



## Feedback on Education Cafe

August 25, 2016

The PCC Advisory Committee Education Subcommittee hosted a Customer Café on August 25, 2016 to obtain feedback from PCCs regarding education. During the call PCCs shared what workshops they planned to offer during National PCC Week and shared what types of workshops they would like to see released from the education subcommittee moving forward. Please see below for a summary of the call.

### **PCC Educational Offerings during National PCC Week:**

- The Detroit PCC is having a mail prep/mail piece design workshop during their PCC Week event. It will be presented by a mail piece design analyst. Buffalo is doing a full service workshop given by the BMEU supervisor. The Erie PCC is doing a full service workshop too.
- Sioux Falls is having a business development specialist present on EDDM. They are purchasing a mailing list from the chamber of commerce to advertise their PCC Week event.
- South Central Minnesota is having someone from the district office present on the new PostalPro website that is replacing RIBBS.
- Oklahoma PCC is having the manager of the BMEU present a workshop on full service/mailler scorecard.
- Central Missouri is doing a presentation they developed locally on the value of PCC membership. The Greater Baltimore PCC is having one of their industry executive board members give a presentation on the value of PCC membership. Memphis is also doing the value of PCC membership workshop.
- Green Bay PCC is having a postal inspector give a presentation for National PCC Week.
- Greater Hudson Valley is doing a Power of Mail/Digital Technology presentation given by the sales department
- The Birmingham PCC is doing the Connecting Digital Mail to Physical Mail workshop-in-a-box. The Miami-Dade PCC is considering this workshop too.

### **Are you leveraging any of the workshops provided by the PCC for your National PCC Week event?**

- A couple PCCs are utilizing the value of PCC membership workshop. To access the version with the videos have your PCC admin or postal co-chair get them from the PCC Blueshare website. The site will give you the PowerPoint version with the videos. If you get the presentation from RIBBS it is the PDF version without video.

### **How long is your National PCC Week event?**

- The Panhandle PCC in Florida is a smaller PCC and they are keeping their event between 2 and 2.5 hours. Central Missouri is keeping their event to the same timeframe so they don't keep their attendees away from work too long.
- Baltimore, Birmingham and Memphis are having a full day event for PCC event. They are serving breakfast and lunch, including multiple workshops, and giving out prizes and drawings

### **Do you have any requests for workshop topics in FY 2017?**

- Someone requested a workshop on the assessments and refund/dispute process associated with mailer scorecard and seamless acceptance.
- A request came in for refresher training for PCC admins. What is expected in the role? Please keep in mind we are rolling out the PCC Boot Camps area wide with "back to basics" training that may address some of the training that is lacking for PCC admins due to turnover and new roles.
- A request came in for a price change workshop distributed before the price change happens so people know what to expect and can prepare better.
- A request was made for an internal value of PCC workshop. A lot of our postmasters, sales employees and marketing folks don't really know what the PCC is all about and how beneficial it can be. This workshop could educate them so they can educate their customers and promote the PCC.
- A request was made for a recorded testimonial webinar given by industry members. They can share what the benefits are of PCC membership and how they have grown their business from being a PCC member.

### **Do you have any interest in different formats for workshops-in-a-box?**

- A request came in for a webinar presented by a subject matter expert. Their PCC is spread out over 100 miles end-to-end and it is difficult to get everybody together in-person. Webinars would be beneficial to them.
- A request was made to have a recorded presentation accompany a workshop-in-a-box PowerPoint. The presentation would be given by a subject matter expert and then the workshop presenter could listen ahead of time to the webinar to help them adapt the PowerPoint for their local presentation.

### **Would you like to see bi-lingual workshops?**

- The Miami-Dade PCC and the Sierra Coastal PCC expressed a need for bilingual workshops centered around EDDM and package services.

## Questions:

- How do we find out what our Premier Award status is?
  - a. Contact your area PCC liaison. They have the list. The Premier Award certificates will be mailed out within the next two weeks to PCCs. The Premier award winners will also be featured on the thumb drive being mailed out to all of the National PCC Week coordinators.
- What is the process for the complimentary NPF registration giveaway?
  - a. A PCC Alert was sent out in July encouraging anyone who was interested in receiving a complimentary NPF registration to raffle off then they would need to advertise the NPF and contact Laurie Woodhams at [lwoodhams@npf.org](mailto:lwoodhams@npf.org) or 703-293-2329 to participate and obtain your certificate.
- How do you achieve the requirement of participating in a mentoring program for the Premier Awards?
  - a. The PCC program office sent out a PCC Alert a few months ago asking PCCs to volunteer to participate in a PCC mentoring program. We had approx. 20 PCCs sign-up and they are currently operating in a pilot phase. We will conduct a survey with the participants and see if this is a program we can roll-out nationwide with specific guidelines and expectations soon.

Thank you for your participation. It **DOES** make a difference!