

Communication Production Services

Communication Production Services (CPS) comprises three teams: an advising group, which retains the name CPS; MIT Copytech; 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.

This year, CPS staff worked with 104 departments on 277 projects. The most common project types were social media advising, referrals to creative partners, consultations (in which only advice and guidance are provided), and websites. Additionally, CPS hosted eight presentations on topics including social media, email marketing, use of the new CPS photo library, and Google Analytics. A total of 327 MIT staff members attended these events.

Among its accomplishments, CPS introduced a new [photo library](#) in Flickr, allowing MIT users to download high-resolution photos in various sizes at no cost. The previous photo library required CPS staff to email photo files to those requesting them at a charge of \$20 per photo.

CPS also created [MIT Connect](#), MIT's social media hub. The site aggregates social media feeds from across campus, inviting the world to see what's going on at MIT and allowing MIT staff to see what other departments are doing so they can be innovative about their own social media efforts.

The staff was comprised of Danyel Barnard, director (promoted from senior communications specialist); Bara Blender, communications strategist; Emer Garland, communications specialist (promoted from communications advisor); Stephanie Hatch, social media and email marketing specialist; and Tom Pixton, communications specialist. Stephanie Hatch received an Infinite Mile Award in the category of Public, Customer, or Client Relations.

MIT Copytech

MIT Copytech is a full-service print/copy facility dedicated to meeting the communications needs of MIT's students, faculty, and staff.

The new [MIT Copytech website](#) and branding launched in the fall. A new web-to-print service allows customers to place orders right from the website.

MIT Copytech struggled through a difficult year of adjusting to revenue reductions (due to various Institute print policies), higher than expected payroll expenses, and costly equipment inventories. As a result, Copytech ended the fiscal year with a deficit of \$265K and began to examine the causes of the year's financial performance.

Extensive renovations were completed on half of the Copytech location in Building 11-004. An open house was held to celebrate the completion and to introduce Copytech's new branding. An estimated 300 guests attended.

Plans were unveiled for complete renovations to Building E52, which houses Copytech's East Campus location. Swing space will be provided in another location for an expected period of at least three years. Copytech's new space in E52 will have a smaller footprint with streamlined services and staffing.

Copytech worked on a few notable projects: partnered with the MIT Council for the Arts to sell Boston Symphony Orchestra discount cards to students; collaborated with Lincoln Lab and Aero/Astro to produce a critical NASA proposal; and partnered with a number of offices in the aftermath of the Boston Marathon bombings and preparation of the Sean Collier memorial event.

Dino Confalone was hired as financial administrator. Scott Johnson and Steve Marable were inducted into the Quarter Century Club. June Milligan received the James N. Murphy Award at the 2013 Awards Convocation. The award is given to a non-faculty employee whose spirit and loyalty exemplify inspired and dedicated service, especially with regard to students.

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.

RPO continued outreach to departments, labs, and centers to facilitate and improve the production of their annual report to the president. RPO's publication manager presented to the EVPT Connect group of communications professionals and to the MIT Sloan School of Management to further these efforts.

In preparation for creating the new Offices & Services Directory, RPO sought feedback through several channels. The department disseminated a survey to the Administrative Officers, Yammer, and IS&T groups and listservs asking people how they use the directory; presented preliminary plans for the new directory to Administrative Advisory Council II and EVPT Connect group representatives to solicit feedback and generate enthusiasm among these core users; and solicited input on the website's wireframe from a small group of users to further refine it prior to moving to the design phase.

The staff was comprised of Kimberly Mancino, publications manager; Anne Kern, editorial assistant (half-time job share); and Nina Domenico, editorial assistant (half-time job share).