

Clemson University Mail Permit Process Policy

CLEMSON UNIVERSITY MAIL PERMIT USAGE POLICY DOCUMENT VERSION CONTROL

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Executive Summary

Clemson University maintains several mailing permits, issued by the United States Postal Service for processing various classes of mail: First-Class, Standard Class, Nonprofit and Business Reply Mail including Permit #10 and BRM #530. The university's contracted mail services facility, known as [Mail Smart Services](#), manages the usage of Clemson mailing permits in compliance with all United States Postal Services rules and regulations.

Objective:

To ensure Clemson's mail permit usage infrastructure and mail environment operates on a standardized and sustainable basis through the governing principles outlined within, and through ongoing review and continuous improvement.

This Policy's specific Desired Business Outcomes are to:

- Maximize University postal savings by processing only deliverable mail
- Utilize full service mailings for increased savings
- Centralize reporting of permit usage by individuals or departments
- Accurately bill postage and mailing fees to each department based on usage
- Adhere to USPS policies and standards to help improve efficiency and cost effectiveness
- Minimize default or insufficient mail permit account funds
- Minimize mail projects held by USPS due to insufficient funds

Mail Permit Usage Policy Compliance

Clemson has implemented this policy along with investments in mail services to improve mail processing, maximize savings, and increase accurate and deliverable mail. These services include list cleansing and processing, tabbing, folding, inserting, addressing, metering and bulk mailing.

Mail Permit Control

- All Clemson University Mail permits and fees are managed by [Mail Smart Services](#). As such, all Clemson University mail shall be processed through Mail Smart Services.
 - Off campus printers awarded print projects requiring mailing may include the Clemson permit number on the mail piece and must send to Mail Smart for processing unless an exception is approved – see Exception Approval Process (p.5).
- Procurement and Business Services and Mail Smart Services must authorize, in writing, any University mailing permit (on-campus and off-campus) usage. This includes Business Reply Mail (including envelope artwork), First-Class and Non-Profit (Marketing Mail) permit use. Please see the Exception Approval Process (p.5).
- All mail jobs must be submitted using the Clemson University Bulk Mail Form located at <https://www.clemson.edu/campus-life/campus-services/print-smart/mail-services/forms/clemson-mail-services-request-form.pdf>.
 - The completed Mail Request Form should be emailed to mailsmart@clemson.edu.
 - Mail Smart will confirm receipt of the form and mail job details within (1) business day.

For additional information including [FAQs](#), visit the [Mail Services webpage](#).

Exception Approval Process

Exceptions to the process may be approved by completing the following steps:

- The end user must complete the Clemson University Mail Process Exception Request Form in order to request the use of an off-campus, non-contracted mail supplier. This form is located at <https://www.clemson.edu/campus-life/campus-services/print-smart/mail-services/forms/request-for-exception-permit-form.pdf>.
- The end user must email the Completed Exception Request form to [Procurement and Business Services](#) and [Mail Smart Services](#) in advance of printing and/or mailing to confirm compliance with Clemson University and United States Postal Service rules and regulations.
- Please include a final proof of the job along with the form for review.
- Once received, a response to the request will be provided within (2-3) business days. For Business Reply Envelope artwork, please [email](#) Mail Smart Services the envelope size and return address. Mail Smart Services will provide approval within (1) business day and the artwork within (3) business days.

Continuous Improvement

To continuously improve, Mail Smart will utilize and analyze mail trending and baseline information from the top users of the mail permit. Mail Smart will devise recommendations based on the trending volume information and the intelligence gained by its staff while serving the campus environment. At a minimum, this initiative will take the following aspects into consideration:

- Total cost of mailing permit usage
- Effectiveness of mail processes and requested services from end users
- Adherence and training on USPS guidelines and process changes
- Mail delivery reporting
- The identity of the top 20% of high-volume users of the mail permits

This initiative will focus on improving the level of mailing and postage services to achieve a more cost effective and streamlined approach to permit mailing.

For more information regarding this policy or any other question related to mail service, please contact [Mail Smart](#) at 864-656-7720, or by email at MailSmart@clemson.edu.