From the President

“The mind is its own place, and in itself / Can make a Heaven of Hell, a Hell of Heaven.” — John Milton, *Paradise Lost*

John Milton’s words about the power of the human mind to shape reality seem particularly apropos in 2017 for two reasons. The first is that as of this writing, the fate of Duquesne University Press—publisher of the Milton Studies series—hangs in the balance. In spite of the best efforts of AAUP members, board, and staff, news from the Duquesne administration is not good.

When a reporter from the *Pittsburgh Post-Gazette* called me in February of this year to ask about the announced closure, his first question was “why are so many university presses closing?” His question was based, innocently enough, on a narrative driven by a particular set of assumptions about scholarly publishing, with no real correlation to empirical reality. In truth, more university presses have opened than closed in the past couple of decades. Yet in spite of the lack of supporting data, this narrative of phantom closures has persisted and may now even be fostering the very situation it describes: inaccurate perception transformed into reality.

Those who created the narrative that informed this reporter—one that warns of the impending death of the scholarly monograph and the inexorable collapse of the publishing system that supports such work—can marshal facts to support such claims. Unit sales per title have been on the decline, driven by shrinking academic library budgets. But people inside and outside our community have been telling that tale for decades, and the prophecy is yet to be fulfilled. Have they been focused on the wrong—or incomplete—data? Have their own inclinations toward an apocalyptic viewpoint influenced their interpretation of facts? Possibly both. As Bharat Anand argues in *The Content Trap: A Strategist’s Guide to Digital Change*, publishers—and media businesses in general—are indeed going through a period of profound change in the way that we do business, and that change is driven by technology. Whether that change is good or bad is ultimately a matter of interpretation.

Personally, I believe that university presses in the US and abroad will navigate this change and continue to thrive because of the value and importance of our work. The world needs authoritative, research-driven publications now more than ever.

This brings me to the other reason I opened with Milton. In October 2014, the Board of Directors adopted a new strategic plan organized around five key goals: collaboration, advocacy, research, education, and infrastructure. Primary among these is the goal of advocacy: envisioned as telling a much more positive—and accurate—story about university presses to the people that matter. As the threat to Duquesne University Press illustrates, correcting the story and demonstrating the rich diversity of our vital work are more than just a matter of spin. What we believe can actually lead to what is. For that reason, we need to share what we know and what we believe about our community in ways that change the narrative. We on the inside need to dispel the fire and brimstone myth and pave the way for the continued betterment and growth of scholarly publishing.

To that end, a considerable amount of work has been initiated over the past three years by Peter Berkery, his incredibly hardworking staff, and the presidents who preceded me: Peter Dougherty (Princeton), Philip Cercone (McGill-Queen’s), Barbara Kline Pope (National Academies), and Meredith Babb (Florida). Thanks to their vision for and commitment to change, AAUP is on a path of recreating itself in ways that will benefit all current and future members.

The most significant enterprise of my brief tenure as AAUP president has
followed the work of the Structure Task Force, created by Barbara Kline Pope and chaired by Garrett Kiely (Chicago). That task force recommended a reworking of the membership structure, and the new categories of membership they proposed—with some modification by the Board of Directors—were implemented by vote of the members last June in Philadelphia. Following that approval, the Board of Directors assembled the Brand Working Group, and the Association hired Bernuth & Williamson to evaluate the AAUP brand, including the possibility of changing the name to align with the new membership categories and structure. This working group met numerous times over the past year and recently established a brand strategy for the future. As you read this, you are likely also considering your vote on a proposed adjustment to the Association’s name, which will be on the agenda at the business meeting in Austin.

Additionally, the central office has undergone substantial infrastructure changes. It took more time than anticipated, but the Association has transitioned from a traditional office space to a flexible coworking environment in midtown Manhattan. The net savings going forward will be roughly $90,000 annually, and this adjustment has allowed for a budget proposal (pending approval) that includes no dues increase for the second year in a row.

During the course of this year the staff has implemented Salesforce to manage membership data, a big improvement over previous systems. Development of the UP Commons, an interactive community where members can virtually socialize and exchange ideas, is expected to begin shortly, and a website redesign is planned for the current fiscal year.

We now have also established the Research Task Force, which is chaired by Elizabeth Windsor (Project MUSE) and includes Anthony Cond (Liverpool), Toni Gunnison (Wisconsin), Kimberly Lutz (Ithaka S+R), Cason Lynley (Duke), Alphonse MacDonald (National Academies), Brigitte Shull (Cambridge), Marianne Stepanian (MIT), Rebecca Welzenbach (Michigan), and Stephanie Williams (Missouri). Over the next twelve months, this group will conduct an environmental scan of current research activities within the scholarly communications ecosystem, identify key gaps relevant to the AAUP community, prioritize potential research projects, and identify collaboration opportunities to reduce costs. This team, with expertise in sales, marketing, acquisitions, and data and analytics, will perform these tasks and submit their final recommendations to the AAUP board in time for the March 2018 meeting.

