The Association of American University Presses

2013-2014 Annual Report
FROM THE PRESIDENT

For the AAUP, 2013-2014 was a year of rebuilding infrastructure, building new bridges, and evolving to a new future within and beyond North America.

The face of any Association is made up of three prominent features: staff, committees and task forces, and the Board of Directors. These individuals are normally thanked at the end of any report, but given that they are both the lifeblood and heart of AAUP, I should like to thank them first. Warm thanks go out to Peter Berkery, our Executive Director and Association anchorman, who now has just over a year under his belt in the position. The Association struck gold in hiring him: his past association management and publishing experience has reinvigorated our Association. During the year, thanks to a Mellon grant, Peter has made whirlwind visits to a significant number of AAUP member presses in North America, seeking advice but also getting to know first-hand their needs and aspirations. He has also reached out to sister associations, librarians, and university administrators to promote our member presses and enumerate what we accomplish as publishing houses in disseminating the fruits of scholarly research. At the AAUP central office, Tim Muench, Brenna McLaughlin, Susan Patton, Kim Miller, Regan Colestock, Caitlin Mackaman, and Linda McCall—who retired after many years on staff—provided sterling service to the membership.

Due to space it is impossible to thank every dedicated individual who served on our committees and task forces, but I acknowledge the excellent work they performed by recognizing their chairs: John Byram (New Mexico), Admissions and Standards; Nathan Putens (Nebraska), Book Jacket, and Journal Show; John Rollins (Yale), Business Systems; Laura Leichum (Georgetown), Copyright; Carol Stein (ASCSA), Design and Production; Toni Gunnison (Wisconsin), Digital Publishing; Donna Dixon (SUNY), Library Relations; Laura Baich (Indiana), Marketing; MaryKatherine Callaway (Louisiana State), Nominating; Amanda Atkins (MIT), Professional Development; co-chairs Anne Marie Corrigan (Toronto) and Lauren Crocker (Wayne State), Scholarly Journals; and Will Underwood (Kent State), University Press Week Task Force.

The Annual Meeting Committee members have always been charged with the heavy responsibility of not only bringing home the bacon for the Association, but also of helping, through the program they put together, to reflect our mission and educate the future managers and leaders of our member presses. Special thanks are due to Alisa Plant (Louisiana State), Chair, and the committee members who have put together this year’s scintillating conference under the general theme of “Open to Debate.” The purpose of the sessions as they see it is to reflect and to extend vibrant conversation among our members and with our constituents with a renewed sense of advocacy, inclusiveness, and collaboration with libraries, campus administrators, and media outlets. It is also the AAUP’s attempt, in the midst of the emerging new publishing models, to “defend the core truths of our industry while signaling our willingness to embrace change.” The Association believes that the collegial exchange at the upcoming Annual Meeting will illustrate the diversity of perspectives on the future of university presses’ book and journal publishing.

The 2013 Annual Meeting in Boston invigorated and energized all of us on the Board and we decided to add two extra meetings to the year, conducted by conference call, along with the normal three in-person meetings. The conference calls mostly dealt with the AAUP’s petite cuisine; the in-person meetings became a forum for strategic and future directions. Warm thanks go out to Barbara Kline Pope, President Elect, Peter Dougherty,
Past President, Erik Smist, Treasurer, Mike Bieker, Treasurer-elect, Jane Bunker, Timothy Doyle, Ellen Faran, Garrett Kiely, Sheila Leary, Leila Salisbury, Mark Saunders, Charles Watkinson, and Peter Berkery, ex officio, for adding these extra meeting dates to their already busy lives and, of course, the ensuing extra workload.

One of the thrusts of the Association is to bring more members under the AAUP umbrella from North America and abroad. Peter Givler, the ex-Director of, and now Special Advisor to, the AAUP was retained because of his international contacts to scout possible AAUP International Members while the Board itself has taken on the task of laying the foundation for new university presses to emerge on the domestic scene and become AAUP members. I am pleased to report that AAUP now has 134 member presses; since last June, AAUP has admitted Central European University Press, Manchester University Press, University of Regina Press, and School for Advanced Research Press.

