June 18, 2015

9:30 – 11:00 AM New AAUP Directors Boot Camp

12:10 PM – Conclusion of Rockies/Astros game
Pre-Meeting Workshop: AAUP Press Directors Meeting
Sponsored by Ingram
Location: Coors Field

1:00 – 4:30 PM Pre-Meeting Workshop: From InDesign to EBook

12:30 – 4:30 PM Pre-Meeting Workshop: Coloring Outside the Lines: Brainstorming New (and Non-traditional) Strategies and Tools for Marketing

2:00 – 5:00 PM Pre-Meeting Workshop: AAUP Journals Assembly

5:00 – 6:00 PM Newcomers’ Reception
All newcomers are encouraged to attend.

6:00 – 7:00 PM Opening Reception
Sponsored by Thomson-Shore, Inc.

7:00 – 9:00 PM Opening Banquet
Presentation of AAUP Constituency Award
Featured Speaker: Aaron Abeyta, award-winning poet and Colorado native

June 19, 2015

7:30 – 8:45 AM Continental Breakfast
Grab some coffee, fruit, and pastries with fellow attendees. Several tables will be reserved for topical discussions. If you are interested in hosting a breakfast table, please contact annualmeeting@aaupnet.org

Breakfast Tables

Building a Journals Program
Host: Richard Brown, Director, Georgetown University Press

9:00 – 10:15 AM Plenary Session: A Discussion with Vint Cerf
In this interactive plenary, join National Academies Press’s Alphonse MacDonald in an interview with Google’s Chief Internet Evangelist Vint Cerf. Cerf is widely known as the “Father of the Internet” for co-designing TCP/IP protocols and basic Internet architecture.

**10:15 – 10:45 AM** Coffee Break

**10:45 AM – 12:00 PM Concurrent Sessions**

**1A: Successful Product Development: Is “Fail Fast” the Only Way?**
*Chair: Leslie Eager, Communications and Library Exhibits Coordinator, Duke University Press*
*Panelists: Sylvia Hunter, Editorial Manager, Journals, University of Toronto Press; Alison Mudditt, Director, University of California Press*

Digital technologies allow us to cast off the constraints of traditional formats to offer something new. But while digital product development gurus champion the need to "fail fast and often" to succeed, how can university presses manage the risks involved? How do we take a new product from concept to launch, and if we do, will readers, authors, and librarians be interested? This session tackles the practical experience of new product development, covering books, journals, collections, and digital-first publications. We’ll make suggestions and pose questions about how a press can adapt its organization, culture, and infrastructure to develop successful digital products. And we’ll talk about measuring success and failure in a world of emergent products and strategies.

**1B: Should Scholarly Be Social? Big Questions and a Small Amount of Characters**
*Chair: Rosemary Vestal, Publicity Manager, University of Nebraska Press*
*Panelists: Cameron Ludwick, Publicity and Director Promotions Manager, University Press of Kentucky; Casey Lavela, Publicist, Princeton University Press; Whitney Johnson, Assistant Editor, Columbia University Press*

**1C: Developing New Series**
*Chair: Meredith Babb, Director, University Press of Florida*
*Panelists: John Byram, Director, University of New Mexico Press; Carey Newman, Director, Baylor University Press; Larin McLaughlin, Editor-in-Chief, University of Washington Press*

*Chair: Michael Spooner, Associate Director, University Press of Colorado*
*Presenters: George Mahovec, Executive Director, Colorado Alliance of Research Libraries; Joni Blake, Executive Director, Greater Western Library Alliance (GWLA)*
Respondent: Charles Watkinson, Director, University of Michigan Press

Collection development in the research library is an area as dynamic as it is critical, and in it we see an important intersection of interests between libraries and university presses. Presenters here will give us a state-of-the-field look at emerging trends in demand-driven acquisitions, library consortia, and the Occam’s Reader pilot project for interlibrary loan of eBooks.

