flats
- EDDM
- Correspondence Mail

Provide continuous improvement of the USPS Special Services products and ensure alignment with the USPS Corporate Strategy, while meeting customer expectations.

- Business Reply Mail
- PO Box Service
- Hold Mail Service
- Registered Mail
- Address Change Service (ACS)
- Certificate of Mailing
- Certified Mail

Strengthen the value of mail through modern, streamlined new solutions that merge cutting edge innovations with the proven effectiveness of traditional mail.

- Promotions
- Academic Outreach
- NextGen
- Informed Delivery
- Direct Effect











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Sensitive Commercial Information - Do Not Disclose/Attorney-Client Privileged/Attorney Work Product