



USPS PORTFOLIO

2 0 2 4



Abstract

This campaign effectively pushes for USPS to adopt a more progressive, paid parental leave policy. This book presents and organizes this campaign in detail. Paid parental leave is essential to foster a positive working environment, equal opportunities for new parents, and retain new parents within USPS. Both a regionally and nationally influential company, USPS has the obligation and opportunity to spearhead a progressive parental leave campaign.

Introduction

This campaign effectively pushes for USPS to adopt a more progressive, paid parental leave policy. This portfolio presents and organizes this campaign in detail. Paid parental leave is essential to foster a positive working environment, equal opportunities for new parents, and retain new parents within USPS. Both a regionally and nationally influential company, USPS has the obligation and opportunity to spearhead a progressive parental leave campaign.

Our campaign advocates for the implementation of paid parental leave and parental support groups at USPS. This proposal targets new and potential parents at USPS. We believe that by adding this policy into the company, USPS would be fostering a work environment that is committed to diversity and inclusion.

Client Overview



Mission, Vision & Values

The USPS mission has three main goals as stated on their website: “To serve the American people and, through the universal service obligation, bind our nation together by maintaining and operating our unique, vital and resilient infrastructure, to provide trusted, safe and secure communications and services between our Government and the American people, businesses and their customers, and the American people with each other and to serve all areas of our nation, making full use of evolving technologies.”

USPS is a trusted government entity offering access to its network and services to government entities at all levels. With a focus on reliable and secure delivery of mail, packages, and communications, USPS leverages technology, innovation, and strategic partnerships to optimize its operations. Operating efficiently and cost-effectively, USPS aims to keep service charges minimal while fulfilling its obligations to employees and stakeholders. It also strives to attract and retain high-quality talent to remain an employer of choice in a rapidly evolving business environment.

Client Overview

Organizational History

The United States Postal Service (USPS) has a long history as a vital government institution ensuring secure communication between the government and the American people. Established in 1775 under Benjamin Franklin and the Second Continental Congress, its authority was further confirmed with the Postal Clause in the U.S. Constitution in 1787. The passing of The Post Office Act of 1792 solidified USPS as a permanent part of the federal government, highlighting its commitment to press freedom, privacy of correspondence, and national infrastructure expansion.



Client overview

Organizational Structure

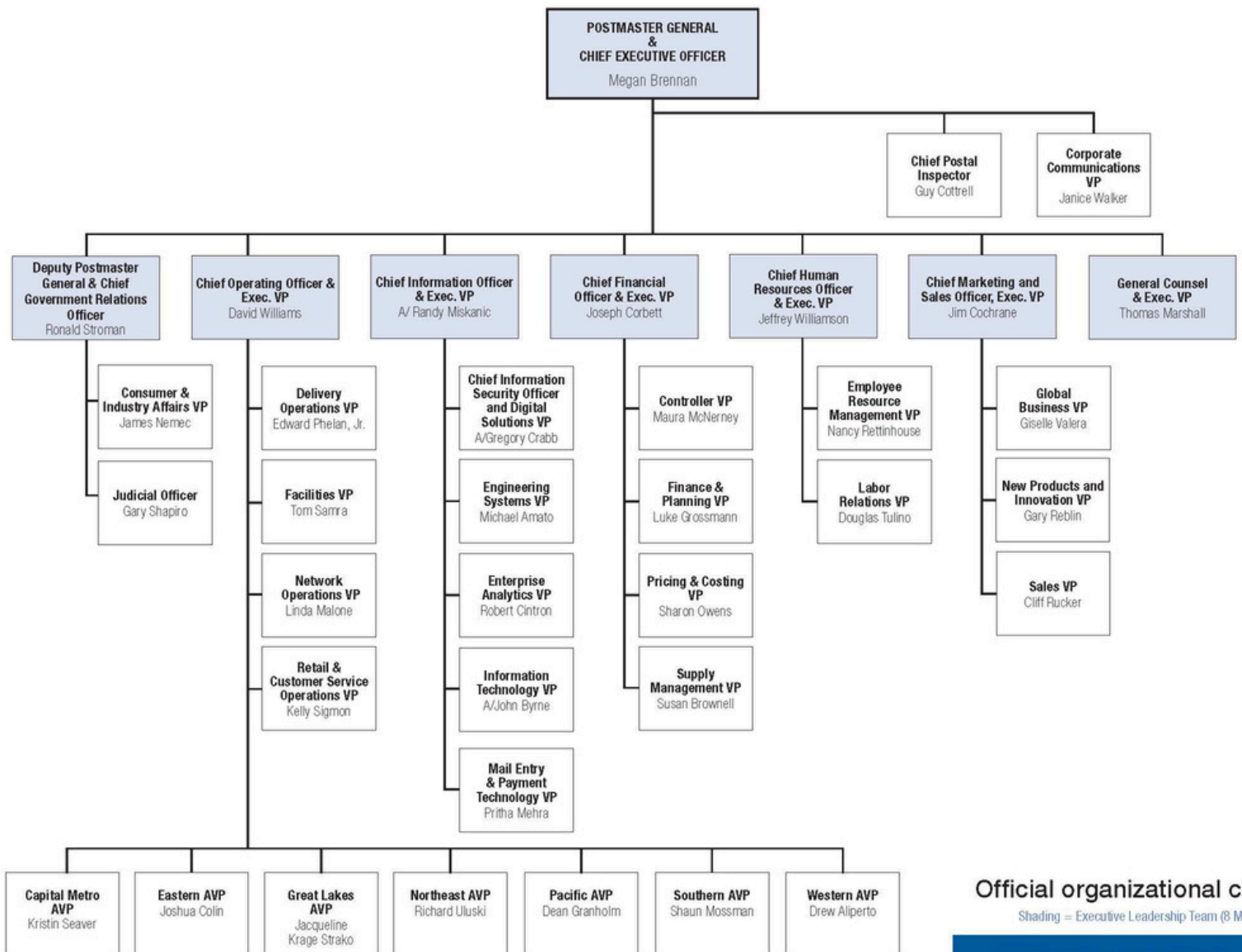
The United States Postal Service (USPS) has an efficient organizational structure tailored to manage its extensive operations and fulfill its nationwide postal service mission. At the top of the hierarchy is the Postmaster General, who serves as the chief executive officer of USPS. Reporting to the Postmaster General is the Board of Governors, which provides oversight and strategic direction for the organization.