1E: Fonts in E-Books
Chair: Mark Fretz, Scribe

1F: Leadership Currency: Flow with Change
Chair: Paul Alexander and Leilani Raashida Henry, Regis University

1G: International Sales for Journals, esp. Electronic Collections
Chair: Ann Snoeyenbos, Manager, International Sales and Special Markets, Project MUSE
Panelists: Greg Malar, Business Development Director, Rockefeller University Press; Shige Ono, Vice President & Treasurer, Kinokuniya America; Peter Schoppert, Director, National University of Singapore Press

Selling your products abroad can be puzzling and time-consuming but international markets are vital to our business. How can vendors represent you abroad? How can agents support international outreach? What do libraries and consortia look for when making purchasing/subscription decisions? Is there room for collaboration between presses? Are there opportunities for more granular sales? Should publishers target libraries or scholars and end users?

12:00 – 1:00 PM Lunch

1:00 – 1:30 PM AAUP Business Meeting
All are welcome.

1:45 – 3:00 PM Concurrent Sessions

2A: When Publishers Aren’t Getting It Done
Chair: Neil Christensen, Director, Digital Business Development, University of California Press
Panelists: Paul Martin Eve, Open Library of Humanities; Joshua Nicholson, The Winnower; Lenny Teytelman, ZappyLab; Tiffany Bogich, Standard Analytics

This panel will feature scholars who saw a need among their peers not being addressed by university presses and other publishers and scholarly communication services, and created a service meant to address this problem. In what ways did they find publishers to not be addressing the needs of practicing and especially upcoming scholars? Have
they sought partnerships with existing publishers to take advantage of their expertise? What do they see as emerging needs of researchers?

2B: Digging Deep into Epublishing: Front End  
Chair: Charles Brower, Senior Managing Editor, Journals, Duke University Press  
Panelists: Karie Kirkpatrick, Digital Publications Manager, American Physiological Society; Bob Oeste, Senior Programmer/Analyst, Johns Hopkins University Press  
From managing manuscript submission, to implementing an XML workflow, to creating and maintaining style guides, electronic journal publishing has a whole slew of specific technologies and processes to master. In this session, we will discuss the challenges facing journal publishers looking to broaden their electronic offerings. This panel can be attended singularly or in combination with the “Back End” session.

2C: Great Digital Advertising: The What, Where, and When  
Chair: Jill Rodgers, Journals Marketing Manager, MIT Press

2D: Schedules: Balancing the Planning, Doing, and Reporting  
Chair: TBA  
Panelists: Terri Barlow, Thomson-Shore, additional panelists TBA

2E: How Acquisitions Editors Can Use Social Media  
Chair: Matt McAdam, Editor, Johns Hopkins University Press  
Panelists: Greg Britton, Editorial Director, Johns Hopkins University Press; Lisa Bayer, Director, University of Georgia Press; Kate Marshall, Sponsoring Editor, University of California Press; Sarah Bond, Assistant Professor, University of Iowa

2F: Best Practices in Fair Use for the Visual Arts  
Representatives from the College Art Association will discuss their recently released guidelines.

3:00 – 3:30 PM Refreshment Break

3:30 – 4:45 PM Concurrent Sessions

3A: 50th Anniversary of the Book, Jacket, and Journal Show  
Chair: Jeffrey Cohen, Senior Designer, Getty Publications  
Judges: Nola Burger, Designer, Callisto Media; Ned Drew, Professor of Graphic Design & Design History, Rutgers-Newark; Partner, BRED; Renate Goki, Associate Professor & Chair of Visual Communication Design, Art Institute of Chicago; Simon Johnston, Simon Johnston Design; Professor & Director of Print, Art Center College of Design, Pasadena

3B: Intellectual Property Rights: Perspectives from Inside and Outside the Ivory Tower  
Chair: Lloyd Rich, Publishing Law Center
3C: Digging Deep into Epublishing: Back End
Chair: Joel Puchalla, Journals Project Coordinator, University of Nebraska Press and Paul Chase, Journals Coordinator, University of Pennsylvania Press
Panelists: Julie Lambert, Production Coordinator, Journals, Penn State University Press; Anna Pollock-Nelson, Senior Publishing Technology Specialist, MIT Press; David Rech, President, Scribe
Once your content has been published digitally, how do you disseminate it as broadly as possible? And how much of a return can you expect on your investment? We explore the conversion of journals to e-books, repurposing content into new digital formats, and other methods for distributing journals beyond the standard online collections. This panel can be attended singularly or in combination with the “Front End” session.