All of these initiatives—the Association brand refresh, the new and improved infrastructure, and the creation of the Research Task Force—are interwoven with the advocacy agenda, and all are designed to strengthen AAUP’s efforts to reshape—and correct—the public narrative about scholarly publishing.

— Darrin Pratt
Director, University Press of Colorado
The Association

University presses publish books, journals, and electronic media on the cutting edge of knowledge and research, and in so doing they serve society at large by broadening our shared understanding of history, science, literature, society, art, and culture. The Association of American University Presses (AAUP) was established in 1937 to help these presses do their work more economically, creatively, and effectively. The Association accomplishes these goals by providing cooperative marketing activities, offering professional development programs, performing statistical research and industry analyses, representing the interests of its members to other organizations and government agencies, reporting to its members on pertinent legal and regulatory issues, and informing the general public about the role and the significance of scholarly publishing. AAUP also provides an organizational framework for collaboration among its members. During the 2016-2017 program year, 204 volunteers from member presses sat on the Association’s committees and task forces. These volunteers, supported by their colleagues, carried out many aspects of the Association’s work. The Board of Directors, made up of 12 people selected from the staff of member presses, as well as the Executive Director, developed policy and provided guidance. A staff of seven headquartered in New York City and Washington, DC, managed the Association’s programs and coordinated its work with that of its committees.

From the Executive Director

This is my fifth report as AAUP’s Executive Director (reflecting my fourth full year in post) and I am happy to inform the membership that I remain excited and energized both by our community’s current state and by our future. In previous years, I began with the caution that more work lay ahead of us than behind; while that’s still of course the case (likely it always will be), I’m happy to be able to announce that over the last twelve months we’ve made substantial progress toward a significant number of our strategic goals.

Foremost in my reporting responsibilities is to note that the organization’s finances remain robust; we ended the fiscal year with a $5,964 deficit, (versus a break-even budget). This small variance is attributable to the net effect of: (1) office relocation expenses above budget; and, (2) timing variances on a number of planned new initiatives. Additionally, the performance of the quasi-endowment remains strong. The financial statements and Treasurer’s Report presented at the Association’s annual business meeting review our financial performance in ample detail, so I will not go on other than to endorse the specifics highlighted therein.

I’m pleased also to report that the reconfigured (more on this below) Central Office is running smoothly and efficiently, with no staff turnover again last year. A competent and dedicated Central Office team serves the community: Tim, Brenna, Susan, Kim, John Michael, and Bailey remain engaged in finding creative ways to advance the Association’s interests, in executing our Strategic Plan, and in delivering increased service to members.

My Listening Tour of member presses continued in 2016-17, with visits to Amherst, Otago, Iowa, Wisconsin, Kentucky, Tennessee, and Vanderbilt. As in recent prior years, these press visits now often occur in conjunction with other
travel organized to promote the Association and advance our strategic goal of outreach to key stakeholder groups. Over the past year I have: represented AAUP at meetings of the Association of Research Libraries (ARL), Association of College & Research Libraries (ACRL), Coalition for Networked Information (CNI), the Charleston Conference, Academic Publishing in Europe, and the Open Scholarship Initiative (OSI); attended book fairs in London, Frankfurt, and Havana; participated in publishing conferences sponsored by the Library Publishing Coalition (LPC), the Professional & Scholarly Publishing Division of the Association of American Publishers (PSP/AAP), the Society for Scholarly Publishing (SSP), the Association of Learned and Professional Society Publishers (ALPSP), and the International Publishers Association (IPA); and, spoken on behalf of the community at the American Academy of Arts and Sciences (AAAS), the Association of Writers & Writing Programs (AWP), and Boston Bookbuilders.

In a year replete with activity, there are a few initiatives where the order of magnitude merits specific attention here: (1) migration of the New York office to a co-working facility; (2) branding study; (3) ongoing support of diversity initiatives; (4) release of our Editorial Review Board survey; and, (5) initiation of development work on UP Commons.

When I reported last year, the Association was in the process of downsizing its physical footprint in New York City. We spent the Summer of 2016 “practicing” for our new virtual work arrangement, having spent the prior nine months upgrading our technology infrastructure in order to do so productively. Finally, in early October, with negotiations with our old landlord concluded, we relocated to a co-working facility in the same neighborhood. Staff seems to have adjusted well to the new arrangement, with both morale and productivity unchanged. We continue to all gather in the new space roughly once every three weeks for a Staff Collaboration Day. Members of the AAUP board of directors toured the facility in conjunction with our Spring 2017 meeting. While our dedicated space is substantially smaller than our old office, the facility is nicer and includes more amenities. We’d like to think we’re trend-setters in modern office arrangements!

