

INDUSTRY LEADERSHIP AWARD

This level of acknowledgement by NACUMS is presented for outstanding leadership and must extend beyond the boundaries of the individual's college or university. The recipient must be a NACUMS member in good standing and has made significant contributions to the mailing industry.

This award is made up of three primary characteristics (Excellence, Innovation and Integrity)

- **Excellence: The recipient must have set an example of excellence in the work they have completed in either regional or national events. This must be demonstrated in some activity which has helped this person exceed beyond normal standards within the industry, and in many ways helped others achieve excellence.**
- **Innovation: The recipient must have gone beyond the normal day-to-day work activities and established a method of personal and professional development. This innovation could be in programs they have established or ways to overcome adversity while accomplishing goals.**
- **Integrity: The recipient must be beyond reproach in their professional lives, be of high moral standards and place those standards above personal gain.**

**2016
Paula Adkins
Cedarville University**

Paula's start date with Cedarville University in the Advancement Division was 7/16/2001 and her title was Communications Assistant. She came to Cedarville from a long career at Wright Patterson Air force Base in Dayton Ohio in the mail service there. While in the Advancement position she brought CASS and NCOA certification to campus for the first time and bought the first desktop addresser. At this time, she was the only one serving the advancement division with this service.

In July of 2008, she transferred to the post office as the automation specialist/assistant supervisor so that she could begin the task of educating the campus on savings that could be utilized in work share by cleaning databases and automating processes.

In 2014 Paula assumed the role of supervisor on the postal side when the supervisor retired.

In January of 2016 Paula accepted the position of Postal and Print Services Supervisor after the University consolidated two positions into one after the departure of the print services supervisor.

She supervises 10 student and 6 FT employees.

1. Excellence:

Paula has been a member of NACUMS since approximately 2005 and during this time she served in various Committee capacities including several years on the Professional Resources Committee and is currently serving as the chair of the Professional Resources Committee.

Paula is instrumental in helping to organize and schedule speakers. Year after year, she has been very active on site at the conferences with set up. Paula is always willing to go above and beyond to assist in numerous ways on the NACUMS Board and for NACUMS membership.

She has also been a member of UMMA for several years and hosted a UMMA conference at Cedarville University in May 2007 where she took the lead to coordinate the conference events and local speakers.

Throughout her membership in NACUMS and UMMA, she has always been active by serving on the Board and on various committees to share her knowledge and experience in any way possible. She preferred to work behind the scenes, but is very effective and portrays an excellent role model for other members. She has also been very effective in mentoring new members joining NACUMS and UMMA.

2. Integrity:

Paula has a high degree of integrity on a professional and personal level. She maintains a professional demeanor and high standards in every aspect of her career and personal life.

In addition to regular church attendance in a traditional church, Paula is very active in a house church where she regularly hosts meetings at her home. The house church has been involved in several community service projects including a fundraising drive for shoebox Christmas gifts for children in disadvantaged countries. Her house church regularly does this type of community outreach where both time and money are spent to aid different groups. Paula is a servant leader; she is much more comfortable leading from a place of service where she does not receive glory for her contributions. She has a heart of gold and always gives 100% whether it is at work or in giving of her time

Professional Certifications:

Current certifications are MDP with USPS, MDC with MSMA; she earned a Leadership & Mail Services certificate last summer, and continues to enhance professional development with NACUMS.

3. Innovation:

Paula is involved in weekly and monthly meetings with Marketing, Enrollment Management, and Advancement where she uses her expertise in mail to educate on ability of products, costs, etc. Her work in educating these high volume mailers has saved in so many ways. Mailing costs have greatly decreased across campus as more have moved away from first class metered to non-profit automated simply by Paula educating the customer.

Additional savings have been made because mail that used to be hand labeled is now all high speed ink jet labeled or the address data base is cleaned and sent to the print side of the operation to be incorporated into the printed piece. Paula also works close with marketing (the print buyers for anything going off campus), to CASS and NCOA every mailing list, regardless of whether it's being printed in house or off campus. This has saved in mailing to non-deliverable addresses and often times printed material is brought back on campus just for addressing because of the cost savings in not paying a mailer to do it. Early on in her tenure at Cedarville, Paula was able to take non-deliverable mailings of our quarterly alumni magazine from 4,000 returns to less than 200 when she led in the purchase of database cleansing software.

The University has seen continual efforts from Paula to uncover every possible discount we might qualify for; she is tenacious in doing her best to save the university wherever she can. Paula was an early adopter of full service IMB and has navigated the confusing world of USPS regulation in so many different areas to insure that the university is mailing as efficiently and cost effectively as possible. She refers to herself as a "mail geek" because she loves all things mail and it shows in her leadership in the areas mentioned and so many others. We know that 100's of thousand have been saved in her tenure at the university and I am excited to see her continued leadership in the mail operation and to see what she does with the print operation going forward.

She is truly a stand out gem on the Print and Mail Services team at Cedarville University.

At Cedarville, all mail processing was done by hand including the folding, stuffing, sorting, and labeling. Return mail was high volume (75 %). She was responsible for researching and recommending the purchase of Postal software (CASS). First they had 4000 address returns and are currently down to only a few. They are 99% automation compliant. She was persistent in cleansing mailing lists and assisted in acquiring new printing equipment. Her department is responsible for printing all the Cedarville envelopes and prepares most of the University Non Profit mailings.

Recently, Paula was assigned to oversee the Bulk Mail and is now Supervisor of Postal Plant and Receiving. She also oversees all Postal, print and copy services, campus receiving, and all student mail. She also manages all mail services billing functions.

Submitted by Peggy Smith