3D: The Open Access Monograph: Practical Implications and Challenges
Chair: Charles Watkinson, Director University of Michigan Press
Panelists: Richard W. Clement, Dean of University Libraries, University of New Mexico; Paul N. Courant, Harold T. Shapiro Professor of Public Policy, University of Michigan; Terry Ehling, Associate Director, Project Muse; Alison Mudditt, Director, University of California Press
More and more academic books in the humanities and social sciences are being made immediately open access upon publication with both established publishers and new entrants developing OA programs. Several important international studies have outlined plausible funding scenarios (including the AAU-ARL prospectus for an institutionally funded first-book subvention, the Knowledge Unlatched pilot project report, and the UK government’s Crosswick Report) while major funders such as the Mellon and NEH have become highly engaged in supporting innovation in monographic business models and platforms.

Whatever one’s philosophical attitude to open access monographs, the growth of this sector of our industry will have major disruptive effects on our systems and normal ways of doing business. This session explores the practical implications of open access book publishing for the various links in the information supply chain; authors’ parent institutions, publishers, infomediaries, and libraries. Speakers representing these different links will explore the practical challenges that OA book publishing poses and describe how they are thinking of addressing them. They will also assess the prospects for OA book publishing over the next five years. Plenty of time will be left for discussion.

3E: Resurrecting Out of Print Titles through Technology
Chair: Amy Harris, Director of Marketing of Sales, University Press of Kentucky
Panelists will represent: University Press of Kentucky, Princeton University Press, Ingram and CodeMantra
A press’s greatest and usually most underutilized asset is their deep backlist. Specific to university press publishers, the deep backlist and out of print titles also takes on
importance as it holds a rich historical record of key publications that defined the press or university that started them. Too often though this list of titles is not accessible to researchers and readers world-wide as these books are relegated to the university library or back room archive. Using technology to give people access to these publications in both print and digital formats can offer publishers a whole new opportunity to bring these titles back to life. This panel discussion will show you how vendors like Ingram and CodeMantra have been partnering with publishers to achieve these goals with minimal investment and positive returns.

3F: Search Engine Optimization: Become “Of the Web”

5:00 – 6:15 PM     Solutions Showcase
Watch short presentations on innovative ideas, platforms, services, and products while enjoying late afternoon refreshments, games, and prizes.
MC: Greg Britton, Editorial Director, Johns Hopkins University Press

6:30 – 8:30 PM     Reception
Sponsored by the New York Review of Books

June 20, 2015

7:30 – 8:45 AM     Continental Breakfast
Grab some coffee, fruit, and pastries with fellow attendees. Several tables will be reserved for topical discussions. If you are interested in hosting a breakfast table, please contact annualmeeting@aaunet.org

7:30 – 8:45 AM     Small Press Breakfast

9:00 – 10:15 AM     Concurrent Sessions

4A: It’s a Partnership: Teaching Authors about Self-Promotion
Chair: Amanda E. Sharp, Assistant Marketing Manager for Publicity and Sales, University of Georgia Press
Presenters: Amy Harris, Director of Marketing and Sales, University Press of Kentucky; Gigi Lamm, Publicity and Public Relations Manager, University of Pennsylvania Press; Rachael Levay, Marketing and Sales Director, University of Washington Press; Beth Svinarich, Sales and Marketing Manager, University Press of Colorado
First-time authors, or first-time university press authors, usually have lots of questions about how their books will be marketed, publicized, and sold. They may assume it is all done in-house, they need to hire a publicist, or they are expected to do all of the work themselves. This roundtable discussion will address topics such as how, and when, to set boundaries and expectations, what an author’s online presence should be, how to view
Amazon rankings and bestseller lists, and how to develop relationships with local and independent bookstores. The goal of the session will be to find ways the marketing, sales, and publicity departments can and should collaborate with authors to take advantage of all possible resources for effective promotion and marketing. Attendees from other departments, particularly acquisitions, may find the information useful when addressing author expectations.

