FROM THE PRESIDENT

Gettin’ Stuff Done
On one of the only truly spring-like days we will see this year in the Washington, D.C. area, I’m sitting on my stone patio, reflecting on all that has been accomplished at AAUP this past year, as well as musing on what we still need to achieve. After all, the theme of my short speech during last year’s second plenary session at AAUP’s annual meeting was “Gettin’ stuff done.”

Together, we got off to a productive start. That plenary session facilitated the work of an amazing 400 members of the AAUP to create the tactics for the Association’s five-part strategic plan. That structure—Collaboration, Advocacy, Research, Education, and Infrastructure—is a fitting schema for reviewing our collective progress and our new opportunities.

Collaboration
It is not surprising that during the plenary session, collaboration was voted the number one priority for AAUP. Collaboration is our Association’s key strength. The dynamic interactions at AAUP’s annual meetings, the spirit of volunteering demonstrated by so many who have enthusiastically served on committees and task force groups, and the robust participation in events like University Press Week demonstrates our keen desire to work together.

AAUP Executive Director Peter Berkery and I researched a number of potential collaboration hubs designed to allow vigorous online engagement so we could all work together throughout the year. As more central office resources become available, we will initiate powerful online tools for member engagement and interactive education. The UPScope Task Force led by Susan Doerr (Minnesota) demonstrated another way for us to team up for mutual benefit. This group’s project would collect University Press titles into one database, link them linguistically, and present them in a visually pleasing interface to external customers via the web and mobile devices, thereby enhancing discovery of our books. The request for funding this idea is with the Andrew W. Mellon Foundation as of this writing. This would be one of the broadest collaborations of AAUP members yet.

Other collaborative projects continued apace: the Big Idea Task Force that past-president Philip Cercone established continued into my year as president; we tackled such activities as influencing the AAU/ARL Prospectus for an Institutionally Funded First-Book Subvention, we represented the AAUP perspective at the ARL annual meeting; and we engaged with the Mellon Foundation on their ideas to foster a more robust environment for monographs.

Advocacy
While I plan to thank most people at the close of this piece, a special exception is essential for Michael Roux (Illinois) who took on the leadership of University Press Week, our flagship advocacy program. He did so with very short notice, and came through with flying colors, adding to the regular program NPR spots in key markets such as Boston and Chicago, and a Google Hangout that has engaged hundreds of viewers. Thank you to Michael and the whole UP Week Task Force.
Added to this multi-year program of advocacy is another effort to drive home our message about the value of university presses. Peer review is one of the hallmarks of scholarly publishing. As we promote the value of university presses, a clear statement of best practices in peer review is crucial, and our newly instituted Acquisitions Editorial Committee has delivered an impressive first draft. Stay tuned.

Research
This year saw support from the Mellon Foundation (in conjunction with ITHAKA) enabling a task force of quantitatively-inclined AAUP members to research the cost of monographs. Having this evidence-based study of the true costs of publishing will be indispensable as we all work to develop sustainable economic models to make monographs financially viable, while continuing to advance young scholars’ careers. Thank you to all presses who participated in the data collection phase. It was a time-consuming process, but we will reap the rewards soon.

Other research projects that AAUP supported include Mellon’s monograph output study, and the exploratory Rutgers/Mellon direct-to-consumer project.

Education
At this year’s annual meeting a new educational model is being rolled out: a formal mentoring program, designed to match up individuals who will learn from each other during the meeting, as well as thereafter. This brilliant framework was created by the Professional Development Committee, chaired by Bobby Keane (Louisiana State).

Overall, this year’s annual meeting incorporates new models of publisher education. John Sherer (North Carolina) and his Annual Meeting Program Committee have pulled together a spectacular event incorporating the interactivity that people appreciated from last year’s meeting. This year’s program will offer entirely new sessions, including a dozen topic-area Collaboration Labs where we will interact to identify fruitful strategies for solving common concerns and the Solutions Showcase that will use a fast-paced format for us to learn about our business partners’ offerings. They’ve encouraged more doing and less lecturing—all to enhance learning across departments.

With so many new directors, we are offering at this year’s annual meeting a New Directors Boot Camp, where seasoned directors and newcomers will interact in real-time to explore their new challenges.

And, to add a fastball to the conference, the regular directors’ meeting is being held at Coors Field, with a baseball-themed session. Right off the bat, we’ll hit new solutions to the tough problems in scholarly publishing out of the park.

Many of these new aspects of the annual meeting are to be considered experiments, with the results slated to inform next year’s gathering.

