



Smithsonian
National Postal Museum

USPS/MAILING INDUSTRY PROGRAM





National Postal Museum Objectives

- Tell the story of the United States Postal Service
- Tell the story of the history, heritage and heroes of the United States and other countries using postage stamps
- Support a priceless collection of 6 million objects



NATIONAL POSTAL MUSEUM VISITATION			
Q4 YEAR-TO-DATE, FISCAL YEAR 2014 VS. SPLY (Same Period Last Year)			
ONSITE	Museum	Total YTD	% Change
	NPM	363,802	27.7%
	Total Smithsonian	26,769,188	-12.7%
ONLINE* <i>(*New website measurement methodology established 7/1/2014. Q4 data incomplete. New baselines will be established in fiscal year 2015)</i>	Website	Total YTD	% Change
	NPM Main	2,330,085	17.8%
	Arago	670,394	3.5%
	Total	3,000,479	14.3%
SOCIAL MEDIA	Platform	Total YTD	% Change
	Facebook Fans	1,336	15.2%
	Twitter Followers	1,644	27.8%
	E-Newsletter Subscribers	397	9.5%
	YouTube Video Views	84,250	60.2%
	Blog Visits	224,155	169.8%
	Flickr Visits	4,551	8.5%
	Pinterest Followers	1,115	136.6%



USPS/MAILING INDUSTRY PROGRAM

Objective: to tell the complete story of the mailing industry to many audiences

Two prong approach:

- 1) Website
- 2) Onsite Interactive Gallery



ENGAGING THE INDUSTRY

- NPM Coordinating Committee
- Mailers' Technical Advisory Committee
- Volume Mailers Group
- PostCom Board
- PCC – New York Chapter
- Parcel Shippers Association Board
- National Postal Policy Council



Defined “what is the mailing industry?”

An innovative partnership between the United States Postal Service and private enterprise, which uses the Postal Service’s network to provide essential services to American citizens and businesses.



Established Guiding Principles for the Project

- How entrepreneurs, innovators and multi-generational family businesses, in partnership with the USPS, helped to enhance and grow the Postal Service's communication and commerce channels for the benefit of America's citizens and businesses
- How important the partnership between the USPS and the mailing industry is to the country's economy
- How the USPS network helped to build the Mailing Industry
- How individual companies and whole industries adapt and change to serve the American public's business and personal communication needs through the use of the Postal Service's network



Industry Segments for Website

- Forestry and Paper Industry
- Printers
- Newspapers and Magazines
- Catalog and Mail Order
- Envelope Manufacturers
- List Brokers, Data Processors, Software Vendors
- Letter and Mail Shops
- Fulfillment and Package Services
- Logistics
- Direct Mail Marketers, Advertising Agencies, Designers
- Equipment Manufacturers
- Large Transactional Mailers



Set organizational strategy

- Established the steering committee: Quarterbacks (industry segment liaisons), industry leaders and NPM staff
- Established the roles and responsibilities for steering committee members
 - Identify and capture stories
 - Submit content for website portion of project
 - Assist with fundraising efforts
- Established a process for content submission
- Internal NPM content review team



WHERE WE ARE NOW

- Industry Quarterbacks gathering stories, story tellers & historical data
- Adding content to website
- Reviewing design of website
- Established fundraising strategy & secured funds for website; beginning to identify prospects for the interactive gallery
- Exploring the possibility of forming sub-committees for PR & Fundraising



WHERE WE ARE GOING

- Website content submission
- Internal review and approval/publication on website
- Build PR plan to roll out the website
- Begin planning for Interactive Gallery - Themes
- Continue Fundraising
- NPF & other industry engagement opportunities



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ENVELOPE MANUFACTURING



Industry Research

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