**4B: Open Access for H&SS Journals**

*Chair: Elizabeth Brown, Manager of Publisher Relations, Project MUSE*

*Panelists: Neil Christensen, Director, Digital Business Development, University of California Press; Martin Paul Eve, Lecturer in English Literature, University of Lincoln, Open Library of Humanities; Clare Hooper, Journals Publishing Manager, Liverpool University Press*

Do viable business models exist to sustain open access journal publishing in the humanities and social sciences? For example, can an author-pay model work in humanities fields where funding may not be readily available? This session examines the different approaches used by three emergent H&SS OA publishing platforms. *Modern Languages Open* launched at Liverpool University with an author-fee model. The *Open Library of Humanities*, while taking its cue from PLOS, is developing a library-funded model. *Collabra*, an OA "mega-journal" initiative from the University of California Press, will feature a “pay it forward” twist on the APC model.

**4C: Successful Financial Collaborations**

*Chair: Donna Shear, Director, University of Nebraska Press*

It’s important for university presses to be united and to collaborate in any number of areas, but we are in an age now where collaborating for definable financial success—either because of economies of scale or market power—is crucial. In this panel, we will present some of those success stories including a mutually beneficial partnership between two scholarly presses (the Jewish Publication Society and University of Nebraska Press), a Press bringing a number of common functions under one roof to achieve economies of scale for itself and partner presses, and a look at how the university press digital collaboration, UPCC, has fared.

**4D: Does It Have to Be Blue? The Purpose of Book Covers in University Presses**

*Chair: Rob Ehle, Art Director, Stanford University Press*

*Panelists: Tom Eykemans, Senior Designer, University of Washington Press; Julie Thomson, Direct Marketing Manager & Sales Associate, Duke University Press*

**4E: Issues for Senior Acquisitions Editors**

Chair: Robert Devens, Editor-in-Chief, University of Texas Press

*Panelists: Laurie Matheren, Editor-in-Chief, University of Illinois Press; Eric Schwartz, Editorial Director, Columbia University Press*
4F: The Grand Convergence: The Evolution of an Interoperable Publishing Ecosystem
Chair: Bill Kasdorf, Apex Covantage

10:45 AM – 12:00 PM Concurrent Sessions (7 sessions)

5A: To Serve and Publish: Best Practices in Author Instruction
Chair: Stacy Lavin, Senior Managing Editor, Journals, Duke University Press
Panelists: Jennifer L. Comeau, Assistant Director and Editorial, Design, Production Manager, University of Illinois Press; Katharine Duff, Director of Strategic Partnerships and Analytics, Journals, University of Chicago Press; Larin McLaughlin, Editor-in-Chief, University of Washington Press
With the ever-growing list of what’s possible and required in academic publishing, author instructions run the risk of ballooning out of control. What might feel to a press like a necessary set of rules and guidelines can strike authors as overly detailed and arcane. It can also be complicated and costly for staffs to enforce all these rules. If we take customer service and efficiency as guiding principles, it behooves both journals and books programs to reflect on the effectiveness of their instructions and the way they ask authors to comply with them. By sharing stories of what has worked (and maybe what hasn’t) in maximizing author compliance, the participants of this panel aim to uncover a few best practices for designing author instructions across books and journals in academic presses.

5B: Research Results/ITHAKA
Chair: John Sherer, Director, University of North Carolina Press
Speakers: Nancy Maron, ITHAKA (Section 1); Roger Schonfeld, ITHAKA and Joe Esposito, Consultant (Section 2)
Panelists will present preliminary findings on two Mellon-funded initiatives on monographs—one of their costs and one on their sales to libraries via Amazon.