Infrastructure
During last year’s strategic planning activities, we recognized that infrastructure was an important component to enable “Gettin’ stuff done.” AAUP has budgeted to purchase an association management module that will allow better management of data, enable a more flexible digital membership directory, and make the collaboration hubs possible. And, Peter Berkery and his staff are planning a new way of working that will dramatically cut space rental costs, which will allow for more important infrastructure upgrades.
Few of the endeavors mentioned above are on the timeline of any single presidency. Many of them started with the wonderful Philip Cercone and they will be aptly taken up by my good friend and colleague Meredith Babb (Florida) in collaboration with the energetic Peter Berkery and his staff—all of whom are also all about “Gettin’ stuff done.”

Thank you to the hundreds of people who have contributed to what we’ve accomplished, and to getting us started on activities that will take us into the future better able to direct the evolution of scholarly publishing. They include all of the committee members, with special thanks to the chairs—Mary Francis (California) of Acquisitions Editorial; Kyla Madden (McGill-Queen’s) of Admissions & Standards; John Sherer (North Carolina) of Annual Meeting Program; Jeffrey Cohen (Getty) of Book, Jacket, and Journal Show; Tom Helleberg (Washington) of Business Systems; John Long (National Gallery of Art) of Design & Production; Toni Gunnison (Wisconsin) of Digital Publishing; Claire Lewis Evans (Alabama) of Intellectual Property & Copyright; Jill Rodgers (MIT) of Journals; Lisa Bayer (Georgia) of Library Relations; Amanda Sharp (Georgia) of Marketing; Peter Dougherty (Princeton) of Nominating; and Bobby Keane (Louisiana State) of Professional Development. And, with gratitude to the task force members led by Michael Roux (Illinois) of University Press Week; Susan Doerr (Minnesota) of UPScope; and Ellen Faran (MIT) of Classroom Use. Finally, thanks to two task force groups wrangled by Peter Berkery on the costs and sustainability of monographs.

The deliberations of the board have been particularly fruitful this year because of Meredith Babb (Florida); Mike Bieker (Arkansas); Jane Bunker (Northwestern); Philip Cercone (McGill-Queen’s); Susan Doerr (Minnesota); Brian Halley (Massachusetts); Garrett Kiely (Chicago); Sheila Leary (Wisconsin); Leila Salisbury (Mississippi); Mark Saunders (Virginia); Mark Simpson-Vos (North Carolina); Eric Smist (Johns Hopkins), and Peter Berkery (AAUP). Thank you for putting up with my penchant for staying on schedule, for your generosity, and for your intelligent guidance and advice on so many issues.

Peter Berkery’s affinity for “Gettin’ stuff done” has worked wonders this year, and has made possible most of what I mentioned above. Even as he travelled around the world networking for the good of the AAUP, he paid just as much attention to matters at home. He is the catalyst in all that we do as volunteers. Deep thanks to him and to the veteran crew: Brenna McLaughlin, Kim Miller, Tim Muench, and Susan Patton, and welcome to the new staff members: Bailey Bretz and John Michael Eadicicco.

The patio stone is radiating much less heat than it was at the start of this piece, but I still feel warm. The last year has been full, and rich, and promising for the AAUP. We are stronger and better prepared for the future.

And now it’s time to get more stuff done!

— Barbara Kline Pope
Executive Director, National Academies Press
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 2014-2015 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 seven headquartered in New York City managed the Association's programs and coordinated its work with that of its committees.

FROM THE EXECUTIVE DIRECTOR

This is my third report to the membership as AAUP’s Executive Director (reflecting the second full annual cycle managing the organization’s activities) and I remain encouraged both by our current state and our forward outlook. Although it’s clearer than ever that more work lies ahead than behind, the Association and its leadership are making responsible progress on virtually every front.

First and foremost, the organization’s finances remain solid. We again ended the fiscal year ahead of plan, which of course always is desirable. (Though, as you’ll read elsewhere, a portion of that positive performance is attributable to the timing of certain expenditures, which have been deferred into FY16.) Moreover, the state of our quasi-endowment is quite strong. The enclosed financial statements illustrate the Association’s performance in detail, so I will not go on other than to endorse the specifics highlighted therein. Similarly, I’m pleased to report that, after a number of staff transitions, the Central Office is running at full force. You have a competent and dedicated team serving you, including recent replacement hires in communications and administration; Tim, Brenna, Susan, Kim, John Michael, and Bailey are engaged in finding creative ways to advance the Association’s interests, in executing on AAUP’s Strategic Plan, and in delivering increased service to members.
As most of you also know, since my arrival I have been conducting an extended Listening Tour of member presses. By the time we all gather in Denver, I will have visited seventy-nine university presses on four continents—including Associate and International members, and also including almost a dozen non-members (with luck, future members). Half of these visits were funded by the Andrew W. Mellon Foundation, through a grant that expired 31 December 2014. The Listening Tour has evolved since it began, but the visits continue to prove invaluable in a number of ways: they have helped shape the Strategic Plan, they have allowed me to learn from provosts and administrators, and they have provided a forum for reacquainting staff at presses with a newly invigorated AAUP.