Below the Board of Governors are several key departments and offices responsible for different aspects of USPS operations. These include the Chief Operating Officer (COO) who oversees the day-to-day operations of USPS, including mail processing, transportation, delivery, and retail operations, the Chief Financial Officer (CFO) who manages USPS's financial matters, including budgeting, accounting, financial reporting, and revenue management, the Chief Human Resources Officer (CHRO) who is responsible for managing USPS's workforce, including recruitment, training, labor relations, and employee benefits, the Chief Information Officer (CIO) who leads USPS's information technology (IT) initiatives, including the development and maintenance of IT systems and infrastructure, the General Counsel who provides legal advice and guidance to USPS leadership, handles legal matters, and represents USPS in legal proceedings and the Inspector General who acts as an independent oversight body responsible for auditing, investigating, and evaluating USPS programs and operations to ensure efficiency, integrity, and accountability.

In addition, USPS operates regionally to manage its delivery and retail operations nationwide. Each region is overseen by a Vice President of Operations, responsible for coordinating services within their respective areas.

Client Overview

Organizational Structure



Official organizational chart

Shading = Executive Leadership Team (8 Members)



UNITED STATES
POSTAL SERVICE®

USPS
3/14/2016

Current CSR Initiatives

The current USPS corporate social responsibility initiatives are centered around sustainability. Louis DeJoy, the USPS Postmaster General, stated, “The improvements we need to achieve in sustainability are an integral outgrowth of the broader modernization efforts we have undertaken through our 10-year Delivering for America plan. As we transform our operating processes and invest in new automation, new technologies, and upgraded facilities and vehicles, we will generate significant efficiencies that reduce our costs, slash our carbon footprint and minimize waste.” The USPS aims to protect the environment and reduce impact with the Delivering for America plan by reducing emissions, conserving energy and implementing other sustainability initiatives. This includes the rollout of electric-powered vehicles through the Next Generation Delivery Vehicle program for America’s largest federal fleet. The USPS has pledged to accelerate the adoption of electric vehicles as they refine their network and vehicle operating strategy and intends to deploy more than 66,000 electric vehicles by 2028.



SWOT

Strengths

- Largest postal network in the U.S.
- High revenue
- High market share
- Large reach

Weaknesses

- High operational costs
- Delayed services
- Large number of employees

- Modernize company
- Enhance online presence
- Lower operating cost

- UPS, FedEx, Amazon
- Private Sector companies
- E-Commerce marketing
- Heavily Regulated

Opportunities

Threats

SWOT Analysis

USPS has various strengths. For starters, they are the largest postal network in the United States. Having started in 1971, USPS has an extensive history and network throughout the postal industry. Their large scale operations directly correlates with the impressive amount of revenue they bring in annually. To continue, USPS tops other postal companies with a high market share. This number can be attributed to their established and reliable reputation, giving them a competitive advantage over others. In being the largest postal network, that means USPS has a reach that spans across the nation. They have around 31,100 offices and USPS is estimated to deliver to around 167 million addresses. These numbers show just how much of a competitive edge USPS has compared to other companies.

