FROM THE PRESIDENT

Any attempt to assess the state of university press publishing during the past year must account for a kaleidoscope of phenomena, including an uncertain economy, budget cuts and salary freezes at parent institutions, the evolution of digital platforms and the revolution of partnerships and collaborations, ongoing technological and app strategies, the further expansion of Google, the further decline of physical bookstores, emerging synergies between presses and academic libraries, and the growth of social media. And standing like a lighthouse in the mists of information hyperabundance is genuine, peer-reviewed scholarship, which continues to be more and more significant for the academy and the culture at large.

So the perpetual transition of scholarly publishing continues, while the 131 member presses and the central office of the AAUP chart their futures and adapt. Recent AAUP statistics suggest that, in the aggregate, member presses are recovering from the awful fiscal year 2009: sales are up, returns are down, margins are improved. Those numbers are promising. Promising, too, is the proliferation of new business models as presses recognize that they cannot survive and flourish as islands unto themselves. The benefits of community have never been so keenly felt.

This sense of community was articulated in the AAUP Task Force report released in March 2011: “Sustaining Scholarly Publishing: New Business Models for University Presses.” The Task Force was chaired by former California director Lynne Withey, and the report makes a persuasive case that the product sales models of the twentieth century, based on information scarcity, are not sustainable or appropriate for the twenty-first-century scholarly ecosystem. What are needed, the report forcefully illustrates, are new forms of openness, fees, subscriptions, library partnerships, products, funding, and services to enable the expansion of digital scholarly publishing. The report and its concluding recommendations have generated a great deal of discussion and analysis among publishers and administrators and academic librarians, and reflect the kind of measured, collective wisdom that epitomizes the life and work of the AAUP.

One of the critical developments referenced in the Task Force report is the very real problem of declining sales of print monographs to academic libraries. Several joint
efforts to combat this decline made substantial progress in 2010-2011, all of them involving platforms to deliver digital, aggregated, subject-specific collections to libraries: MUSE Editions and the University Press E-book Consortium, which recently merged to form the University Press Content Consortium (UPCC); Books at JSTOR; Oxford’s University Press Scholarship Online; and Cambridge Books Online. While the respective business and pricing models vary, and while the AAUP does not officially endorse any particular program, these ventures will allow scholars and students to search monograph and journal content concurrently—an evolutionary lurch in scholarly publishing.

On a related front, the AAUP continued to increase communication and build stronger ties with academic librarians. Last summer twenty-five AAUP press directors and librarians from the Association of Research Libraries (ARL) gathered at Columbia University to discuss the future of scholarly communication and potential collaborations between our two communities. Resulting discussions led to the creation of the AAUP-ARL Working Group, involving from the publishing side Ellen Faran (MIT), Patrick Alexander (Penn State), Peter Givler (AAUP) and Richard Brown (Georgetown). The Working Group now meets quarterly to exchange information and map out strategic partnerships such as the digitization of press backlists and joint publishing ventures.

Many other significant activities of the AAUP are undertaken through our committee structure. At the start of the past year three new committees came into being: Book, Jacket, and Journal Show, chaired by Laurie Searl (SUNY); Eco-Publishing, chaired by Christine Brooks (Kent State); and Library Relations, chaired by Patrick Alexander (Penn State). These three committees now stand alongside ten others. I want to thank all of the committee chairs and committee members for their outstanding efforts and creative initiatives throughout the year.

One such initiative was the Business System Committee’s decision to make the AAUP operating statistics more useful and meaningful for Group 1 presses (those with sales from $0-$1.5 million). This has been a long-standing concern; smaller presses have not had good comparative data. The Committee responded to this need, and broke out data into two sub-groupings, thus giving presses a better sense of where they stand within and among their peer presses. Another significant initiative during the course of 2010-2011
was the AAUP Board’s Subcommittee on Membership, chaired by Kathleen Keane (Johns Hopkins). This subcommittee was charged with examining the AAUP guidelines on admission to determine if compatible scholarly publishing organizations might be added under the AAUP umbrella. While the Board decided not to propose any changes to current AAUP bylaws regarding admission, this analysis has led to increased efforts to identify non-member publishers for potential recruitment and for greater participation in our annual meeting.

