

# AAUP THE Exchange

THE ASSOCIATION OF AMERICAN  
UNIVERSITY PRESSES

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## CONTENTS

Diversity and University Presses:  
A Special Feature / 1

A Place Where Everybody Wants to  
Work P. Givler / 1

Enhancing Diversity in Scholarly  
Publishing R. Ibarra / 2

Doing a Better Job S. Hecimovich / 2

The Dilemmas of Diversity  
C. Cumpston / 6

Midwest Presses Report / 7

The Chicago Digital Distribution  
Center / 8

Call for Nominations / 9

Calendar / 9

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## Diversity and University Presses

A Special Feature

*Talking point #6 in the recently issued "Value of University Presses" states: "University presses give voice to minority cultures and perspectives through pioneering publication programs in ethnic, racial, and sexual studies." A recent article in Black Issues Book Review, "Ebony Accents in the Ivory Tower" by Angela Dodson, provided an excellent summary of university press commitment to books of African and African American studies. At the same time, the September Midwest Presses Meeting was holding a plenary entitled "Minorities in Scholarly Publishing: Where Do We Stand?" The issue of diversity, not just in our lists but also in our staffs, is a constant in university press publishing. We are devoting this special feature to this complex issue. The three panelists from the September 23 Midwest Presses plenary, Peter Givler, Sylvia Hecimovich, and Robert Ibarra have contributed edited versions of their talks. Copenhagen Cumpston, chair of the newly renamed AAUP Diversity Task Force, also talks about the Board of Directors' new charge to her committee.*

## A Place Where Everybody Wants to Work

by Peter Givler

*This talk was given in absentia, as Peter was unable to attend the Midwest Presses Meeting.*

In early September I read an Op-Ed piece in *The New York Times* that I thought shed some light on what has always seemed to me an unsettling paradox of university life: that our ideas can be so liberal, and our practices so conservative. University presses have led the way in publishing a truly astonishing range and number of books and journals dealing with ethnicity, gender studies, multiculturalism. Yet our own ranks simply do not reflect that same diversity of cultures in anything remotely approaching the percentage of our lists we devote to these topics, not to mention the diversity of the student population in the universities we work for, or to the diversity of the United States at large. In brief, despite a concern about this issue that I have heard repeatedly expressed at AAUP meetings since I first started going to them in 1970, we still haven't figured out how to practice what we preach.

The *Times* article doesn't excuse this failure—and it is a failure—but for me it did put the whole issue in a somewhat broader context. The article, "Professors at the Color Line," by Richard Chait, a professor of higher education at Harvard, and Cathy Trower, one of his senior researchers, pointed out that while the student body at America's colleges this fall will be fairly diverse—56% women, 11% African American, 8% Hispanic and 6% Asian American—despite 30 years of affirmative action, the faculty will not be. The percentage of full-time African American faculty members is virtually unchanged over the last 20 years, from 4.4% to 4.9%, and almost half of them teach at historically black institutions. The percentages of Hispanic and Asian American faculty have doubled, but still represent a small fraction of the professoriate—2.6% and 5.5%, respectively.

Women have done better; their proportion has doubled in the last 20 years, to 36%. But the percentage of women with tenure has increased only one point, to 39%, and the gap of 20 points between the proportion of men and women with tenure has

*continued on page 3*

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# Enhancing Diversity in Scholarly Publishing

by Robert A. Ibarra, Ph. D.

I thought it would be interesting to begin with some insights about publishing from my research on Latino academics. The consensus in my interviews is that most Latino and Latina faculty get published by university presses, and of course, in academia that's the preferred way. This confirms what most of us already know; validating one's academic scholarship is best achieved through traditional academic pathways. This is doubly important for minority scholars. Although some Latino scholars preferred a press with a broader distribution than most university presses, the bottom line is that university presses have a captive audience. That may be one reason for your success in attracting minority authors. It also accounts for the growth of ethnic and gender studies among university presses over the years.

