



PCC Advisory Committee Meeting Minutes

January 11, 2016

Industry Attendees

- Wanda Senne, Access Worldwide
- Ellie Alexander, DST Retirement Solutions
- Cathy Rupard, Midwest Mailing Service
- John Millet, Mailing Systems, Inc.
- Allen Aven, Anchor Software

Postal Attendees

- Jim Nemec
- Judy de Torok
- Julie Gosdin
- Mike McInturf
- Rick Cooper
- Brandy Osimokun
- Margaret Pepe
- Paula McCollum
- Tonya Dodson
- Lindsey Taylor
- Brian Corley
- Crystal Essiaw
- Al Rodriguez
- Lewis Johnson

Opening Remarks

- Jim Nemec welcomed the members and emphasized the importance of the partnerships with the Postal Customer Council (PCC); Judy de Torok reviewed the agenda items and objectives for the meeting.

Introduce New PCCAC Leadership

- Ellie Alexander –National Industry Co-Chair and Policy Administration Subcommittee Industry Co-Chair
 - Previously held by Wanda Senne
- John Millet – Communication Subcommittee Industry Co-Chair
- Cathy Rupard – Education Subcommittee Industry Co-Chair
 - Previously held by Larry Chaido
- Allen Aven – Membership Subcommittee Industry Co-Chair
 - Previously held by Ellie Alexander

- Jim presented Wanda Senne with a signed letter of appreciation from the Postmaster General and CEO Megan Brennan. Wanda also received framed stamp art piece for her involvement with the PCCAC. Framed stamp art piece will be sent to Larry Chaido, as he was not in attendance.

PCCAC Strategic Business Plan Discussion

- Ellie identified the need for sustainable programs for the PCCs. PCCs should have consistent tools to help achieve sustainable growth, tools that will help identify the needs of business customers and

also keep businesses up to date with changes in the USPS. The partnership with the PCCs is imperative for the Postal Service to understand the concerns of the business customers.

- Going forward the PCCAC should create more initiatives to engage PCCs, including a strategic plan that will support all of the PCCs. The most recent communications initiatives include the LinkedIn PCC Discussion Group, which is currently in a pilot phase with a planned nationwide rollout by March, 2016. The communication subcommittee is also working on a PCC microsite which, will be announced at the National Postal Forum.
- Wanda discussed the difficulty PCCs face with new Postal members. PCC involvement is required for new postmasters and is essentially “voluntold” to engage with PCCs. The difficulty is that new postal members are still adjusting to their new postal duties which can take precedence over their roles with the PCC. Margaret agreed and mentioned the USPS field support personnel management commitment letter that will be sent out to all the Postal members, which will emphasize the importance of the PCC.
- John emphasized how important the current PCCAC vision statement is and that the PCC programs should replicate the vision statement. John would like the PCCAC vision statement to be included in the PCCAC charter.

Subcommittee Updates

Communication – John Millet

- Currently the committee is working on an outline of the NPF boot camp that will teach PCCs to work on a communication plan that will carry the PCCs further. Focus on how the PCC have been creative in creating good communications and give suggested formats. John and Paula would like to connect with Allen Aven on this subject.
- The LinkedIn page is still in its pilot phase. It is currently available to all of the PCCAC subcommittee co-chairs, PCC co-chairs and administrators in the Southern and Capital Metro areas. The group is on target to achieve national rollout by March. The LinkedIn group should be used to discuss:
 - Communication best practices
 - Promotion for NPF
 - Continue discussion on the takeaways from NPF
 - Share events
 - Share how to write successful award submissions for PCC Leadership Award
 - Advise on planning for National PCC Week 2016
- Wanda mentioned that the LinkedIn discussion threads are executive board members engaging each other. She suggested that there should be constant efforts to show PCC members how to onboard with the discussion group. There is a need to categorize best practices on mailer specific issues and topics.
- Ellie discussed the importance of content in LinkedIn discussion group and the lack of involvement during peak season.
- John mentioned using a hashtag to help promote and keep PCCs engaged.
- John mentioned they plan on adding more layers to the PCC Cafes. Would like to start a “Face Time” initiative where PCCs get face time (virtual) with postal executives once a quarter, which will resemble the first day of Mailer’s Technical Advisory Committee (MTAC).
 - Would like to start a professional development initiative in Cafes.