One weakness of USPS is its operational costs. Since they are such a large company, that means they need adequate resources and employees to run their business. According to USPS, their annual operating expenses last year came to around \$85.4 billion. These numbers make it very expensive to successfully run USPS. Another weakness of USPS is the number of complaints against the company. Many customers have had problems with delayed services. Since they serve such a large community, lacking employees or an unorganized delivery structure can lead to complaints.

SWOT Analysis

An opportunity for USPS involves modernizing the company. Many newer postal services have an online presence. The option to do things digitally offers an easier and more convenient way to deliver/ship post. While USPS has had some shifts in their business over the past few years, further pursuing a stronger online presence would help the company compete against other postal services. Furthermore, since one of the biggest weaknesses is their operating cost, it would greatly benefit USPS to automate tasks. Replacing humans with technology would decrease their cost and allow them to operate more efficiently.

The biggest threat to USPS is its competitors. These companies include FedEx, UPS and Amazon. They operate within a private sector and can have the competitive edge when it comes to technology and infrastructure. The structure of these companies' e-commerce marketing has allowed them to offer a more cost-effective and convenient way to ship posts. This is a huge threat to USPS as customers switch their preference to these easy accessible companies. To continue, USPS works in a heavily regulated environment. Changes in policies such as pricing and labor regulation can greatly affect USPS operations.

Communication Campaign Strategy

Introduction to CSR Initiative

We are proposing that USPS adopts paid parental leave and parental support programs for their employees who are parents, new parents or potential parents. We believe this would be a beneficial program for USPS to adopt because of their claim to present a diverse, equitable and inclusive workplace (USPS, 2021). Offering paid parental leave would put USPS on the forefront of progressive parental support in the United States.

We have two target publics for this campaign. The first is our internal public which are new parents of all ages that work at USPS. New parents of all ages at USPS are our first target publics because our campaign highlights new programs that will be implemented by USPS for new parents that are employed. Our second is our external public which are new parents ages 25 to 35. We chose our second, external target public, because targeting our campaign towards new parents can help USPS appeal to more employees. It also puts USPS on the map as a “changemaker” for paid parental leave, internal parental support and opportunities.

Target Audiences

We have two target publics for this campaign. The first is our internal public which are new parents of all ages that work at USPS. New parents of all ages at USPS are our first target publics because our campaign highlights new programs that will be implemented by USPS for new parents who are employed.

Our second is our external public which are new parents ages 25 to 35. We chose our second, external target public because targeting our campaign towards new parents can help USPS appeal to more employees. It also puts USPS on the map as a “changemaker” for paid parental leave, internal parental support, and opportunities.

Theme & Goal

Theme:

Prioritizing Parents

Overall Goal:

For USPS to be seen as a “changemaker” when it comes to paid parental leave and parental support programs/efforts.

Objective 1

Increase the reach of this campaign nationally by a 15% increase through social media engagement by the end of 2024.

Tactic One:

Post educational/awareness campaign on various owned social media platforms utilizing graphics, infographics and videos in order to engage external publics.

- “Join Us” Campaign – detailing limited parental leave options in the United States and why USPS has decided to step out of the norm.
 - Instagram
 - Facebook

Social Media Example Calendar for Tactic One

July 2024

July 1st: Post Instagram/Facebook Story
Post 1.

- No caption needed for story post.

July 9th: Post Instagram/Facebook Feed
Post 1 with the following caption:

- Parents are valued here at USPS. It's time to prioritize our working parents. Check out our new parental leave policy on our website. #PaidParentalLeave #USPS #WorkingParents

July 13th: Post Instagram/Facebook Story
Post 2.

- No caption needed for story post.

Social Media Example Calendar for Tactic One, Cont.

July 2024

July 21st: Post Instagram/Facebook Feed Post 2 with the following caption:

- Happy World Post Day from our USPS family to yours! Check out our website to learn about our new parental leave policy. #WorldPostDay #PaidParentalLeave #USPS

July 24th: Post Instagram/Facebook Story Post 3.

