

## *PCC Insider – April 2020 Issue*



### **COVID-19 CONTINUITY OF OPERATIONS UPDATE LINKS FOR THE MOST CURRENT INFORMATION AND ANSWERS TO YOUR QUESTIONS**

As a result of ongoing concerns due to the Coronavirus, the USPS has created the following sites and email addresses to assist customers. To receive updated information and to find answers to your questions, here is a listing of available sites:

- PostalPro – Updated Information: <https://postalpro.usps.com>
- Business Mail Entry Unit – FAQs, Announcements, Applications and Forms: <https://postalpro.usps.com/bme-covid-19>
- USPS Service Alerts – Continuity of Operations Updates: <https://about.usps.com/newsroom/service-alerts>
- USPS for business customers – FAQs specific to the Coronavirus situation and Postal Service™ continuity can be found here: <https://faq.usps.com/s/article/USPS-Coronavirus-Updates-for-Business-Customers>
- Updated Information at USPS.com: <https://www.usps.com>
- Residential Service disruptions: <https://about.usps.com/newsroom/service-alerts/residential/welcome.htm>
- International Service disruptions: <https://about.usps.com/newsroom/service-alerts/international/welcome.htm>

The following helpdesks are operating under contingency. To expedite assistance, you may opt to send an email to the following helpdesks:

- PostalOne!: [PostalOne@usps.gov](mailto:PostalOne@usps.gov)
- FAST: [FAST@usps.gov](mailto:FAST@usps.gov)
- eVS: [Evs@usps.gov](mailto:Evs@usps.gov)
- Delivery Confirmation: [Delivery.Confirmation@usps.gov](mailto:Delivery.Confirmation@usps.gov)
- Informed Visibility: [InformedVisibility@usps.gov](mailto:InformedVisibility@usps.gov)

If you are not receiving the USPS Industry Alerts, you can sign-up by sending an email to: [IndustryAlert@usps.gov](mailto:IndustryAlert@usps.gov) (Not the same as PCC Alerts). In the subject line, type: Add me to Industry Alerts and include your First Name and Last Name.

If you do not have a USPS Representative that currently assists you with your business needs, and you cannot find an answer to your question in either the PostalPro or USPS.com site, send an email to: [IndustryFeedback@usps.gov](mailto:IndustryFeedback@usps.gov)

## MEMBERSHIP

### REMEMBERING WHAT YOUR PCC MEMBERS AND ASSOCIATES NEED THE MOST



In our organizations, based on the current COVID-19 pandemic, we have been tasked with developing strategies that are creative and conducive to our organization's mission statement. This creativity may expand our minds to factor strategies involving working from home to Telecom/Video Chat scenarios. This also presents the same challenges for our more than 140 PCCs nationwide. We have seen direct impacts to our industry regarding the National Postal Forum and the March Mailers Technical Advisory Committee meeting. However, during these times of uncertainty, our PCCs and work teams need to continue to be true leaders and facilitators of teamwork.

Our PCCs and work teams look to our leaders for direction. We should create an environment that encourages teamwork and transparency. Work with your teams to come up with innovative strategies to maintain the connections that were created before our current challenges. Complying with state requirements for social distancing creates a perfect opportunity for our PCCs to transition to a "virtual team" approach, which can gain the attention of new and existing members by demonstrating our new and expanded bandwidth. Many organizations, including the USPS, are using newer platforms, such as "Zoom Video Communications." Demonstration of leadership will allow your members and teams to recognize compassion and trust that our PCC families care and will continue to promote hope along with conversations of stability. In summary, if your teams' path seems unclear, please demonstrate your leadership qualities by assisting to steer your teams in the appropriate direction.

Gallup mentioned in its March 23, 2020 article, *COVID-19: What Employees Need from Leaders Right Now*, "a key indicator of low worry and high confidence is whether each employee believes, and experiences, that the organization is looking out for their best interests." This is synonymous to the mission and purpose of the USPS and PCCs. Even though many of our spring in-person events may have been altered, we will need to continue working effectively as teams in educating our new and existing members, and showing them the value of PCCs. A good example of teamwork would be collaborating with your immediate team, developing strategies to reach out to your team networks, and supporting your connections, thereby providing stability in each and every relationship.