The AAUP Strategic Plan, presented to the membership in draft form in New Orleans and finalized by the Board of Directors in October 2014, now serves as a framing device for many conversations about the Association and its future direction. The plan articulates over thirty Tactics in support of four core Goals – Collaboration, Advocacy, Research and Education (a fifth Goal focuses on Infrastructure). Execution will be an ongoing process; like most Strategic Plans, ours likely will have a shelf-life of about five years. You can be sure the Board will monitor our progress carefully and ensure that the document remains relevant to the community’s evolving needs; similarly, rest assured that I will report back to you regularly.

So what progress has been made since October? For me, four areas of endeavor stand out:

First, while AAUP’s Operating Statistics (along with its other periodic research programs) have always been a source of strength, the Association has moved aggressively to support an enhanced research agenda. We’ve made AAUP resources available to assist in Mellon-funded studies regarding monographic output and direct-to-consumer sales, and are playing an instrumental role in an ITHAKA study to help quantify monograph costs. In addition, we’ve supported the Chronicle of Higher Education’s research into gender and scholarly communications. Most of this research remains ongoing, and you’ll have the opportunity to learn more about much of it during the 2015 Annual Meeting in Denver. It is rewarding to have the Association engaged proactively in a wide variety of Research activities.

Next, the Association’s ongoing efforts to improve and expand external relations are detailed separately in this report, but merit acknowledgement here. In the academy and in the world we are re-connecting with key constituencies that affect how university presses operate—from librarians (ARL and ACRL) to independent bookstores (ABA), provosts (AAU, APLU) to university counsel (NACUA), the Association is building and renewing its Advocacy role with key constituencies.

Third, I am pleased to report that the Board of Directors has successfully funded a number of key Infrastructure projects in our FY16 budget proposal. These projects include a new association management system (database software to help us manage the organization more efficiently), a re-skinning of the AAUP website, software to evolve our listservs to full-fledged member collaboration hubs, and our first-ever dedicated technology headcount. These initiatives are an essential prerequisite to many of our other, substantive Tactics, and it’s significant that we’ve been able to program their completion so quickly.
Finally, we continue to seek ways to live up to our Mission and foster a truly “global” community of university presses. AAUP co-sponsored an International Conference of University Presses during the 2014 Frankfurt Book Fair (along with REUN, the Argentine association of public university presses, and the Book Fair itself). AAUP advanced a three-point agenda to conferees, establishing:

- Networks of Collaboration
- Networks of Advocacy
- Networks of Awareness

We will co-sponsor the International Conference again this October. In addition to our activities in Frankfurt, I was invited to speak about increased collaboration at three Latin American book fairs over the past year. Finally, I would note an increased interest in AAUP membership from international university presses in recent months; on many levels, this is an encouraging sign, and strong evidence of the potential for a truly global community of mission-driven publishers.

I would be remiss if I left this topic without acknowledging with gratitude the completion in 2014 of Peter Givler’s consultancy to the Association. Peter focused on international activities for us, and was (among other things) instrumental in organizing the Frankfurt conference.

A graphic representation of the AAUP Strategic Plan, including a selected list of Tactics, appears in the centerspread of this annual report; the full plan, including all Tactics, is available on the AAUP website.

In summary, overall I’m pleased with the level of progress we’ve made in a relatively short period of time; moreover, I’m energized by the concrete steps we have taken to fund adequately more activities during the year that’s just begun. To be sure, fully achieving the Goals of our Strategic Plan will require ever more creativity in identifying resources down the road, but I hope you share my sense of accomplishment in what’s been achieved thus far.

Before closing, there is one more Association resource I want to flag for future reference. AAUP member presses have found themselves in transition—everything from periodic reviews through routine new director searches to extraordinary threats to university financial support. In about half a dozen such instances over the past year, the AAUP Central Office was called upon to assist in that transition in some way—to marshal resources, establish benchmarks, provide environmental scans, make referrals, or even just consult with an administrative committee on the telephone. In each of these cases, we’ve been told that the outcome was improved as a result of the organization’s involvement. If you find your press in transition in the months ahead, I hope you will remember that the Association stands ready to assist you; don’t hesitate to contact me … early and often!

— Peter Berkery
EXTERNAL RELATIONS

AAUP continues to work with a wide variety of national and international organizations on standards, 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), Michael Magoulias (Chicago), and Niko Pfund (Oxford) are members of the Executive Committee of AAP’s Professional and Scholarly Publishing Division (PSP). Staff from AAUP member presses also sit on various AAP and PSP division committees, including the Public Issues Task Force, Online Piracy Working Group, Electronic Information, and the Copyright, Copyright Education, and Books committees. AAUP staff members have been guests of AAP’s Copyright and Freedom to Read Committees and the Online Piracy Working Group.

