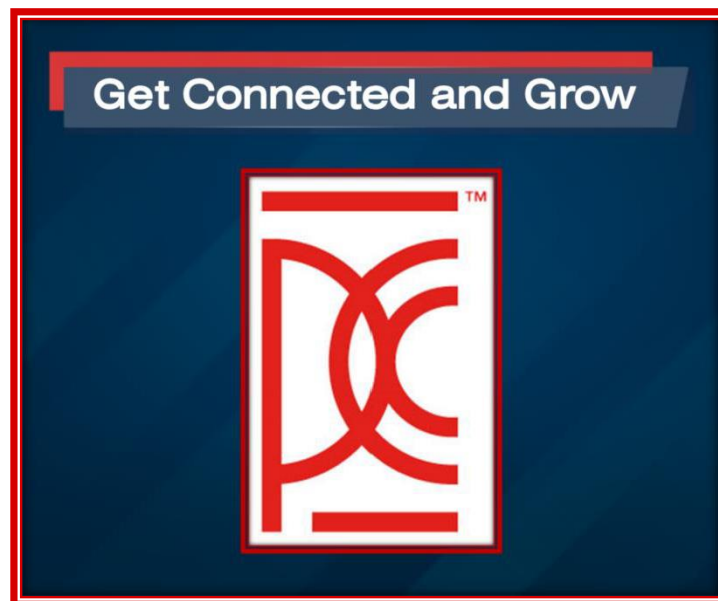




## ***PCC INSIDER – OCTOBER 2023 EDITION***



### **A MESSAGE FROM OUR PCCAC LEADERSHIP**



**Dina Kessler**



**Lindsey Taylor**

### ***Hello PCC Community!***

The Postal fiscal year has officially come to an end, but our PCC work continues. Before we look towards the future, we want to recap some of our accomplishments this past year. Our PCC Week attendance was up substantially over the prior year, as well as the number of events and participating PCCs.

PCC Week is our premier event, so we are happy to see it back on the rise. We are continuing with our PCC Health Checks and seeing record participation this year. We realize PCCs have struggled coming out of COVID and we want to provide support for revitalization and growth. We are excited about our new partnership with the Customer Experience group at the Postal Service. Customer Relations Coordinators (CRCs) now report to that function, and we have full support and commitment for CRCs to be involved in PCC activities.

We have a lot of exciting things planned for 2024, beginning with bringing back PCC Boot Camps. Some of you have participated in the Boot Camps in the past but many of you are new and have never heard of the Boot Camps. They are a one-day training we conduct locally, in-person, to PCC board members to lay the foundation for running a successful PCC. We will share with you best practices, testimonials, interactive activities, and give you the tools to help your PCC thrive. We are working on an initiative to right-size our PCCs, closing/merging inactive PCCs and we have a plan to grow our PCC network. We can't wait to share more details soon.

This is the last letter Dina, and I will be jointly writing together because we have leadership changes on the PCC Advisory Committee horizon. Dina will move to a newly created immediate past chair position, and we will welcome Neal Fedderman to the chair position.

We wish all of you a successful peak season and happy holidays.

***Let's Get Connected and Grow!***

*Dina Kessler*

PCCAC National Industry Chair

*Lindsey Taylor*

PCCAC National Postal Vice-Chairperson

## **Bi-Weekly Open Calls for PCC Postal Administrators**

The Headquarters National PCC Program Office started hosting bi-weekly **"Open Calls"** for PCC Postal Administrators.

The purpose is to provide support, answer questions, provide basic training, and networking to ensure PCC Postal Administrators have the tools and information needed to manage their PCCs to be successful.

Training that has been conducted so far are:

- National PCC Week information
- PCC Health Check
- How to create a direct mailpiece using CANVA
- How to enter information into TeamSite
- How to set up a *LinkedIn* account and how to post on *PCC Voice*
- Premier Certificate – Gold, Silver, and Bronze
- PCC Binder

If you have any suggestions for topics, please send an email to Cathy Scocco at: [cathy.m.scocco@usps.gov](mailto:cathy.m.scocco@usps.gov).

## **MEMBERSHIP**

**Need more PCC Members?**



There are a couple of important keys to obtaining members. The first key is **educational events**. These activities provide knowledge and insights to the mailing and shipping industry. Ultimately, educational events demonstrate the value of the PCC membership.

When you can show the value of the PCC through education, the word will get out. An excellent example of this is PCCs that offer the Mail Piece Design (MDP) Class. When companies and organizations learn about what this class has to offer, they want to send employees for training. The attendees are often not PCC members. It's an excellent opportunity for the *elevator speech*, to pitch them on the PCC's value and ask them to join!