On the other hand, I'm not sure you have made the same progress in attracting them to the business of publishing. I can share with you some traditional strategies for enhancing diversity that are used by universities. I also will share some new ideas from my book, *Beyond Affirmative Action: Reframing the Context of Higher Educa-*

*tion* (University of Wisconsin Press, 2001), which describes an emerging paradigm for diversity that breaks with those traditional strategies. It could provide insights on how to attract minority scholars to publishing in the future.

## **Traditional Recruiting and Retention Activities**

When people say there are no minorities to recruit or hire, it really means they don't know where to look or how to recruit effectively. While it is true that too few minorities enter the ranks of faculty today, it is also true that a good number of them are capable of becoming traditional academics. Many, however, are not interested in traditional academic pursuits. Recruiting them to alternative careers requires learning how to find them, and that may not be easy. I have had many years to learn how to do this, and it included experience creating traditional minority recruitment and retention programs at the undergraduate and graduate levels at the University of Wisconsin-Madison, as well as with groups at regional and national levels. What I've learned is that effective recruiting requires thinking pro-actively and tapping the resources of regional

consortia and national associations beyond campus.

At the campus level, graduate schools tend to have the best proactive recruiting models. They have learned the best way to attract and retain minorities is to offer special bridge programs to better prepare undergraduates for graduate school or graduate students for academic careers. Some even adopt effective recruiting strategies used by athletic programs. They've learned that to get the best talent, you must make frequent personal contacts with potential students as early as possible in their educational careers. Based on those simple principles, here are a few local, regional and national strategies that could prove useful for attracting minority scholars to the publishing field:

1. *Begin recruiting at the undergraduate level or even sooner by working your organization with established campus-based programs for assisting minority students.* Prepare an effective information trail so that even first-year undergraduates can find your door. Graduate schools today are developing programs that link with community colleges, and the latest trend at UW-Madison is to invite pre-college

*continued on page 4*

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# Doing a Better Job: Diversity Initiatives

by Sylvia Hecimovich

In times like these, diversity takes on a new meaning. Now, more than ever, is the time to do something about racial diversity within the AAUP community, the workplace, and our own neighborhoods. The tragedy in NY was an attack on humanity, not just on Americans. We've got to do a better job of accepting others that are different from us.

Two years ago, AAUP was faced with a very difficult issue. The NAACP filed a lawsuit against the Adam's Mark Hotel chain regarding racial discrimination treatment of guests. AAUP's 2000 Annual Meeting was scheduled to be held in the Denver

Adam's Mark Hotel in Denver. After much debate, AAUP did threaten to pull its meeting from the hotel, but the dispute was resolved before AAUP was forced to act. The AAUP Board consulted with the diversity committee throughout this ordeal. The Board and the committee did not always agree, but it was good for the organization to face this issue. It prompted a lot of discussion within AAUP about racial diversity within our own presses and universities.

That same year, I was asked by AAUP board members to participate in a panel at the Women's National Book Association in New York, en-

titled "Minorities In Publishing—Where Are They?" I talked about some of the initiatives that were taking place within AAUP. Some of you may not know about these initiatives so I'll briefly outline them here:

1. In 1998, the diversity committee sponsored a one-day workshop on recruiting and retaining a diverse workforce. Only 7 people attended.

2. The committee organized a plenary session at the 1998 Annual Meeting on implementing diversity, featuring Andre Schiffren, director of The New Press, Angelo Ancheta, a university press author and attorney; and James Lowry, president of a

*continued on page 5*

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## *A Place Where Everybody Wants to Work (continued)*

stayed constant. Moreover, women make up only 25% of all full professors, still earn substantially less than men in every rank, and hold a disproportionately high percentage of part-time and non-tenure track appointments.

Then comes this soberly illuminating paragraph:

*"The academy has long attributed the slow progress in diversifying faculty to a "pipeline problem"—an under-supply of women and minorities enrolled in graduate programs. Yet women now earn 42% of conferred doctorates, and minorities earn 17%. The more stubborn problem is that the pipeline often empties into uninviting territory [emphasis mine]. Numerous studies, including our own, have shown that women and minority professors still experience social isolation, subtle and occasionally overt prejudice, a lack of mentors, and ambiguous expectations. Small wonder, then, that according to a 1999 study, women and minority doctoral students are less likely than white male doctoral students to want to be faculty members."*

If the article is right, then that "uninviting territory" is the universities where we work, and of which university presses are a part.