The Board has been working on many fronts but because of lack of space, two important ones deserve special mention. A good portion of the Board's time, based on the member presses' feedback at the 2013 Boston meeting, has been directed at formulating a new mission plan to advance the essential role of our global community of scholarly publishers to ensure academic excellence and cultivate knowledge. In a nutshell, the plan is based on four core values (diversity, integrity, intellectual freedom, and stewardship) which we all share, and its goals are centered on advocacy, collaboration, research, education, and infrastructure. The Board has developed strategies on how to achieve the goals of the mission plan and these will be rolled out to the membership in the coming year. As a start, we hope that those attending the New Orleans meeting will participate in the highly interactive plenary session, with real-time text polling, entitled “Reimagining the AAUP: Evolutionary and Revolutionary Opportunities.” Facilitated by the past, present, and future AAUP presidents, AAUP needs input at this plenary on how it, too, should change in response to evolving publishing programs. Ideas on how we can realize our opportunities in the evolving landscape, how we can increase our profiles, and how we can cooperate with librarians, administrators, and faculty will be welcome.

In our attempt to reach out and rebuild bridges and create new infrastructure in tandem with librarians, institutions, and foundations during the year, there was frequent interaction between and among the Association of Research Libraries (ARL), the Association of American Universities (AAU), and AAUP. A Big Ideas Task Force was struck, consisting of Ellen Faran (MIT), Barbara Kline Pope (National Academies), Mark Saunders (Virginia), and Charles Watkinson (Purdue), to liaise with and provide input to the Mellon Foundation, which has a substantial project under consideration: an attempt to shift the business model for academic monograph publishing from pay-to-read to pay-to-publish. Mellon is currently compiling comprehensive data on monograph production. As in the future model costing for pay-to-publish, design and production standards for digital monographs and an understanding of key cultural issues in migrating to new business models will have to be considered, the Task Force has its work cut out for itself. I am also pleased to note that in early May there was a meeting in Washington, DC of the AAU/ARL Task Force on Scholarly Communications and AAUP was brought into the conversation. On the AAUP side, the Big Ideas Task Force and I were called to meet with them.

These are just some of the highlights of AAUP during the 2013-2014 year. Strengthening the pillars constructed this year by future presidents will ensure that we have a bright future as an Association and as individual presses. Ad multos annos.

— Philip Cercone
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 2013-2014 program year, eighty-six 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 thirteen people selected from the staff of member presses, as well as the Executive Director, developed policy and provided guidance. A staff of eight headquartered in New York City managed the Association’s programs and coordinated its work with that of its committees.
FROM THE EXECUTIVE DIRECTOR

Although technically this is my second report to the membership as AAUP’s Executive Director, it is in fact my first report with a full annual cycle under my belt. And I am pleased to report that I am encouraged both by our current state and by the progress we have made this year. While, as often is the case, more work lies ahead than behind, so far so good!

First and arguably foremost, our finances are solid. We ended Fiscal Year 2014 ahead of plan, which of course always is desirable. Moreover, the state of our quasi-endowment is strong. Finally, as you will read, we have implemented some incremental procedural controls that will serve to further enhance your confidence in our continued steady state. The enclosed financials will illustrate the Association’s performance in ample detail, so I will conclude here.

In a similar vein, the activity in your central office continues reassuringly apace. You have a fully competent and remarkably dedicated team serving you. While our new Strategic Plan may call into question the current alignment of resources to priorities, there can be no question regarding the commitment to mission among Tim, Brenna, Susan, Kim, Regan, and Caitlin.

