

## Question 1 Sample A

The United States Postal Service (USPS) has reliably delivered communications across the United States for more than two centuries. The USPS saw significant growth and prosperity throughout the 20<sup>th</sup> century but over the last decade, with the emergence of email and competing package delivery companies, the USPS has lost a significant amount of mail volume as well as money. The USPS must be restructured to keep up with the changing economy and society in order to halt the loss of revenue and keep the USPS as a vital part of the American economy and society. There are many reasons that the USPS should restructure its system to meet the needs of the changing world. First, as it states in source A the USPS needs to “get into the e-business”. Every year more people are turning to email instead of using the USPS and in order to keep up with the changing times an easily accessible e-mail should be set up for the USPS to benefit from the e-business. In the last fiscal year the USPS lost \$3.8 billion and experienced a 13 percent drop in mail volume (source C). Source B also shows that the total mail volume from 2006 to 2009 dropped from 213 billion pieces of mail to only 177 billion pieces in 2009. Getting into the e-business can help slow the loss of revenue experienced by the USPS with the sale of advertising on the e-mail website. As stated in source A having a USPS e-mail service will also keep the USPS relevant in people's minds. If more and more people are using e-mail to send their letters, why shouldn't the USPS create an e-mail system and benefit from the shift to e-mail instead of only losing revenue as well as overall mail volume.

In source A, many other options are displayed for the USPS to restructure as well as creating e-mail. The author of source A, Daniel Stone, proposes intelligent advertising to attract new customers. Coupons would be a good way to persuade more people to use the USPS instead of different ways of sending mail. Also, Stone argues that the USPS should use its close ties with congress to its advantage. The USPS should make a play to get into the expansion of government broadband, making the USPS “a communications – delivery service, rather than just a team of letter carriers” (source A).

The USPS could also rebrand and utilize a new logo and slogan to increase revenue and business, strategically reorganize the branches to maximize efficiency and cut down on costs, and motivate the staff with incentives for good work. All are ways that could benefit the USPS to help meet the needs of the changing world.

I also understand that the USPS offers a more personal touch by deliver hand written letters, allowing people to keep paper copies of letters, documents, and cards, and it allows people without access to technology to still send mail. I understand that all of those points are significant but the USPS can still provide those services and restructure to meet changing needs as well. The USPS is needed and it is not going to dissipate easily but even the postmaster general agrees that “without drastic changes, the mail agency will face even more staggering losses.” (Source C)

In conclusion, I believe the mail agency should restructure in order to better meet the needs of a changing world.