Understanding the importance of **Leadership** and **Teamwork** in our workplaces, especially among our PCCs, helps strengthen the brand of our PCCs and moderates feelings of helplessness. In addition, embracing a “self-actualization” competency will build stronger networks.



## EDUCATION

### SO, COVID-19 HAPPENED; NOW WHAT ABOUT MY PCC CALENDER OF EVENTS?

If you attended any of the previous year’s PCC Boot Camps or this year’s PCC University, you heard some insider tips from the award winning PCCs. One of the common threads among them was a Calendar of Events that was setup months in advance of the events. One PCC best practice and recommendation is to use October (after PCC Week) to plan a framework for the next year’s calendar. Now you are saying we did that, but COVID-19 happened. Here is some positive news: It is a lot easier pulling out the calendar and adjusting it during a crisis than starting from scratch. Here are some suggestions:

1. Take a look at all of the events for the next three months that require a substantial number of people to attend to be successful. The time is now to make the hard decision – these events will either need to be postponed or canceled.
2. Depending on the level of impact in your area, fund raising or high dollar risk events need to be carefully reviewed. Sponsorship dollars may or may not be available.
3. Take a look at the remaining events and determine those that can be held virtually.

*Virtual Events:* Zoom is an example of a very good virtual tool that you may find useful. For example, in December, 2019, Zoom was used to host approximately 10 million meetings a day. Last month, Zoom averaged 200 million meetings a day. Needless to say, if you haven’t attended a Zoom meeting yet, you probably will be soon. As a great first step, consider hosting your next board meeting as a virtual event. This will also encourage members to become acclimated to the concept of a virtual meeting. Additionally, please consider promoting the national PCC Advisory Committee Webinars and Cafés to your PCC. Feel free to brand these events with your local “look and feel.” You could even promote it as a “Watch Party.” Another common practice is to reach out to the speaker database and request a speaker to host a virtual event. Last but not least, you can host and broadcast your own event.

*Teaser:* Keep a look out for the *PCC Alerts*. Coming soon, we will be updating how to host a virtual event with Zoom. Last year, we had the best practices for WebEx event.

Take-heart and please do not be discouraged – your original plan still has value. It is the foundation and road map that can be used to quickly pivot to serve the needs of your business mailing community.

*Bonus Thought:* We are hearing that some furloughed mailing team members are looking for additional educational content. If we all keep our *TeamSite* calendars up to date, this might be a great resource for other members to join in your events: <https://about.usps.com/what/business-services/postal-customer-council/pcc-event-locator.htm>.

## COMMUNICATION

### PLANNING YOUR NATIONAL PCC WEEK CELEBRATION

National PCC Week is the “Event of the Year” hosted by most Postal Customer Councils (PCCs). It’s a *Celebration* of all your hard work and achievements throughout the year. Some PCCs will host their event over an entire day, while others use a half-day or even over a luncheon presentation. PCCs can also opt to include vendor tradeshow in conjunction with educational seminars. One of the highlights of the day is the USPS Headquarters National PCC Week video, containing the Postmaster General’s corporate message. Postal leaders will also be deployed across the country to thank and congratulate PCCs for their partnership, and to share the USPS business strategies.

Listed below are some tips and reminders that you may find useful when planning and hosting your 2020 National PCC Week event:

1. Once your date, time and location are selected, send out a “Save the Date” postcard to your membership so they can start planning for it on their calendar. This should be done at least 10 weeks prior to your event.
2. Start planning and building the day around this year’s theme: “Innovating the Journey at Every Touchpoint – Collaboration, Education, and Delivery.”
3. Identify leadership, establish committees, and define roles and responsibilities.
4. Create a checklist and budget to keep you on track.
5. Be mindful of critical deadlines issued by the USPS National PCC Program Office.
6. Have your Postal Administrator submit your USPS Headquarters speaker request on the PCC *BlueShare* site at: <https://ca.blueshare5.usps.gov/sites/igo/pcc/SitePages/Home.aspx>.
7. Post all the details of your event on your website and *TeamSite*. Be sure to include a link for registration.
8. Promote the event to your entire membership and as many people as possible in your business community. Using direct mail, email blasts, and flyers, and don’t forget to share this information via your personal social media channels.
9. Don’t forget to arm the USPS Sales teams and the Bulk Mail Entry Unit with lots of marketing materials to share with customers.
10. Feel free to reach out to your PCC Advisory Committee (PCCAC) Communications and Marketing Sub-Committee for any assistance you need on how to communicate with your membership and promote your events!