As many of you also know, I have been privileged to be able to continue my Listening Tour of member presses, thanks in large part to the generosity of the Andrew W. Mellon Foundation. By the time we all gather in New Orleans, I will have visited fifty-five university presses, including several Associate and International Members. The visits have proven invaluable in helping form my views on our new Strategic Plan, as well as in understanding how best to respond to a variety of activities occurring within the scholarly communications ecosystem. I will share some specific examples below.

When I spoke to our press directors in Boston last June, I committed to progress on a number of fronts: (1) advocacy; (2) research; (3) governance; (4) international presence; and (5) collaboration. We have made strong progress in each of these areas (stronger in some cases than others, to be sure), and I would like to highlight some of our important accomplishments.

In my view, for AAUP, advocacy always will be more of a journey than a destination. Since last year, we have focused our efforts on that journey in three ways: (1) activities that increase our visibility within the academy writ large; (2) activities that equip our members to become more effective advocates within their individual institutions; and (3) activities that promote university presses to the broader public. I have spent a substantial amount of time in Washington, DC to raise AAUP’s profile amongst aligned organizations: AAU, ARL, the Association of Public and Land-grant Universities (APLU), the National Humanities Alliance (NHA); in point of fact, not only do we need to deepen these connections, we need to expand the network: the American Council on Education (ACE), the National Association of College and University Attorneys (NACUA), the National Association of College and University Business Officers (NACUBO), the American Association of University Professors (AAUP). Of course, the Association oftentimes cannot speak with the same authority on an individual campus as its press can, so we are providing advocacy training to our
press directors at this year’s Annual Meeting. Finally, we have increased our outreach to mainstream media outlets, having secured important articles in both the *Economist* and the *Nation*. Perhaps most importantly, our second annual University Press Week built on its 2012 foundation, with strong support from our colleagues at the American Booksellers Association (ABA). While the past year saw encouraging signs of progress, there can be little doubt that more work lies ahead than behind; indeed, advocacy plays a key role in our new Strategic Plan, and I hope you will see us build on the activities just described.

The Association’s ability to deliver on a research agenda since committing to it last year frankly has been mixed. On the one hand, we have been playing a critical role in a significant number of new research initiatives. I will offer two brief examples: as many of you know, there are multiple initiatives under consideration that would seek to flip the model for funding the publication of academic monographs from pay-to-consume (pay-to-read) to pay-to-produce (pay-to-publish). Because these investigations touch on nearly existential concerns for many of our members, AAUP has been asked to play a central role in understanding the challenges and opportunities such a shift might present. And we have, at tremendous time and expense to no small number of dedicated volunteers. Similarly, the AAUP Library Relations Committee provided yeoman’s service in researching and publishing a highly useful and extremely well-received report on library-press collaborations. On the other hand, we have not yet been able to find a way to satisfactorily institutionalize a research capability. Since research is another key component of the new Strategic Plan, this is a challenge we will be required to address in the months ahead.

Governance may be the area in which the organization has made the most progress over the past twelve months: two monumental efforts at creating key governance documents came to fruition. In addition to the oft-mentioned new AAUP Strategic Plan (we have an exciting plenary session at our Annual Meeting devoted to the plan, so I will not say more here), the Board implemented new Policies & Procedures to institutionalize transparency and accountability in our administrative activities. Doing this closed an important hole in our governance documents. In the process, we made a first attempt at improving the effectiveness of our various committees. Committees play an unusually significant role in moving forward the Association’s business in AAUP, and it is important that we maximize both their productivity and the satisfaction committee members experience through serving; we will continue our efforts to improve the model going forward. Finally, I would note that we have strengthened the governance mechanisms that provide advisory oversight to the Association’s quasi-endowment and to the employee retirement plan.

In the last year AAUP has laid important groundwork toward expanding our international presence. As sometimes is the case when great distances are involved, progress—and hence results—accrue more slowly than we might hope, but there is much about which to be encouraged. Our recruitment of new International Members has seen two new presses through the application process, with several others in various stages along the way. We are poised to play a central role in the establishment of an international working group for university presses, and we are working towards greater representation in the International Publishers Association (IPA). These efforts
ultimately should increase the opportunities for all university presses to expand their reach in an increasingly global market for scholarly communications.