Education – Cathy Rupard

- Cathy mentioned that she is not sure if the committee will grow past two people (currently Cathy and Lindsey).

- Would like to look into reducing the cost of certifications. Virtual training would be very helpful to PCCs. Cathy suggested that PCCs may be able to cut down the cost of certifications by sponsoring instructors to come and speak.
- Virtual training would be very helpful to the PCCs.
- Members agreed that certification training is too long; attendees sit 10 – 12 hours. Trainings should be conducted in groups, so individuals are not limited to a computer and will have the opportunity to network.
- It was mentioned there is value in an educational calendar for PCC growth.
- Partnering with the Postal Service Inspection Service has been a very successful educational workshop program. Cathy mentioned the success of an Inspection Service workshop can be attributed to it being targeted to a specific audience.
- To drive membership, you must have good content in a timely manner.
- There needs to be a greater focus on National PCC Week 2016 workshops. There were not enough workshops to help the struggling PCCs in 2015.
 - There was positive feedback on the Business Mail 101 workshop-in-a-box.
- There should be a webinar about the Industry Resource Guide and it should piggyback off of Industry Engagement and Outreach (IEO) material.
- Would like to work more with Membership Subcommittee to help PCCs grow.

Membership – Allen Aven

- Emphasized involvement from US Postal Service (USPS) Sales group and Business Connect to help grow PCC membership.
- Growing membership includes ensuring PCCs have good speakers and good topics at their meetings.
- Importance of networking at all PCC meetings.
- Important to maintain membership to track sustainable growth, using good websites and databases.
- Currently pushing new members towards the national database.

Policy Administration – Ellie Alexander

- Working on placing all PCC Publication 286 addendums in one spot.
 - Will work on sending out to all PCCs for consistency.
- Will work on putting together resources for new postal and industry members.

National Postal Forum (NPF) 2016 – PCC Highlights

- Bring back focus on PCCs at the NPF. There will be a PCC VIP reception, including USPS Executive Leadership Team and the PCC co-chairs. This will be followed by a general PCC reception.
- PCC Opening Session will focus on “teeing up the PCC boot camps” strategic plans for PCC; the Opening Session will acknowledge the hard work of the PCCs.
 - Military theme, Jim Nemec will lead.
- Opening Session will also be a platform to discuss the resources available to the PCCs.

PCC Boot Camps

- PCC boot camp should be interactive.
- Subject matter experts should help develop boot camps.
- Roundtable discussions on objectives and goals.
- Share information with PCC members who could not attend NPF.

- Wanda suggested distributing stripes at each PCC boot camp to go along with the military theme

- Policy boot camp will focus on PCCs understanding they are not limited by Publication 286. Plan on bringing in panelist to talk about Publication 286 and PCC bylaws.
 - Panelist will discuss common questions.
 - Will discuss onboarding for Postal and Industry members.
 - Emphasize the importance of postal involvement in PCC success.

- Cathy Rupard's company will provide 200 thumb drives. The drives will include PCC boot camp materials and will hand out at the PCCAC booth.
 - Thumbnails should be sent to USPS HQ to load materials

- Margaret asked all members to push boot camp attendees to PCCAC booth. PCC boot camps should stay under an hour and a half, to allow for think tank and other activities.

- Communication boot camp will focus on elements of a good communication plan. Committee will reach out to PCCs for panelist. There will be roundtable discussions for attendees to develop communication plans and share with group.
- Margaret mentioned all boot camp branding material must be consistent with NPF branding.

PCCAC Booth

- Jean Lovejoy will maintain booth attendance.

- Hope to have an iPad/tablet available to sign members up through the national database.

- Utilize a scanner to help scan in members and retain information to thank members later for their attendance.

- Create flyers to show value of the PCC.

- Industry Engagement and Outreach team are collecting PCC pictures to feature on TV monitor in the PCCAC booth.
 - Judy Antisdell will help to develop.

- Working on a contest/prize for PCC with the highest members in attendance at the booth
 - Will put up to legal to review when completed.

New Business / Schedule Next Meeting

- Plan to meet again after the NPF to debrief – April 2016 time frame.

- Going forward members would like PCCAC to meet quarterly.
 - If needed, teleconferences in between meetings.

- PCCAC meeting at NPF.

- Face-to-face meetings in MTAC sponsorships for non-MTAC members.

Prepared by: Crystal Essiaw & Lewis Johnson

Approved by: Margaret Pepe