Remember National PCC Week is the perfect opportunity for us to unite, celebrate, and acknowledge how together we successfully persevered through the pandemic, how our industry has grown over the year, and recognize all the outstanding work and efforts put forth by the PCCs across this great nation!

**Important Note:** Normally now is the time that we would ask PCCs to provide the date, time and location of their event, and speaker requests. During this time, while the nation evaluates the success of its curbing measures and the effect of reopening businesses in certain sections of the country, we ask that PCC program administrators consider a variety of contingency plans, which would include hosting events as normal, hosting virtual events, or further postponing events should National PCC Week be delayed. PCC leaders should begin to discuss all of these contingencies with their Executive Boards, so that once further Center for Disease Control (CDC) and Prevention guidance is provided, each PCC is ready to implement its plan. When the National PCC Program Office has more definitive information, we will share it with you.



## STRATEGIC INNOVATION AND PCC POLICY

### BEST MINDS AT WORK

All of us at the PCCAC are thinking about all of you. This is a sensitive time and something that none of us have been through before. We too are following the news and rapid developments that are affecting our community and impacting our businesses.

Everyone is receiving the same calls, asking if our industry is open for business, clients putting mailings on hold, or not mailing at all during this time. For those of you in the specialty advertising business, events have come to a halt or have been cancelled. Buying necessary supplies for cleaning and disinfecting is an amazing challenge, if they are even available at all. No one can predict when business will return to *normal*. Even then, things will be slow to develop, as we struggle to “find our feet again,” and it will take some time to recover.

Now more than ever, using critical thinking skills and innovative ideas is most important. This is a very sensitive time, so proceed with carefully worded, informational messaging to your clients and vendors. Below are some ideas you can use to get the word out about webinars, with the goal of reaching more industry businesses, as well as complimenting your own services.

- Email appending services are available from many respected vendors. It’s best if you have a name, address and/or a phone number.
- Instead of using a mailing list, you can rent emails and have the blast sent out by a respected and dependable “opt in” list owner.
- With modeling software, you can upload client data, find best matches, and send out emails.
- Some vendors supply match emails to your current clients that you can load into Facebook and Google. The PCC does not allow this option, but you can use them for your clients.
- Health Insurance Portability and Accountability Act (HIPPA) mailing regulations are still in place, and many institutions cannot use email as a replacement. If you are not HIPPA qualified, please take the time to find out how to be should the opportunity arise, and in the event that you receive related questions.
- Don’t forget to be creative, but wise in your promotions.
- Above all, please take all necessary precautions, and be safe. It is important to stay in touch with guidelines recommended by the Center for Disease Control (CDC) in this rapidly evolving and ever changing national crisis: <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>.

If your business is impacted and you need to close, reach out to similar businesses and work together for the greater good of all. Start the conversations now and plan. States vary in their strategies to combat the spread of the coronavirus; consequently, we have no idea what businesses in which state will be open. And don’t forget about digital options, as there will be many nonprofit businesses that have to communicate. Try working your plans into 2-week increments that may be more manageable, and renew that 2-week plan when necessary. Businesses and team members may be more comfortable with an outline of specific goals and objectives.

Overall, please follow recommendations made by health-care professionals. Assess each situation and act accordingly. We share a long road ahead and need each other. So, stay safe and well, and reach out to the membership if you need something more as I am sure everyone has the same questions, but different solutions. One more thing – be kind to yourself and each other. This is not a time of failure, but a time to adapt, change, and become better.



## ACADEMIC OUTREACH PROGRAM THE DIRECT EFFECT UPDATE



These are trying times worldwide, every individual is being rocked by the impact of COVID-19. It is causing disruption in every aspect of everyday life, and all of us are challenged with finding ways to quickly pivot to maintain normalcy as much as possible. That's especially the case for those responsible for helping to deliver instruction and learning at educational institutions around the country.

Concerned for student safety, schools were one of the first to take drastic action, curtailing all in-person classes and moving all instruction to online. This is a new approach (and experience) for many faculty members and students.