These are just some of the highlights of the work of the AAUP during the past year. All of them reflect an increasingly strong sense of community, of the need to work together, to learn together, and to find new ways to collaborate with other stakeholders in scholarly publishing. We have a bright—if unpredictable—future, rife with possibilities. And while there are sobering challenges ahead, it is comforting to know that it is the remarkably talented and committed individuals who make up the member presses of the AAUP who are at the forefront of the next stage of scholarly publishing.

— Richard Brown
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 significance of scholarly publishing.

AAUP also provides an organizational framework for collaboration among its members. During the 2010-2011 program year, more than eighty-five volunteers from member presses sat on the association’s committees, task forces, and ad hoc working groups. These volunteers, helped by their friends and colleagues, carried out many aspects of the association’s work. The Board of Directors, made up of thirteen people selected from the staff of member presses and the Executive Director, developed policy and provided guidance. A staff of eight working out of the central office in New York City managed the association’s programs and coordinated its work with that of its committees.
FROM THE EXECUTIVE DIRECTOR

This spring AAUP released the report of the Task Force on Economic Models for University Presses, “Sustaining Scholarly Publishing: New Business Models for Scholarly Publishing.” The Task Force was chaired by Lynne Withey, and the report, which drew some general conclusions based on a survey of practices for publishing in print and electronic formats at a range of AAUP members, received wide media attention and has sparked important discussions about the digital future at many universities.

One of the major projects for the past year has been the redesign of the AAUP website to give it a new look and, more importantly, a new information architecture. As of this writing it isn’t ready to launch, but will before the Annual Meeting, and will provide more attractive and greatly enhanced capabilities for providing information and services to members of AAUP and to the knowledge-seeking public. Phase two of the redesign will focus specifically on Books for Understanding; Brenna McLaughlin will work with an advisory group during the coming year to develop an RFP for the programming necessary to automate the ingestion of new title information and enhance the marketing functionality of this key resource.

The sale of e-books has now become a significant and growing source of revenue for many university presses, and another major development has been the emergence of four new platforms for the delivery of scholarly e-books: the Project MUSE/University Press Content Consortium, JSTOR Books, University Press Scholarship Online from Oxford University Press, and Cambridge Books Online. All four projects are now seeking participating presses.

Finally, there has been important movement in two court cases that have far-reaching potential to shape the publishing landscape. A trial date has been set for May 16, 2011, in the suit brought by Cambridge University Press, Oxford University Press, and Sage Publishing against Georgia State University over the university’s electronic reserves policies with respect to fair use. Although a definitive answer may not emerge from the trial, the trial is major step forward in seeking to clarify the permissible application of fair use in an electronic publishing environment.
And in a long-awaited ruling, on March 22, 2011, Judge Denny Chin rejected the Amended Settlement Agreement (ASA) submitted to the court in November 2009 by the parties in the suits brought against Google by AAP and the Authors Guild. Judge Chin’s ruling listed a number of factors that weighed against the ASA, including anti-trust concerns, but the most important were his rejection of ASAs “opt-out” treatment of large classes of in-copyright works—that it was the copyright owner’s responsibility to tell Google not to digitize works rather than Google’s responsibility to seek the copyright owner’s permission—and his finding that the ASA failed to meet the standards of Rule 23 of the Federal Rules of Civil Procedure, governing class actions.

Judge Chin ruled, as many others had noted, that the opt-out requirement stood copyright law on its head, and that making such a sweeping change in the law was Congress’s prerogative and could not properly be put into effect by means of a private lawsuit. His decision on Rule 23 is more technical, but equally fatal to the ASA. Rule 23 requires that the settlement in a class-action lawsuit address the issues raised in the complaint before the court. The complaint was about Google’s mass copying of copyrighted works without the permission of the copyright owner, but instead of resolving that issue the ASA proposed a forward-looking business arrangement that would allow Google to continue to make copies of copyrighted works unless the copyright owner opted out, and that would protect Google from any liability for doing so.

What happens next? In theory, Judge Chin’s ruling could be appealed, but that now seems unlikely. Judge Chin has announced that he will keep the case, even though he has been elevated to the Second Circuit Court of Appeals. He has expressed the wish that the parties renegotiate, but his ruling makes clear that no amount of tweaking of the ASA is likely to find favor with him; a new Settlement would have to meet the requirements of Rule 23, and, absent Congressional action, would have to acknowledge the fundamental right of copyright owners to control the copying and exploitation of their work.
There are three basic options facing the parties: negotiate a new Settlement, withdraw the suit, or finish litigation. None of these choices are simple; each has substantial risks and consequences. Judge Chin has the authority to set a schedule for finishing discovery, which was suspended when the parties began negotiating a settlement, and proceed to a judicial decision on the merits of the complaint. In the meantime, Google continues to scan.

