

Memorandum

To All Departments
From Auxiliary Services
Date November 13, 2008
Subject New Postal Regulation

The Postal Service is stepping up its efforts to reduce undeliverable-as-addressed (UAA) mail. On November 23, the new Move Update regulations take effect. To be in compliance with the new regulations, departments mailing at discounted rates (First-Class Presorted or Standard Non-Profit) must begin using addresses that were updated through the National Change of Address (NCOA) system. The Move Update standards enables the college to reduce the number of mail pieces that require forwarding, return or being treated as waste by matching our address records with customer-filed change-of-address orders.

The Postal Service and the mailing industry believe these revised standards are crucial to the business interests of mailers as well as the continued vitality of the postal system. In Fiscal Year 2004 the Postal Service handled 9.7 billion pieces of UAA mail at a cost of \$1.8 billion. The new standards will result in better address quality by removing incorrectly addressed pieces from subsequent mailings, which in turn will reduce UAA mail.

In cooperation with the mailing industry, we are committed to reducing UAA mail volume in order to create and maintain a cost-efficient mail stream. An efficient automated mail stream works best when mail pieces have complete, correct and current addresses. The new Move Update standards are needed to improve the percentage of deliverable addresses for mailings entered at discounted rates. High-quality addressing, best possible depth of ZIP+4 Codes and accurate Intelligent Mail and POSTNET barcodes that result in the delivery of the mailpiece to the intended recipient in an efficient manner should be primary tools that mailers use to reduce UAA mail volume.

Q. What does all this really mean?

A. If you are mailing at discounted rates such as Standard Non-Profit (commonly referred to as “bulk mail”), you need to process your address list electronically through Auxiliary Services. In other words, you can no longer generate your own address labels and place them on your mailings. Auxiliary Services must electronically submit your address file to the U.S. Postal Service for National Change of Address (NCOA) updating before your mailings can be completed. This new process will not affect the time frame it takes to process your mail.

Q. Who does this affect?

A. Only departments that print and apply their own address labels to their discounted mailings are affected. These departments will now need to submit their list electronically to Auxiliary Services. All other departments will automatically have their address lists cleaned and updated.

Q. Are there penalties for not complying?

A. Yes! The U.S. Postal Service is instituting a schedule of fines and penalties for mailers that are found not to be in compliance with the new regulations. The fines alone could double the cost of a department’s mailing and the college could lose its privileges to mail at discounted rates.

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