The second key is **networking**. It's often said that networking is the key to success. This is true for the mailing and shipping industry, both for PCCs and individual professional success. Make sure your PCC hosts networking events and encourages your members to invite non-PCC members to the events. Networking events are an excellent way to acquire new members.

The third key is **connecting**. Reach out and start the conversation, whether it's a personal email, picking up the phone, and/or in person. Making the connection is vital. Connecting with someone makes them feel welcome and that you care. If you need to fill an event with attendees, pick up the phone and personally invite them to attend.

Education, networking, and connecting with people are powerful strategies, and they fulfill our **Get Connected and Grow** slogan.

## EDUCATION

**Are You Ready for Your Award Submission?**



The leaves are turning and soon we will be enjoying Thanksgiving with family and friends. As the year comes to an end, have you completed all your tasks for your PCC Premier Gold, Silver, or Bronze Certificate Award nomination? Now is the time to review your list and see if you have any outstanding items to be completed. A presentation from March 2023, is available on PostalPro at [2024 PCC Leadership and Premier Awards Touchpoint - Slides | PostalPro \(usps.com\)](#), and lists all the requirements needed. Your postal admin or postal co-chair can download the requirements from the *PCC BlueShare* site as well.

The qualifying period is from January 1, 2023, through December 31, 2023. This year submissions can be sent in between December 1, 2023, and January 31, 2024. I would suggest that you don't wait until January 31, 2024, because your district manager will need to review your binder and sign off before you submit.

Some of the requirements for Premier Certificates have changed in 2023, so be sure to review the requirements carefully to ensure that you have all your I's dotted and your T's crossed.

Have you kept up with the best practices that were covered in the above-mentioned presentation:

- Has your PCC kept up with your binder that will need to be turned in to your district manager?
- Does your PCC use a special hashtag when posting on *PCC Voice* on *LinkedIn*?  
The Greater Madison Area PCC uses the hashtag #madisonpcc so we can look up all our posts to ensure we didn't forget to add one to our binder.
- Have you kept up with your Success Stories?

These and many other best practices are included in the presentation.

One requirement for each level of Premier Certificate is that a PCC self nominates for Leadership Awards. The number of nominations depends on the level of premier certification that you are applying for: one nomination for Bronze, two for Silver, and three for Gold. A PCC has up to seven different award categories to self-nominate, coming up with one to three should be easy.

Beside the PCC of the Year Award for Small Market, Large Market, and Metro Market, PCC's can nominate themselves for the following awards:

- 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

Keep in mind that you can only fill out one nomination for each award categories. Each award category will have a gold, silver, and bronze winner. The prior year Gold level winner is not eligible to win the Gold again but is eligible for the Silver or Bronze award.

If you have any questions, reach out to your HQ PCC Liaison or a member of the PCC Advisory Committee and we will be happy to assist you with filling out your nominations.

## COMMUNICATIONS AND MARKETING

### A Season for Thanks



- Cards
- Email
- Website
- PCC Voice

During this season of “Thanks” and “Giving”, it is important for PCCs to take time to “recognize” and “thank” your Executive Board Members, Sponsors, and General Membership for their continued support and dedication to your PCC throughout 2023. This has been a challenging year of transition. Send a card, an email, a shout out on your website and, of course, post your photos on the *PCCVoice*, *LinkedIn* group. Don’t just wait for a challenge.

With that in mind, you might consider also “Thanking” your Executive Board’s managers, bosses, or companies who have allowed them to serve on your Executive Board this past year. Without them, your PCC could not have achieved the high- level of success that you did in 2023.

In addition, mailing a thank you via the U.S. mail will help your PCC achieve your communication requirements needed to qualify for a 2024 PCC Premier Certificate Award.

And we say thanks to YOU for being a part of this great organization and the mailing and shipping industry.

***Thank You for All that You Do...***and don’t forget to ***Get Connected and Grow!***

## 2023 PCC REVITALIZATION PLAN UPDATE

**Thanks to every PCC who participated**

**2023 PCC Health Check  
Survey/Annual Exam**

**90%**

**2023 PCC Revitalization Plan**

Committed to ensuring that **no** PCC is left behind regardless of status or size, the Postal Customer Council Advisory Committee (PCCAC) is staying true to its exciting new initiative the “**2023 PCC Revitalization Plan**”. The 2022 Health Check Survey, launched in the fourth quarter of 2022, was the first step to get a pulse on the health of our PCCs nationwide. In 2022, we received 65 Responses from 57 PCCs or about 45% participation. The overall average score was 74% or 124/168 points.

