MISSION

AUPresses advances the essential role of a global community of publishers whose mission is to ensure academic excellence and cultivate knowledge.

VALUES

• Integrity
• Stewardship
• Intellectual Freedom
• Diversity

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

STRATEGIES & TACTICS

Collaboration:

• Celebrate existing collaborations among members
  o Highlight case studies with lessons learned of success & failure; use to develop templates of how to approach projects
  o Support thoughtful expansion of UPCommons
    » Evaluate use and practices around UPCommons
    » Explore expanded uses for collaboration, outreach, and professional development
• Increase outreach to:
  o international publishers and associations
  o libraries and their organizations
  o scholarly societies
  o like-minded publishers
• Find points of common interest with like-minded associations
  o Expand efforts in support of funding for the Humanities
  o Support sustainable models and help seek funding for Open Access publishing
Advocacy:

- Promote the value of members to the academy and the world
  - Increase the Association's visibility among associations representing Higher Education constituencies (e.g., ACE, AAU, APLU, ARL, ACRL, NACUA, NACUBO, NHA, NCH, ACLS, learned societies)
  - Re-launch Association's website with greater focus on communicating university press value proposition to external audiences
  - Expand and enhance University Press Week
  - Expand and Enhance University Press Books for Public & Secondary School Libraries Program
- Equip members to communicate value to local stakeholders
  - Expand and enhance toolkits that equip members to articulate the university press value proposition at grassroots
  - Revise and maintain University Press Value Statement
  - Institutionalize role of external communications manager
- Create and maintain a values-based external communications plan that includes target audiences and messaging
  - Cultivate relationships with relevant publications; place periodic opinion pieces
  - Communicate periodic internal advocacy suggestions to member presses
  - Promote increased funding for higher education and research
    - Increase the Association's visibility among government agencies responsible for Humanities funding
- Continually reaffirm and promote Association's commitment to Diversity, Equity, Inclusion, and Access
  - Issue and promote an Association Statement on Equity and anti-Racism
  - Appoint a committee of the Association on Diversity, Equity, and Inclusion
  - Continue to play a leadership role in the Coalition for Diversity & Inclusion in Scholarly Communications (C4DISC)
  - Identify and promote strategies, tactics, and resources to support member presses' efforts in recruiting and retaining staff from diverse backgrounds
  - Identify opportunities to partner with institutions under-represented in scholarly communications, including Historically Black Colleges & Universities, Hispanic-serving institutions, community colleges, and institutions in the Global South

Research:

- Collect, analyze, and disseminate the Association's statistical surveys
  - Improve utility of robust Operating Statistics:
    - Develop interactive tool to generate customized reports
    - Find ways to include journals data
    - Find ways to include data from non-North American member presses
    - Develop resources to explain use and value of the statistics and to drive increased participation and usage
- Facilitate selective environmental scans to identify trends, gaps, and options for new business opportunities and models
  - Identify and disseminate to AUPresses members relevant industry research
  - Expand capacity for gathering and disseminating business intelligence
- Engage a consultant to gather external market data
- Find and disseminate compelling data points and at-a-glance facts and statistics to support expanded external communications capabilities
**Education:**

- Inventory and affirm best practices
  - Highlight case studies with lessons learned of success & failure; use to develop templates of how to approach projects
  - Revise Association's 2007 Statement on Open Access
- Promote cross-member education
  - Institutionalize and expand directors' residency program
  - Develop guidelines for hosts and residents
- Develop programs and services that promote essential skills and leadership development
  - Expand and enhance AUPresses webinar offerings
  - Continue to improve effectiveness of mentoring programs
- Continue to expand and enhance the Association's annual meeting
  - Re-envision programming for newcomers
  - Target a shared services Solutions Showcase for 2020 annual meeting