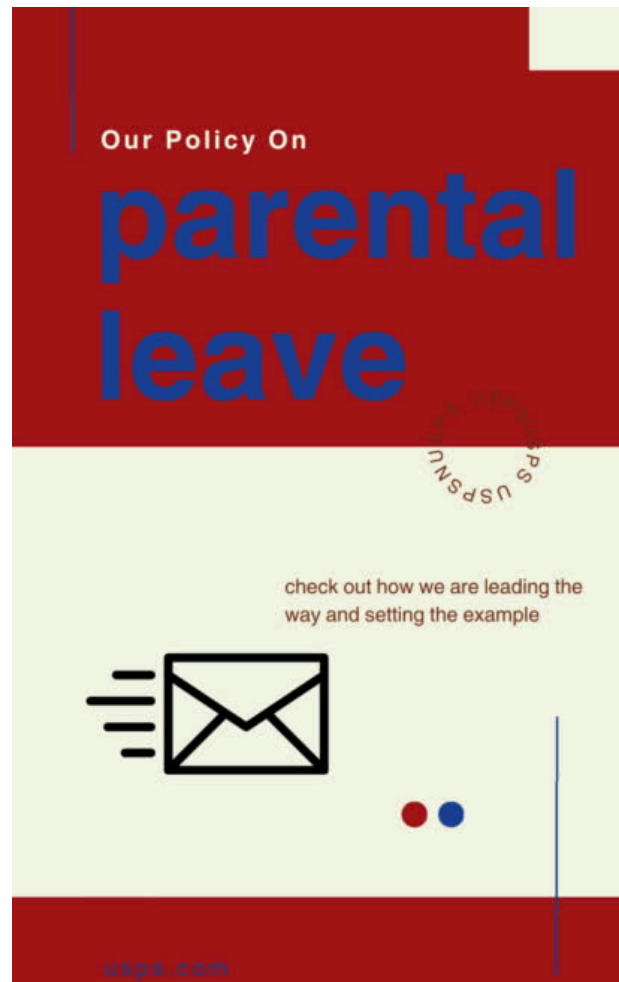
- No caption needed for story post.

July 30th: Post Instagram/Facebook Feed Post 3 with the following caption:

- We have to start somewhere so why not start here? Our new parental leave policy is setting a new precedent. Contact us to learn more. #USPS #PaidParentalLeave

Social Media Campaign

Instagram/Facebook
Story Post 1



Instagram/Facebook
Story Post 2



Instagram/Facebook
Story Post 3

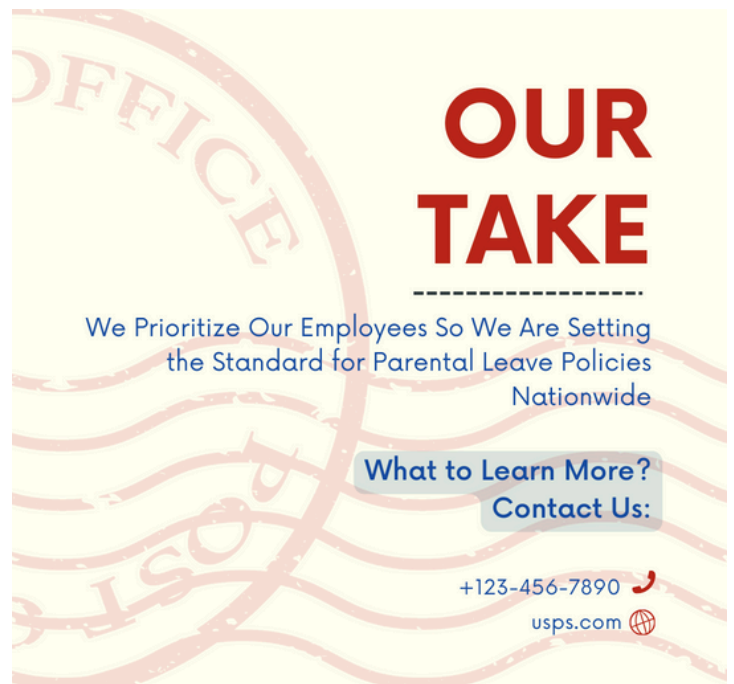
Social Media Campaign



Instagram/Facebook
Feed Post 1



Instagram/Facebook
Feed Post 2



Instagram/Facebook
Feed Post 3

Objective 1

Tactic Two:

Post educational/awareness campaign on the USPS website in order to engage internal publics.

- “Join Us” Campaign – detailing limited parental leave options in the United States and why USPS has decided to step out of the norm.



Why Work for USPS?

1. Our parental leave policy prioritizes you and your family.
2. We support current, new and prospective parents.
3. We value your mental health and wellbeing.

Making a change in parental leave policies for you.



