

Changes to the IU Bulk Mail Authorization Process:

Effective Date July 1, 2010



INDIANA UNIVERSITY

DOCUMENT SERVICE CENTERS

Bloomington

Effective July 1, 2010 outside vendors who prepare mailings for IU departments will no longer be able to mail items using Indiana University's Permit #2. Outside vendors will still be able to prepare and process your mailings, but they will have to submit that mailing using their own permit number.

Brief History:

- 1) United States Postal Service (USPS) implements "Move Update" and applies it to all Standard A mailings.
 - a. This rule states that to qualify for Standard A mailing rates, all addresses of a mailing list must have been updated or "cleansed" within the last 95 days. The USPS goal is to reduce undeliverable as addressed mail from the general mail stream.
 - b. The benefit to the University community is that you have a much better chance of your mail being delivered. There are also savings in preparation costs, resources and your mailing has a better chance of meeting your departmental goals if a higher percentage of your mail actually reaches the intended recipient.
 - c. This rule is a USPS mandate, and we have no choice but to adhere to the new procedures.

- 2) In January of 2010, the USPS announced its penalty phase for non-compliance with Move Update
 - a. Compliance with Move Update is determined at the Bulk Mail acceptance unit of the USPS. MERLIN is the USPS program that determines the percentage of your mailing with valid recognizable addresses.
 - b. Currently a 70% accuracy level will meet the USPS goal, but the threshold for compliance will **soon** increase to 90%.
 - c. Current penalties are 7 cents per piece for all pieces that are above the threshold limit. It could progress until all mail will be charged the full first class postage rate; and the USPS could retroactively apply the penalties to previous mailings.**

- 3) Legal Counsel and Treasurers response:
 - a. The financial impact of losing our ability to mail at discounted rates using Standard A mail is too great to allow someone from outside the university to sign off as the mailing agent.
 - b. Indiana University cannot allow an outside vendor to put its Bulk Mail Permit at risk. The paperwork submitted with all mailings **MUST** have a signature from an authorized Indiana University employee.

- c. An authorized employee must be a representative of Indiana University **Document Service Centers (DSC)**.

4) **Revised Process to use Indiana University (Bulk Mail) Permit #2 – effective July 1, 2010**

- a. Access the **DSC Mail Service** website at <http://mailsvc.indiana.edu/> and complete the Bulk Mail Authorization Form. If you are a regular user, you will notice some changes to the form as we approach the start date.
- b. Address lists must be cleansed using Indiana University Document Service Centers USPS approved process.
 - i. **DSC – Printing Services** uses NCOA (National Change of Address) to cleanse all lists.
 - ii. As a first step, lists will be returned to the client with all correct addresses identified
 - iii. Incorrect addresses will also be listed. The list owner will be responsible for updating those addresses with the changes provided.
 - iv. These changes must be documented and saved in case of a postal audit at the list owner level.
- c. Once the address list is ready, you may proceed with your mailing.
- d. **DSC – Printing Services** charges \$50.00 for the cleansing process, but it is free of charge if they process the addressing of your mailing.
- e. A USPS Standard A Postage Statement AND an Indiana University Bulk Mail Authorization form must be submitted to the USPS for processing with your mailing.

Some common questions or concerns about the process:

What if my mail shows up at the Post office and I haven't followed the correct process?

- 1) The USPS Bulk Mail Acceptance unit will hold your mailing and contact **DSC - Mail Services**.
- 2) **DSC - Mail Services will do what we can to assist you; however, the entire mailing will probably have to be mailed at** the full first class postage rate, which will result in a significant cost increase

Can an outside vendor still do my mailing?

- 1) Yes, but the vendor you choose will have to submit the mailing to the USPS using their own Bulk Mail Permit. Outside vendors cannot use Indiana University's Bulk Mail Permit #2 under any circumstances.
- 2) Always confirm with the vendor that you will be given the **lowest**, non-profit rates being offered by **Document Service Centers**.
- 3) If you choose an outside vendor, Indiana University will not be able to bill you for the postage as we have in the past. Since the postage will not be charged to our Bulk Mail Permit and pass through our account, you will be billed by the vendor for postage charges.

We encourage all departments to check with **Document Service Centers** before going outside the University. We are very competitive with our pricing and again, the NCOA processing is free of charge if **DSC – Printing Services (855-6072)** does the addressing for your mailing.

Remember, Move Update rules still apply even if you use someone outside of the University.

Please contact **DSC – Mail Service** at **855-3503** or iuemail@indiana.edu if you have any questions or concerns.