Many of you already will be aware of our work this year to develop a comprehensive brand strategy for the Association. That work began with an RFP late last Summer for consultants to conduct a detailed brand study; we received a number of impressive proposals in response, and were fortunate enough to have selected Bernuth & Williamson to conduct the research for us. That project included both broad-based quantitative surveys and in-depth qualitative research, the latter including interviews with a significant number of thought leaders and stakeholders both within the community and beyond. A working group consisting of our President, President-elect, board member Becky Clark (Library of Congress), Past President MaryKatherine Callaway (LSU), Mahinder Kingra (Cornell), Brett Bobley (National Endowment for the Humanities), and three staff members reviewed the research results and worked with Bernuth & Williamson to fine-tune a go-forward brand strategy for the Association. The strategy was shared with the membership in early March, and reviewed and approved by the board of directors at its Spring meeting. One visible element of the new strategy—an adjustment of our name to become the Association of University Presses—awaits approval of the voting membership at our annual business meeting this June. Afterwards comes the heavy-lifting as the leadership and the staff work throughout the upcoming year to implement the new strategy.

Development of our brand strategy was a rewarding and educational experience for everyone involved - our consultants served us extremely well.
The process was comprehensive and iterative, and the decision-making highly clarifying in terms of understanding our brand attributes and relating them to our strategic priorities. Our new brand strategy reflects well both our core values and our strategic goals—especially in the area of Advocacy.

Throughout the past year, the Association has worked to support efforts to improve diversity in both scholarly communications and publishing more broadly. Diversity is a core value for the Association, and our leadership and staff take seriously our responsibility to create a community that is more reflective of our authors, our readers, and our society. And our efforts in this sphere are being recognized by our peers in scholarly communications; as other organizations embrace the call to do better, they turn to AAUP for advice and collaboration. As we welcome the second cohort of Mellon Diversity Fellows to AAUP 2017, as we oppose efforts by government at any level that promote intolerance, and as we seek to ensure a greater voice for scholarship from historically marginalized communities and from the Global South, we will continue to work with all groups in our ecosystem to foster diversity, and to support wherever possible initiatives to increase the diversity of our community.

Editorial rigor is one of the cornerstones of AAUP membership. Regular members demonstrate that rigor through both peer review and an editorial board. Last year, we released the handbook of *Best Practices for Peer Review* as a demonstration of our commitment to editorial rigor and as a service to the academy. As I write, we are putting the finishing touches on a report describing current practices in editorial review board management. The report demonstrates our continued commitment to leadership in editorial excellence. While circumstances necessarily yield a greater variety of good practice in the area of review board management, this new tool will allow member presses to understand how best to implement and maintain rigorous standards around editorial review.

Finally, I am pleased to announce here that we will be one of the next communities to join the Humanities Commons. While it is premature to discuss the features and functionality of our planned “UP Commons” in any detail, development work has commenced, and testing will soon begin. Stay tuned for more information on this exciting development!

This year was not without its setbacks, and the community mourns the ill-considered decision to close Duquesne University Press. This unfortunate circumstance allows me to highlight once again one final Association resource: supporting presses in transition. Duquesne was one of five institutions that scrutinized the activities of its press in the past year (to our knowledge). In each of these instances, the Association was called upon to support its member press—to marshal resources, to establish benchmarks, to provide environmental scans, to make referrals, or even just to consult with an administrative committee via telephone. In most of these cases, we’ve been told that the outcome was improved as a result of our involvement. If you find your press in transition in the year ahead, I hope you will remember that our community stands ready to assist you; don’t hesitate to contact me … early and often!

— Peter Berkery
External Relations

The Association continues to work with a wide variety of national and international organizations on standards, copyright, intellectual freedom, and other issues related to publishing and scholarly communications.

John Donatich (Yale) continues to serve as the University Press Representative on the Board of the AAP, and Richard Brown (Georgetown), Michael Magoulias (Chicago), and David Crotty (Oxford) are members of the Executive Committee of PSP. Members of the Intellectual Property & Copyright Committee have been guests of AAP’s Copyright Committee. AAUP Executive Director Peter Berkery again served as a PROSE Awards judge for the Law & Legal Studies category.

Bill Trippe (MIT) is the community’s representative on the board of the Book Industry Study Group (BISG). The co-location of BISG and AAUP staff in the Workville co-working offices has brought opportunity for shared knowledge and brainstorming, and the potential for future collaboration. The Association remains a member of BISG, the National Information Standards Organization (NISO), the Free Expression Network (FEN), the National Humanities Alliance (NHA), the Alliance for Nonprofit Mailers, the National Coalition for History (NCH), and the International Federation of Scholarly Publishers (IFSP). The Association is on the organizing committees of the international Peer Review Week and the US-based Banned Book Week campaigns.

