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Overview

The Mailing Style Guide is a mailer's reference source and is intended to assist The College of Wooster faculty, staff and administrators in effectively processing mail. This information will aid in the preparation of regular and bulk mailings and can substantially reduce postage and processing costs for The College of Wooster. Please note that the Mailing Style Guide is an overview only; each mailing should be checked prior to design and processing by Office Services, the Campus Post Office, or the Office of Publications. Design approval must be in place; any mailing that does not conform to United States Postal Services (USPS) regulations has the potential to place The College of Wooster's mailing permits in jeopardy. Office Services, Campus Post Office, and the Office of Publications look forward to assisting you. Should campus mailers neglect to follow the following guidelines, penalties ranging from significant additional postage costs to revocation of postal privileges may ensue.

Campus Post Office

The primary goal of the Campus Post Office is to process and deliver US mail, campus mail, and packages efficiently and effectively. In meeting this goal, the post office will exhaust all reasonable means to get the mail delivered in a timely way to its intended recipient. The privacy and confidentiality of all properly addressed U.S. and campus mail will be respected at all times.

- Location: Lowry Center, Main Level
330 263-2394; extension 2394 or 2567 on-campus
- Hours: Monday - Friday 8:00 am - 4:00 pm (Counter/stamp services, student package pick-up)
- Additional hours during school semesters: Saturdays 9:00 am- 12:30 pm, 5:30 pm - 6:30 pm (Student package pick-up only; no counter/stamp services)

Campus Post Office Services

The Campus Post Office offers many mail services to the campus-wide community and local area as an outlet of the U.S. Postal Service. The Campus Post Office:

- Sells postage.
- Weighs and processes packages to be shipped.
- Registers, certifies, and insures mail.
- Provides overnight/express mail services through USPS and DHL.
- Handles first-class mail.

Please consult the mailroom at extension 2394 for information or questions about services and guidelines.

Classes of Mail

- First-Class: Mailpieces weighing 13 ounces and under.
 - Addresses that are typed or have computer generated labels and have correct address formats are mailable at a lower rate than handwritten addresses. For larger mailings (more than 50 pieces), Office Services can print labels or print on your envelopes to maximize savings. A post template has been mailed to each department. Mailpieces may be subject to a surcharge if the corner, when held to the template, does not fit in the shaded area or through the 1/4" slot. This applies only to one ounce or less. Please contact Campus Post Office or Office Services with any questions.
- Priority: Mailpieces exceeding 13 ounces and weighing up to 70 pounds. Priority Mail is used mostly for packages or mail weighing more than 1 pound that needs to be delivered in 2 to 3 days. Delivery time is not guaranteed. Any weight may be sent priority if the priority rate is paid.
- Express Mail: Anything from letters and cards to packages weighing up to 70 pounds. Express Mail carries, at no additional cost, up to \$100 insurance.

Intra-Campus Mail

Departments, individuals, groups, or organizations must adhere to the following guidelines for proper processing of intra-campus mail:

- **Student Mail:** All student intra-campus mail must include the student's name and post office box number.
- **Staff/Faculty Mail:** Mail for staff or faculty needs only the recipient's name and building.
- **Size Requirements:** Intra-Campus mail must measure at least 3 by 5 inches. Student mailings containing twenty-five (25) or more mailpieces should be delivered to the Campus Post Office, in box number order, and secured with a rubber band. Mailings not in numerical order will be delayed in delivery.
- **Undeliverables:** Candy, flowers and other perishable items may not be sent through intra-campus mail.
- **Prohibited Practices:**
 - Individuals, groups, and organizations cannot use intra-campus mail to advertise events featuring alcoholic beverages.
 - Attaching mail to the outside of campus mailboxes is prohibited.
- **Content:** The responsibility for the content of items sent through the mail lies with the sender of the item. The College does not assume responsibility for the content of items sent through the mail. Individuals should refer to the Code of Social Responsibility, The Scot's Key and/or contact security if they receive mail that is perceived as offensive and/or harassing.

Intra-Campus Mass Mailings

Non-addressed mass mailings may be authorized after other means of mass communication have been explored (i.e. The Voice, Potpourri, etc.). The following guidelines are in place for intra-campus mass mailings:

- **Application for Mass Mailing:** An Application for Mass Mailing must be obtained from the Lowry Center Director's Office. The application must be completed, approved, and on file in order to send a mass mailing.