Another recent news story. One of our members, Beacon Press, recently published a history of education in the United States that became the basis for a public television series earlier this fall. A couple of weeks ago I heard a short segment on NPR in which Ira Flato was leading a discussion about the series. In the series, Lester Maddox, the governor of Georgia who in 1964 stood in the doorway of a schoolhouse with an axe handle to keep black children from entering and desegregating Georgia public schools, was later quoted as having said that the problem with American schools in the 60s was that the courts had forced them to lead the way in addressing some social issues that really weren't their proper concern. Mr. Flato asked his guests whether that was true: were the schools forced

to lead the charge against segregation, and so find themselves burdened with a socially pioneering mission they couldn't fulfill?

One weary-sounding man with a deep southern accent said, no. He then gave a thumbnail sketch of the history of attempts to break the segregation of public institutions, beginning in the mid-30s, and pointed out that Harry Truman had desegregated the armed forces in 1948, six years before *Brown v. Board of Education* and almost 15 years before the era of court-ordered desegregation in the schools. In fact, he said, schools have always been on the trailing edge of social movements, always one of the last of our major public institutions to respond to social change.

These two stories from the news suggested to me that there might be something about educational institutions that makes our inability to practice what we preach less like an unsettling paradox and more like a deliberate act. And once I started to think in this direction, all kinds of reasons why it might be true began to occur to me. One of the core functions of a university, for example, is to conserve and transmit knowledge of what has gone before: history in the broadest and most general sense; not just the history of countries and empires and nation-states, but the history of religion, of philosophy, of art and music and literature. That's certainly a very large part of what university presses do. And perhaps the kind of temperament drawn to that work is also susceptible to enacting and conserving, in very subtle ways, the prejudices of the past as well.

Or perhaps it's just that smart people find smart ways to rationalize poor behavior. Or maybe it's the simplest and most circular and therefore the most obdurate reason of all: the institutions we work for make themselves uninviting territory for people with cultural backgrounds and beliefs outside a narrowly prescribed range, so they choose not to work here, and because our encounters with them are

few, we end up absorbing and passing on the same uninviting vibes without ever realizing that's what we're doing.

Who knows? And really, what does it matter whether we know? What matters, I think, is that we recognize there may be something about university life and culture, and to that extent university press life and culture, that, despite all the wonderfully liberal ideas and socially progressive philosophies, does not make people with different cultural equipment feel welcome. It does not make them feel that this is a place where their ideas will be listened to and respected, where their opinions will be given equal weight, where they can have relaxed, normal conversations with their colleagues.

This may be sobering to think about, but it's nothing new. Every woman of my generation could write a book—and many have—about all the subterfuges men have used to let women know that their ideas, while interesting, were never *quite* smart enough, their abilities never *quite* up to the demands of a serious job or higher pay. In any case, subterfuges remain subterfuges only for as long as they stay disguised and hidden, but they're easy enough to address once you see them for what they are. I don't know what Sylvia is going to tell you about today, but I've heard her speak quite movingly about how much it meant to her that Morris Philipson, the now-retired Director of the University of Chicago Press, took an interest in her career. There are a lot of fancy words for it, but in the last analysis that's all it really comes down to: taking an interest in each other, talking to each other, treating each other well. If we can do that, whatever happens in the rest of the university we can make university presses inviting territory, a place where *everybody* wants to work. And if we can do that, who knows? We might even change the university itself.

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## Enhancing Diversity (continued)

students and their teachers to participate in summer preparatory programs on campus. You can talk about scholarly publishing at orientation sessions where students are first exposed to the culture and traditions of academe.

2. *Contact specific minority program administrators on campus and ask how your organization can participate in their programs.* Seek out the “point people” for minority student affairs programs at both undergraduate and graduate levels. Network with them and get as much information about student activities and the various programs or special events throughout the academic year. They are always looking for people to give pep talks or workshops dealing with academic skills. These are ideal opportunities to talk about careers in publishing to relatively large groups of minority students, staff and faculty.