Collaboration among university presses over the years has taken many forms, from informal networking and mentoring, to highly structured consortial arrangements for print distribution and digital aggregation. One of the most significant themes of my Listening Tour has been the desire among so many of our members to achieve scale through expanded consortial activity. Ideas have ranged widely from a single e-commerce-enabled university press website, to an international rights database for members, to a reconstituted exhibits program. When I report back to Mellon in October 2014 on the press visits they have funded, I intend to include recommendations on how we might prioritize the full array of options here, along with how we might pilot specific projects. Like advocacy, collaboration is a building block of the new Strategic Plan, and the Association will continue to explore how best to facilitate increased collaboration amongst its members.

In short, we have attempted to move forward on a number of strategic fronts while simultaneously creating rigor and process around the establishment of AAUP’s strategic priorities—and therefore its consumption choices. I am pleased with the progress we have made so far, and excited by the opportunities that lie ahead. I thank you all for your tireless contribution and support along the way.

—Peter Berkery
EXTERNAL RELATIONS

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.

John Donatich (Yale) is the University Press Representative to the Board of the Association of American Publishers (AAP), and Jennifer Crewe (Columbia), Garrett Kiely (Chicago), and Niko Pfund (Oxford) served terms as members of the Executive Committee of AAP’s Professional and Scholarly Publishing Division (PSP). Staff at AAUP member presses also sit on various AAP and PSP division committees, including the Books, Copyright, Electronic Information, Freedom to Read, International Copyright Protection, International Sales, and Professional Development Committees. AAUP staff members are guests of AAP’s Copyright and Freedom to Read Committees and Online Piracy Working Group.

Peter Givler, as AAUP Special Advisor and Chair of the IPA Copyright Committee, Membership Committee, and Anti-Piracy Working Group, continued as President of the International Federation of Scholarly Publishers (IFSP). Givler is also chair of the Program Committee for the IPA Congress now scheduled for March 2015. Givler spoke at the International Conference of University Presses at the Frankfurt Book Fair in October 2013. AAUP was represented at the 2014 London Book Fair by Peter Berkery, Susan Patton, and Peter Givler; and Berkery attended the Beijing Book Fair in August 2013.

Peter Berkery has been invited to speak at meetings of the ARL Board of Directors, Scholarly Communications Committee, and the ARL/AAU Task Force on Scholarly Communications. Berkery delivered a keynote address to the Library Publishing Forum, and moderated a panel on “Changing Environments for University Presses” at Digital Book World 2014. In January 2014, Berkery and Kiely were invited to meet with the ABA Board of Directors, a meeting that has resulted in renewed dialogs between our communities and opportunities for collaboration and partnership. AAUP President Philip Cercone (McGill-Queen’s) was invited to speak at Montreal’s Concordia University on copyright and open access.

A lively session of the 2013 Charleston Conference, titled “University Presses and Academic Libraries Demystified,” was organized by Leila Salisbury (Mississippi) on behalf of the AAUP University Press Week Task Force, and featured speakers Peter Berkery, Angela Carreño (NYU Libraries), Ellen Faran (MIT), and Fred Heath (UT Austin Libraries). An online event during University Press Week, hosted by ShinDig and moderated by Carlin Romano, featured speakers Kathleen Fitzpatrick (MLA), William Germano, and Gita Manaktala (MIT).