This article will focus on a question that was raised during a recent PCC Monthly Touchpoint meeting, and is a frequent topic of discussion:

### ***Due to school closures, should we wait before we reach out to [academia] to discuss Academic Outreach?***

On the contrary, the [Direct Effect™](#) curriculum may fill a need in the sudden explosion of remote learning. There's different language around this, but whether it's referred to as remote learning, distance education, or virtual teaching, online enrollment has been steadily increasing for various reasons, including development of enabling technology. While online courses are not new, the majority of educators are making the adjustment to this mode of learning for the first time, adapting current curricula for online teaching. There may be opportunities for the Academic Outreach community to support this effort by sharing the Direct Effect Direct Marketing Curriculum.

The customizable curriculum consists of five modules, or groupings of course content. It's designed to be used by topic, module, or in its entirety of 14 weeks. Each module consists of combinations of classwork, homework, lectures, and suggested resources that can be easily adaptable for remote teaching. The Academic Outreach team at USPS Headquarters have spoken with students via Zoom and other web conference services and continue to make themselves available for remote presentations, and to help guide to relevant content. The curriculum promotes experiential learning, so the Direct Effect Innovation Challenge is being adapted to a virtual classroom environment, where local businesses may be invited as live clients to present real-world marketing experiences. The curriculum also suggests inviting industry experts as guest speakers. These opportunities encourage engagement and facilitate personal relationships between PCC members and students. Even as we all transition to a distance learning/working environment, these opportunities still exist.

Respondents to the recent [Academic Outreach PCC Handbook](#) survey shared that they have contacts in **45 schools where we don't currently have connections**. We are following up with PCC members to make connections in these new schools. Despite the current challenges, this is still an excellent opportunity for Academic Outreach and the PCC to make a positive impact in the academic community and on future marketers.

Please contact [DirectEffect@usps.com](mailto:DirectEffect@usps.com) to discuss how to make connections with schools in your area.

## PCC SUCCESS STORIES

### TWIN CITIES PCC KEEPING INDUSTRY INFORMED IN TIMES OF UNCERTAINTY



At their April Executive Board meeting (via Zoom) for the Twin Cities PCC, industry members began sharing stories of how they were handling the COVID-19 pandemic at their offices. After a short discussion, the topic turned to how USPS was handling everything. They talked a little bit and one of the industry members suggested to share that information with the entire membership via webinar. During the planning of how to make it happen, District Manager, Anthony Williams, pointed out that taking live questions could be problematic since those questions would not be able to be vetted.

With a little more back and forth, the PCC decided to go forward with the plan and for the webinar to be co-hosted by Mark Janda, District Manager, Marketing and Rachel Christensen, Consumer and Industry Contact Manager. The meeting was set for two weeks in the future because they felt it was topical enough that they needed to get the information out to members as quickly as possible, but that would give them enough time to put together a quality presentation. In order to take questions from individual companies, they set up a process so that they could submit questions when they registered online.

In the two weeks of preparation, questions were regularly forwarded to the presenters by the Website Subcommittee Chair. The presenters set up the program using official documents such as Industry Update, Service Alerts, Retail Service Talks and videos. They also forwarded the questions received to USPS subject matter experts where the information wasn't clarified by sources available at the time. Finally, after having the presentation completed, it was forwarded to Western Area Corporate Communications for vetting before being shown to the public.

As an event, it was easily their most successful webinar. They had over 100 registrations and, during the presentation, there were consistently more than 70 active listeners. They are eagerly waiting to hear the results of the surveys, which were emailed to all registered attendees immediately following the presentation.

Additional information, and a copy of the presentation can be found on our website by clicking on [Twin Cities PCC](#).



## VERMONT PCC TOURS LAKE CHAMPLAIN CHOCOLATES



What is the formula for a well-attended, successful PCC general meeting? Combine an interesting venue with a topic of concern to mailers along with an opportunity to network.

A trip to Lake Champlain Chocolates in Burlington, was an ideal venue, after all, who doesn't love chocolate? During a tour of the facility they traced the path from the cocoa beans in South America and Africa to the chocolate making in Europe to the actual candy making in this facility. They learned about different types of chocolate and, yes, had samples!

The educational topic was the USPS proposed Federal Register Notice (FRN) to require Detached Mail Unit (DMU) mailers, and mailers that enter Full-Service mailings at a Business Mail Entry Unit (BMEU), to participate in Seamless Parallel by March 1, 2020, and to require enrollment in the Seamless Acceptance Program by February 1, 2021. If implemented, mailers who are 90% full service would be Seamless Parallel as of March 1, 2020. Members were reassured that in Burlington this would mean no change in the way their mail was accepted and verified.