New this year, Bill Trippe (MIT) is the AAUP community’s representative on the board of the Book Industry Study Group (BISG). As industry and information standards become increasingly important in all aspects of AAUP members’ workflow and practice, the association has engaged with the National Information Standards Organization (NISO). AAUP joined NISO in 2015 and is organizing a standards advisory group, chaired by Erich van Rijn (California), to facilitate our community’s effective contribution to essential standards development.

AAUP continues to increase its international engagement at the association level. Executive Director Peter Berkery has attended or spoken at a number of international book fairs and conferences, including the London, Frankfurt, Guadalajara, and Bogota Book Fairs, the annual meeting of REUN (the Argentinian university press association), the Association of Canadian University Presses (ACUP), Academic Publishing in Europe 2015, the International Publishers Association (IPA) Congress in Thailand, and the Future of University Publishing conference in Canberra, Australia. AAUP also co-sponsored a well-received international University Press conference at the 2014 Frankfurt Book Fair. Peter Givler continued in his role as Special Advisor to AAUP through 2014, helping to organize the program for the Frankfurt Book Fair university press event, and serving as Program Chair for the IPA Congress held in March 2015. Givler stepped down as chair of the IPA Copyright Committee in December, and has handed off the presidency of the International Federation of Scholarly Publishers to Christopher Hudson (MoMA).

Berkery has also attended meetings of the Association of Research Libraries (ARL), the Professional and Scholarly Publishing division of AAP, STM, CNI, NFAIS, the Association of Learned and Scholarly Publishers, the Charleston Conference, Ithaka Sustainable Scholarship, and the American Historical Association. AAUP is a member of the Alliance for Nonprofit Mailers, the Free Expression Network, the National Coalition Against Censorship, the History Coalition, and the National Humanities Alliance. AAUP is a sponsor of Humanities Advocacy Day (HAD), and Marketing & Communications Director Brenna McLaughlin participated in HAD 2015 Capitol Hill visits in support of federal funding for the National Endowment for the Humanities (NEH), the National Historical
Publications and Records Commission, and other US humanities programs. AAUP was also a sponsor of the second annual Library Publishing Forum, and a media partner of the 2015 Digital Book World.

In January 2015, AAUP joined with AAP and PEN American Center in requesting that the US Treasury Department’s Office of Foreign Assets Control (OFAC) amend regulations controlling sanctions against Syria. The sanctions would have banned First Amendment-protected activities such as editing and marketing the work of Syrian authors and scholars. In April, OFAC issued revised regulations that addressed our coalition’s concerns.

The Association is pursuing a stronger partnership with the American Booksellers Association (ABA). ABA Executive Director Oren Teicher spoke with the AAUP Board at its spring meeting, identifying several possibilities for cooperation on programs such as University Press Week, Indies First, and opportunities for cross-education. The AAUP Board has expanded its practice of meeting with leaders of key organizations at its regular board meetings, and, in addition to Teicher, this year has welcomed John Vaughn (Association of American Universities), Elliott Shore and Deborah Jakubs (ARL), Brett Bobley (NEH), Linda Downs and Janet Landay (College Art Association), and Harold Ratner (CHORUS).

AAUP has continued to actively participate in conversations about the future of monograph publishing and funding mechanisms, especially the parallel investigations by AAU-ARL and the Andrew W. Mellon Foundation. AAUP staff and board members serve an advisory role to an ongoing ITHAKA Strategic Consulting + Research study, funded by the Mellon Foundation, into the full costs of monographic publishing. Sessions at the AAUP 2014, Charleston 2014, and (planned) AAUP 2015 meetings have kept the Association updated on progress in these different initiatives.
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 70 presses submitted a total of 263 books, 330 jackets/covers, and 4 journals. From these entries, 39 books (10 in Scholarly Typographic, 8 in Scholarly Illustrated, 6 in Trade Typographic, 10 in Trade Illustrated, 3 in Poetry and Literature, and 2 in Reference), 22 jackets/covers, and 1 journal were selected for the 2014 Show.

The 2014 Show, which was unveiled at the 2014 Annual Meeting in New Orleans, was exhibited at 35 university presses and trade associations across the United States and Canada between September 2014 and June 2015.

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. Updates of existing lists, particularly on topics that remain prominent in the news, continue. New bibliographies on “Brazil” and “Baseball” have been published.

University Press Week
In November 2014, the Association celebrated our third annual University Press Week, an opportunity to raise awareness of our members and their work within 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 and quality of university presses with one voice.

