AAUP LOOKS TOWARD A SUSTAINABLE FUTURE

Program, Workshops, and Travel Grants Announced for 2010 Annual Meeting

MARCH 15, 2010 – Registration is now open for the Association of American University Presses Annual Meeting. AAUP will gather in Salt Lake City, June 17-20, for a packed and lively program designed around the theme “Toward a Sustainable Future.” Sessions, plenary speakers, and roundtables plan to address the many meanings of “sustainable” in scholarly publishing.

http://aaupnet.org/annualmeeting/

At the first plenary session Tim Barton, President of Oxford University Press (USA), and Joseph Esposito, CEO of GiantChair, will consider how the culture shifts that can seem perilous to traditions of scholarly communications offer creative new opportunities for us all. Panelists in later sessions will address greening publishing houses, developing effective collaborations with university libraries and research centers, new business models, and how social networking tools can sustain a community of authors, readers, and publishers. The AAUP 2010 Program Committee, chaired by Greg Britton, Publisher, Getty Publications, is showcasing the potential for such networking tools through a Facebook page for the meeting that is already a locus for discussion of session topics, reading recommendations, and Salt Lake tips.

Two workshops will be offered on June 17. “Not Your Father’s Marketing: New Strategies in the Digital Age,” organized by Colleen Lanick, Publicity Director at MIT Press, will take a clear-eyed look at how university presses can combine traditional marketing skills with new tools to reach readers wherever they may be. Alan Harvey, Deputy Director and Editor-in-Chief at Stanford University Press, will lead a workshop on “E-Book Publishing in a Nutshell.” Providing more than just an accessible overview of e-book publishing, presenters will outline processes in action at their press, and offer informed speculation about how practices of both reading and publishing will evolve.

The association is pleased to be able to offer a number of travel and registration grant opportunities to help fund up to 17 attendees at the 2010 Annual Meeting. Five Whiting Diversity Grants are open to staff at member presses who identify as a member of an underrepresented group within the AAUP constituency. The Whiting Newcomer Grants will cover registration fees for eight member press staff who have never before been able to attend the annual meeting. Through the generous funding of CrossRef and BookMobile, Early Career Grants will be offered to individuals with less than three years experience at a member press. The WiSP (Women in Scholarly Publishing) Career Development Fund will provide up to $1500 in fees and expenses for two mid-career grants, one to a freelancer who works with the university press community, and one to an AAUP member staff representative.

Grant applications are due April 7, 2010. More details and applications: http://aaupnet.org/programs/annualmeeting/2010/grants.html

The Association of American University Presses is an organization of nonprofit scholarly publishers, dedicated to the support of creative and effective scholarly communications. Through its programs and information resources, AAUP helps its members fulfill their common commitments to scholarship, the academy, and society. Visit the AAUP Web site, www.aaupnet.org, to learn more about the Association, its programs, and members.