Stay tuned!

—Peter Givler
AAUP continues to work with a wide variety of national and international organizations on copyright, freedom of speech and publication, and other issues related to scholarly publishing.

Peter Dougherty (Princeton) is the University Press Representative to the Board of the Association of American Publishers (AAP), and Niko Pfund (Oxford) is a member of the Executive Committee of AAP’s Professional and Scholarly Publishing Division (PSP). AAUP staff sit on AAP’s Copyright and Freedom to Read Committees and the Online Piracy Working Group. Staff at AAUP member presses also sit on various AAP and PSP division committees: Copyright, Copyright Education, Public Issues Task Force, Electronic Information, and Books.

Peter Givler continues as President of the International Federation of Scholarly Publishers (IFSP), as a member of the Executive Committee of the International Publishers Association (IPA), as Chair of IPA’s Copyright Committee, and serves on the IPA Membership Committee. He is also a member of the Organizing Committee for the IPA Publishers Congress to be held in Cape Town in June 2012.

Mr. Givler was a panelist at a Symposium on the Future of the Humanities organized jointly by the Consortium of Independent Colleges and the Johns Hopkins University Paul H. Nitze School of Advanced International Studies. He has been appointed to the Department of Education’s Advisory Commission on Accessible Instructional Materials in Postsecondary Education for Students with Disabilities, a Commission created under the Higher Education Opportunity Act.

The Association was represented in the Professional Programme of the 2011 Abu Dhabi International Book Fair and the 2010 International Forum of University Presses (Guadalajara, Mexico) by Brenna McLaughlin (AAUP).

The AAUP joined an amici curiae brief alongside the AAP and the Association of Magazine Media (MPA) in Penguin Group (USA) Inc. v. American Buddha in support of Penguin’s right to claim copyright violations against online infringers even when the infringing activity takes place out-of-state and may cause no quantifiable injury in the publisher’s home state. The
case was resolved in Penguin's favor on March 24, 2011. In another important copyright litigation pursued by AAUP members Oxford and Cambridge, in addition to Sage Publishing, against Georgia State University's electronic reserves policies, the Association has hosted a public online archive of suit documentation.

Press-library partnerships and cooperation play an increasingly large role in members’ operations, and the Association has responded with new initiatives. An AAUP-ARL working group, on which Patrick Alexander (Penn State), Richard Brown (Georgetown), Ellen Faran (MIT), and Peter Givler serve, has begun to meet quarterly to discuss issues of common concern and plan potential cooperative efforts. The association’s newly re-established Library Relations Committee, chaired by Mr. Alexander, organized a lively session at the 2010 Charleston Conference in which panelists shared “Four Things University Presses Wish Libraries Knew About Publishing, and Four Things Libraries Wish University Presses Knew About Them.”

The association continues its collaboration with the Society for Scholarly Publishers (SSP) on an occasional web seminar series. A seminar was held on “International Market Updates: Middle East and Southeast Asia” in December 2010. AAUP also co-sponsored, with SPARC’s Campus-Based Publishing Initiative, a webcast by Darrin Pratt (Colorado) on “Innovation, the Future of E-books, and the Archaeology of the Americas Digital Monograph Initiative.”

AAUP is an active member of the National Humanities Alliance (NHA). The association is a participating sponsor of NHA’s annual Humanities Advocacy Day, a day of grassroots lobbying in Washington, DC, on behalf of the National Endowment for the Humanities (NEH) and the National Historical Publications and Records Commission (NHPRC).

AAUP is a member of the Book Industry Study Group (BISG), and is represented on its Board by Tim Muench (AAUP). Brenna McLaughlin has represented AAUP on the Book Industry Environmental Council (BIEC). The association is also a member of the Green Press Initiative and the Free Expression Network. AAUP has been a longstanding member of the TEI (Text Encoding Initiative) Consortium, and participates in the Open Researcher & Contributor ID (ORCID) initiative.
MEMBER PRESS PROMOTION
The association advances the work of its members through the following programs:

The Book, Jacket, and Journal Show
This annual design competition and traveling exhibit fulfills its mission to “honor and instruct” by honoring the design and production teams whose work furthers a long tradition of excellence in book design, and—through a traveling exhibit and acclaimed annual catalog of selected entries—visually teaching the tenets of good design. The show recognizes achievement in the design, production, and manufacturing of books, book jackets, and journals, and provides a source of discussion and ideas for creative and resourceful bookmaking.