3. *Create special writing workshops, provide training in editing and publishing or offer internships to students in minority programs.* Minority programs such as the undergraduate Summer Research Opportunity Programs (SROP), the federally supported Ronald E. McNair Scholars program, or the Preparing Future Faculty (PFF) program at the graduate level provide opportunities for personal and sustained contacts with potential minority scholars, from first year undergraduates to advanced graduate students.

4. *Become knowledgeable and involved with regional consortia associated with universities.* The Committee on Institutional Cooperation (CIC), a consortium of mainly Big Ten universities, has a graduate school panel that has supported the SROP initiative for the last three decades. One of the best examples of what regional university collaborations can achieve is the CIC conference of SROP attendees (up to 900 minority students) held on a different campus each summer. CIC also won a U.S. presidential award for producing more minority scholars and doctoral students than any other pro-

gram in the country. Despite the popularity and longevity of the program, rarely, if ever, have I seen university presses involved in these optimal recruiting and marketing events.

5. *Become knowledgeable and involved with associations supporting minority populations at the national level.* I assume that book exhibits at meetings of academic disciplines double as prime locations for scouting potential minority authors. But how many of you talk to or recruit candidates for careers in publishing among members of the clinical or applied organizations attending those meetings? The National Association of Practicing Anthropologists (NAPA) in my discipline is a good example. Despite their strong bond to the academic discipline, NAPA members are either developing their careers in non-academic areas or they are searching for new applied opportunities beyond academe. It’s an ideal pool for new recruits. Non-academic anthropologists have not only dominated the discipline’s membership, the applied aspects of the domain also appeal to minority scholars. Other disciplines have similar populations who are equally suited to the publishing field. Almost all have talents needed for careers in publishing, and some may have qualities to produce unique books of their own.

### The New Diversity Model

What does the future hold for enhancing diversity in scholarly publishing? Given the track record for supporting minority authors it could be a bright one for university presses. But it depends on two important factors. The first is whether publishers will seriously commit resources to recruit effectively with creative strategies. The second and more important question is whether publishers will understand and adopt the profound academic cultural changes that will be necessary to attract minorities to academe in the future.

Despite steady increases in underrepresented populations in higher education, a central conflict

remains between the ways that traditional academic culture and populations outside the dominant culture perceive the appropriate pursuit of equity and diversity. Traditional academic culture blames underrepresentation and the academic performance gap between minorities and non-minority populations on educational deficiencies that must be remedied before equity and diversity can be achieved. Many ethnic minorities believe that underrepresentation and the performance gap is a consequence of institutional racism. According to my research, neither perspective adequately explains the central conflict. Rather, it is dissonance between the cultural contexts and cognition of these two factions that has resulted in underrepresentation and the performance gap. Our educational systems need to be sensitive to the reality that there are cultural differences in learning modes.

For example, higher education is locked into a centuries-old German research model that emphasizes one mode of thinking and learning to the exclusion of many others. This cultural context turns off many communities of women and minorities. Universities give a dominant or even exclusive role to a particular learning mode without considering the needs of those whose learning modes are more culturally diverse. My research found a set of principles that work to enhance diversity in many ways. When they are infused into the current academic culture the context of higher education changes into a more inclusive, successful and attractive environment for all populations involved. Because university presses play an important role in validating minority scholarship, they can play a vital role infusing appropriate changes in academic culture as well. For that reason, I encourage all of you to read *Beyond Affirmative Action*, to grasp the details and implications behind these principles.

Finally, maintaining a competitive advantage is an incentive for uni-

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## Enhancing Diversity (continued)

iversity presses to understand the changing dynamics of diversity. In the past, building campus diversity was a business operation focused on recruiting minorities for their multicultural contributions and perspectives. It gave birth to our ethnic and gender studies programs and literature. Today, the focus may

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## A Better Job (continued)

Chicago consulting firm. One speaker began his talk by asking what the difference was between diversity and affirmative action. His own interesting answer was that the difference between the two is that diversity embodies everyone.

3. The "AAUP & Diversity" web site was launched. Although the site hasn't been updated for a while, plans are underway to update it this year.

