

## 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 best practices, and maintains a library of MIT photos and video clips for use by the community.

This year, CPS staff worked with 111 departments on 337 projects. The department created a new database for project tracking, which enables tagging projects both by advising type and by project type. Nearly three-quarters of CPS's projects had consultation as the advising type, in which only advice and guidance are provided. The remaining advising types were referrals to creative partners, quick support, CPS internal projects, project management, and production. The most common project types were social media advising, websites, branding reviews and logo creation, and email marketing advising. In addition, CPS hosted 11 presentations on social media, email marketing, search engine optimization, photo and video permissions, and case studies by MIT communications staff. A total of 450 MIT staff members attended these presentations.

Notable projects CPS assisted with include making the [Office of the President website](#) responsive, the creation of the [Conversation on Climate Change](#) and [Global MIT](#) websites, and presidential social media strategy.

In addition to augmenting the CPS photo library with new photos, the department debuted [short video clips](#) of aerial views and campus life, which may be used for introductory scenes or cutaway shots.

CPS started the Design Discussion Group, which brings together MIT staff doing graphic design, production, or layout. The group currently has 67 members and meets twice a semester. In addition to the regular meetings this year, the group had an after-work social so members could get to know each other better outside of the typical meeting structure.

Also, CPS led the implementation of Hootsuite Enterprise to improve social media management and analytics at the Institute level. The initial users include CPS, MIT News and Media Relations, Alumni Association, Resource Development, Division of Student Life, Media Lab, Dean for Undergraduate Education, School of Architecture and Planning, and Mechanical Engineering.

The staff included Danyel Barnard, director; Bara Blender, communications strategist; Emer Garland, communications specialist; Stephanie Leishman, social media strategist; 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.

Following a strong financial finish to FY2014, Copytech's operating adjustments showed a more consistent pattern of modest monthly surpluses. These results verified the changes made in staffing and services to produce a more efficient and cost-effective organization. With the excellent financial leadership of Suha Bekdash, Copytech's financial administrator, we were better equipped to accurately forecast our expected performances. This allowed for timely changes that would help us avoid any financial calamities.

The MIT Sloan location continued to operate from temporary space in Building E34-146. After shifting most staff and services to the main center in 11-004, the MIT Sloan location continued to provide critical copyright compliance services to the course content needs of the teaching community.

Copytech acquired a new delivery van and purchased two new production-level black and white printers.

Copytech continued an extensive partnership program with many DLCs and student organizations across the community, including the Office of Government and Community Relations, Graduate Student Council, Office of Sustainability, Undergraduate Association, and the Office of Community Giving. Copytech also provided volunteers and services for the MIT Community Fair, the Freshman Activities Midway, MIT Community Picnic, Cambridge/MIT EurekaFest, the dedication of the Sean Collier Memorial, and the MIT Hooding and Commencement ceremonies.

Changes in Copytech staffing included the promotion of Ryan Haggerty to administrative assistant, the departure of Toto Budiyo, and the hiring of Taj Dickson as customer service representative. Of special note were Don Choate's retirement after 46 years at MIT, Cheryl Keane's induction into the Quarter Century Club, and June Milligan's receipt of the President's Office Infinite Mile Award in Public, Customer or Client Relations.

## Reference Publications

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

RPO is responsible for producing and maintaining MIT Facts, the Reports to the President, the MIT Bulletin (Course Catalog), the MIT Organization Chart, the MIT Offices and Services Directory. In addition to these regular duties, the team provides publishing support to help create high-impact reports from the Institute.

Work on the MIT Bulletin was particularly intense throughout 2014–2015 as RPO worked with the Registrar's Office and Information Systems and Technology (IS&T) to implement CourseLeaf, the product chosen in 2014 to transition MIT's catalog

production process to a content management system. The team worked extensively with Institutional Research, IS&T, and Leepfrog (the CourseLeaf vendor) to create the API and database to manage faculty catalog lists, and with the Registrar's Office, IS&T, and CourseLeaf on the API to draw MIT's subject information into the catalog. Concurrently, RPO validated catalog content migrated to the new system, modifying and creating new pages and content as needed to optimize workflow and in response to curricular changes. In addition to all this, the team worked with an external vendor to completely redesign the catalog website for the new platform.

In February, RPO worked closely with the Institute community equity officer (ICEO) Professor Edmund Bertschinger to edit and produce his report, "Advancing a Respectful and Caring Community: Learning by Doing at MIT." In the spring, the team worked with the Committee on Discipline to edit "Education and Prevention Task Force: Sexual Misconduct, Intimate Partner Violence, and Stalking ("Gender-Based Violence"): Final Report."

Following the publication of the ICEO report, RPO staff began to work closely with IS&T staff to identify and test various ways of making such reports accessible to users of assistive technologies. This work continues with the aim of creating guidelines to be used in the production of reports by RPO and by others at MIT who may need assistance in this area.

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