In 2014, the celebrations launched a new slogan, “Great Minds Don’t Think Alike”, which was featured in an NPR campaign heard in Washington, DC, Boston, and Chicago. The annual blog tour featured more than 30 presses, an ABA promotion provided branded shelftalkers to independent booksellers around the country, a special advertising spread in the London Review of Books featured more than 50 titles, an online event and online gallery highlighted the importance of
“Collaboration” in scholarly publishing, and book giveaways spurred an energetic and entertaining social media presence (including a “#UPshelfie” trend) for #upweek. A stunning infographic about our community’s breadth, history, and triumphs was produced by members at Oxford University Press.

University Press Week 2015 is scheduled for November 8-14, 2015, and the UP Week Task Force, chaired by Michael Roux (Illinois) is already hard at work planning for new online events, more tools for members presses, and the promotion of a new #ReadUP hashtag throughout the year.

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 compiled and added annually. 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 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 2015 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 2015 Directory was available in electronic form as an Adobe Digital Edition also through Bibliovault/University of Chicago Press. Production of the print edition of the directory was donated by Thomson-Shore, Inc.

_The Digital Digest (aaupdigitaldigest.wordpress.com)_
The Digital Digest is a blog of news and commentary from AAUP. Quiet over the past year, plans are being laid to refresh the Digest with new input from the AAUP Digital Publishing community, member profiles, and more.

_Surveys_
The Association continues to produce: the annual University Press Statistics; 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 once again undertook a survey of journals publishing staff in 2014, which helped shape the development of both an AAUP Journals Assembly and related concurrent sessions at AAUP 2015.

_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**

_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 50% 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 has offered regular introductory web demos of the service. More than a dozen AAUP member presses currently use the system.
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 sixty thousand 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
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 ease of use and flexibility to experiment with various sales models.
COOPERATIVE MARKETING PROGRAMS

The 24th 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 available online at www.aaupnet.org/librarybooks. Previous editions are also archived there.

At the 2014 ALA Annual Conference in Las Vegas, NV, 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 11 titles they had recently reviewed for the 24th 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 28, 2015, at the ALA Annual Conference in San Francisco, CA.

Cooperative Publicity Program
The Cooperative Publicity Program enables participating presses to track their publicity efforts at a reduced cost via BurrellesLuce (the U.S. 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 Exhibits

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 2015, five member presses participated in the stand, which was able to take advantage of more generous space and a key location at the new Olympia venue. The AAUP booth was once again very busy, as a meeting place and attracting foot traffic to the books on display. 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 Advertising Program

The Association continues its cooperative advertising program, offering discounted rates to AAUP members on print and online advertising. In November 2014, 31 member presses participated in a cooperative advertisement that appeared in the London Review of Books to mark University Press Week. Publications 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 Daily
- New York Times Book Review
- New York Times Education Life Supplement
- Panabola
- The Progressive
- Psychology Today
- Publishers Weekly
- This Magazine
- Tikkun
- Times Higher Education
- Utne Reader
- The Weekly Standard
Mission
AAUP advances the essential role of a global community of publishers whose mission is to ensure academic excellence and cultivate knowledge.

Values
- Stewardship
- Diversity
- Integrity
- Intellectual Freedom

Goals
Collaboration
Build membership and foster internal and external collaborations

Advocacy
Increase the visibility of our members and their work through engagement with parent institutions, funders, policymakers, and the reading public

Research
Conduct research that provides data and analyses to support advocacy and to inform publishing operations and new business models

Education
Provide professional development leadership training

Infrastructure
Support the goals of the Association with a sustainable, flexible, and robust financial and technology infrastructure

(continued on page 18)
Advocacy
Increase the visibility of our members and their work through engagement with parent institutions, funders, policymakers, and the reading public.

Promote increased funding for higher education and research
Promote the value of members to the academy and the world
Equip members to communicate our value to local stakeholders

Collaboration
Build membership and foster internal and external collaborations

Facilitate scaled collaborations to decrease costs and increase publishing capabilities
Increase outreach to:
- international publishers and associations
- libraries and their organizations
- scholarly societies
- like-minded publishers

Find points of common interest with like-minded associations

Infrastr.
Support the goals of the Association through a robust financial and technical infrastructure

Diversify and grow the revenue streams
Develop a plan for infrastructure and technology strategy

MISSION
The Association of University Presses (AUP) is dedicated to the essential role of scholarly and professional publishers in the community of scholarly and publishing. Its mission is to advance research and learning through communication, dissemination, and advocacy in support of the complex and diverse scholarly and publishing environment.