4. Members of the committee also met with press directors at the annual meeting to solicit support of top management for further diversity initiatives.

I mention these initiatives to tell you that although there has been plenty of activity occurring related to diversity, a lot more needs to be done. The annual compensation survey compiled by AAUP divides staff into five tiers within departments depending on level of responsibility. Findings for 2000 show that the majority of minorities at university presses work in the lower rungs, that is, the fourth and fifth tiers. Most minorities are in the lower-paying and clerical positions and are not working as acquisitions editors, manuscript editors, or as directors.

Perhaps the AAUP Board could take the lead in establishing and implementing even more innovative diversity initiatives and monitoring compliance. The diversity committee needs the direct involvement of the Board and the help of everyone in this community. We should work together to encourage managers to hire people from different racial, economic, or religious backgrounds. We should make sure that when we advertise job openings, to always carry the line that reads

be changing the actual business of academe. I foresee a new synergy, a new science of multicontextual ideas and cognitive views, about to emerge. If my book represents a vanguard for change from descriptive ethnic studies to a new synthesis of context and cognition, are the university presses prepared for the shift? New

"Equal employment opportunity / affirmative action employer." The line does make a difference. We should explore the Career and Placement Services Office or the Affirmative Action Office within our parent institutions for assistance in making new hires of minorities.

Although the University of Chicago is blessed with a multicultural population, the Press has still not done as good a job as it should in hiring minorities at the mid- or upper-levels of management. At the top two levels of management, there is only one minority—me. Of the nine full-time acquisitions editors at Chicago, none are minorities. One of two junior acquisitions editors is a minority. In the 27 years that I have worked at the Press, I believe that I have been the only minority to have served on an executive committee.

I have been very fortunate in working for the University of Chicago Press. I began at Chicago while a student at the University of Illinois, as a part-time receptionist for the Director, Morris Philipson, and have moved forward through the press to become Design & Production Director. I have always been very comfortable in the environment at Chicago. Some of this may have been the fact that I was raised in integrated neighborhoods, but it also includes having had the opportunity to work with people who took an interest and mentored me throughout my career. Some of these include John Ryden, now director at Yale, Marlie Wasserman, director at Rutgers University Press, Barbara Hanrahan, director of Notre Dame, and Lindsay Waters, executive editor at Harvard. It is important that

ideas for enhancing diversity in scholarly publishing will be key factors for maintaining a competitive advantage and achieving continued success for the future of university press publications.

*Robert Ibarra is Assistant Vice Chancellor Emeritus, Office of the Provost for Academic Affairs, University of Wisconsin-Madison.*

when we bring minorities into our presses, we make them feel comfortable. I don't know how to tell you to do that, but it really does make a difference.

I'd like to end with an excerpt published in Robert Ibarra's book *Beyond Affirmative Action*, from an article by David Thomas of Harvard and Robin Ely of Columbia, "Making Differences Matter: A New Paradigm for Managing Diversity" (Harvard Business Review, 1996):

*"Women, Hispanics, Asian American, African Americans, Native Americans—these groups and others outside the mainstream of corporate America don't bring with them just their "insider information." They bring different, important, and competitively relevant knowledge and perspectives about how to actually do work—how to design processes, reach goals, frame tasks, create effective teams, communicate ideas, and lead. When allowed to, members of these groups can help companies grow and improve by challenging basic assumptions about an organization's functions, strategies, operations, practices, and procedures. And in doing so, they are able to bring more of their whole selves to the workplace and identify more fully with the work they do, setting in motion a virtuous circle. Certainly, individuals can be expected to contribute to a company their firsthand familiarity with niche markets. But only when companies start thinking about diversity more holistically—as providing fresh and meaningful approaches to work—and stop assuming that diversity relates simply to how a person looks or where he or she comes from, will they be able to reap its full rewards."*

*Sylvia Hecimovich is Design and Production Director at University of Chicago Press.*

# The Dilemmas of Diversity: Notes from AAUP's Diversity Task Force

by Copenhaver Cumpston

AAUP declares that it is “committed to recruiting and maintaining a diverse workforce”—and yet we are not diverse. With ever more pressing evidence from the global economic realities confronting us, the issue of diversity becomes a concrete concern: we *must* become more diverse if we are to continue to be a vital force in publishing, speaking confidently with many voices and from widely informed perspectives. If we do not rise to that challenge, how can we truly contribute new thinking or “product” that will be intrinsically relevant to the many cultures and races who are our audience not only in North America but increasingly worldwide?

