



# PIASC Mail Design Consultant Certification

Mailpiece Design Consultant Certification- A great opportunity for your members to be recognized for what they know and improve their value to their respective organizations and their customers by achieving the MDC Certification designation.

## Overview

This virtual mailpiece design workshop teaches mailing professionals how to design mail to enhance its compatibility with the U.S. Postal Service® automation equipment. It also coaches mailers on how to achieve lower postage prices through automation design for themselves and their customers. The MDC is a mailing professional certification offered through the Mail Systems Management Association (MSMA), headquartered in Chicago and has over 1,200 members nationally. For successfully passing the MSMA certification exam, the mailing professional's name is posted on the MSMA National website. In addition, it provides industry recognition as an MDC. Working in partnership with MSMA, you can brand this program as your training opportunity and add value to your member's companies and their team.

### Cost

**\$135/person**

Cost for the three-day program is \$135.00 per person.

This includes:

- MSMA MDC online exam fee.
- Study Guide/Review Questions.
- Daily video presentations.

### Registration

**[karissa@piasc.org](mailto:karissa@piasc.org)**

Registrations will be to [karissa@piasc.org](mailto:karissa@piasc.org).

Karissa will send materials to every registrant one week before the sessions begin.

### Date, Time, Place

**October 18-20, 2022**

Workshop is via ZOOM for three consecutive days.

- Tuesday, 10/18/22 and Wednesday, 10/19/22 from 1:00pm to 2:30pm- EDT
- Thursday, 10/20/22 from 1:30pm to 3:45pm- EDT.
- The 10/20/22 session will include a "Postal Update" presentation by Leo Raymond of Mailers Hub starting at 3:00pm-EDT.

## Workshop Description

The Mailpiece Design Consultant (MDC) Certification virtual workshop provides certification in understanding and designing mail for automation. It is essential for mailers to get their mail accepted, receive U.S. Postal discounts, speed mail delivery for themselves and their customers and avoid USPS penalties.

## Learning Objectives

- Learn the basics of mailpiece design and what is required for automation postage discounts and faster processing through the U.S. Postal System.
- Find out “WHAT NOT TO DO” to prevent your mail from being rejected, returned, damaged or charged a costly penalty.
- Find out where to go for help for questions, design support and apply the correct postage.
- Find out how your company can reap the benefits of Intelligent Mail Barcode (IMb) tracing and tracking with Informed Delivery and Informed Visibility.
- Learn about how to keep up to date.

## More Information

This interactive virtual workshop starts with a PowerPoint review that focuses on the ten chapters of the MSMA MDC Study Guide covering classes of mail, mailpiece design, commercial mail preparation requirements and extra services. Review questions are presented and answered after each chapter. Questions can be asked along the way.

## Study Guide

A Study Guide (10 chapters, 149 pages) and sample questions will be provided in PDF format approximately one week prior to the workshop. Even though the exam is open book, participants are still expected to read through the study guide and answer the sample questions to properly prepare for the exam.

## The Review

The approximately four-hour virtual review of the study guide material will include a live PowerPoint presentation with sample questions after each of the ten chapters delivered via ZOOM over three consecutive days. The instructor will guide participants through the review process answering questions and encouraging participation to help prepare them for the exam. In addition, information relating to the USPS informational website and other resources will be provided to help the participants keep up with the dynamic regulations and information required to conduct the business of mail.

## The Exam

The online exam consists of 100 multiple choice questions. The participants will have four hours to complete the exam which may be paused as necessary. Because the exam is open book, the passing grade is 90%. If necessary, the exam can be taken online one more time at no additional cost. The personalized certificate can be printed online upon successful completion by logging back into the exam. Please note, the pass/fail result of the exam is directly proportional to the study time the student applies prior to the exam. The MDC certification is good for two years. An exam log-in will be given to the registrants for access. Once completed, the software will automatically grade the exam and report to the registrant their pass/fail and which questions were incorrectly answered.

## Instructor



James (Jim) C. Barlow, Jr., CMDSM, EMCM, MDP, MDC, President/Principal Consultant for Mail Systems Management Consultants is a seasoned manager and leader with a diverse business background. He has over 30 years in the mailing industry providing expertise, guidance and solutions to commercial printing and mailing companies and numerous mail services engagements including 13 years supporting outsourced management offerings for Xerox Global Services. Jim is a MSMA Certified Mail and Distribution Systems Manager (CMDSM), a USPS Executive Mail Center Manager (EMCM), a USPS Mailpiece Design Professional (MDP) and a MSMA Mailpiece Design Consultant (MDC).