INTEGRITY
The Association of University Presses (AUP) is dedicated to the essential role of scholarly and professional publishers in the community of scholarly and publishing. Its mission is to advance research and learning through communication, dissemination, and advocacy in support of the complex and diverse scholarly and publishing environment.

DIVERSITY
The Association of University Presses (AUP) is dedicated to the essential role of scholarly and professional publishers in the community of scholarly and publishing. Its mission is to advance research and learning through communication, dissemination, and advocacy in support of the complex and diverse scholarly and publishing environment.

FREEDOM
The Association of University Presses (AUP) is dedicated to the essential role of scholarly and professional publishers in the community of scholarly and publishing. Its mission is to advance research and learning through communication, dissemination, and advocacy in support of the complex and diverse scholarly and publishing environment.

STRATEGIC PLAN
October 2014
Strategies & Selected Tactics

Collaboration
- Celebrate existing collaborations among members
- Increase outreach to international publishers and associations, libraries and their organizations, scholarly societies, and like-minded publishers
- Facilitate scaled collaborations to decrease costs and increase publishing capabilities
  - Develop web-based collaboration hub
- Find points of common interest with like-minded associations

Advocacy
- Promote the value of members to the academy and the world
  - Expand and enhance University Press Week
- Equip members to communicate our value to local stakeholders
- Promote increased funding for higher education and research
- Partner with funding organization to explore new financial models

Research
- Collect, analyze, and disseminate AAUP statistical surveys
- Facilitate selective environmental scans to identify trends, gaps, and options for new business opportunities and models
  - Support initiative to investigate monograph costs
- Find and disseminate compelling data points and at-a-glance facts and statistics to advocate for presses

Education
- Inventory and affirm best practices
- Promote cross-member education
  - Highlight case studies with lessons learned of success and failure
- Develop programs and services that promote essential skills and leadership development

Infrastructure
- Diversify and grow revenue streams
- Develop a plan for a technology infrastructure that supports strategic goals
  - Develop new web-based infrastructure
- Review and refresh association’s business plan

Background & Further Information
AAUP 2014 attendees took part in an innovative, interactive session to brainstorm Tactics for reaching the new strategic Goals. This work was distilled and iterated by AAUP staff and board members. A comprehensive plan was approved by the Board in October 2014. Selected Tactics are included above; and more information on Strategies and Tactics is available online at http://bit.ly/aaup2015plan or by scanning this code:
PROFESSIONAL DEVELOPMENT PROGRAMS
Professional growth remains an important priority for staff at member presses. In 2014-2015, the association organized the following programs and events.

Annual Meeting
AAUP held its 2014 Annual Meeting in New Orleans from June 22-24 with 640 individuals in attendance. The program committee, chaired by Alisa Plant (Louisiana State), developed the program with the theme “Open to Debate.” Sessions highlighted the diversity of perspectives on the future of university presses and helped guide AAUP’s Strategic Plan.


Annual Meeting Grants
In 2014, several programs provided funding for qualified staff to attend the Annual Meeting.

Early Career Grants
Generously funded by CrossRef, this 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 2014 Early Career Grant:

Alison Shay, Editorial Assistant, Acquisitions, University of North Carolina Press

Annual Meeting Newcomer Grant
AAUP funded this registration grant to staff who hoped to attend their first AAUP Annual Meeting. The following individuals received 2014 Newcomer Grants:

Rebecca Campany, Director of Marketing, Brookings Institution Press
Sheila McMahon, Editor, University of Wisconsin Press
Rebecca Welzenbach, Journals Coordinator, University of Michigan Press

Diversity Grants
AAUP also waived the registration fee and provided travel expenses for underrepresented groups within AAUP. The following individuals received 2014 Diversity Grants:

Jasmine Der, Digital Projects Coordinator, Wilfrid Laurier University Press
Sophie Wereley, Editorial Assistant, University of Chicago Press
**Workshops**
AAUP Committees organized several workshops that were held on June 22 in New Orleans prior to the Annual Meeting.

*Let’s Get Analytical! Measuring Your Marketing*
The Marketing Committee, led by Laura Baich (Indiana), organized this morning workshop attended by 43 people.

*Advice for Ebook Complexities and Quality Control*
The Design and Production Committee, chaired by Carol Stein (ASCSA), organized this practical workshop, which drew approximately 40 registrants.

*Journals Now: Challenges and Opportunities*
The Journals Committee, co-chaired by Anne Marie Corrigan (Toronto) and Lauren Crocker (Wayne State), developed this afternoon workshop with 25 individuals attending.

*Publishing Open and Affordable Textbooks*
The Library Relations Committee, chaired by Donna Dixon (SUNY), organized this morning workshop which was attended by both librarians and publishers.

**Special Group Meetings**
Volunteers regularly arrange meeting for professional interest groups. The following groups met in 2014-2015.