- **Advance Scheduling:** The mass mailing must be scheduled with the Campus Post Office staff a minimum of four business days in advance.
- **Mail Delivery:** Mailpieces must be delivered to the post office by 4:00 pm on the day prior to the scheduled stuffing. Letter-size sheets must be tri-folded.
- **Priority:** First class and other campus mail will be distributed before a mass mailing.
- **Additional Information:** For more information on non-addressed mass mailings and intra-departmental stuffings, contact Bob Rodda at extension 2062 or Mike Gorrell at extension 2567.

Metered Mail

Departments must provide the following to the Campus Post Office for mail to be metered:

- A College departmental (not a personal) charge
- A College of Wooster return-address
- Separate international and domestic mail
- All envelope flaps must be in the UP position
- End flap envelopes must be pre-sealed
- Mail must be kept dry in transit to the mailroom
- A note must accompany time-sensitive mail stating the postmark date needed and any other special handling instructions
- The USPS requires that all parcels containing "fragile, liquid, perishable, or potentially hazardous material", be clearly marked as such on the outside of the package. Packages fitting this description which are sent via campus mail to be metered in the College mail room must be identified as such by the sender.

Mail cannot be metered after 4:00 p.m. because of the closing procedures required by USPS and the Campus Post Office's Contract Station agreement.

International Mail

International mail that is not letter size and weight may require a customs form to be filled out by the sender.

Intra-Departmental Stuffings

The Campus Post Office can deliver intra-departmental stuffings. The correct number of pieces will be delivered to each department or location. No name is required on the intradepartmental stuffings. Contact the Campus Post Office for further details on this service.

General Guidelines

- **Improperly Addressed Mail:** Improperly or inadequately addressed mail will be delayed. When a piece of campus mail can not be delivered to the addressee, the following steps will be taken by the post office staff:
 - If the piece of mail can not be delivered and if the sender can be identified from the outside of the mail piece, it will be returned to the sender with the reason for non-delivery.
 - If the mail can not be delivered and the sender can not be determined from the outside of the mail piece, the piece may be opened by the post office staff for the sole purpose of determining either the sender or the addressee.
 - If the campus mail can not be delivered or returned, it will be disposed of by the Campus Post Office.
- **Outside Couriers:** Mail sent to the College Post Office by outside couriers such as the USPS, Fed Ex, UPS, etc. should contain the appropriate building's mailing address. Items which cannot be delivered will be returned to the sender or dispatched in accordance with USPS regulations.
 - Index of College Buildings

Office Services

A wide range of services is available for departmental, personal, and Independent Study needs. Copies may be black and white or color; double- or single-sided. A sample book is available when considering paper choices. Other services include punching, binding, padding, cutting, production of transparencies, label production, and mass mailings.

- **Location:** Lowry Center, First Floor
330 263-2588; extension 2588 on-campus

- Hours: Monday - Friday 7:40 am - 4:30 pm

Pre-Mailing Services

- Addressing Items: Office Services can process properly formatted mailing lists (see Database Guidelines for proper formatting) and print addresses and barcodes directly on mailpieces for maximum postage savings. Typical savings are between 20-25% of postage costs if sent bulk rate.
- Labels: Office Services can create and print barcoded labels for presorted mailings from a provided data list. The labels must be applied to envelopes by Office Services.
- Folding/Inserting: Office Services can mechanically fold job requests and/or insert folded materials into envelopes for mailing.
- Tabbing: Office Services can provide pressure sensitive tabs for folded self-mailers (e.g. pamphlet, double-sided post card, tri-fold paper). Tabs are required on automation-compatible self-mailers.

Non-Profit & Bulk Mailings

- Personal Correspondence: There may be NO personalized correspondence included in a mailing; however, greetings can be directed to a specific person.
- Processing: Non-Profit and Bulk Mailings require processing before entering the U.S. Mail stream. For current requirements/guidelines pertaining to processing and details on securing the non-profit rate, contact Office Services.
- Pitney Bowes System: The College uses a Pitney Bowes system to spray the barcode, delivery address, and other pertinent information on each piece of mail. Standard, uncoated paper should be used for mailing pieces. If the paper is coated, the ink will not dry on the piece properly and may smear the necessary delivery information. Mailpieces must be clear and readable for processing by postal machines.
- Indicia: Each piece of mail will have the imprinted stamp (indicia) in the upper right hand corner and will include all pertinent information. Mailpieces with printed indicia may NOT be inserted and mailed in an envelope.
- Addressing Mail Independently: When addressing mailpieces independently, mail should be presented to Office Services in ascending zip code order with the exact number of pieces in the mailing and the account number. If flaps are unsealed,

they must be turned down in order to be mechanically sealed. *Such mailings will not be barcoded and will be charged higher postage rates.*

- Size Requirements: There must be a minimum of 200 pieces of the same size and weight to receive Non-Profit rates. Each mailing must have a minimum height of 3 _ inches and minimum length of 5 inches and may not exceed a maximum height of 6 1/8 inches and a maximum length of 11 _ inches. The maximum thickness is _ of an inch. If mailing pieces exceed maximums, they may be mailed at Flat Rates.
 - Most mailpieces can be addressed and barcoded after being stuffed and sealed. If mailpieces are too thick for the printer, envelopes may be addressed and presorted prior to stuffing by Office Services. Presorted mail cannot be returned to departments for stuffing and may only leave Office Services to be delivered to the Wooster Post Office.