It is an essential irony that university presses have been the “primary incubators for much of the important scholarship and research by and about African Americans”—as Angela Dodson stated in her recent article in *Black Issues Book Review*—and yet so few African Americans work at university presses. We continue to publish books of critical value in dealing with global issues, and provide the substance of *Books for Understanding* coming out of the incidents of September 11, and yet our workforce is demonstrably not diverse.

In recognizing that these longstanding issues need time and resources for assessment and planning, the AAUP Board of Directors has proposed that the Diversity Committee become a two-year task force and has charged us with two tasks for the first year. 1) To establish the business case for diversity. Bill Sisler asks, “What does having a diverse staff bring to the running of a press? How does it enhance the list, promotion, acquisitions, design, etc.? How can having a diverse staff make a press more successful?” And 2) To define benchmarks or “best practices” among businesses in general who have established successful programs for recruiting and retaining diverse staff. A substantial

budget has been committed to this work.

Following are two perspectives from members of the diversity task force, laying out some of the issues facing us as we attempt to define a workable program for AAUP.

Comments by Kamili Anderson, Director of Howard University Press: *“My concern for some time has been that the increasing attacks on affirmative action and the persistent doubts about the value of diversity have served to limit public perceptions about who can be a “hero” in many professions, publishing included. . . . Most recently, the NYPD and NYFD firefighters and police who so valiantly put themselves at risk to save the lives or remains of the victims of the WTC attacks have been near-canonized as heroes for their mythiclike bravery.*

*Where were the African American and other people-of-color firefighters and police persons, in large numbers, during this national tragedy? I have come to the conclusion once again that the nation was deprived of Black and Brown and Red and Yellow heroes and heroines in large quantities because of an especially resistive racism and sexism, twin evils that these newfound heroes had institutionalized for generations to restrict the entry of “Others” into their ranks.*

*I have asked myself for nearly two decades the same questions about the publishing profession. Where are all the people of color in publishing—the Blacks, the Latinos, the Native Americans, the Asian Americans, for that matter? Why are we not among the best and brightest in this field? I know it is not because we are not qualified or trainable—publishing, after all, is not rocket science—but more because Whites in many cases hold the keys to the doors that lead to meaningful and conspicuous careers in this field. But Whites do not hold the monopoly on who knows what in publishing; rather, they hold the monopoly on who does what. And that should change.”*

From David Perkins, Director of Marketing and Associate Director, University of Illinois Press:

*“Many LGBT (Lesbian, Gay, Bisexual, Transgendered) University Press employees may still be in the closet, depending on the region of the country or that developed sixth sense that tells us when the environment isn’t a welcoming one. In many human resources studies however, offering domestic partnership benefit plans rank among the top three if not the topmost incentive in hiring middle to upper management. Yet many universities, like our own, do not extend domestic partnership benefits. If the AAUP were to take a stand on the issue on behalf of all university presses and urge the administrations of all member presses to consider their stances for the sake of hiring qualified personnel, it couldn’t hurt. As it is, I do not receive equal pay for equal work as my partner’s health program has to be paid for separately rather than being a part of my benefits package. Aside from being just plain fair and just, it is indeed good for business.*

*Of the 156 college and university systems and 152 Fortune 500 companies that have recently added domestic partner benefits for their employees, the benefit cost increases have proven to be less than 0.5%.”*

Please contact a member of the task force if you have suggestions for recruitment or internship programs; know of businesses that have established successful programs; or are interested in being involved.