Internationally, the Association again co-sponsored the international University Press conference at the Frankfurt Book Fair. Berkery joined the US and Canadian publishing community’s delegation to the International Havana Book Fair in February 2017, and also attended the Academic Publishing in Europe conference. The Association also continues to host a shared booth at the London Book Fair.

Berkery and other AAUP staff members have also attended meetings of the ARL, PSP, AAAS, CNI, National Federation of Advanced Information Services (NFAIS), the OSI, ALPSP, the Charleston Conference, NHA, ITHAKA, the Library Publishing Forum, University of North Texas Open Access Symposium, and SSP. AAUP is a sponsor of Humanities Advocacy Day, where Director of Communications Brenna McLaughlin lobbied members of the US Congress in support of federal funding for essential humanities programs; and of the 2017 Library Publishing Forum, where all attendees were provided with a copy of Best Practices for Peer Review.

The Board of Directors regularly invites outside guests to join breakfast and lunch sessions at Fall and Winter board meetings, as an opportunity to share knowledge and build relationships with important partners. At the November meeting, the board was joined by Lisa Macklin of Emory University, who spoke about several scholarly communications projects that Emory has undertaken. Macklin introduced the draft Model Publishing Contract, on which the Association community was later invited to comment. In March, the Board hosted Kathleen Fitzpatrick of the Modern Language Association (MLA), who presented the Humanities Commons to board members—a project that the Association hopes to join with “UP Commons” launching in 2017. They also heard from Stacy Konkiel of Altmetric.

Significantly, March 2017 saw several years of conversations with ARL, the Association of American Universities (AAU), and the Association of Public and Land-grant Universities (APLU) come to fruition with the launch of the
Open Access Monograph Publishing Initiative (OAMPI). OAMPI established a framework whereby scholar’s institutions could fund OA editions of scholarly monographs. Twelve universities have agreed to participate in a 5-year project; and almost 60 Association members have declared themselves ready to consider projects with OAMPI funding. ARL, AAUP, and AAU will continue to collaborate on the expansion of the initial funding group, develop information resources for participating scholars, funders, and presses, and track results.

**Member Press Promotions**

**The Book, Jacket, and Journal Show**

Providing the opportunity to honor the many design and production teams within our community whose work furthers a long tradition of excellence, AAUP’s annual Book, Jacket, and Journal Show recognizes achievement in the design, production, and manufacture of books, book jackets, journals, and digital publications. Through a traveling exhibit and an acclaimed annual catalog of selected entries, the competition visually teaches the tenets of good design and fulfills its mission to “honor and instruct” while providing a source of discussion and ideas for creative and resourceful bookmaking.

Judging for the 2016 show took place in January at the AAUP Central Office in New York City. Jurors selected 37 books and 40 jackets & covers as the very best examples from a large pool of excellent design.

Unveiled at the 2016 Annual Meeting in Philadelphia, the 2016 Traveling Show was exhibited at 38 university presses and trade associations across the United States between September 2016 and June 2017.

Recognizing that the nature of publishing processes has changed dramatically over the more than half-century since the Show began, a Task Force has been established to review the mission, parameters, and procedures of the Book, Jacket, and Journal Show. Co-chaired by Linda Secondari (Oxford, now Studiolo Secondari) and Jill Shimabukuro (Chicago), the Task Force has already recommended updates to guidelines and juror briefs, and continues its work to shape the future of this program.

**Books for Understanding**

The Books for Understanding program highlights one of the greatest public values of the university press mission: to publish high-quality scholarship regardless of immediate popular interest. The current events bibliography program is currently dormant, due to resource constraints. Plans are being laid to bring new life to the program, as other strategic communications and infrastructure projects lay a solid foundation.

**University Press Week**

November 2016 marked the Association’s fifth annual celebration of University Press Week, an opportunity to heighten the profile of our members and all they do in their local communities and around the world. University presses and other nonprofit scholarly publishers perform invaluable services for the scholarly establishment—researchers, teachers, librarians, and the rest of the university community—but also for the broader world of readers, and ultimately to society itself. While AAUP members undertake this work year-round and individually highlight and communicate what they do, University Press Week allows us to celebrate the value of university presses around the world with one voice.
In 2016, celebrations started even earlier, focused on the theme of “Community,” continuing to use the hashtag “#ReadUP,” and carried the conversation throughout the fall, including in NPR campaigns airing in Austin, Miami, and Washington, DC. The annual blog tour featured more than 30 presses, a special advertising spread in the London Review of Books featured more than 50 titles, and an online gallery highlighted how scholarly publishing enriches local communities. Additionally, a wonderful infographic about our community's history and accolades was produced by Princeton University Press.