Flat Rates

Large mailpieces may be sent at Non-Profit Flat rates which are more costly than normal Non-Profit rates. Pieces of mail with a height greater than 6 1/8 inches, and/or a length greater than 11 _ inches, and/or a thickness greater than _ of an inch may receive flat rates. Contact Office Services with any questions.

- Size Requirements: Flat mailings must contain at least 150 pieces or weigh over 50 pounds in total. Individual pieces may not weigh more than 16 ounces.

Database Guidelines

Each file sent to the Pitney Bowes addressing system is CASS (Coding Accuracy Support System) Certified which means that each address is verified as correct and mailable. Once verified, the correct delivery address and barcode is assigned and printed on each piece of mail. If an address is incorrect, the system will reject it and an error list will be printed. The error list will be sent to the department which owns the mailing for database corrections. In order to receive the best possible rates, there can be NO incorrectly addressed pieces included in a CASS Certified mailing.

- Data Entry: All entries should be made in capital letters.
- Delivery Address Line: The most common mistake in entering addresses into the database is incorrect addressing on the Delivery Address line. If the delivery address line entered is not verifiable by the Pitney Bowes system, the piece will not be barcoded or delivered.

- Correct Entry:
 Attention/Name Line: JANE STAFF
 Department: POLICY OFFICE
 Name/Organization: THE COLLEGE OF WOOSTER
 Delivery Address Line: 1189 BEALL AVE
 City/State/Zip: WOOSTER OH 44691
- Abbreviations: When entering addresses, TR should be entered at TOWNSHIP ROAD and CR should be entered as COUNTY ROAD. Additionally, the following abbreviations should be used:

ST	Street
AVE	Avenue
APT	Apartment
N/S/E/W	North/South/East/West
NE/SE	Northeast/Southeast
NW/SW	Northwest/Southwest
1ST/2ND/3RD	First/Second/Third
PO BOX	P.O. Box

- Post Office Boxes: There is no need for a street address and post office box. If both are included the post office box will prevail for delivery.
- Zip+4: The Pitney Bowes system will assign the last four digits of the zip code.

Non-Standard Mail

The design of non-standard envelopes, cards, folded self-mailers, and decals must be approved by the Office of Publications. Contact Office Services for clarification about the need for approval.

Endorsements

“Ancillary Service Endorsements” may be used to give the Postal Service specific instructions for how to handle undeliverable mail. Contact Office Services, the Office of Publications, or the Campus Post Office with questions or for further details.

Ancillary service endorsements include four basic phrases that are printed on the address side of the mailpiece:

- Address Service Requested: Forwarding and return service is provided and a new separate address notification is provided. From months 1 through 12, the

mailpiece forwarded. From months 13 through 18, the mailpiece is returned with new address attached. After 18 months or if undeliverable at any time, the mailpiece is returned with the reason for non-delivery attached.

- Forwarding Service Requested: Forwarding; new address only with return. From months 1 through 12, mailpiece forwarded. From months 13 through 18, mailpiece returned with new address attached. After 18 months or if undeliverable at any time, the mailpiece is returned with the reason for non-delivery attached.
- Return Service Requested: No forwarding, only return. Mailpiece returned with new address or reason for non-delivery attached; only return postage at Standard Mail (A) single-piece rate charged.
- Change Service Requested: No forwarding or return. Separate notice of new address or reason for non-delivery provided. Address correction fee charged and mailpiece disposed of by USPS.
- No Endorsement: Mailpiece disposed of by USPS.

Business Reply Mail

Business Reply is used to elicit higher return rates and maintain reasonable costs to departments. Rather than include self-addressed stamped envelopes in mailings (and incurring the costs of stamps), Business Reply responses are charged only for the postage of pieces actually returned. The postal regulations governing Business Reply are both complicated and specific. The Office of Publications is the only department authorized to create Business Reply envelopes and/or postcards. Contact the Office of Publications at extension 2591 for an appointment to design any necessary Business Reply envelopes or postcards.