UNITED STATES
POSTAL SERVICE®

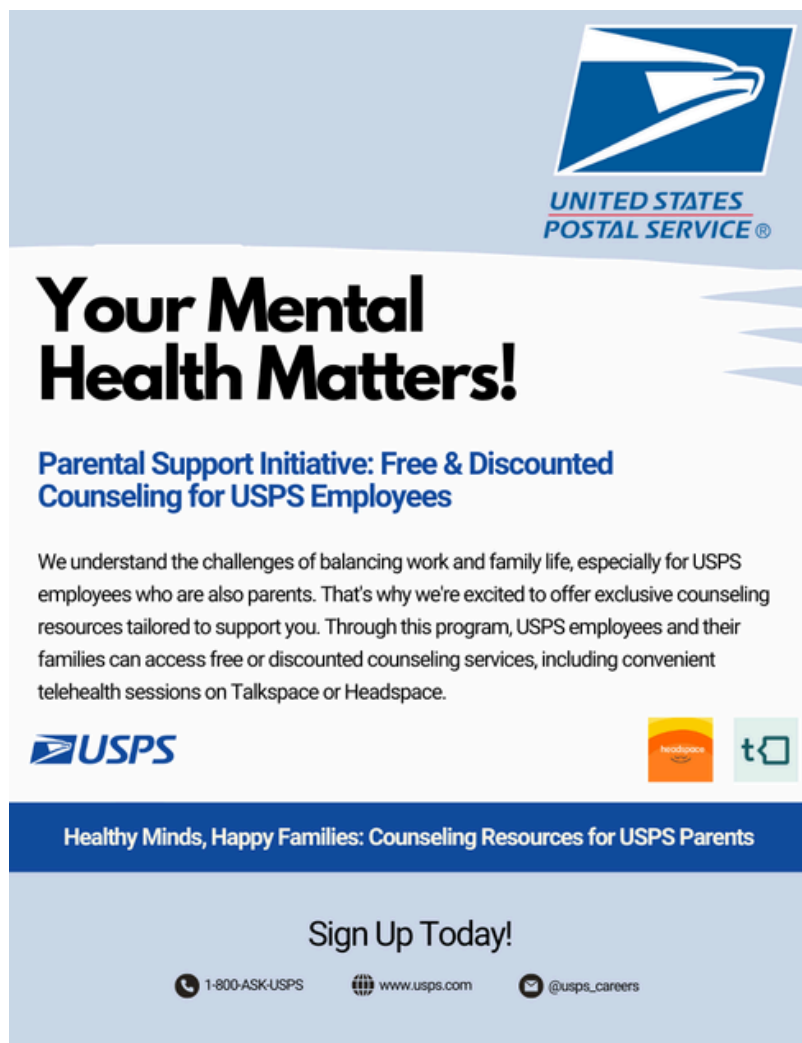
Objective 2

To increase employed parental retention rate and reduce turnover rate at USPS by 5% by the end of December 2024.

Tactic One:

Promote and offer counseling resources for parents within USPS.

- Advertise and offer free or discounted services for USPS employees through flyers in USPS employee locations.
 - Mental health apps such as Talkspace and/or Headspace
 - Offer easy access to telehealth and offer discounted or free sessions through the use of a USPS account or email.



Objective 2

Tactic Two:

Implement and promote stress management workshops.

- Advertise and offer free or discounted services for USPS employees through flyers in USPS employee locations.
 - Workshops Ideas:
 - “How to avoid burnout and lower your stress levels.”
 - “Time management and prioritization.”
 - “Stress management skills to use at work and at home.”



The flyer is for a USPS Stress Management Workshop. It features the USPS logo at the top left. The title "STRESS MANAGEMENT WORKSHOP" is in large, bold, blue letters. Below the title is a red banner with white text: "Stress management skills to use at work and at home!". To the left of the text is a circular illustration of a man with glasses, looking stressed, sitting at a desk with a laptop and a cup of coffee. To the right of the illustration is the text: "Feeling stressed? Overwhelmed with work? Join our stress management workshops designed especially for USPS employees. Take charge of your well-being and enhance your productivity with practical techniques and expert guidance." Below this text are five dots. At the bottom left are three red buttons with white text: "Meditation", "Stress Techniques", and "Time Management". In the center bottom is a large red button with white text: "Free for USPS Employees!". To the right of this button is the text "REGISTER NOW" in bold, blue letters. Below "REGISTER NOW" are two icons: a phone icon with the text "+1-800-ASK-USPS" and a globe icon with the text "www.usps.com". The USPS logo is also in the bottom right corner.

USPS

STRESS MANAGEMENT WORKSHOP

Stress management skills to use at work and at home!



Feeling stressed? Overwhelmed with work?
Join our stress management workshops designed especially for USPS employees. Take charge of your well-being and enhance your productivity with practical techniques and expert guidance.

• • • • •

REGISTER NOW

Free for USPS Employees!