More than 70 presses submitted a total of 281 books, 286 jackets/covers, and 8 journals. From these entries, 56 books (13 in Scholarly Typographic, 11 in Scholarly Illustrated, 6 in Trade Typographic, 14 in Trade Illustrated, 5 in Poetry and Literature, and 4 in Reference), 1 journal, and 40 jackets/covers were selected for the 2010 Show.

The 2010 Show, which was unveiled at the 2010 Annual Meeting in Salt Lake City, was exhibited at 39 university presses and trade associations across the United States between September 2010 and May 2011.

Books for Understanding
www.booksforunderstanding.org
The Books for Understanding program remains an important part of the association’s public outreach—informing librarians, journalists, and the wider public of the valuable information and scholarship produced by university presses. Bibliographies on Egypt, the US Supreme Court, Freedom of Expression, and Oil have been published. The “Books of Note” feature continues to highlight individual titles that resonate with stories of the day.

The Association continues to work with the Sabre Foundation, particularly through the organization of the annual Ad Auction at the AAUP Annual Meeting. In 2010, the auction raised more than $10,400 to support the book donation programs of the Sabre Foundation.
RESOURCES AND INDUSTRY INFORMATION
AAUP's website, publications, and surveys provide valuable information to its members and the scholarly publishing community.

Website (aaupnet.org)
AAUP continues to enhance and expand the information and resources available through its website, aaupnet.org, to both members and other partners in scholarly communications. AAUP makes committee reports, essential program information, and industry resources available online. Over the past year, the association has been developing a redesigned website to better serve its online goals. The new aaupnet.org will be launched in 2011.

AAUPWiki (aaupwiki.princeton.edu)
The AAUPWiki, founded in 2006 by the Electronic Committee and hosted by Princeton University Press, continues to grow as a repository of AAUP-member knowledge. Conference knowledge is added annually, and new resources compiled. The content of the AAUPWiki is open; registration is required to add and edit content.

Publications

The Exchange
AAUP publishes a quarterly newsletter, The Exchange, featuring articles on initiatives at member presses and other industry news. The Exchange is an online-only publication at www.aaupnet.org/exchange, with free RSS feed and email subscriptions available to members and the general public.

AAUP bulletin
The bulletin is a monthly update on AAUP programs and activities distributed via email to subscribed staff at member presses.
**AAUP Directory**

The 2011 AAUP Membership Directory was published in January. 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 both in print form and as an Adobe Digital Edition through BiblioVault. Production of the print edition of directory was donated by Thomson- Shore, Inc.

**The AAUP Digital Digest**

Under the leadership of chair Laura Cerruti (California), the blog of the AAUP Electronic Committee has been reenergized with a new editorial calendar to address topics of wide interest to AAUP members. In March and April of 2011, the Digital Digest began a series of guest posts on the subject of experimental business initiatives, edited by committee members Dennis Lloyd (Florida) and Tony Sanfilippo (Penn State). Future editorial focuses may include EPUB, the future of the humanities and digital publishing professional development and retraining. [http://aaupdigitaldigest.wordpress.com/](http://aaupdigitaldigest.wordpress.com/)

**Surveys**

The association continues to produce the Annual University Press Statistics and a Quarterly Sales and Returns Survey. In late 2010, the AAUP Scholarly Journals Committee, under chair Paul Chase (Penn), conducted a survey of AAUP members’ journal publishing programs. The survey collected both operational details on the journal programs, and also information about professional development needs that informed planning for the AAUP 2011 Annual Meeting.