University Press Week 2017 is scheduled for November 6–11, 2017, and the UP Week Task Force, chaired by Fredric Nachbaur (Fordham), is already hard at work on another year of exciting events, tools for members presses, and more.

**AAUP Publications**

**AAUPnet.org**
AAUP’s website is host to a wide array of resources including information on Association programs, job listings, policy briefs, statistics and survey data, and news from member presses.

**AAUP Wiki**
The AAUPWiki can be found at aaupwiki.princeton.edu and is generously hosted by Princeton University Press. Founded in 2006 by the Electronic Committee, conference knowledge is added to the site annually. The content of the AAUPWiki is open, though registration is required to add to and edit it.

**The Exchange**
AAUP has traditionally published a quarterly newsletter, the Exchange, featuring articles on initiatives at member presses and other industry news. The Exchange is an online publication freely available to the AAUP community and the wider public, via the web or complimentary email subscriptions. Currently suspended, plans are being laid for a new Exchange.

**AAUP bulletin**
The bulletin is a monthly newsletter providing updates on AAUP programs, activities, and news from the membership, distributed via email to staff at member presses.

**AAUP Membership Directory**
The 2017 AAUP Membership Directory was published in January in both print and digital formats. The directory contains contact information for key staff at member presses and partner companies, information on press publishing programs, and guidelines for manuscript submissions. The University of Chicago Press continues to distribute the directory and production of the print edition of the directory was donated by Thomson-Shore, Inc. AAUP members receive a discount on the Directory; visit www.aaupnet.org/directory for more information.

**The Digital Digest**
The Digital Digest, located at aaupdigitaldigest.wordpress.com, is a blog of news and commentary from AAUP.
Industry Information

Surveys
The Association continues to produce: the annual University Press Statistics; the quarterly Sales and Returns Surveys; a biennial survey of digital book publishing strategies in the AAUP community; and biennial reports on compensation and press reporting structures. The AAUP Journals Committee once again undertook a survey of journals publishing staff in 2016, which helped shape the development of both an AAUP Journals Assembly and related concurrent sessions at AAUP 2017.

Markets Analysis
AAUP members have access to the Publisher Alley sales analysis tool and the Nielsen PubTrack Higher Education database at discounted rates. Publisher Alley is an online database of inventory and sales information for YBP, one of the largest academic library jobbers. PubTrack HE is a data toolset that provides publishers with strong trending patterns of new, used, and rental book sales taking place on campuses.

Digital Publishing Services

iPublishCentral
Impelsys offers AAUP members discounted rates on the services and features of iPublishCentral. iPublishCentral is designed to enable publishers to market, distribute, and deliver their content online in a simple, self-serve, and cost-effective manner.

NetGalley
Members are eligible for discounted access to the NetGalley digital galley service. NetGalley offers the real-time transmission of digital galleys and multimedia press kits. Publishers can also allow readers to request a printed galley. NetGalley now has more than 60,000 registered readers, including librarians, booksellers, reviewers, and instructors. AAUP members may request online demos of the service.

RightsLink
The Copyright Clearance Center’s RightsLink service supports a publisher’s online strategy by providing its customers with instant reprint and permission services, 24/7, worldwide. RightsLink integrates seamlessly with online content wherever it resides. AAUP members are eligible for discounted implementation of RightsLink Plus and Premium service tiers.

Tizra Publisher
AAUP members are eligible for a discount on the Tizra Publisher platform for e-book sales and distribution. A hosted e-book solution, Tizra Publisher is designed for the flexibility to experiment with various sales models.

Trajectory
AAUP members receive special program benefits when working with Trajectory. Trajectory offers innovative discovery tools, global distribution network, and metadata translations to AAUP member publishers.
Cooperative Exhibits

London Book Fair
AAUP continued its partnership with Reed Exhibitions to offer discounted exhibit space within an AAUP-branded “pavilion” at the 2017 London Book Fair in Olympia. Five member presses participated in the stand, each with their own meeting space and book displays. The AAUP pavilion was a aisle booth in the center of the hall, visible to the high foot-traffic corridor and allowing for ease of discovery. For the AAUP Pavilion, Reed offers the exhibiting packages, plans the space, and handles all reservations and billing; AAUP provides a staff member for organizational support during the fair.

Cooperative Marketing Programs

The 26th edition of University Press Books for Public and Secondary School Libraries was published in cooperation with a committee of librarians from the American Association of School Libraries (AASL) and the Collection Development and Evaluation Section of the Reference and User Services Association (RUSA/CODES) of the American Library Association (ALA). The bibliography was mailed to 10,000 public and secondary school librarians, with additional copies distributed at state and national library meetings, including the American Library Association (ALA) Annual Conference. The bibliography is publicized through a number of school and public librarian email lists. The bibliography is also available online at www.aaupnet.org/librarybooks. Archives of previous editions are also available online.