5C: Integrated Workflow and Shifting Responsibilities in EDP Departments
Chair: TBA

5D: From Copy-Editing to Public Discussion: How Annotation Can Reshape the Press
Chair: Dan Whaley, Founder, Hypothes.is

5E: Joint Project Decision Making for Acquisitions and Marketing: Pivot Points/Pressure Points
Chair: Elaine Maisner, Senior Executive Editor, University of North Carolina Press
How much and what kind of interplay occurs between the acquisitions and marketing departments at your press in deciding specifically which projects to acquire and publish? This panel aims to identify and explore, not prescribe, the practices and relationships that are at the heart of much of our work, and to
question how the best project decisions can be made with the most confidence. Be ready to discuss the nitty-gritty of the processes and protocols by which the decision to publish is made.

**5F: I Don’t Understand Your Brand Strategy: On Social Media as Performance**  
*Chair: Kristie McGuire, Online Publicity Manager, University of Chicago Press*  
*Panelists: Miranda Skarloff, Publicist, Getty Publications, additional panelists TBA*

**5G: Things That Keep You Up at Night**  
*Chair: Clydette Wantland, Journals Manager, University of Illinois Press*  
*Panelists: Michael Regoli, Director of Electronic and Journals Publishing, Indiana University Press; Pam Wilson, Journals Manager, University of Hawai‘i Press*  
On the heels of last year’s successful and interactive panel on editorial office challenges, this panel will allow attendees to share feedback on the specific obstacles and challenges to working with scholarly societies as part of journals publishing. Questions will be sourced in advance and addressed by a small but experienced panel and will include active participation by the audience. Panelists represent experience from both inside scholarly societies and the university press world.

**12:00 – 1:00 PM**  
Lunch

**1:00 – 1:45 PM**  
Break

**1:45 – 3:00 PM Collaboration Labs**  
These interactive labs are designed to help staff members across departments from presses of all sizes develop strategies for solving common concerns while strengthening the AAUP community. Attendees are encouraged to sign-up in advance for the lab they expect to attend.

**Acquisitions and Peer Review**  
*Facilitator: Dan Williams, Director, TCU Press*

**Crowdsourcing the Monograph**  
*Facilitator: Thomas Bacher, Director, University of Akron Press*

**Interdepartmental Peer-to-Peer Education within a Press**  
*Facilitators: Sylvia Hunter Editorial Manager, Journals and Nicole Hilton, Manuscript Preparation Specialist, University of Toronto Press*

**Extending the Unique Michigan Experience: Local UPs Working Together**  
*Facilitators: Emily Nowak, Marketing & Sales Director, Wayne State; Julie Reaume, Marketing & Sales Director, Michigan State University Press; Renee Tambeau, Marketing, Sales & Outreach Director, Michigan Press/Michigan Publishing,*
Exhibits
Facilitator: John Brock, Marketing Coordinator, Texas Tech University Press

Direct Mail
Facilitators: Jada Rankin, Marketing Coordinator and Courtney Burkholder, Director, Texas Tech University Press

University Press Week and Collaborative Advocacy
Facilitators: Colleen Lanick, Publicity Manager, MIT Press and the University Press Week Committee

DIY Metadata (When You Want to Control Your Own Destiny/Don’t Want to Pay a Service)
Facilitator: Rachael Levay, Marketing and Sales Director, University of Washington Press

Social Media/Web 2.0 Partnering
Facilitator: Holli L. Koster, Publicity and Advertising Manager, Texas A&M University Press

Mentoring and Career Development
Facilitator: David Nicholls, Acquisitions Editor, Georgetown University Press

3:00 – 3:30 PM Refreshment Break

3:30 – 4:45 PM Plenary Session: The Evolving Humanities Monograph

Moderator: Peter Berkery, Executive Director, AAUP