

## **Publishing Services Bureau**

The mission of the Publishing Services Bureau (PSB) is to promote excellence in MIT print and electronic communications by acting as a coordinated channel for publishing activities across the Institute. With expertise in graphic design, communications strategy, printing, web development, project management, and procurement, PSB staff members help to develop communications and advise MIT departments, labs and centers on a wide range of communications needs. This work helps to advance MIT departmental goals, such as student or faculty recruitment, fundraising, and academic or administrative program-awareness building. PSB offers its services free of charge and without mandate to the community.

This year, PSB worked on 746 projects with the MIT community. The most common project types were stationery (including business cards, envelopes, and letterhead), posters, brochures, websites, and project consultations. Additionally, PSB hosted seven webinars and one presentation on various communications topics. A total of 117 MIT staff members attended these events.

In partnership with Procurement, PSB evaluated the 38 printers most commonly used on campus, resulting in a selection of six external printers for MIT's preferred printer program. Evaluation criteria included market share, pricing, service, quality, and recommendations from peer institutions.

This year's staff was comprised of Monica Lee, director; Matt Bacigalupo, procurement assistant; Bara Blender, publishing advisor; Maryann Czerepak, publishing advisor; Caroline Fickett, administrative assistant; Emer Garland, publishing advisor; Victor Park, designer/advisor; Tom Pixton, publishing advisor; Cheryl Slowik, publishing advisor; Kirsten Stetler, procurement advisor; and Minerva Tirado, procurement and publishing advisor. In April, Kirsten Stetler left MIT.