Mailers representing two DMUs, already Seamless Parallel, were able to ask questions about becoming Seamless, as proposed by February 2021. Jason Kiefer, from the Lane Press, and a member of MTAC, spoke about the benefits of Seamless Acceptance. He stressed the importance of quality control and checking the Mailer Scorecard daily. Furthermore, he reiterated the USPS' commitment to helping mailers succeed.

Small mailers who present their mailings at the BMEU asked what impact Seamless Acceptance will have on their operations. In short, they will need to outweigh software costs vs the benefits of e-induction and decide what's best for them. Small mailers who do not apply for the Seamless program will still have their mail brought to the BMEU during normal hours; however, it will be verified by sampling and census data as of July 2021. Any errors found in sampling or mail processing are reported on the Scorecard for the e-Doc submitter.

In closing, the event brought new faces, as well as some long-time friends who haven't been seen in a while. Introductions and lively conversation preceded the event. Dan Richard, the newly appointed interim Postal Co-chair, was introduced to the group.

## NORTHEAST FLORIDA PCC "WINNING WITH WOMEN IN THE WORKPLACE"

The Northeast Florida PCC had their monthly breakfast seminar on March 11, 2020. In honor of National Women's Month, the topic was "Winning with Women in the Workplace", and highlighted a distinguished panel of women business leaders, from small business owners to USPS department manager and postmaster. The five panelists were given the same five questions prior to the breakfast, to give them a chance to reflect and provide inspiring answers. The questions surrounded women's growth in business from struggles to achievements, including their biggest obstacle, their inspiration to becoming a leader, and words of wisdom for other women. Their two extraordinary moderators took turns asking the questions as each panelist had a few minutes to elaborate on their own personal experiences.



They hosted nearly 60 attendees, which is much larger than the normal breakfast seminar attendance. Many of the industry members brought women from their companies as first time attendees. In addition to the featured presentation, guests were able to network before enjoying a delicious breakfast buffet. The announcement of industry sponsors were also presented. It was a wonderful morning, and inspiring for many who attended. One attendee added that the personal stories of growth and achievement were so inspiring, it made them look at their own career path in a whole new way, and hopes to be as successful as the women who paved the way.



Left to right: Industry Co- Chair, Monica O'Connor; Moderator/ Industry Vice-Chair, Chris Huber; Panelist/ Marketing Chair, Dina Kessler; Panelist, Leila Levan; Panelist/ Postal Co-Chair, Wendy English; Panelist, Dr. Reham Eltantawy; Panelist/ Executive Board member Dee Carter; and Moderator/ Secretary, Muriel Bremer.

## **TULSA PCC TEAMS UP WITH THE USPS OKLAHOMA SALES AND MARKETING TEAM**



During the February joint monthly Oklahoma Sales and Marketing meeting, it was suggested that the Sales team target a specific group and promote USPS services and products in the Tulsa area. The Sales team later met and elected to target realtors.

After the information was passed on to the Oklahoma District Marketing Manager, Mark Waugh, and District Manager, Julie Gosdin, Gosdin suggested for the Tulsa PCC (TPCC) to be a part of the program to promote the TPCC.

The Sales team created a mailing list by utilizing the Reference USA database using the Real Estate industry codes. They designed a mailpiece containing a QR code that not only served as a registration tool, but also served as a response tool.

Working with the TPCC, a location was scheduled to conduct the breakfast meeting on March 31. Two hundred invitations were mailed to real estate brokerages and their agents. Because of the COVID -19

restrictions the event was revised to be a webinar. When a customer registered to attend the event they were provided with the webinar information. The Sales team presented an outstanding presentation and the final session was reserved for the TPCC Co-chairs to promote the TPCC. The TPCC gained 3 new member from this session.

## **GREATER TRIANGLE AREA POSTAL CUSTOMER COUNCIL PCC MEMBERS LEARN ABOUT READ ID**

At a recent event hosted by the Greater Triangle Area Postal Customer Council (GTAPCC), North Carolina Department of Transportation Processing Assistant, Beverly Fogg, discussed the Real ID Act.

