



THE UNIVERSITY of NORTH CAROLINA
GREENSBORO

Campus Enterprises

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February 26, 2014

Dear AASHE STARS Review Committee:

Please accept this letter as an affirmation that the Dynamic Mail Management system meets the requirements for an innovation credit as part of the AASHE STARS assessment. This ground-breaking system developed at UNCG uses patent pending methods and systems for streamlining mail delivery; transforming and eliminating a long-standing, wasteful, model used to deliver student mail on many campuses. This system, through the use of dynamic assignment, saves precious campus space resources allowing for a much smaller operational footprint. Students are no longer assigned physical boxes. The system delivers an immediate notification to the student via email upon receipt of any package or letter, and holds their item in a “virtual mailbox” spot until delivery. Upon pick-up of the mail or package, the spot becomes open for another student, creating a streamlined, compact mail system that expedites processing, saves money, and eliminates wasted time.

Not only has Dynamic Mail Management allowed the University eliminate thousands of physical mailboxes, but it has also allowed us to address the amount of “junk mail” the University sends to the waste stream. Studies show the average adult in America receives as much as 41 pounds of junk mail per year. Postal Services began filtering non-first class mail for students with the launch of our new system to help our impact on sustainability. We no longer accept bulk mail advertisements (“box stuffers”) which greatly reduces the number of items produced each semester by on-campus departments and off-campus merchants. During a typical semester we handled approximately 20,000 of these advertisements. By eliminating this service these items are no longer produced.

In addition, transitioning to the new Dynamic Mail Management address format significantly reduces the amount of junk mail we receive. The combination of the personalized nature of the new address format and the fact that most widely-used mailing lists are tied to physical box numbers that no longer exist on campus makes it difficult for direct mailers to perform “business as usual.” Furthermore, Postal Services will be working through the Direct Marketing Association's Mail Preference Service to opt out of receiving unsolicited commercial mail in an attempt reduce the remaining unsolicited mail. Finally, it should be noted that any junk mail that does arrive at UNCG is now automatically recycled, guaranteeing that it is disposed of in a sustainable manner and does not end up in a landfill.

Sincerely,

Scott L. Milman
Director of Auxiliary Services