

Communication Production Services

This was a year of transition for the Publishing Services Bureau (PSB). After a thorough evaluation of MIT's communications needs by the consulting firm MOR Associates, the decision was made in September to redefine the Publishing Services Bureau and to open a new department called Communication Production Services (CPS). The new department was launched in December 2011 and comprised three teams: an advising group, which retains the name CPS; Copy Technology Centers; and Reference Publications.

The mission of CPS is to work with organizations throughout MIT to produce high-quality communications, including websites, branding, print, social media, and email marketing. CPS also helps the MIT community leverage the MIT brand, offers presentations to keep communications staff informed about industry trends, and maintains a photo library of MIT images for use by the community.

In its seven months of operation in FY12, CPS staff worked with 98 departments on 188 projects. The most common project types were social media advising, referrals to creative partners, photo requests from the CPS photo library, consultations (in which only advice and guidance are provided), and websites. Additionally, CPS hosted two presentations on social media, responding to the community's desire to learn more about this evolving medium.

The staffing profile evolved throughout the year. From mid-June to December 2, PSB staff included Bara Blender, interim team lead; Maryann Czerepak, publishing advisor; Emer Garland, publishing advisor; Tom Pixton, publishing advisor; and Cheryl Slowik, publishing advisor. At the time of the PSB transition, Maryann Czerepak and Cheryl Slowik left MIT to pursue other opportunities, and Victor Park moved to the MIT Skoltech Initiative. From December 5 onward, CPS staff included Danyel Barnard, senior communications specialist; Bara Blender, communications strategist; Emer Garland, communications coordinator; Stephanie Hatch, social media and email marketing specialist; and Tom Pixton, communications advisor.

Copy Technology Centers

MIT Copy Technology Centers is a full-service print/copy facility dedicated to meeting the communications needs of MIT's students, faculty, and staff. The department became part of Communication Production Services this year and reports through CPS to the Vice President of Institute Affairs. Copy Technology Centers had formerly reported to the Division of Student Life.

Copy Technology Centers entered FY12 with a surplus of \$226K, as the prior year saw revenue growth from the emergence of enhanced color production services. This surplus was earmarked for staffing open positions, renovations, technology upgrades, a rebranding effort, and a new website.

Recognizing the need for an improved website with a robust online ordering system, Copy Technology Centers partnered with CPS to create a new site and updated branding. The decision was made to shorten the name to MIT Copytech, which would launch with the new site in the fall.

Copy Technology Centers also partnered with the Registrar's Office and Campus Event Services to assume the distribution of Commencement tickets to graduates. The department participated in several campus events: the Freshman Activities Midway, the MIT Vendor Fair, and the MIT Events Fair. Copy Technology Centers also made presentations to the Working Group on Support Staff Issues and highlighted new services during two IAP presentations.

Additionally, Copy Technology Centers entered into a five-year agreement to manage IS&T Athena lab printers on campus. The department created an annual award for the Student Leadership Awards luncheon and was a gold sponsor of Technique, MIT's yearbook.

Katie Allen was hired as computer support staff this year. Mike Healy was also hired as design advisor. June Milligan was appointed to the Board of Directors of the Quarter Century Club, and she joined the MIT Green Committee as a recycling ambassador. Scott Perrigo received an Infinite Mile Award in the category of Public, Customer, or Client Relations.

Reference Publications

Reference Publications (RPO) works in concert with academic and administrative offices throughout the Institute to publish timely, accurate, and authoritative information about MIT's organization, programs, and policies.

Among its accomplishments, RPO conducted a broad-based user survey for the MIT Facts publication to assess future directions for content and publishing formats. RPO also initiated outreach to departments, labs, and centers to help them streamline and improve their process for creating the annual report to the president. Participants appreciated updated report content guidelines, style sheets, and an opportunity to have their questions answered in person.

RPO also worked with IS&T to develop business requirements for a new Offices and Services Directory, with accompanying wireframes for the new website. Additionally, the new [MIT Organization Chart](#) website was launched in the spring.

RPO staff members attended several vendor webinars with colleagues from the Registrar's Office to view demonstrations of catalog systems that could be of interest to MIT.

The staff was comprised of Kimberly Mancino, publications manager; Anne Kern, editorial assistant (half-time job share); Jen Schoonover, editorial assistant (half-time job share); and Nina Domenico, editorial assistant (half-time). Jen Schoonover resigned in August to pursue other interests.