



About CIT

As a department of University Outreach and Engagement, **Communication and Information Technology (CIT)** develops communication plans and information technologies for outreach projects using Web, press, events, presentations, publications, and other media.

What CIT Offers

CIT supports outreach and engagement projects with:

- **A specialized team of professionals** with expertise in writing, editing, graphic design, public relations, information architecture, instructional design, Web applications and database programming, and conference planning.
- **Systematic and thoughtful approaches** that incorporate user-centered design and evaluation techniques.
- **Integrated, full-service communications** to assist at all stages of a project, from conception, planning, and development to dissemination and evaluation.

User-Centered Philosophy

CIT's user-centered approach places the target audience at the center of the process to ensure that your products are user-friendly and visually compelling.

Research indicates that communications incorporating user-centered design are more likely to be successful because the user experience is more satisfactory. User satisfaction translates to increased sales for businesses and perceived credibility and value for faculty and nonprofit organizations. We work with you to determine your communication objectives and your target audience's needs.

CIT Products and Services

Public Access to University-Wide Outreach Initiatives

CIT has developed product lines that offer information about University-wide outreach initiatives.

Statewide Resource Network (msustatewide.msu.edu)

The SRN provides information about MSU projects, initiatives, and programs throughout Michigan. Find links to summaries of more than 1,000 programs along with complete contact information.

Spartan Youth Programs (spartanyouth.msu.edu)

The SYP catalogs a wide range of opportunities available at MSU for pre-K through 12th graders. You can search the site for topic-based camps, courses, places to visit, programs, and other activities.

Product Development and Consulting

We can assist you from concept to production, or join your team for discrete parts of a project.

Web Sites

CIT integrates current and emergent Internet technologies (content management systems, databases, wikis, blogs, RSS) to deliver content and create interactive experiences on the Web. In addition to design and development, we offer user requirements analysis, heuristics, focus groups, and user-testing to ensure that your site is usable, useful, appealing, and accessible to your users.

Databases

For projects that require data collection and processing, CIT offers sophisticated database solutions that can be standalone, networked, or accessed via a Web interface. We use both proprietary platforms, such as MS-SQL Server or MS Access, and open source platforms, such as MySQL.

Publications

Our editors and writers are knowledgeable about style and bibliographic requirements for scholarly publications. We can assist in developing content for and editing a wide range of publications, including technical reports, briefs for public audiences, brochures, booklets, manuals, and conference materials, for print and digital dissemination.

Graphic Design

CIT uses industry-standard software and can work with our own in-house team or other Web designers, programmers, content managers, and public relations professionals to design products for both print and digital media. Our design services range from revamping current printed materials and Web sites to development of new logos and identity materials.

Public Relations and Marketing

Our communications specialists can collaborate with you to determine how best to reach your target audience, whether through news releases, print mailings, or online communications, and can work with you to develop a timeline for message dissemination.

Event Planning and Management

Event planning is a complex process with rigorous scheduling constraints. CIT can help you navigate with ease through registration, housing, catering, transportation, facilities, audio-visual equipment, advertising, exhibits, printed materials, and team communications.

Samples of Our Work



Engaged Scholar Products



University Outreach and Engagement offers a number of products in its *Engaged Scholar* series to promote conversations about scholarly engagement. CIT provides publications and Web development, event planning, and integrated communications.

The Engaged Scholar Magazine and E-Newsletter

The CIT publications team develops stories about MSU's community-engaged scholars, outreach programs, and community partners. The stories provide examples of the real work and best practices of MSU faculty who partner with communities and organizations. The magazine is published annually, and the e-newsletter is published four times during the academic year.

The Engaged Scholar Speaker Series

These programs involve multiple activities between invited speakers and MSU faculty and students, as well as community participants. CIT provides support for event planning, publicity, and multimedia creation and dissemination.

Find out more at engagedscholar.msu.edu.



The Arts & Culture Web Site



In partnership with the MSU Cultural Engagement Council (CEC), CIT provided Web development support for the Arts & Culture Web site, launched in conjunction with the Year of Arts & Culture at MSU (2007-2008).

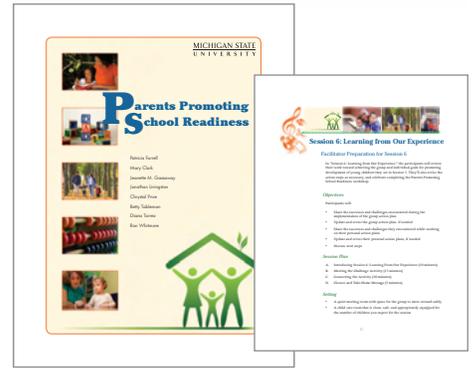
The CIT Web team developed the content and information architecture, and conducted evaluations of the site. The database-driven, multi-user content management system allows different departments on campus to update their own signature events displayed on the Web site. A CIT graphic designer worked closely with the developers to create an intuitive, inviting interface.

Once the Year of Arts and Culture was over, the look was updated to reflect the CEC's ongoing priority of a "World of Arts and Culture." CIT now provides continuing support for the site.

Visit the site at artsandculture.msu.edu.



Parents Promoting School Readiness Training Manual



CIT worked with MSU University-Community Partnerships to create a facilitator manual for the Lansing-area Parents Promoting School Readiness program, which supports healthy early development of young children in their homes and communities to prepare them to start school.

CIT editors worked closely with the authors to restructure and refine the content for its intended audience. CIT designers then created a compelling, user-friendly page layout using industry standard software.

This project was designed primarily for electronic distribution with a limited print run. CIT provided the client with a Web-ready, interactive PDF and facilitated the print production of the manual. The combination of high-end design and low print volume was cost effectively served by digital printing.

For a copy of this manual, e-mail outreach@msu.edu.

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