## Diversity Task Force members:

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# A Report from Midwest Presses

By Steve Salemsen

## Friday

On Friday, September 21, 2001, 106 people, representing some sixteen presses, gathered at the Pyle Center in Madison, Wisconsin, for the beginning of this year's Midwest Presses meeting, hosted by the University of Wisconsin Press. Ten of these registrants were funded by scholarships from the Whiting Professional Development grant. Registration ran from 1:00—6:00, and many participants availed themselves of the tours being offered of the Wisconsin Historical Society's Rare Book Room, a short walk across the quad from the Pyle Center, and of the UW Press's new offices, a short van ride away. The UW Press's Advertising and Web Manager, Kirt Murray, ably chauffeured the tour groups to the Press and back in a spiffy white University van.

At 6:00 the opening reception got underway in the Lakefront Café of the Memorial Union, overlooking beautiful Lake Mendota, followed at 7:15 by the opening banquet in the Pyle Center's Alumni Lounge, almost adjacent to the Union and also overlooking Lake Mendota. As dessert was served, UW Press Director Robert Mandel welcomed the participants and then introduced novelist and poet Jesse Lee Kercheval, director of the Wisconsin Institute for Creative Writing. She spoke about her experiences with publishers and then read from her novel *Space*, which is about growing up in Cocoa Beach, Florida, during the the race into space. After her very enjoyable reading, the diners were treated to seventy minutes of music by one of Madison's top bands, the Reptile Palace Orchestra, whose Balkan-funk set included music from Greece, Armenia, Spain, and Bulgaria. Karen Hyzy from the Chicago Distribution Center and Steve Salemsen from Wisconsin gamely got up and danced to *Miserlou*, but the closely-spaced tables and lack of a real dance floor made this a challenging undertaking, and they wisely sat down to enjoy the rest of the program.

## Saturday

Saturday morning the first plenary session addressed the question: "Do University Presses Still Have a Raison d'être?" Press directors Doug Armato (Minnesota), Paula Barker Duffy (Chicago), Holly Carver (Iowa), and Robert Mandel (Wisconsin), looked at both sides of the issue. The panel concluded that scholarly publishers still play a very important role in the dissemination of knowledge, and despite some real challenges that are forcing us to rethink how we operate, university presses as a whole are still alive and well and providing a vital service. The session was taped and is available on an audiocassette.

This was followed by a break, and participants had a chance to look at the AAUP Book, Jacket, & Journal Show, as well as a display of outstanding books and journals from Midwestern university presses. These displays remained open throughout the meeting.

After the coffee break, participants were able to choose between three concurrent sessions: a) Book Series: Good Idea or Rife With Problems?; b) Thinking Outside The Book (which looked at the special considerations for manufacturing and selling non-book and journal products, such as CDs, videos, maps, tests, etc.); c) Doing the Right(s) Thing for Your Press (or, Better Living through Subsidiary Rights).

Panelists for Thinking Outside the Book were Vivian Smith, manager of placement tests, Wisconsin; Sheila Leary, marketing and sales manager, Wisconsin; Megan Scott, sales and publicity manager, Iowa; and Terry Emrich, production manager, Wisconsin, with a contribution from Danielle Dupuis, Illinois

This session on the challenges of selling, marketing, and manufacturing products that are neither books nor journals was well attended with about 26 people. There were a variety of products to discuss, including foreign language placement tests, pocket guides, Wisconsin's *Cultural Map*, posters, CDs and a DVD. Most of the

presentation was spent on the *Cultural Map*, as this product represented a number of challenges at every stage of development and also because other presses have made inquiries about doing something similar.

A buffet-style lunch featured several special-interest round tables, including WISP, electronic rights, press directors, editorial, marketing, production, etc.

Following lunch, three more concurrent sessions offered the following options: a) Fair Use and Intellectual Property; b) How Much Marketing is Enough? and Faculty Committees: What is Their Role?

This was followed by another break, and then the final concurrent sessions of the day: a) Collaborative Efforts Between Libraries and Publishers; b) an Electronic Editing Roundtable; and c) New Developments at the Chicago Distribution Center.