The Library Relations Committee published its “Press and Library Collaboration Survey” and presented it at a poster session at the inaugural Library Publishers Forum in March 2014. AAUP Board Member Charles Watkinson (Purdue) is a founding member of the Library Publishing Coalition (LPC), and AAUP became a sponsor of the 2014 forum. The Library Relations Committee, under chair Donna Dixon, has worked with members of the LPC in planning the “Open & Affordable Textbooks” workshop at AAUP 2014.
AAUP regularly promotes conferences and meetings of interest to its members and often secures reduced registration fees for members. AAUP members can receive discounts to National Federation of Advanced Information Services (NFAIS) workshops and meetings and reduced rates for Society of Scholarly Publishing (SSP) webinars. AAUP was a Supporting Organization of the 2013 Publishing Business Conference & Expo, the INTERQUEST 2013 Digital Printing Forum, and Digital Book World 2014, and was a sponsor of the 2014 Library Publishing Forum.

AAUP is an active member of the NHA and 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). With advice from Penny Kaiserlian (Virginia, ret.), AAUP submitted comments on proposed changes to the NHPRC grant-making programs.
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 manufacture of books, book jackets, and journals, and provides a source of discussion and ideas for creative and resourceful bookmaking.

More than seventy presses submitted a total of 273 books, 301 jackets/covers, and 4 journals. From these entries, 51 books (12 scholarly typographic, 11 scholarly illustrated, 9 trade typographic, 14 trade illustrated, 4 poetry and literature, and 1 reference), 1 journal, and 43 jackets/covers were selected for the 2013 show.

The show, unveiled at the 2013 Annual Meeting in Boston, was exhibited at thirty-seven university presses across the US and Canada between September 2013 and June 2014.

Books for Understanding (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 John F. Kennedy, Higher Education, Ukraine, and (for April 1) Kittens have been newly published in 2013-2014.

University Press Week
In November of 2013, the Association celebrated the second annual University Press Week, an opportunity to raise awareness of the work of university presses do within their 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 and quality of university presses with one voice. In 2013, celebrations included: a blog tour featuring almost forty presses, an ABA promotion that provided branded shelftalkers to independent booksellers around the country, an online panel focused on “Innovation in Scholarly Publishing, an online gallery of “Ideas Unbound”—innovative projects from member presses, and ads in the Chronicle of Higher Education and the New York Times. University Press Week 2014 is scheduled for November 9-15.
RESOURCES AND INDUSTRY INFORMATION
AAUP’s online resources, publications, and surveys provide valuable information to its members and the scholarly publishing community.

Website (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.

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.

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 publication freely available to the AAUP community and the wider public, via the web or complimentary email subscriptions.

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

AAUP Directory
The 2014 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. The 2014 edition was available in electronic form as an Adobe Digital Edition through Bibliovault/University of Chicago Press. Production of the print edition was donated by Thomson-Shore.

The Digital Digest (aaupdigitaldigest.wordpress.com)
The Digital Digest is a blog of electronic publishing news from the AAUP central office and Digital Publishing Committee. Over the past year, the Digital Digest has hosted round-ups of the University Press Week blog tour and regular updates from Peter Berkery’s listening tour of member presses.
Surveys
The Association continues to produce the annual University Press Statistics and the quarterly Sales and Returns Surveys; an annual survey of digital book publishing strategies in the AAUP community; and biennial reports on compensation and press reporting structures. The AAUP Journals Committee also undertook a survey of journals publishing staff in 2013.

Markets Analysis
AAUP members have access to the Publisher Alley sales analysis tool and the Bowker PubTrack Higher Education database at discounted rates. Publisher Alley is an online database of inventory and sales information for Baker & Taylor, one of the largest library jobbers. PubTrack HE is a data toolset that provides publishers with savings of trending patterns of book sales and rentals on campuses.
DIGITAL PUBLISHING SERVICES

Copyright Infringement Portal
The Publishers Association (PA) of the UK has worked to develop a Copyright Infringement Portal to help publishers and trade associations tackle online piracy threats in an appropriate and effective manner. New features have been rolled out in recent years, including automated searching for infringing files. The PA offers AAUP members a half-off discount to use this anti-piracy tool.

