



Summary of PCC Education Cafes

December 29, 2015

We started the call off by introducing Cathy Rupard, the new Education Subcommittee Industry Co-Chair. Cathy won the Gold PCC Leadership Award for Industry Person of the Year and her PCC, Central Missouri, won the Gold PCC Leadership Award for PCC of the Year (Small Market). Cathy brings a lot of enthusiasm and experience to her new role.

Agenda:

1. **PCC Boot Camp**
2. **Upcoming Educational Opportunities 2016**
3. **Suggestions for the Education Subcommittee**

PCC Boot Camp

PCC Boot Camp is a 4 part workshop series being debuted at the 2016 National Postal Forum (NPF) in Nashville, TN. The workshops will be dedicated to membership, education, communication, membership, and policy administration. The Education workshop will focus on how to develop a yearly educational calendar, how to obtain engaging and informative speakers at the local and Headquarter level, educational success stories from some PCCs that are thinking outside of the box, and a roundtable discussion where attendees can share their personal PCC experience. If this concept is successful, we hope to roll this out nationwide.

Greater Baltimore PCC suggested we take all of the information shared during the workshop and have each roundtable put a plan together. For example, a table would be tasked with coming up with a yearly educational calendar so everyone leaves with key takeaways that can be implemented in their local PCC.

Another suggestion was to revise the speaker request form. Instead of having to submit for a specific speaker, have the option to submit a specific topic and the appropriate subject matter expert (SME) will be assigned (if available).

2016 Educational Opportunities

Upcoming Workshops-a-Box:

- Digital Solutions
- 2016 Mailing Promotions
- Introducing Catalogs into Your Marketing Mix
- Alternate Postage

Upcoming Webinars:

- Postal Service 2016 Mailing Promotions
- Industry Resource Guide

One request mentioned on the call was to have a workshop for PCC board members on how to increase membership. We'll explore the Education and Membership subcommittees partnering to put a workshop together.

Another request was a workshop on how to submit nominations for the PCC Leadership Awards. We have had previous winners volunteer to share their nomination write-ups so we'll try to incorporate that into a webinar or workshop.

A request was made for a workshop on parcels, how to save money when shipping packages.

Additional Suggestions/Comments for 2016

A question was asked about how postal employees can attend the NPF. We have implemented a customer recruitment program for specific functional areas (Sales Reps, Customer Relations Coordinators, PCC Administrators, Postal Co-Chairs, etc.). If they attract a specific number of new attendees, then they will receive a complimentary NPF registration. Please reach out to your postal Area Marketing Manager for more details or Paula McCollum, the NPF Program Manager at paula.m.mccollum@usps.gov. Another suggestion was made to keep smaller PCCs in mind because they don't have as many businesses to attract for the NPF.

A question was posed if your PCC prefers workshops or webinars. A Jersey PCC said they find local SMEs to present workshops. Central Virginia PCC is in a transition and it affects membership but they utilize both webinars and workshops. They had one of their highest attended events with their holiday luncheon. Ray Van Iterson, Manager of Innovation, spoke about Irresistible Mail and how to increase response rates.

Another question was asked if PCCs preferred more workshops on personal development. The Lincoln PCC has done half-day workshops on personal development and has mail issues covered during luncheons. They said it is harder to get people to come to the half-day events because it is harder to justify getting out of work.

Thank you so much for participating in the Customer Café. If you would like to join the PCC Education Subcommittee, please send an email to the PCC mailbox at PCC@usps.gov and tell us a little bit about yourself and your PCC involvement.

PCCAC Education Subcommittee