Meditation
Stress Techniques
Time Management



+1-800-ASK-USPS
www.usps.com

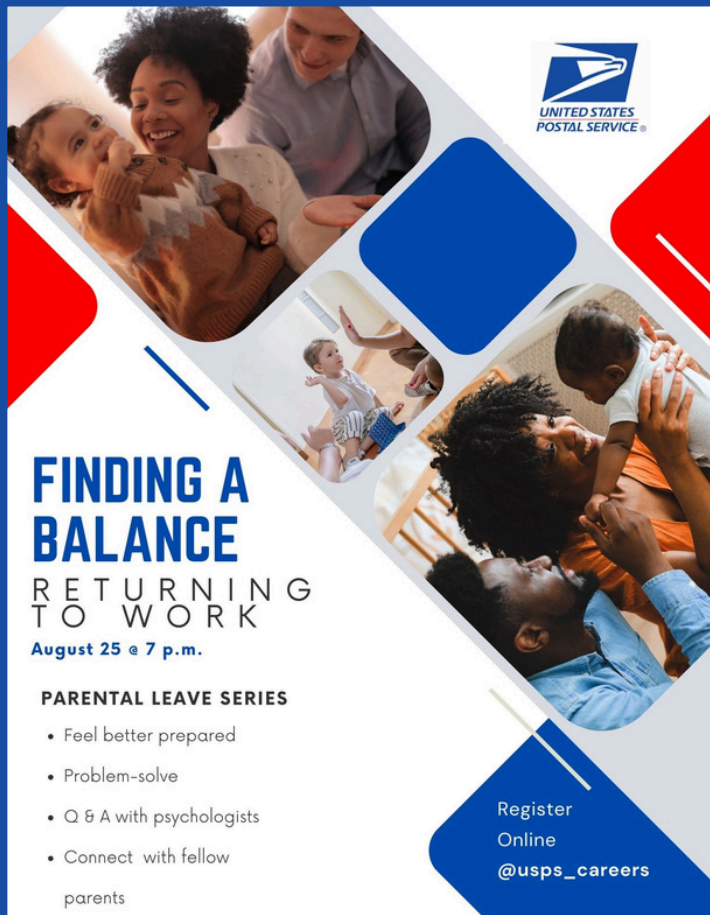
Objective 2


Tactic Three:

Implement and lead parental leave workshops.

- Promote parental leave workshops on social media.
 - Instagram
 - Twitter
 - Facebook
- Free and discounted services for USPS employees.
 - Workshop Ideas:
 - “Returning to work with a plan”
 - “Working Parents - “ A successful transition”
 - “Finding a Balance -“ Returning to work as a parent”

USPS	
Parental Leave Series	
Working Parent - A Successful Transition	
August 17, 7:00 p.m. Zoom	
Register Online Free to all employees	
@usps_careers	




**FINDING A
BALANCE**
RETURNING
TO WORK
August 25 @ 7 p.m.

PARENTAL LEAVE SERIES

- Feel better prepared
- Problem-solve
- Q & A with psychologists
- Connect with fellow parents

Register
Online
@usps_careers

Objective 2

Tactic Four:

Offer flexible work arrangements.

- Remote Work
- Job Sharing
 - Part-time employees complete a full-time job's responsibilities
 - Employees to split shifts and work at times that are most beneficial to them and their families.
- Compressed Work
 - Work more hours a day in order to take an extra day off
 - Better work-life balance through
 - Reduce commuting costs

Job Sharing Example Schedule:

- **Monday:**
 - 8:00 AM - 12:00 PM - Employee A
 - 12:00 PM - 4:00 PM - Employee B
- **Tuesday:**
 - 8:00 AM - 12:00 PM - Employee A
 - 12:00 PM - 4:00 PM - Employee B
- **Wednesday:**
 - 8:00 AM - 12:00 PM - Employee A
 - 12:00 PM - 4:00 PM - Employee B
- **Thursday:**
 - 8:00 AM - 12:00 PM - Employee A
 - 12:00 PM - 4:00 PM - Employee B
- **Friday:**
 - 8:00 AM - 12:00 PM - Employee A
 - 12:00 PM - 4:00 PM - Employee B

Objective 2

Tactic Five:

Offer free or discounted childcare assistance programs.

- Partner with KinderCare
 - Allows for convenient access to childcare for employees.
 - Negotiate subsidized rates for USPS employees
 - Tuition varies from city and program
 - Offer 25% off from USPS employees
- Email Pitch to KinderCare
- Collaborate with Tootris to offer additional benefits to USPS employees.
 - Send out a survey to narrow down what childcare is needed amongst employees.
 - Provide informational sessions to inform employees about how to take advantage of benefits.

To: Care@KinderCare.com

Subject: Partnering Opportunity: KinderCare and USPS Employee Child Care Support

Dear Kindercare Representative,

I hope this message finds you well. I'm a USPS representative. We're exploring avenues to bolster our employees' well-being, particularly regarding child care. We're interested in discussing the potential for subsidized child care rates for USPS employees through a partnership with KinderCare. This collaboration could significantly benefit our workforce and aligns with KinderCare's mission. We'd love to explore this further in a brief call or meeting. Could we schedule a time to discuss potential collaboration opportunities?
Looking forward to your response.

Best,
USPS Representative

Objective 2

Tactic Five:

Offer free or discounted child care assistance programs.

- Collaborate with Tootris to offer additional benefits to USPS employees.
 - Send out a survey to narrow down what childcare is needed amongst employees.
 - Provide informational sessions to inform employees about how to take advantage of benefits.