At the 2016 ALA Annual Conference in Orlando, FL, AAUP coordinated the program “The Best of the Best from the University Presses: Books You Should Know About.” AASL and RUSA/CODES member librarians presented ten titles they had recently reviewed for the 26th edition. The program featured complimentary copies of the bibliography and a book raffle for attendees.

Cooperative Publicity Program
The Cooperative Publicity Program enables participating presses to track their publicity efforts at a reduced cost via BurrellesLuce (the US leader in media monitoring). BurrellesLuce sends digital clips for 20 participating member presses to the central office, where they are sorted and distributed via email.
Cooperative Advertising Program

The Association continues its Cooperative Advertising Program, offering discounted advertising rates in 32 publications to AAUP members. In June and November 2016, member presses participated in cooperative advertisements that appeared in the London Review of Books and The Nation to celebrate the AAUP Annual Meeting and University Press Week. Publications participating in the cooperative program are:

- The American Scholar
- Baker & Taylor Catalogs
- Bay Nature
- BOMB
- BUST
- Chicago Reader
- Chicago Tribune
- Columbia Journalism Review
- Christian Science Monitor
- ForeWord Reviews
- The Forward
- The Gay & Lesbian Review
- Guernica
- Harper’s Magazine
- High Country News
- The Jewish Week
- Los Angeles Times
- Mother Jones
- New Left Review
- The New Republic
- New York Times
- New York Times Book Review
- New York Times Education Life
- Parabola
- The Progressive
- Psychology Today
- Publishers Weekly
- This Magazine
- Tikkun
- Times Higher Education
- Utne Reader
- The Weekly Standard
Professional Development Programs

Annual Meeting
AAUP held its 2016 Annual Meeting in Philadelphia from June 16-18 with over 720 individuals in attendance. The program committee, chaired by Rob Dilworth (Duke), developed the program with the theme “Energize and Innovate.” Highlights included an opening reception at the Barnes Foundation co-sponsored with the New York Review of Books, an opening plenary with Mickey McManus of MAYA Design, and a luncheon address by Chris Jackson, Publisher and Editor-In-Chief of One World/Random House.

In addition to a number of informative sessions on varied topics, the program committee developed a series of interactive Collaboration Labs, allowing small teams to brainstorm and experiment.

Ten companies showcased their talents and services in the Association’s second Solutions Showcase.


Annual Meeting Grants
In 2016, several programs provided funding for qualified staff to attend the Annual Meeting.

Early Career Grants
Generously funded by Baker & Taylor, the grant provided $1,600 in registration fees and travel expenses for an individual with less than three-years experience at an AAUP member press to attend their first AAUP Annual Meeting. The following individual was awarded a 2016 Early Career Grant:

• Kristie Henson, University of Alabama Press

Annual Meeting Newcomer Grants
AAUP funded this registration grant to individuals who hoped to attend their first AAUP Annual Meeting. The following individuals received 2016 Newcomer Grants:

• Mike Bechtold, Wilfred Laurier University Press
• Maggie Grossman, Northwestern University Press
• Stephanie Lovegrove, University of Virginia Press

Diversity Grants
AAUP also waived registration fees and provided travel expenses to help underrepresented groups within AAUP attend the meeting. The following individuals received 2016 Diversity Grants:

• Kristi Ezernack, University Press of Mississippi
• Maritza Herrera-Diaz, Georgetown University Press
AAUP-LPC Cross-Pollination Grants
The AAUP-LPC Cross-Pollination Grants were launched this year to help foster greater professional interchange between library publishing programs and university presses. Intended not merely as an individual professional development program, both LPC and AAUP see this as an opportunity to develop shared knowledge throughout the community, and to encourage future collaboration between both the organizations and their members.

A sub-committee of AAUP and LPC representatives selected the following individuals to receive 2016 AAUP-LPC Cross-Pollination Travel Grants.
- Marinanicole Miller, Editorial Assistant, Temple University Press was selected to receive funding to attend the 2016 LPC Meeting
- Isaac Gilman, Library Director, Pacific University was selected to receive funding to attend the 2016 AAUP Meeting

AAUP Registration Promotions
In addition to the grants listed above, in 2016 AAUP offered two registration promotions to ensure that meeting attendees represented members’ diversity—in size, experience, and background. AAUP member presses with annual net sales under $1 million were eligible to receive one free meeting registration for every two full meeting registrations purchased. Fourteen individuals attended the meeting using this promotion. Other AAUP member presses could send one meeting newcomer for no charge if they purchased three full meeting registrations, with twenty-one newcomers using this promotion.

Workshops
AAUP Committees organized the following workshops that were held on June 16 in Philadelphia, prior to the 2016 Annual Meeting.