**Markets Analysis**

AAUP members have access to the Publisher Alley sales analysis tool at discounted rates. Publisher Alley is an online database of inventory and sales information for Baker & Taylor, one of the largest library jobbers. Publisher Alley now tracks information on titles included in select *Books for Understanding* bibliographies.
Sustaining Scholarly Publishing: The AAUP Report
The AAUP Task Force on Economic Models released its report, “Sustaining Scholarly Publishing: New Business Models for University Presses,” in March 2011. This report examines both valuable aspects of traditional scholarly publishing practices and promising new business models; outlines the characteristics of effective business models; and arrives at recommendations to help the AAUP community sustain high-quality scholarship at a time when the fundamental expectations of publishing are changing. The report has been published by the Association, reprinted in the Journal of Scholarly Publishing, and made available in an open CommentPress format by MediaCommons Press where a dynamic and continuing conversation has further enhanced the work of the Task Force and the report.

DIGITAL PUBLISHING SERVICES

Copyright Infringement Portal
Online piracy is a persistent concern for the publishing industry. Offenses range from websites offering infringing copies of works to download, through peer-to-peer file sharing of infringing copies and password bootlegging, to the commercial sale of counterfeit copies of publications. The Publishers Association (PA) of the UK has worked to develop a Copyright Infringement Portal to help publishers and trade associations tackle these threats in an appropriate and effective manner. The PA offers AAUP members a 50% discount to use this anti-piracy tool. http://aaupnet.org/programs/epub/paportal.html

Edelweiss
AAUP members receive discounted rates for the Edelweiss online interactive publisher catalog service which enhances or replaces the use of traditional hard-copy publisher catalogs. Edelweiss has offered regular introductory web demos of the service. More than a dozen AAUP member presses currently use the system. http://aaupnet.org/programs/epub/edelweiss.html
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. Impelsys is rolling out iPad app capabilities through 2011.
http://aaupnet.org/programs/epub/impelsys.html

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. AAUP members may request online demos of the service.
http://aaupnet.org/programs/epub/netgalley.html

Tizra
AAUP members are eligible for a significant discount on the Tizra Publisher platform for e-book sales and distribution. A hosted e-book solution, Tizra Publisher is designed for ease of use and flexibility to experiment with various sales models.
http://aaupnet.org/programs/epub/tizra.html

The twentieth edition of University Press Books for Public and Secondary School Libraries was published in cooperation with a committee of librarians from the Public Library Association (PLA) and the American Association of School Libraries (AASL). Sixty presses submitted 446 titles in various subject areas for consideration. The bibliography was mailed to 12,225 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 available online at www.aaupnet.org/librarybooks. Archives of previous editions are also available online.

At the 2010 ALA Annual Conference in Washington, DC, AAUP coordinated the program “The Best of the Best from the University Presses: Books You Should Know About.” Six AASL and PLA member librarians presented twenty titles they had recently reviewed for the 2010 edition of University Press Books. The program featured complimentary copies of the bibliography and a book raffle for attendees. The program was taped by C-SPAN2 for BookTV.

The next “Best of the Best from the University Presses” program is scheduled for June 26, 2011, at the ALA Annual Conference in New Orleans, LA.

Cooperative Publicity Program

The Cooperative Publicity Program enables participating presses to track their publicity efforts at a reduced cost. BurrellesLuce is a media monitoring service that scans more than 18,000 US and international print publications, news broadcasts, and internet media sources for book reviews and articles. It sends clips for 33 participating member presses to the central office, where they are sorted and distributed to members via email.
Cooperative Advertising Program
The association continues its cooperative advertising program, offering discounted rates to AAUP members on print and online advertising. Beginning in 2010, ad communications were streamlined by making rate cards and program information available online and in a weekly email newsletter. Publications currently in the cooperative program are:

*American Heritage*
Baker & Taylor Catalogs
*BOMB*
*Bust*
*Chicago Reader*
*ForeWord Reviews*
*Gay & Lesbian Review*
*Guernica*
*Harper’s Magazine*
*The Jewish Week*
*The Jewish Week: Text/Context*
*New Left Review*
*The New Republic*
*The New York Times Daily*
*The New York Times Book Review*
*The New York Times Education Life Supplement*
*Parabola*
*Psychology Today*
*Tikkun*
*Utne Reader*
*The Weekly Standard*

Cooperative Exhibits

**Modern Language Association (MLA)**
The AAUP Cooperative Exhibit at the 2011 MLA Convention, which took place January 6-9 at the Los Angeles Convention Center, displayed 168 books and 15 journals from 19 member presses. Also present were 33 additional member presses that exhibited their own titles independently. Together, the AAUP cooperative exhibit and member presses with their own spaces were a major presence in the MLA scholarly publishing section.
London Book Fair
AAUP again partnered with Reed Exhibitions to offer discounted exhibit space within an AAUP-branded “Pavilion” at the London Book Fair. In 2011, 10 member presses participated in the stand. The Fair was busy and quite productive, as if making up for the volcano-enforced quiet of the 2010 Fair. 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.