Childcare Subsidy Survey for USPS Employees

1. What is your current childcare arrangement for your child(ren)? (Select one)
 - a) KinderCare
 - b) Other external childcare provider
 - c) Internal USPS childcare program
 - d) Family member or friend
 - e) No childcare arrangement
2. How satisfied are you with your current childcare arrangement? (Select one)
 - a) Very satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Very dissatisfied
3. Are you aware of the childcare subsidy benefits currently offered by USPS, such as the DCSFA benefits with Tootris? (Select one)
 - a) Yes, I am aware
 - b) No, I was not aware
4. Which of the following additional childcare subsidies would you find most beneficial? (Select all that apply)
 - a) Subsidized rates for external childcare providers (e.g., KinderCare)
 - b) Extended childcare hours for after-school care
 - c) Financial assistance for summer camps or programs
 - d) Subsidies for childcare during school breaks (e.g., winter break, spring break)
 - e) Other (please specify)
5. How likely would you be to utilize additional childcare subsidies if they were offered by USPS? (Select one)
 - a) Very likely
 - b) Likely
 - c) Neutral
 - d) Unlikely
 - e) Very unlikely

Objective 2

Tactic Five:

Offer free or discounted child care assistance programs.

- Collaborate with Tootris to offer additional benefits to USPS employees.
 - Send out a survey to narrow down what childcare is needed amongst employees.
 - Provide informational sessions to inform employees about how to take advantage of benefits.

Survey continued...

6. What factors would influence your decision to utilize additional childcare subsidies?
(Select all that apply)

- a) Affordability
- b) Convenience of location
- c) Quality of childcare services
- d) Flexibility of scheduling options
- e) Reputation or brand recognition of childcare provider
- f) Other (please specify)

7. How important is it for you that USPS offers childcare subsidies as part of its employee benefits package? (Select one)

- a) Very important
- b) Important
- c) Neutral
- d) Not very important
- e) Not important at all

8. Would you be willing to contribute feedback or suggestions to help shape the implementation of additional childcare subsidies at USPS? (Select one)

- a) Yes, I am willing to provide feedback
- b) No, I prefer not to provide feedback

9. Do you have any specific concerns or challenges regarding childcare that you would like USPS to address? (Open-ended)

10. Would you like to be kept informed about any updates or changes related to childcare subsidies at USPS? (Select one)

- a) Yes, please keep me informed
- b) No, I do not need updates

Thank you for taking the time to complete this survey. Your feedback is valuable in helping us better understand and address the childcare needs of USPS employees.

Evaluation Plan

Objective One:

Increase social media engagement by 15% by the end of 2024.

Metrics:

Total Engagement: Measure the total number of likes, shares, comments, and saves on social media posts related to the campaign.

Follower Growth: Track the increase in followers on USPS social media accounts during the campaign period.

Reach: Analyze the reach of campaign posts by measuring impressions and unique views.

Click-Through Rate (CTR): Monitor the CTR for campaign-related links or calls-to-action included in social media posts.

Objective Two: Reduce turnover rate by 5% by the end of December 2024.

Metrics:

Retention Rate: Calculate the percentage of employees who remain with USPS over the campaign period compared to the previous year.

Exit Interviews: Conduct exit interviews with departing employees to determine reasons for leaving and assess awareness of the campaign and its impact.

Employee Satisfaction Surveys: Administer surveys to employees to gauge satisfaction with the campaign initiatives, particularly regarding parental leave and support programs.

HR Data Analysis: Analyze HR data on turnover rates, including voluntary resignations and involuntary separations, to identify any changes attributable to the campaign.

Evaluation Plan

Overall Social Media Campaign Evaluation:

Metrics:

Campaign Awareness: Measure the level of awareness and recognition of the campaign among USPS employees and the general public through surveys and social media sentiment analysis.

Media Coverage: Track media coverage and mentions of the campaign in news articles, blog posts, and other media outlets.

Organizational Impact: Assess any changes in USPS's reputation, employer branding, and public perception related to parental leave and support initiatives.

Continuous Monitoring and Feedback:

Metrics:

Social Listening: Monitor social media conversations, mentions, and hashtags related to the campaign to identify trends, feedback, and sentiment.

Feedback Mechanisms: Establish feedback channels for employees and the public to provide comments, suggestions, and concerns about the campaign and its initiatives.

Implementation Timeline:

Conduct baseline measurements of engagement metrics and turnover rates before the campaign launch.

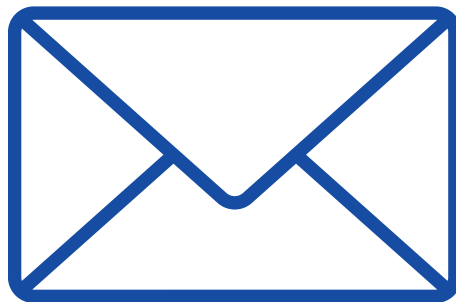
Implement the campaign tactics according to the proposed timeline and monitor progress regularly.