Edelweiss
AAUP members receive discounted rates for the Edelweiss online interactive publisher catalog service that enhances or replaces the use of traditional hard-copy publisher catalogs. Edelweiss offers regular introductory web demos of the service.

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 NetGalley, a service offering real-time transmission of digital galleys and multimedia press kits. Publishers can also allow readers to request printed galleys. NetGalley has more than 60,000 registered readers, including librarians, booksellers, reviewers, and instructors.

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

Tizra
AAUP members are eligible for a significant discount on the Tizra Publisher platform for ebook sales and distribution. A hosted ebook solution, Tizra Publisher is designed for ease of use and flexibility to experiment with various sales models.
The 23rd 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). Fifty-nine presses submitted nearly four hundred titles in various subject areas for consideration. The bibliography was mailed to 12,000 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 available online at www.aaupnet.org/librarybooks. Previous editions are also available online.

At the 2013 ALA Annual Conference in Chicago, AAUP coordinated a session entitled “The Best of the Best from the University Presses: Books You Should Know About.” Four AASL and RUSA/CODES member librarians presented ten titles they had recently reviewed for the 23rd edition. The program featured complimentary copies of the bibliography and a book raffle for attendees.

The next “Best of the Best from the University Presses” program is scheduled for June 29, 2014, at the ALA Annual Conference in Las Vegas.

Cooperative Publicity Program
The Cooperative Publicity Program enables participating presses to track their publicity efforts at a reduced cost via BurrellesLuce, a leading media monitoring service. BurrellesLuce submits clips for twenty-two participating member presses to the central office, where they are sorted and distributed electronically.

Cooperative Exhibits

London Book Fair
AAUP partnered with Reed Exhibitions to offer discounted exhibit space in an AAUP-branded pavilion at the London Book Fair. In 2014, six member presses participated in the stand. The booth was once again very busy, used as a meeting place and attracting foot traffic to the books on display. For the AAUP pavilion, Reed plans the space and handles reservations and billing; AAUP provides a staff member for organizational support.
Cooperative Advertising Program
The cooperative advertising program offers discounted rates to AAUP members on print and online advertising. Rate cards and program details are available online, and a weekly email newsletter informs AAUP member presses of deadlines and special offers. In 2013, twenty member presses participated in a cooperative advertisement that appeared in the *New York Times Book Review* during University Press Week. Publications currently in the cooperative program are:

*The American Scholar*
*Baker & Taylor Catalogs*
*Bay Nature*
*BOMB*
*BUST*
*Chicago Reader*
*Chicago Tribune*
*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 Daily*
*New York Times Book Review*
*New York Times Education Life Supplement*
*Parabola*
*The Progressive*
*Psychology Today*
*Publishers Weekly*
*This Magazine*
*Tikkun*
*Times Higher Education*
*Utne Reader*
*The Weekly Standard*
PROFESSIONAL DEVELOPMENT PROGRAMS
Professional growth remains an important priority for staff at member presses. In 2013-2014, the Association organized the following programs and events.

Annual Meeting
AAUP held its 2013 Annual Meeting in Boston to coincide with Harvard University Press’s centennial celebration. The meeting, held June 20-22, tied 2012’s high-attendance record with almost 800 individuals registered. The program committee, chaired by Brian Halley (Massachusetts), developed the program with the theme “Bridging Worlds,” which focused on strengthening ties both among members and the wider scholarly community. The program offered sessions both practical and philosophical.


Annual Meeting Grants
In 2013, several programs provided funding for qualified staff to attend the Annual Meeting.