The **2023 PCC Health Check Survey** was sent to all PCCs on August 18 to determine if there are any changes from 2022 and to encourage many more PCCs to take the survey. We are delighted to say that the **2023 Health Check** has received over 90% participation with 116 PCCs taking the survey. Give yourselves a hand. We give you a big THANK YOU!!!

The next step is to develop your prescription. The PCCAC Communications and Marketing Subcommittee and team are busy reviewing the results to identify and diagnose any issues or struggles your PCC may be experiencing. Our Subject Matter Experts will then develop a personalized prescription and follow-up plan unique to your individual PCC; no two plans are likely to be the same. Your prescription will come from your HQ PCCAC Liaison within the next few weeks. Know that PCCs with Critical Needs will get immediate PCCAC attention. Your personalized prescription plan is designed to help strengthen your PCC by providing guidance and recommendations that can help place **you** on an upward trajectory for success well into in the future.

As a result of last year’s survey, HQ PCCAC led some PCCs to consolidate or merge; stronger PCCs stepped up to mentor nearby PCCs that needed help; HQ PCCAC Liaisons joined local PCC Meetings virtually or in person to make sure problems are addressed and a path to PCC health is established. This year will be no different. Stand by as we compile the results and send you your prescription.

If you have any questions, please reach out to your HQ PCC liaison.

**Stay tuned**, more exciting information will be forthcoming. Until then, don’t forget to **Get Connected and Grow**

## STRATEGIC INNOVATION AND PCC POLICY

Is your PCC maximizing the opportunities of *PCC Voice*?



*PCC Voice* on *LinkedIn* is the only authorized social media platform for PCCs. *PCC Voice* was created to

encourage engagement and communications between PCCs as well as a digital platform for PCCs to post information of their upcoming events, pictures of past events, and stay up to date on information from the Postal Customer Council Advisory Committee. *PCC Voice* is also used to create posts to enable PCCs to meet their eligibility requirements for annual PCC Premier submissions.

*PCC Voice* offers PCCs the opportunity to expand their reach in many areas, to include communications, marketing, and membership. Posting on *PCC Voice* enables PCCs to expand the marketing of their events to other potential attendees from other PCCs, and members who may be traveling within your area during your event. *PCC Voice* provides PCCs an alternative communication platform for their members, many of which may be experiencing email fatigue. Posting future events, pictures of recent past events, and sharing information on *PCC Voice* enables PCCs to maintain a connection and re-engage members who have not been active.

There are several ways to maximize your PCCs participation and use of *PCC Voice*.

### **Maximize enrollment:**

*PCC Voice* is open and available for much more than PCC Postal Administrators, Postal Co-Chairs, and Industry Co-Chairs. To maximize the opportunities and capabilities of *PCCVoice* to support and enhance your PCC, PCCs should encourage all their members to join *PCC Voice*. This can be done by simply having a member of your PCC Board briefly introduce and discuss how to sign up for *PCC Voice* at the start or prior to the conclusion of your events.

### **Engage in posts and discussions from other PCCs:**

When you engage posts and discussions from other PCCs, you are reinforcing communications, the spread of ideas, and increase the likelihood others will see and engage the post as well. This simple engagement sometimes leads to new ideas and opportunities for other PCCs and leads to occasions where PCCs from different regions can collaborate on joint events.

### **Build your network through getting connected:**

*PCC Voice* is filled with a vast array of knowledgeable and experienced mail and shipping professionals across the nation. Engaging with posts from other PCCs and members will provide the opportunity to meet and get to know postal and industry members from across the country who you may not otherwise get the chance to meet in person.

### **Community Recommendations:**

Being active on *PCC Voice* greatly expands the network for PCCs to receive feedback, guidance, and responses to the questions they, their board, or their members may have. *PCC Voice* is a resource of professionals who are available to you and your PCC 24 hours a day, seven days a week!

If you, or your members, have not joined *PCC Voice* yet, now is the time to join!

**Step 1.** Sign up for a LinkedIn account (if you don't already have one):

[https://www.linkedin.com/signup/cold-join?trk=quest\\_homepage-basic\\_directory](https://www.linkedin.com/signup/cold-join?trk=quest_homepage-basic_directory).

**Step 2.** Once signed in, use this link to join the group: <https://www.linkedin.com/groups/8303549/>.

## **PCC SUCCESS STORIES**

### **National PCC Week**

#### **Puget Sound PCC**



During the cessation of group activities due to COVID-19, it became evident the Puget Sound PCC needed to be revitalized. Customer Relations Coordinator and Puget Sound PCC Postal Administrator Chandra Smith, worked sedulously to spread the word via emails, flyers, and in-person visits that the Puget Sound Postal Customer Council has resumed operations.