Collect data and evaluate the campaign's impact quarterly or semi-annually.

Make adjustments to tactics or strategies based on feedback and performance metrics.

Potential Outcomes of Campaigns

- USPS would improve their reputation by becoming a change maker and at the forefront of parental leave advocacy. USPS could experience an increase in applications as potential employees hear about them in a positive light. By promoting family it connects with many audiences across the nation.
- USPS business performance could see improvement as well as paternal leave options could prevent turnover. Having better paternity leave options allows for employees to feel seen and allows them to not have to leave their job when in this situation.
- USPS' organizational leaders could benefit from this campaign because it would create a better work environment within the employees and allow better applicants to apply to the jobs. Paternity leave allows for longevity of employees and can affect organizational leaders personally as well.



Conclusion

- USPS will change their paternity leave policy to paid leave.
- Paid parental leave is essential to foster a positive working environment, equal opportunities for new parents and retain new parents within USPS. It will create positive outcomes for the company as a whole.
- USPS has the ability and opportunity to create and promote a progressive parental leave campaign.
- This parental leave campaign could greatly improve USPS repulsion nationwide.

References

“About the United States Postal Service.” *About the United States Postal Service - Who We Are - About.Usps.Com*, about.usps.com/who/profile/. Accessed 15 Feb. 2024.

“ACOG Statement of Policy: Paid Parental Leave.” ACOG, [www.acog.org/clinical-information/policy-and-position-statements/statements-of-policy/2020/paid-parental-leave#:~:text=The%20recognized%20benefits%20of%20paid,exercise%20ability%20and%20stress%20management](https://www.acog.org/clinical-information/policy-and-position-statements/statements-of-policy/2020/paid-parental-leave#:~:text=The%20recognized%20benefits%20of%20paid,exercise%20ability%20and%20stress%20management.). Accessed 15 Feb. 2024.

Bleistein, Taylor. (2019). The united states' "most inclusive" paid parental leave policy pales in comparison to foreign countries policies. *Women's Rights Law Reporter*, 41(1-2), 52-77. https://heinonline.org/HOL/Page?collection=journals&handle=hein.journals/worts41&id=57&men_tab=srchresults

Able, Aubrey. (2017). Paid parental leave in the United States: A critical literature review. *Indiana University*. (1-46). <https://scholarworks.iupui.edu/server/api/core/bitstreams/1801d43a-ea7e-4b6d-903a-8dba2fcedaee/content>

Cambridge Dictionary: Find Definitions, Meanings & Translations, dictionary.cambridge.org/us/. Accessed 15 Feb. 2024.

References

Climate action - Sustainability - What we do. (2024, January 22). About USPS home. Retrieved March 22, 2024, from <https://about.usps.com/what/corporate-social-responsibility/sustainability/climate-action/>

Compressed work schedules. Human Resources. (n.d.). <https://hr.duke.edu/benefits/family-friendly/flexible-work-options/compressed-work-schedules/#:~:text=A%20compressed%20work%20schedule%20allows,of%20five%208%2Dhour%20days>

“Diversity, Equity & Inclusion.” *Diversity, Equity & Inclusion - Careers - About.Usps.Com*, about.usps.com/careers/working-usps/diversity-inclusion.htm. Accessed 15 Feb. 2024.

“Family and Medical Leave Information.” *American Postal Workers Union*, 19 Jan. 2022, apwu.org/family-and-medical-leave-information.

Job sharing. DOL. (n.d.). <https://www.dol.gov/general/topic/workhours/jobsharing>

Postal Service Child Care Assistance - Tootris Education Center. Tootris. (2022, November 26). <https://tootris.com/edu/child-care-assistance/military-government/postal-service/>

References

“PRSA Code of Ethics.”

www.prsa.org/about/ethics/prsa-code-of-ethics.
Accessed 15 Feb. 2024.

Service, United States Postal. *Workforce Diversity and Inclusiveness*, about.usps.com/strategic-planning/cs09/CSPO_09_087.htm. Accessed 15 Feb. 2024.

Sustainability. Climate action - Sustainability - What we do - About.usps.com. (n.d.).
<https://about.usps.com/what/corporate-social-responsibility/sustainability/climate-action/>

United States Postal Service - March 28. “Top Facts You Should Know.” *Postal Facts - U.S. Postal Service*, 28 Mar. 2023,
facts.usps.com/top-facts/.

1 Organizational Structures. (2023, September 1). About USPS home. Retrieved March 22, 2024, from
<https://about.usps.com/manuals/elm/elmc1.pdf>