Abu Dhabi International Book Fair
The organizers of the 2011 Abu Dhabi International Book Fair, held March 15-20, offered AAUP a complimentary stand in order to increase the presence of Western academic publishers at the Fair. Fourteen member presses exhibited books in the AAUP cooperative space. The Association was represented at the Fair by Brenna McLaughlin and Board President Richard Brown.

PROFESSIONAL DEVELOPMENT PROGRAMS

Annual Meeting
The 2010 Annual Meeting was held June 17-20 in Salt Lake City, with close to 530 individuals in attendance. The program committee, chaired by Greg Britton (Getty), created the program with the theme “Toward a Sustainable Future.” The committee developed four plenary sessions and approximately 30 concurrent sessions designed to adapt to new needs and expectations while maintaining core standards.

Annual Meeting Grants
In 2010, several programs provided funding for qualified staff to attend the annual meeting. Reports of grant recipients’ experiences are available online at aaupnet.org/programs/annualmeeting/2010/grants.html.

Whiting Diversity Grants
The Mrs. Giles Whiting Foundation and AAUP provided grants for underrepresented groups within AAUP to attend the annual meeting. The following individuals received 2010 Whiting Diversity Grants:

Jessica Booth, University of Utah Press
Devni De Silva, University of British Columbia Press

Early Career Grants
Generously funded by CrossRef and BookMobile, these grants covered $1,000 in registration fees and travel expenses for individuals with less than three years of experience at an AAUP member press to attend their first AAUP Annual Meeting. The following individuals were awarded a 2010 Early Career Grant:

Linda Bannister, Indiana University Press
Amanda Steele, Temple University Press

Whiting Annual Meeting Newcomer Grant
This registration grant was awarded to staff attending their first AAUP Annual Meeting. The following individuals received 2010 Newcomer Grants:

JoAnne Banducci, University of Nevada Press
Ryan Chynces, Wilfrid Laurier University Press
Yvonne Crevier, University of Massachusetts Press
Jessica d’Arbonne, University Press of Colorado
Timothy Elfenbein, Duke University Press
Amy Harris, University Press of Florida
Tom Helleberg, NYU Press
Jennifer Hunt, Baylor University Press
John Hussey, University Press of Kentucky
Valerie Jones, University Press of Mississippi
Joseph Siu, Hong Kong University Press
Women in Scholarly Publishing (WiSP) Professional Development
WiSP offered its Career Development Funds to assist Annual Meeting attendance for qualified individuals who either work or freelance for AAUP members. The 2010 WiSP grants were awarded to:

Amanda Sutton, Freelance
Kate O’Brien-Nicholson, Fordham University Press

Workshops
AAUP’s Professional Development Committee arranged for two workshops to be held in advance of the annual meeting in Salt Lake City.

Not Your Father’s Marketing: New Strategies in the Digital Age
Thirty-eight people attended this workshop organized by Colleen Lanick (MIT Press). The workshop focused on tailoring marketing strategies to keep up with potential readers.

E-Book Publishing in a Nutshell
Alan Harvey (Stanford) developed this very popular workshop which offered an overview of the e-publishing arena. The workshop was filled to capacity with 74 attendees.

Web Seminar
In January 2011, AAUP hosted its second professional development web seminar, “Managing Staff Morale in Times of Economic Uncertainty,” organized by Adithi Kasturirangan (Oxford). Twenty seats were registered, at which both individuals and staff groups could attend the seminar. Three presenters, Richard Brown (Georgetown), MaryKatherine Callaway (LSU), and Sheila Levine (California), gave their strategies for maintaining and improving staff morale and fielded questions from participants.
Special Group Meetings
Volunteers regularly arrange meetings for professionally specific groups. The following group met in 2010-2011.

Financial Officers
The Financial Officers met as a group in advance of the Salt Lake City annual meeting. This was the first time the group met since 2008. Russell Schwalbe (Wisconsin) organized the program and 34 individuals attended.

Financial Officers then arranged a stand-alone meeting in March 2011. About 40 individuals attended the Financial Officers Meeting in San Francisco. Kathy Stein (Am. Psych), Rebecca Schrader (MIT), and Anna Weidman (California) organized the meeting and developed the program.