**Press Directors Meeting**
Sixty directors attended this session, held prior to the 2014 Annual Meeting. Organized by Barbara Kline Pope (National Academies) and MaryKatherine Callaway (Louisiana State), the meeting provided advocacy training to the directors in attendance.

**Financial Officers’ Meeting**
Forty-five people attended AAUP’s 2015 Financial Officers’ Meeting held March 25-27 in Montego Bay, Jamaica. The meeting was planned and organized by Nadine Buckland (West Indies), Rosalyn Carr (Alabama), Dianne Cotts (Oklahoma), Alice Ennis (Illinois), and Karla Garrett (Baylor). AAUP offered travel grants to representatives from small presses to facilitate their participation in the meeting. The following individuals received grants:

Cara Carlson, Business Manager, Northern Illinois University Press
Anett Kovács, Financial Manager, Central European University Press
Lara Mainville, Director, University of Ottawa Press
James McCoy, Director, University of Iowa Press
AAUP Webinars
With the support of AAUP’s Professional Development Committee, these webinars share information and resources at low cost. The following webinars were held in 2014-2015.

Social Media and the Modern Marketing Campaign
This webinar featured Ivan Lett (Yale), Cameron Ludwick (Kentucky), and Amanda Sharp (Georgia) and was held on April 30, 2014. Fifty-seven individuals registered.

Managing Metadata
This webinar was organized and moderated by Professional Development Committee chair Bobby Keane (Louisiana State) on February 12, 2015. Chris Cosner (Stanford), Bob Oeste (Johns Hopkins), and Bonnie Russell (Wayne State) discussed different methods to manage metadata. Sixty-one individuals registered.

Using Sales Data in Acquisitions
Gianna Mosser (Northwestern) moderated and organized this webinar held on March 12, 2015. Dennis Lloyd (Florida) and John Byram (New Mexico) advised acquisitions editors on how to use sales data to inform long-range list building and evaluation. Thirty-eight people registered.

Residency Grants
This program helps staff refine their skills and learn new ones by spending time with colleagues at other member presses. Participants spent time at another member press, observed procedures, and talked with staff. Residents returned to their home presses with new knowledge and new perspectives on how to tackle challenges. This program was generously funded by the Mrs. Giles F. Whiting Foundation from 1997-2013. In 2014 AAUP received a grant from the Andrew W. Mellon Foundation to fund the program through 2016.

The Professional Development Committee, chaired by Bobby Keane (Louisiana State), administered the program and selected the residents to participate. The following individuals were selected to participate in 2014.

Danny Bellet, Publicity Manager, Penn State University Press
Emily Giller, Exhibits Coordinator and Media Planner, University of Nebraska Press
Jeff Kallet, Acting Sales and Marketing Manager, Ohio University Press
Whitney Johnson, Assistant Editor, Columbia University Press
Ami Reitmeier, Sales Assistant and Inventory Manager, University of Illinois Press
Lila Sanchez, Graphic Designer, University of New Mexico Press
Amanda Sharp, Publicity and Sales Manager, University of Georgia Press
Rosemary Vestal, Publicist and Social Media Manager, University of Nebraska Press
AAUP OPERATING STATEMENT  
(unaudited)

Fiscal Year Ended March 31, 2015

Operating Income:
  Membership services  $449,624  
  Marketing programs  392,752  
  Total Operating Income  842,376  

Operating Expenses:
  Membership services  361,565  
  Marketing programs  373,311  
  Total Operating Expenses  734,876  

Operating Gross Margin /(Deficit):
  Membership services  88,059  
  Marketing programs  19,441  
  Total Gross Margin /(Deficit)  107,500  

Dues Income  1,007,823  

Communications Expenses  167,419  
Administrative Expenses  863,076  
  Total Admin./Comm. Expenses  1,030,495  

Operating Income/(Deficit)  84,828  

Non-Operating Income/(Expenses):
  Quasi endowment allocation  0  
  Bank interest  442  
  Total Non-Operating Income/(Expenses)  442  

Net Income/(Loss)  85,270  

Operating Fund Balance – April 1, 2014  234,681  
Operating Fund Balance – March 31, 2015  $319,951
### AAUP BALANCE SHEET
(unaudited)