Congress passed the Real ID Act following the terrorist attacks of Sept. 11, 2001. A Real ID is a driver's license or state-issued ID card that meets federal standards for verifying a person's identity. Fogg, an active GTAPCC member, explained that starting October 1, 2020\*, all federal agencies will enforce the act, which will require a Real ID, a U.S. passport, or another federally approved means of identification to board commercial flights and enter secure federal buildings. Fogg then answered questions and provided helpful tips to obtain a Real ID.

Non-postal representatives, such as Fogg, are often invited to give presentations which may be helpful to PCC members. In addition to Fogg's presentation about the Real ID Act, postal representatives provided updates, including information about the upcoming postage rate increase.

This event provided our mailers a convenient opportunity for questions and answers on upcoming new ID requirements in NC," said Raleigh Postmaster and GTAPCC Co-Chair Linda Jones. "Hosting an informational, interactive session like this reflects the benefits of PCC membership — networking with others in the mailing industry and training, which is geared to help mailers stay on top of innovations and changes."



*Department of Transportation Processing Assistant Beverly Fogg (left) discusses Real ID with Raleigh Postmaster Linda Jones.*

\*Due to COVID-19, the Real ID deadline has been extended to late 2021.

## **DETROIT DISTRICT SALUTES GWEN IFILL**

The Detroit District honored Gwen Ifill with a special stamp ceremony. The dedication was held at the George W. Young Post Office in Detroit, MI.

"Gwen Ifill's desire to understand the world and her willingness to bring us along on that journey is what made her a journalist's journalist," said Postmaster Derron Bray, City of Detroit, and Detroit PCC Postal Co-Chair who served as Dedicating Official at the ceremony. "Gwen was one of the greats, a national treasure, and so richly deserving of today's honor."

Special Guest Speaker was Vincent Kirkwood. He is the great grandson of George W. Young, whom the George W. Young (GWY) Post Office in Detroit, MI, was named on November 2, 1994. Kirkwood talked about his memories of his father, a retired letter carrier from College Park Station. He also reminisced about coming to the GWY as a small child with his grandmother to buy stamps.

Retail Manager Dan Lesperance served as Master of Ceremony and Cherrie Oneal, Acting Human Resources Specialist, sang the National Anthem to open the ceremony.

Kindergarten children from Detroit Country Day were invited to attend the ceremony. From the Grand Shelby Station, Letter Carrier Gloria Greenwood and Clerk Shania Finley talked to the children about their USPS job.

"These stamps represent our future," said Kirkwood. "You look at all the accomplished people honored on the stamps and say, I can do it too."

Adding to the day, Detroit PCC Administrator, LaDonna Smith shared the value of PCC Membership with special guest Vincent Kirkwood along with parents and faculty of Detroit Country Day School. As a result the Detroit PCC signed up two new members.



Pictured from the left Vincent Kirkwood, the great grandson of George W. Young, and Postmaster Derron Bray, City of Detroit. "I love the Postal Service and how the people who work here are dedicated to serving the community," said Kirkwood who was Special Guest Speaker at the ceremony.

## **THE SHOW MUST GO ON!**

The Upstate PCC of Greater South Carolina carries on during social distancing by hosting their first ever Upstate PCC Zoom meeting in lieu of their annual in-person event (Spartanburg SC Library). Upstate PCC Industry Co-chair Eddie Woods kicked off the meeting greeting members with a warm smile from *SourceLink's* media room.

Rick Zehren, Acting Sales Executive General – USPS Headquarters, presented the benefits of Informed Delivery, Informed visibility, Every Door Direct Mail (EDDM), and Commercial Shipping Pricing.

Laura Olson, USPS Business Acceptance Solutions, provided technical support and encouraged members to reach out to their local BMEU to advance Seamless. Mary Chandler, Greenville SC BMEU

Supervisor, gave Political Mail Updates. Prize drawings for industry members made the day – compliments of PCC sponsor Carolina Foothills Federal Credit Union.

Utilizing technology as an option to continue hosting PCC events during uncertain times, the UPCC of Greater South Carolina was successful in educating its customers on the use of USPS products and services and the value of PCC membership.