The National PCC Week 2023 event that was held at Seattle P&DC was well received with over 30 people. The audience was engaged and asked the event speakers, Carla Anderson and Robert Dixon, many questions on technology innovations and USPS Ground Advantage that now applies to them as a postal business customer.

One participant commented:

“The best part of the event was being in person, seeing new faces, the professionalism of the speakers and getting new PCC information. When is the next event?” - Miranda “Mandy” Cavender of Consolidated Mail Services.

The Puget Sound PCC is back and gained 25 new members from its National PCC Week event. They would love for you to come back home and resume your beautiful working relationship with their PCC. The Puget Sound PCC wants to offer its membership and potential new members educational events such as the new postal promotions and incentives for the year 2024, and all the tools required to **Get Connected and Grow.**

## **Twin Cities PCC**





*Twin Cities PCC Members*

The Twin Cities PCC had a successful PCC Day with an increase in attendance of over 80%!

Their first challenge was finding a larger venue to hold the additional attendees, as they had outgrown their usual venue. They had to keep the location central to the Twin Cities area for easy access for joining and the venue's price had to be within their budget.

Their second challenge was a slow sign-up for PCC Day with their Industry Members. They sent out a direct mail postcard advertising their PCC Day event and emailed their membership at three different times about PCC Day. They linked the physical postcard mailing with emails, but their response was still slow.

The next step was several Twin Cities PCC Board members started to reach out to different mailing and shipping industry companies in the Twin Cities area and asked to join them for PCC Day. They contacted people via phone, in-person, personal emails, and through text messages. The action of personally reaching out made the difference; they added the additional people to their PCC day, with eight new people who hadn't attended PCC Day events in the past.

Additional successes were obtaining a PCC Day sponsor to help them with their budget by donating prizes for giveaways and having a great USPS Headquarters and industry speaker.

**Greater Charlotte, Greater Triad, Greater Triangle Area, Greater Wilmington Area, and South Carolina PCCs**



*Participants of the North Carolina and South Carolina joint PCC event*

A great Carolina PCC Week hybrid event was had at Accesso Conference Center, Charlotte, NC. The event was hosted by Greater Charlotte PCC, along with Greater Triad, Triangle Area, Wilmington Area, and South Carolina PCCs. The joint event featured two keynote speakers, Shibani Gambhir, USPS Vice President Sales Intelligence & Support and Glen Swyers, The Imagine Group Director, Marketing & Integration. The North Carolina and South Carolina postal leadership teams were in attendance, speaking on all things local. Attendance included an actual count of 75 (41 industry and 34 postal). There were two other locations to choose from: Greensboro, NC District Office and Raleigh, NC Post Office. They also made the event available via Zoom.

They delivered loads of successes in:

- Education
- Networking
- Fun and laughter
- New memberships
- Renewed relationships

The registration table included name badges, a swag bag consisting of PCC pen, notepad, eye glass cleaning cloth, pin and a USPS mask. Each registrant put their name in for the free NPF registration drawing to next year's NPF event in Indianapolis, IN and showcased for viewing was our Charlotte and South Carolina PCC 2023 Platinum awards, along with a framed display of current stamps from Greater Charlotte's PCC week 4/30/1973 – 5/5/73; YES! It is 50 years old. They have been around that long! In addition, attendees were able to place their favorite memories and/or advice into the PCC Time Capsule to be opened in 2036, in celebration of 75 years of PCC.

Each attendee received not only an agenda, but a booklet full of informative content such as sponsors, membership information, 2024 NPF information, Direct Effect, Leaders Connect, and Promotions information, along with a thank you letter.

As a bonus, they had Glen Swyers, The Imagine Group Director, Marketing Integration speak on **There is Still Hope**, which included:

- Direct Mail - The Positive Side of What is Cool
- Direct Effect – Making a Difference in the Classroom
- Leaders Connect – Making a Difference with your New Team Members
- Promotions – Inspiring Innovation and Helping your Postage Budget

To top the event, they were fortunate to hear from their Carolinas leadership, all in person in Charlotte. They spoke on everything local to North Carolina and South Carolina.

**North Carolina and South Carolina Postal Leadership – Delivering for America in the Carolinas**

- Roselle Murrell – NC District Manager
- Corey Richards – SC District Manager
- Margaret Ford – Mid Carolina NC P&DC Manager
- Justin Henderson – Executive Postmaster, Charlotte NC
- Genia Parker – SC Post Office Operations Manager
- Jamelle Ugwu – SC District Business Mail Entry Unit (BMEU) Manager
- Michelle Mitchell – SC District a/Customer Relations Manager