Financial Management for Non-Financial Managers
Organizers Tom Helleberg (Washington) and Robbie Dircks (North Carolina) led this useful half-day workshop with forty-five individuals in attendance.

Accessibility is Accessible
Twenty-six people attended this afternoon workshop organized by the Association’s Design & Production committee, chaired by Nicole Hilton (Toronto).

Publicity Rules!
Marketing committee chair Martyn Beeny (Nebraska) facilitated this half-day workshop with thirty registrants.

Special Group Meetings
Volunteers regularly arrange meeting for professional interest groups. The following groups met in 2016-2017.

Journals Assembly
The AAUP Journals Committee, chaired by Michael Magoulias (Chicago), organized this session that brought together over 30 representatives from AAUP Journal Programs.
Directors Networking Luncheon
Seventy-five directors attended this luncheon facilitated by Jane Bunker (Northwestern) and Lisa Bayer (Georgia).

AAUP Press Directors’ Meeting: Flipping the Monograph: What are the Opportunities and Challenges for my Press?
Seventy-four directors attended this meeting organized by Peter Berkery (AAUP); Patrick Alexander (Penn State) Greg Britton (Johns Hopkins); Alison Mudditt (California); Barbara Kline Pope (National Academies); Mark Saunders (Virginia); and Charles Watkinson (Michigan).

Financial Officers’ Meeting
The 2017 AAUP Financial Officers Meeting was held March 30–April 1, 2017 in St. Petersburg, Florida. Erik Smist and Davida Breir (Johns Hopkins) served as hosts and the program committee consisted of Tom Helleberg (Washington); Teresa Collins (Kentucky); and Cynthia Durham (Duke). Sixty-five individuals attended.
AAUP offered travel grants to qualified individuals from smaller AAUP member presses to attend this meeting. The following individuals received grants:
• Yvonne Crevier, University of Massachusetts Press
• Nicole Eddy, Medieval Institute Publications
• Angela Moore-Swafford, Southern Illinois University Press
• Diane Schaut, University of Notre Dame Press

Webinars
With the support of AAUP’s Professional Development Committee, the following webinar was held to share information and resources at a low cost:

Creative Marketing
Brian Roach (Catholic University) moderated this webinar on April 25, 2017. Brice Hammack (Rutgers), Claire McCabe Tamberino (Johns Hopkins), and JD Wilson (Northwestern) discussed creative marketing strategies and the role of the university press website in 2017. Forty-one individuals registered.

Art of Acquisitions Hangouts
The Acquisitions Editorial Committee launched an occasional series of hangouts on topics of interest to the AE community. The sessions, including a moderated panel and open Q&A through chat and Twitter using the #ArtofACQ tag, have included:
• Contracts 101
• Making the Most of Conferences and Campus Visits
• Making the Great Leap, or the Gradual Shift, from Editorial Assistant to Acquisitions Editor
• Scholars and Editors on Social Media
• Peer Review: Why it Matters & What’s Ahead
• How We Do It: The Art of Finding Authors and Book Topics
Residency Grants

The Residency Program is designed to give staff at AAUP member presses the opportunity to refine their skills and learn new ones by spending time with colleagues at other member presses. Offering an intensive, hands-on residency of up to one week (although shorter visits are allowed), the program seeks to foster a professional exchange that will contribute intellectual stimulation and problem-solving ideas to both the host and the home press. This year’s program was generously funded by a grant from the Mellon Foundation.

The Professional Development Committee administered the program and selected participants. The following individuals were selected to participate in 2016:

- Joel Coggins, University of Pittsburgh Press
- Jason Colman, University of Michigan Press
- Liz Hamilton, Northwestern University Press
- Kathryn Marguy, Johns Hopkins University Press
- Peter Midgely, University of Alberta Press
- LaTisha Roberts, Texas Tech University Press
- Dan Ruccia, Duke University Press
- Samantha Zaboski, University Press of Florida
## AAUP Operating Statement
(unaudited)

**Fiscal Year Ended March 31, 2017**

### Operating Income:
- Membership services: $445,010
- Marketing programs: 264,991
- **Total Operating Income**: 710,001

### Operating Expenses:
- Membership services: 401,003
- Marketing programs: 274,814
- **Total Operating Expenses**: 675,817

### Operating Gross Margin /(Deficit):
- Membership services: 44,007
- Marketing programs: (9,823)
- **Total Gross Margin /(Deficit)**: 34,184

### Dues Income
- 1,011,422

### Gross Operating Income
- 1,045,606

### Communications Expenses
- 174,692

### Administrative Expenses
- 876,878
- **Total Admin./Comm. Expenses**: 1,051,570

### Operating Income/(Deficit)
- (5,964)

### Strategic Investments Income/(Expenses):
- Investment Income/(Deficit): 107,320
- Special projects: (134,190)
- **Total Strategic Investments Income/(Expenses)**: (26,870)