Early Career Grants
Generously funded by CrossRef, this grant provided $1,500 in registration fees and travel expenses for an individual with less than three years of experience at an AAUP member press to attend their first Annual Meeting. The following individual was awarded a 2013 Early Career Grant:

Joelle Smith-Borne, Managing Editor, Vanderbilt University Press

Whiting Annual Meeting Newcomer Grant
These registration grants were awarded to staff attending their first AAUP Annual Meeting. The following individuals received 2013 Newcomer Grants:

Rebecca Allen, Marketing Coordinator, TCU Press
Suzanne Axland, Marketing Director, University of South Carolina Press
Dianna Gilroy, Production Editor, Purdue University Press
Jason Leppig, Marketing Manager, Island Press
Alex Wolfe, Managing Editor, University of Pittsburgh Press

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 2013 Whiting Diversity Grants:

Lila Marie Sanchez, Production Editor, University of New Mexico Press
Miguel Sandoval, IT Specialist and Digital Asset Manager, New York University Press
Women in Scholarly Publishing (WiSP) Professional Development

WiSP gave its Career Development Funds to AAUP to fund registration and travel to the Annual Meeting for a mid-career staff member. The 2013 grant was awarded to:

Allison Means, Marketing Manager, University of Iowa Press

Workshops

AAUP’s Professional Development Committee, chaired by Alisa Plant (Louisiana State), arranged for three workshops to be held in advance of the Annual Meeting in Boston on June 22.

Thinking Outside the Book

This day-long workshop was developed by Jonathan Haupt (South Carolina), Larin McLaughlin (Illinois), and Alisa Plant (Louisiana State); twenty-six attended.

Acquisitions for Beginners: What You Need to Know

Twenty-six junior acquisitions staff attended this morning workshop organized by Amy Gorelick (Florida) and Alisa Plant (Louisiana State).

Digital Marketing for Beginners

Amanda Atkins (MIT) and Mandy Clarke (Indiana) developed this afternoon workshop attended by twenty-eight people.

Special Group Meetings

Volunteers regularly arrange meeting for professional interest groups. The following groups met in 2013-2014.

Financial Officers Meeting

Fifty-four people attended AAUP’s 2014 Financial Officers Meeting, held March 26-28 in San Antonio, TX. Alice Ennis (Illinois), Tom Helleberg (NYU/Washington), Norris Langley (Duke), and Sharon Pavlas-Mills (Texas A&M) organized the meeting.

Press Directors Meeting

Barbara Kline Pope (National Academies) and MaryKatherine Callaway (Louisiana State) organized the Press Directors Meeting held on June 20 in Boston. Sixty-one directors participated, and with the aid of facilitator Lynn Litow Flayhart, continued to map ideas and strategies for the future of AAUP.
**Design and Production Meeting**

Design and Production Committee members Terri O’Prey (Princeton) and Marianne Jankowski (Northwestern) organized this afternoon session held in Boston on June 20. In the session “From InDesign to Ebook: Essential Workflow Steps,” InDesign expert Ann-Marie Concepción educated nearly sixty registrants on the ebook publishing landscape.

**AAUP Webinars**

AAUP’s Professional Development Committee, chaired by Amanda Atkins (MIT), revived this educational program with goal of sharing information and resources at low cost.

**Acquisitions and Digital Content**

The Digital Publishing Committee, chaired by Toni Gunnison (Wisconsin), organized this webinar held on February 20. Thirty-nine computers logged in and participants heard Dana Dreibelbis (Rutgers), Fred Appel (Princeton), Gita Manaktala (MIT), and Kevin Sullivan (FA Davis Publishing) discuss what to consider when acquiring for digital content.

**Whiting Residency**

This program, funded by the Mrs. Giles Whiting Foundation, helped staff refine their skills and learn new ones by spending time with colleagues at other member presses. Participants visited another member press, observed procedures, and conversed with staff, returning to their home presses with new knowledge and new perspectives on approaching challenges.

The Professional Development Committee, chaired by Alisa Plant (Louisiana State), administered the program and selected the residents to participate. The following individuals were selected to participate in 2013.