UPCC Industry Co-Chair Eddie Woods views Political Mail updates provided by Mary Chandler, Greenville SC BMEU Supervisor

## ZOOM Video Conferencing

As more people connect online, recent news reports have suggested that there might be security flaws with Zoom’s commercial version of their teleconferencing platform. The Postal Service version of Zoom is not the same as the commercially-available version. The Postal Service wants you to know that the Zoom platform used by the organization features enhanced security to protect online meetings from unauthorized participants. All Zoom meetings created through the Postal Service are automatically password-protected. To further strengthen meeting security follow these tips:

- Enable Zoom’s waiting room option to keep participants locked out of meetings until admitted by the host (participants will see a pop-up box stating “ Please wait for the host to start the meeting”).
- Lock the meeting once all anticipated participants have joined the meeting (no one can join the meeting unless the host unlocks the meeting).
- Remove unwanted participants (once removed that participant will not be able to re-join the meeting).
- Limit “sharing privileges” to the host only.
- Require a specific password.
- Require registration.
- When scheduling U.S. Postal Service Zoom Meetings use the following disclaimer on your signature line:

**Disclaimer – The USPS version of Zoom is certified under the Federal Risk and Authorization Management Program (FedRamp), a government-wide program that provides a standardized security assessment, authorization and continuous monitoring of products and services like Zoom .**

## POLL POSITION

### USPS RANKS NO. 1 IN PUBLIC OPINION SURVEY

USPS has again topped the list of federal agencies viewed favorably by the American public, according to a new survey. Pew Research Center conducted the poll March 24-29, contacting 1,013 U.S. adults to gauge their opinion of federal government operations.

The [results](#), released April 9, show that an overwhelming 91 percent of respondents have a favorable view of USPS.

“Postal Service employees continuously display a remarkable commitment to public service,” said Postmaster General Megan J. Brennan. “It is rewarding to see Americans’ appreciation of the Postal Service reflected in this new survey, especially as our employees continue to provide an essential service by accepting, processing, transporting and delivering vital mail and packages to every community during the coronavirus pandemic.”

Other agencies performing well in the poll include two at the [forefront of the nation’s COVID-19 response](#) — the Centers for Disease Control and Prevention (79 percent) and the Department of Health and Human Services (73 percent) — as well as the Census Bureau (77 percent) and the Department of Homeland Security (71 percent).

This is the sixth consecutive time USPS has topped the Pew Research Center poll on government agencies. In the previous survey, [released last October](#), 90 percent of respondents said they have a favorable view of the Postal Service.



## NOTICES

COMING SOON.....[PCC SPOTLIGHT](#)



In May, the PCCAC Communications and Marketing Sub-Committee along with the Headquarters PCC Program Office will be rolling out a monthly *PCC Alert* in which a PCC will be randomly selected and spotlighted for their achievements, innovative strategies, successes, etc.





## 2020 PCC UNIVERSITY SCHEDULE

- **Western Area – Salt Lake City, UT - Postponed - TBD**
- **Eastern Area - Memphis, TN - Postponed – TBD**
- **Great Lakes Area – Grand Rapids, MI - Wednesday, July 15, 2020**
- **Northeast Area – Boston, MA - Thursday, August 27, 2020**
- **Southern Area – Fort Lauderdale, FL - Friday, October 16, 2020**
- **Cap Metro Area – Charleston, SC - Thursday, November 5, 2020**

As we continue to monitor the COVID-19 situation, we will evaluate the status of future *PCC University* dates.

### PCCAC UPCOMING EDUCATIONAL WEBINARS AND CAFES'

- May 7, 2020 at 1:00 PM ET – Political Mail - Speaker Don Nichols
- June 4, 2020 at 1:00 PM ET – PCCAC Educational Café - PCCA Education Committee
- July – Business Customer Gateway

### HQ PCC LIAISONS:

- Capital Metro [Judy Caldwell](#)
- Eastern Area [Brian Corley](#)
- Great Lakes [Katrina Raysor](#)
- Northeast [Da Shiek Woodard](#)
- Pacific [Lewis Johnson](#)
- Southern [Cathy Scocco](#)
- Western [Sharon Barger](#)



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**YOUR LINKS TO MAILING RESOURCES**

*U.S. Postal Service:* [USPS.com](https://usps.com)

*PCC on PostalPro:* [PostalPro](#)

Questions? Comments? Send email to: [PCC@usps.gov](mailto:PCC@usps.gov)

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