#### Assets

<table>
<thead>
<tr>
<th></th>
<th>3/31/2015</th>
<th>3/31/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Current Assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cash</td>
<td>$277,557</td>
<td>$226,724</td>
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<tr>
<td>Accounts receivable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>and accruals</td>
<td>137,868</td>
<td>120,427</td>
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<tr>
<td>Prepaid expenses</td>
<td>63,240</td>
<td>50,528</td>
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<tr>
<td><strong>Total Current Assets</strong></td>
<td>478,665</td>
<td>397,679</td>
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<tr>
<td><strong>Quasi Endowment Funds:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marketable investments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>at market</td>
<td>1,262,279</td>
<td>1,185,196</td>
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<tr>
<td>Due from/(to) operating fund</td>
<td>(8,431)</td>
<td>(8,431)</td>
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<tr>
<td><strong>Total Quasi Endowment Funds</strong></td>
<td>1,253,848</td>
<td>1,176,765</td>
</tr>
<tr>
<td><strong>Fixed Assets:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Equipment &amp; fixtures, net</td>
<td>2,249</td>
<td>11,249</td>
</tr>
<tr>
<td>Security deposits</td>
<td>39,442</td>
<td>39,442</td>
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<tr>
<td><strong>Total Fixed Assets</strong></td>
<td>41,691</td>
<td>50,691</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
<td>$1,774,204</td>
<td>$1,625,135</td>
</tr>
</tbody>
</table>
## AAUP BALANCE SHEET (unaudited)

### Liabilities & Fund Balances

<table>
<thead>
<tr>
<th></th>
<th>3/31/2015</th>
<th>3/31/2014</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>$81,169</td>
<td>$103,841</td>
</tr>
<tr>
<td>Accumulated vacation liability</td>
<td>29,102</td>
<td>25,315</td>
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<tr>
<td>Deferred income</td>
<td>69,150</td>
<td>77,420</td>
</tr>
<tr>
<td>Reserve for grant expenditures</td>
<td>29,415</td>
<td>15,544</td>
</tr>
<tr>
<td><strong>Total Current Liabilities</strong></td>
<td>208,836</td>
<td>222,120</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>200,405</td>
<td>213,689</td>
</tr>
<tr>
<td><strong>Fund Balances:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating fund balance</td>
<td>319,951</td>
<td>234,681</td>
</tr>
<tr>
<td>Quasi endowment fund balance</td>
<td>1,253,848</td>
<td>1,176,765</td>
</tr>
<tr>
<td><strong>Total Fund Balances</strong></td>
<td>1,573,799</td>
<td>1,411,446</td>
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<tr>
<td><strong>Total Liabilities and Fund Balances</strong></td>
<td>$1,774,204</td>
<td>$1,625,135</td>
</tr>
</tbody>
</table>
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
Amherst College 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
Central European University Press*
The University of Chicago Press
Chinese University Press
University Press of Colorado/Utah State University Press
Columbia 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
Gallaudet University Press
George Mason University Press*
Georgetown University Press
University of Georgia Press
Getty Publications
Harvard University Press
University of Hawai‘i Press
University of Illinois Press
IMF Publications
Indiana University Press
University of Iowa Press
Island Press
The Johns Hopkins University Press
University Press of Kansas
The Kent State University Press
The University Press of Kentucky
Leuven University Press
Lincoln Institute of Land Policy
Liverpool University Press
Louisiana State University Press
Manchester University Press
University of Manitoba Press
Marquette University Press
University of Massachusetts Press
McGill-Queen’s University Press
Medieval Institute Publications
Mercer University Press
The University of Michigan Press
Michigan State University Press
University of Minnesota Press
Minnesota Historical Society Press
University Press of Mississippi
University of Missouri Press
The MIT Press
Modern Language Association of America
The Museum of Modern Art
National Academies Press
National Gallery of Art
Naval Institute Press
University of Nebraska Press
University of Nevada Press
University Press of New England
University of New Mexico Press
New York University Press
The University of North Carolina Press
University of North Texas Press
Northern Illinois University Press
Northwestern University Press
University of Notre Dame Press
Ohio State University Press*
Ohio University Press
University of Oklahoma Press
Oregon State University Press
University of Ottawa Press
Oxford University Press
University of Pennsylvania Press
Penn State University Press
University of Pittsburgh Press
Edizioni PLUS/ Pisa University Press
Princeton University Press
University of Puerto Rico Press
Purdue University Press
RAND Corporation
University of Regina Press
RIT Press
The University of Rochester Press
The Rockefeller University Press
Russell Sage Foundation
Rutgers University Press
Saint Joseph’s University Press
School for Advanced Research Press
SBL Press
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 States Institute of Peace Press
W.E. Upjohn Institute for Employment Research
University of Utah 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 2014-2015
AAUP PARTNERS
Baker & Taylor
Bookmasters
Books International
Ecological Fibers
Eurospan
Firebrand Technologies
JSTOR
Manilla Typesetting Company
Media Services Group*
Pacom*
Proquest
Thomson Reuters Core Publishing Solutions
Thomson-Shore
Virtusales

* New in 2014-2015

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Amberle Sherman, Pittsburgh

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Clydette Wantland, Illinois

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