Whiting Week-in-Residence
This program, funded by the Mrs. Giles Whiting Foundation, helps staff refine their skills and learn new ones by spending time with colleagues at other member presses. Participants spend five days at another press, observing procedures and talking with staff. Residents return to their home presses with new knowledge and new perspectives on how to tackle challenges.

The Professional Development Committee, chaired by Adithi Kasturirangan (Oxford), administered the program and selected the residents to participate. The following individuals were selected to participate in 2010:

Ann Baker, EDP Manager, University of Nebraska Press
Barbara Brannon, Marketing Manager, Texas Tech University Press
Lindsay Dawson, Senior Promotions Manager, University of Nebraska Press
Kelly Chrisman Jacques, Production Assistant, University Press of Kansas
Ryan Morris, Production Editor, SUNY Press
AAUP MEMBERS
Abilene Christian University Press
The University of Akron Press
The University of Alabama Press
University of Alaska Press
The University of Alberta Press
American Historical Association
The American School of Classical Studies at Athens
The American University in Cairo Press
Amsterdam University Press
The University of Arizona Press
The University of Arkansas Press
Athabasca University Press
Baylor University Press
Beacon Press
University of British Columbia Press
Brookings Institution Press
University of Calgary Press
University of California Press
Cambridge University Press
Carnegie Mellon University Press
The Catholic University of America Press
The University of Chicago Press
The Chinese University Press
University Press of Colorado
Columbia University Press
Cork University Press/Attic Press
Cornell University Press
Duke University Press
Dumbarton Oaks
Duquesne University Press
University Press of Florida
Fordham University Press
Gallaudet University Press
Georgetown University Press
University of Georgia Press
Getty Publications
Harvard University Press
University of Hawai’i Press
Hong Kong University Press
University of Illinois Press
IMF Publications*
Indiana University Press
University of Iowa Press
Island Press
The Jewish Publication Society
The Rockefeller University Press
Russell Sage Foundation
Rutgers University Press
Society of Biblical Literature
The University of South Carolina Press
Southern Illinois University Press
Southern Methodist University Press
Stanford University Press
State University of New York Press
Syracuse University Press
Teachers College Press
Temple University Press
University of Tennessee Press
University of Texas Press
Texas A&M University Press
TCU Press
Texas Tech University Press
Texas Western Press
University of Tokyo Press
University of Toronto Press, Inc.
United Nations University Press
United States Institute of Peace Press
W.E. Upjohn Institute for Employment Research
The Urban Institute Press
University of Utah Press
Utah State University Press
Vanderbilt University Press
The University of Virginia Press
University of Washington Press
Washington State University Press
Wayne State University Press
Wesleyan University Press
University of the West Indies Press
West Virginia University Press
Wilfrid Laurier University Press
The University of Wisconsin Press
The Woodrow Wilson Center Press
Yale University Press

* New in 2010-2011
AAUP PARTNERS
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2010-2011 AAUP COMMITTEES AND TASK FORCES

Admissions and Standards
Garret Kiely, Chicago, Chair
John Byram, New Mexico
Susan Doerr, Minnesota
Sheila Leary, Wisconsin
Eric Schwartz, Princeton
Kathy Stein, American Psychiatric

Annual Meeting Program
Gita Manaktala, MIT, Chair
Becky Clark, Johns Hopkins
Fredric Nachbaur, Fordham
Mark Saunders, Virginia
Eric Schwartz, Princeton
Jill Shimabukuro, Chicago

Book, Jacket, and Journal Show
Laurie Searl, SUNY, Chair
Jason Alejandro, Princeton
Tom Eykemans, Washington
Deb Weiner, Georgetown
Melinda Wirkus, Kentucky
Library Relations
Patrick Alexander, Penn State, Chair
Joseph Brinley, Woodrow Wilson Center
Julie Gammon, Akron
Monica McCormick, NYU
Lisa Quinn, Wilfred Laurier
Leila Salisbury, Mississippi
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Rachael Levay, Washington
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Levi Stahl, Chicago
Stephanie Williams, Florida

Nominating
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Robbie Dircks, North Carolina
Joanne O’Hare, Nevada
Rebecca Simon, California
Will Underwood, Kent State
Marlie Wasserman, Rutgers

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