### Net Income/(Loss)
- (32,834)

### Unrestricted Net Assets – April 1, 2016
- 1,546,341

### Unrestricted Net Assets – March 31, 2017
- $1,507,507
## AAUP Balance Sheet
(unaudited)

### Assets

<table>
<thead>
<tr>
<th>Category</th>
<th>3/31/2017</th>
<th>3/31/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$189,975</td>
<td>$308,530</td>
</tr>
<tr>
<td>Accounts receivable and accruals</td>
<td>216,436</td>
<td>164,604</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>42,113</td>
<td>90,045</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>448,524</td>
<td>563,179</td>
</tr>
<tr>
<td><strong>Quasi Endowment Funds:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketable investments at market</td>
<td>1,268,074</td>
<td>1,220,754</td>
</tr>
<tr>
<td>Due from/(to) operating fund</td>
<td>(8,431)</td>
<td>(8,431)</td>
</tr>
<tr>
<td><strong>Total Quasi Endowment Funds</strong></td>
<td>1,259,643</td>
<td>1,212,323</td>
</tr>
<tr>
<td><strong>Fixed Assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment &amp; fixtures, net</td>
<td>10,631</td>
<td>14,549</td>
</tr>
<tr>
<td>Security deposits</td>
<td>3,600</td>
<td>39,442</td>
</tr>
<tr>
<td><strong>Total Fixed Assets</strong></td>
<td>14,231</td>
<td>53,991</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td><strong>$1,722,398</strong></td>
<td><strong>$1,829,493</strong></td>
</tr>
</tbody>
</table>
## AAUP Balance Sheet (continued)
(unaudited)

### Liabilities & Net Assets

<table>
<thead>
<tr>
<th></th>
<th>3/31/2017</th>
<th>3/31/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable</td>
<td>$84,267</td>
<td>$120,512</td>
</tr>
<tr>
<td>and accruals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accumulated vacation liability</td>
<td>41,937</td>
<td>40,372</td>
</tr>
<tr>
<td>Deferred income</td>
<td>86,410</td>
<td>54,830</td>
</tr>
<tr>
<td>Reserve for grant expenditures</td>
<td>4,708</td>
<td>75,869</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>$217,322</td>
<td>$291,583</td>
</tr>
<tr>
<td><strong>Other Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due to/(from)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>endowment fund</td>
<td>(8,431)</td>
<td>(8,431)</td>
</tr>
<tr>
<td>Contingent Liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Other Liabilities</strong></td>
<td>(8,431)</td>
<td>(8,431)</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td>208,891</td>
<td>283,152</td>
</tr>
</tbody>
</table>

### Unrestricted Net Assets

<table>
<thead>
<tr>
<th></th>
<th>3/31/2017</th>
<th>3/31/2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operations</td>
<td>253,864</td>
<td>334,018</td>
</tr>
<tr>
<td>Quasi endowment</td>
<td>1,259,643</td>
<td>1,212,323</td>
</tr>
<tr>
<td><strong>Total Net Assets</strong></td>
<td>1,513,507</td>
<td>1,546,341</td>
</tr>
</tbody>
</table>

### Total Liabilities and Net Assets

<table>
<thead>
<tr>
<th></th>
<th>$1,722,398</th>
<th>$1,829,493</th>
</tr>
</thead>
</table>
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Abilene Christian University Press
University of Akron Press
University of Alabama Press
University of Alaska Press
University of Alberta Press
American Historical Association
American Psychiatric Association Publishing
American School of Classical Studies at Athens
American University in Cairo Press
Amherst College Press
Amsterdam University Press
University of Arizona Press
University of Arkansas Press
Army Press
Athabasca University Press
Baylor University Press
Beacon Press
University of British Columbia Press
Brookings Institution Press
Bucknell University Press
University of Calgary Press
University of California Press
Cambridge University Press
Carnegie Mellon University Press
Catholic University of America Press
Central European University Press
University of Chicago Press
Chinese University Press
University of Cincinnati Press*
University Press of Colorado
Columbia University Press
Concordia University Press
Cork University Press/Attic Press
Cornell University Press
University of Delaware Press
Duke University Press
Duquesne University Press
University Press of Florida
Fordham University Press
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University of Puerto Rico Press
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RAND Corporation
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Rutgers University Press
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TCU Press
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Temple University Press
University of Tennessee Press
University of Texas Press
Texas A&M University Press
Texas Tech University Press
University of Tokyo Press
University of Toronto Press
Truman State University Press
United States Institute of Peace Press
W.E. Upjohn Institute for Employment Research
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Vanderbilt University Press
University of Virginia Press
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* New in 2016–2017
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