



# **Database Management for Executive Board Members**

**PCC Workshop-In-A-Box**

**July 2015**

**Overview:**

Database Management was created and designed to help each local PCC with maintaining the data on the membership

## Overview

- ❑ Database Administrator
- ❑ Benefits of Purchasing a Mailing List
- ❑ Best Practice Template
- ❑ Important Information to Include in the Database
- ❑ U.S. Postal Service (USPS) permit list & Customer Connect
- ❑ Value of National Change of Address (NCOA)
- ❑ Summary



## Highlights:

1. Roles of the Database Administrator
2. Best Practice
3. USPS permit list



## Database Administrator

A Postal Customer Council® (PCC) Database Administrator is a person who helps in planning, organizing and executing the database of the PCC® membership - this person can be an industry or USPS employee. It is recommended that every PCC regardless of the size should have a database administrator. The administrator is also responsible for the clean-up after each mailing and other program events.



Recommended Requirements for the selection of the Database Administrator:

- Computer knowledge in Excel.
- Please note that the non postal database administrator must sign a non-disclosure form

### Highlights...

1. Database Administrator duties
2. Computer Knowledge
3. Non-Disclosure Agreement



## Benefit of Purchasing a Mailing List

It's an easy and convenient way to help a PCC® with database management...

Why your PCC would benefit:

- Reach new businesses for your program.
- Segment your lists by [Standard Industrial Classification (SIC) code, number of employees, headquarters locations, etc.] based on each PCC program or message
- Identify new PCC sponsorship opportunities



### Highlights...

1. Benefit of Purchasing a Mailing List
2. Why your PCC would Benefit from the list

## Best Practice Template

- [Greater Dallas Best Practice Summary](#) (see attachment)
  
- [Greater Dallas PCC Excel File Example](#) (see attachment)

### Highlights...

1. Greater Dallas Best Practice
2. Excel File Example



## List of important information that should be included in your PCC® membership database:

- Member name
- Industry name
- Mailing address
- E-mail address
- SIC Code
- Event(s) attended
- Membership fees (if applicable)
- Sponsorship contact
- Any other information that is relevant to your PCC

### Highlights...

1. Important information to include in the membership database
2. List of important information to include

## USPS permit lists are not permitted – including Customer Connect®.



### Highlights...

1. USPS permit is not permitted
2. Nor is Customer Connect



## Value of National Change of Address

- ❑ NCOALink® Product – will validate customers most recent address/changes - Not needed if you select a vendor to conduct mailings on your behalf.

## Other Important Information

- ❑ CASS™ (CODING ACCURACY SUPPORT SYSTEM ) - The CASS certification process is designed in cooperation with the mailing industry to improve the accuracy of postal codes, i.e., 5-digit ZIP Code™, ZIP + 4®, delivery point code (DPCs), and carrier route codes that appear on mail pieces.
- ❑ DPV® (DELIVERY POINT VALIDATION) - The DPV Product identifies whether a ZIP + 4 coded address is currently represented in the USPS® delivery file as a known address record. The DPV Product allows users to confirm known USPS addresses as well as identify potential addressing issues that may hinder delivery.

### Source of Information:

RIBBS: <https://ribbs.usps.gov/>

## Highlights...

1. The Value of National Change of Address (NCOA)
2. Other Important Information Coding Accuracy Support System (CASS)
3. Delivery Point Validation (DPV)



POSTAL CUSTOMER COUNCIL

## Understanding Coding Accuracy Support System (CASS)

The CASS™ system improves the accuracy of carrier route, 5-digit ZIP Code™, ZIP + 4®, and delivery point codes that appear on mailpieces. CASS is offered to all mailers, service bureaus, and software vendors who want to evaluate their address-matching software and improve the quality of their ZIP + 4, Carrier Route Information System (CRIS), and 5- digit coding accuracy. This process is graded by the United States Postal Service®, National Customer Support Center (NCSC), and the results returned to mailers in order to provide useful diagnostics for correcting deficiencies.

Source of Information:

RIBBS: <https://ribbs.usps.gov/>

### Highlights...

1. Understanding Coding Accuracy Support System

## Understanding Coding Accuracy Support System (CASS)

CASS™ enables the Postal Service™ to evaluate the accuracy of address matching software programs in the following areas: (1) 5-digit coding, (2) ZIP + 4® delivery point (DP) coding, (3) carrier route coding, (4) DPV®, (5) Delivery Sequence File 2 (DSF2®), (6) Locatable Address Conversion System (LACSLink®), (7) Enhanced Line-of-Travel (eLOT®), and (8) Residential Delivery Indicator (RDI™) products. CASS allows vendors/mailers the opportunity to test their address-matching software packages and, after achieving a certain percentage of compliance, to be certified by the Postal Service. CASS does not measure the accuracy of ZIP + 4® delivery point, 5-digit ZIP Code™, or carrier route codes in a mailer's existing files. CASS enables mailers to measure and diagnose internally written, commercially-available, address-matching software packages. The effectiveness of service bureaus' matching software can also be measured.

Source of Information:

RIBBS: <https://ribbs.usps.gov/>

### Highlights...

1. Evaluate accuracy of address matching
2. CASS measures

## Summary

Your PCC® Database is a useful tool for membership growth. Keeping the data clean, adding new businesses to your mailings and tracking membership participation is the job of your PCC Executive Board.



❖ All PCCs must make sure that mailing and other lists are managed and used strictly in accordance with Publication 286.

## Highlights...

1. Summarize - PCC Database is a strong tool for membership growth
2. Keeping the database clean
3. PCC Executive Board responsibility for the database

## Resource List

The following persons can be reached for additional assistance with your PCC® database needs:

- ▣ **Greater Dallas PCC**
  - ▣ Allen Aven – Industry Co-Chair (971) 881-2424
- ▣ **Houston PCC**
  - ▣ Steve Fowler, Industry Co-Chair (832) 732-7654
- ▣ **Tampa Bay Suncoast PCC**
  - ▣ Madeleine Ahrens – CRC (813) 877-0866



### Highlights...

1. Resource list – Dallas PCC
2. Resource list – Houston PCC
3. Resource list – Tampa Bay Suncoast PCC



## Special *Thank You* and Acknowledgments

The following is a list of PCCs that provided input and resources to help with this Database PowerPoint presentation:

- ❑ Greater Dallas PCC
- ❑ Houston PCC
- ❑ Tampa Bay Suncoast PCC
- ❑ PCC Advisory Committee – Membership Subcommittee

### Highlights...

1. A Special Thank You PCCAC
2. Dallas PCC , Houston PCC & Tampa Bay Suncoast PCC

# **Questions**

**&**

**THANK  
YOU**

**Thank you!**

Now I would like to open it up for questions.