Bridget Brown, Publicity Specialist, Southern Illinois University Press  
Sara Cohen, Assistant Editor/Rights & Contract Manager, Temple University Press  
Jon Davies, Assistant Director for Manuscript Editorial, University of Georgia Press  
Tom Elrod, Digital Production Specialist, University of North Carolina Press  
Jodie McBean, Accounting Officer, University of West Indies Press
**AAUP OPERATING STATEMENT**
(unaudited)

**Fiscal Year Ended March 31, 2014**

<table>
<thead>
<tr>
<th>Category</th>
<th>Membership services</th>
<th>Marketing programs</th>
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<tr>
<td>Operating Expenses:</td>
<td>352,078</td>
<td>299,307</td>
<td>651,385</td>
</tr>
<tr>
<td>Operating Gross Margin /(Deficit):</td>
<td>104,123</td>
<td>8,068</td>
<td>112,191</td>
</tr>
<tr>
<td>Dues Income</td>
<td>990,465</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross Operating Income</td>
<td>1,102,656</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communications Expenses</td>
<td>153,703</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative Expenses</td>
<td>900,964</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Admin./Comm. Expenses</td>
<td>1,054,667</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Income/(Deficit)</td>
<td>47,989</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Non-Operating Income/(Expenses):</td>
<td>0</td>
<td>464</td>
<td>464</td>
</tr>
<tr>
<td>Net Income/(Loss)</td>
<td>48,453</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Fund Balance – April 1, 2013</td>
<td>187,403</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Fund Balance – March 31, 2014</td>
<td>$235,856</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### COMPARATIVE BALANCE SHEET
(unaudited)

<table>
<thead>
<tr>
<th></th>
<th>3/31/2014</th>
<th>3/31/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$227,786</td>
<td>$324,831</td>
</tr>
<tr>
<td>Accounts receivable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and accruals</td>
<td>119,717</td>
<td>82,191</td>
</tr>
<tr>
<td>Prepaid expenses</td>
<td>50,528</td>
<td>35,005</td>
</tr>
<tr>
<td><strong>Total Current Assets</strong></td>
<td>398,031</td>
<td>442,027</td>
</tr>
</tbody>
</table>

| **Quasi Endowment Funds:** |           |           |
| Marketable investments  |           |           |
| at market               | 1,185,196 | 1,089,503 |
| Due from/(to) operating fund | (8,431)  | (8,431)   |
| **Total Quasi Endowment Funds** | 1,176,765 | 1,081,072 |

| **Fixed Assets:**       |           |           |
| Equipment & fixtures, net | 11,451   | 16,025    |
| Security deposits        | 39,442    | 39,442    |
| **Total Fixed Assets**   | 50,893    | 55,467    |

| **Total Assets**         | $1,625,689| $1,578,565|
## Liabilities & Fund Balances

<table>
<thead>
<tr>
<th></th>
<th>3/31/2014</th>
<th>3/31/2013</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Current Liabilities:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Accounts payable and accruals</td>
<td>$103,842</td>
<td>$129,364</td>
</tr>
<tr>
<td>Accumulated vacation liability</td>
<td>25,315</td>
<td>86,891</td>
</tr>
<tr>
<td>Deferred income</td>
<td>77,420</td>
<td>95,374</td>
</tr>
<tr>
<td>Reserve for grant expenditures</td>
<td>14,923</td>
<td>6,893</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>221,500</td>
<td>318,522</td>
</tr>
<tr>
<td><strong>Other Liabilities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Due to/(from) 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>213,069</td>
<td>310,090</td>
</tr>
<tr>
<td><strong>Fund Balances:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating fund balance</td>
<td>235,856</td>
<td>187,403</td>
</tr>
<tr>
<td>Quasi endowment fund balance</td>
<td>1,176,764</td>
<td>1,081,072</td>
</tr>
<tr>
<td><strong>Total Fund Balances</strong></td>
<td>1,412,620</td>
<td>1,268,475</td>
</tr>
<tr>
<td><strong>Total Liabilities and Fund Balances</strong></td>
<td>$1,625,689</td>
<td>$1,578,565</td>
</tr>
</tbody>
</table>
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