

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 124 departments on 333 projects, a 17 percent increase in projects over the previous year. Some of the increase may be attributed to outreach surrounding the graphic identity standards update. The most common project types were consultations (in which only advice and guidance are provided), social media advising, referrals to creative partners, and websites. Additionally, CPS hosted 10 presentations on topics such as social media, email marketing, using video on the web (in partnership with Academic Media Production Services), and creating consistent communications. A total of 306 MIT staff members attended these events.

To help build consistent use of the MIT brand, CPS announced an update to MIT's graphic identity standards and launched a new [website](#). The key updates were the introduction of [master branding](#) and [equal focus branding](#), which visually connect organizations more closely to the MIT brand, and two requirements: the MIT logo must be at the top of all web pages and in the same visual field as a department's identity on print materials, and Massachusetts Institute of Technology must be spelled out on any surface bearing the MIT logo. To promote the new standards, CPS notified the MIT community and creative partners doing work at MIT and presented to several communications groups on campus.

CPS worked on two additional important projects: developed the [DLC theme](#) for Drupal Cloud and created [documentation](#) for building sites with this theme; and oversaw the creation of [Tim the Beaver illustrations](#) for the MIT community to use in their communications.

The staff was comprised of Danyel Barnard, director; Bara Blender, communications strategist; Emer Garland, communications specialist; Stephanie Hatch Leishman, social media strategist (promoted from social media and email marketing specialist); and Tom Pixton, communications specialist.

MIT Copytech

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

In response to the growing deficit realized in the previous fiscal year, which was compounded by payroll expenses due to multiple disability cases, Copytech initiated

strong pricing adjustments and expense reductions for the second half of FY14. These efforts included equipment consolidations, elimination of unused services, and realignment of staffing across the three locations. These efforts resulted in modest monthly surpluses over the final five months of the year. Copytech ended the fiscal year with an encouraging financial outlook for FY15.

The MIT Sloan location moved to renovated temporary space in Building E34-146. As a result, significant service and staffing changes were made. All production work was moved from E34 to the main location in Building 11-004, and the number of print devices in E34 was reduced.

MIT Copytech transitioned management of the AdMIT One Ticket service to the Division of Student Life. In addition, other efforts included: partnering with the Undergraduate Association to institute a Costco card distribution service to undergraduate students; collaborating with MIT Medical to manage their display screens and Copytech's Infinite Display content through a mutually beneficial agreement; and collaborating with MIT on the Ceremony of Remembrance and MIT Strong Marathon Team for donated goods and services in support of their efforts.

Financial administrator Dino Confalone left MIT, and Suha Bekdash was hired in his place. Louis Lamattina was inducted into the Quarter Century Club and retired from MIT. Other departures included Janice Martin, Jolene McLaughlin, and David Petzke.

Reference Publications

The Reference Publications Office (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 staff worked with MIT leadership to edit and print various Institute reports, including the preliminary and final Report on the Future of MIT Education.

Kimberly Mancino, along with Joan Flessner-Filzen and Brian Canavan of the Registrar's Office and Zahida Taher and Alan Cohen of Information Systems and Technology, formed the core project team that defined business requirements and identified, screened, and interviewed vendors for a new catalog management system for production of the MIT Bulletin. She worked closely with Flessner-Filzen to prepare use cases and a vendor reference-check questionnaire. The team recommended CourseLeaf, a product of Leepfrog Technologies, to the project sponsors (Mary Callahan, registrar; Eamon Kearns, associate director of education systems; and Danyel Barnard, director of Communication Production Services). The vendor was approved and the project launched in June 2014.

The RPO team worked closely with IS&T to complete the new [MIT Offices & Services Directory](#), a Drupal-based system built to replace the aging Engenda-based system, which had become increasingly difficult to support. IS&T's Bronwen Heuer worked closely with RPO, particularly Nina Domenico, to develop training sessions and later e-Learning videos of directory editors. Heuer and RPO's Anne Kern offered a series of

in-person trainings for editors prior to the site launch, with Kern providing additional post-launch trainings. The new site was received very positively by the community both for its new functionality and its fresh design.

The year saw several changes in RPO staffing. Both Nina Domenico and Anne Kern were promoted to senior editorial assistant. A new communications coordinator position was added to the office, and Katherine Brady was hired in June 2014. Kimberly Mancino was selected for the Boston Consortium Vogt Fellowship, completing the program in May 2014.

This year's staff was comprised of Kimberly Mancino, publications manager; Kate Brady, communications coordinator; Anne Kern, senior editorial assistant; and Nina Domenico, senior editorial assistant (half-time).