

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 551 projects with the MIT community, 10 percent of which were event materials for MIT's 150th anniversary. The most common project types were photo requests from the PSB photo library, posters, stationery (including business cards, envelopes, and letterhead), websites, and brochures. PSB hosted six webinars and one presentation on various communications topics. A total of 144 MIT staff members attended these events.

This year's staff was comprised of Monica Lee, director; Matt Bacigalupo, procurement assistant; Bara Blender, publishing advisor; Maryann Czerepak, publishing advisor; Emer Garland, publishing advisor; Victor Park, designer/advisor; Tom Pixton, publishing advisor; Cheryl Slowik, publishing advisor; and Minerva Tirado, procurement and publishing advisor. Three staff members left PSB this year: in December, Matt Bacigalupo took a position at TD Bank Financial Group; in February, Minerva Tirado moved to the MIT Sourcing and Procurement Office; and in June, Monica Lee moved to the Office of the President to manage communications for the MIT 2030 initiative.

MOR Associates, a consulting firm that assists with organizational planning, was brought in this year to lead an evaluation of PSB's services. MOR Associates began its work in June, conducting discussions with communications staff across the Institute to gather feedback about PSB's offerings and to learn about campus communications needs.