At the Electronic Editing Roundtable, 17 people participated in an informal exchange of ideas about using computers for editing. Participants came primarily from manuscript editorial departments, with one journals managing editor and three representatives from production service vendors. The discussion ranged over disk preparation, macros, resources for technical help, and whether any presses had begun preparing manuscripts for electronic publication. On the last point, none of the participating presses had made the leap, but the vendor representatives had all been involved in preparing electronic publications, primarily for journals but they've done some books as well. They were very helpful in explaining briefly how XML/SGML coding works and why it is vital that publishers do significant research and plan very carefully before attempting to prepare electronic publications on their own. The planning needs to begin at the acquisitions and development stage if there's to be any hope of a smooth process to the desired result.

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# Chicago Takes on Short-Run Digital Printing

by Brenna McLaughlin

Cooperation among nonprofit scholarly presses has been the rallying cry of AAUP since 1937. I'd claim an earlier date, but the very first collaboration—a joint Harvard/Yale sales representative—was a famous failure.\* However, this field learns and grows from its failures, and successful collaborations have been in evidence since. AAUP's cooperative programs illustrate this, as well as the many examples of joint warehousing and distribution programs throughout our field. One of the crowning examples of this last is the Chicago Distribution Center (CDC), which—under the auspices of the University of Chicago Press—has been handling distribution and business services for other university presses since 1991.

Now, thanks to the generosity of the Andrew W. Mellon Foundation, the new Chicago Digital Distribution Center (CDDC) will allow the 19 publishers whose books are warehoused at the CDC to better manage inventory and to serve the academic community quickly and efficiently by

taking advantage of new digital technologies. The CDDC comprises both a short-run digital printing facility integrated into the CDC and the BiblioVault, an electronic repository for current and backlist university press titles. This new facility will enable scholarly presses to keep low-demand books available and bring back out-of-print titles as necessary.

The SRDP facility will be operated by Edwards Brothers, the Ann Arbor-based printer, and will have an initial capacity of 36,000 books a year. The first of those books rolled off the press in the first week of November. The Mellon grant will fund the digitization of 5,000 titles from the presses who participate in the CDC. The University of Michigan Digital Library Production Service will perform the digitization of books being converted from hard copy. BiblioVault staff will manage preparation of books that have electronic printer's files.

Although the BiblioVault's initial function is to store files for use at the SRDP facility, eventually the reposi-

tory will be available for scholars to search on-line. The electronic files will be produced and stored in such a way to allow presses the most flexible access to their content. Chicago's Director of Business Development, Mary Summerfield, envisions professors being able to compile coursepacks from the available books, which can then be printed at Chicago's facility, among a number of other future possibilities.

The search function of the BiblioVault project will not be publicly available for at least a year. The CDDC will continue to work with both presses and libraries to develop the project in ways that are valued by the entire scholarly community. This is the first such venture to be located at a not-for-profit press. Chicago's Mellon project is a major step towards presses collaborating to ensure control over their electronic future and to realize economies of scale impossible for each press to establish on its own.

*\*Attributed, perhaps scurrilously, to the sales rep being a "Yale man."*

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## Report from Madison; Midwest Presses 2001 (continued)

The CDC session focused on the digital print-on-demand service that the CDC is poised to provide with support from Edwards Brothers. A first-in-first-out priority system of some sort will be worked out initially, until it becomes more routine. Everyone present from the CDC stated that the quality of the product will be very good, indistinguishable from the original book.□ Direct mail and web site interface procedures and benefits were discussed in great detail. The CDC plans to be ready to interface with Spring 2002 catalogs of client presses.

Chicago has received a large grant from the Mellon Fund for the development of short-run digital printing, electronic storage (the BiblioVault), and eventual delivery of electronic product. They will digitize a number of their own and their client presses, backlist titles, but the actual details had not yet been worked out. The

presentation was thorough and informed, and it will be interesting to see how the project unfolds.

Saturday evening folks formed smaller groups to go check out some of Madison's many and varied restaurants and, presumably, its equally varied nightlife.

Sunday morning the meeting resumed with three concurrent sessions: a) Royalty issues and problems; b) Working with free-lance designers, featuring a panel of three Madison-based book designers; and c) National publicity on the radio. Saturday's beautiful sunny weather had given way to rain, so those who might otherwise have chosen to enjoy the outdoors had no choice but to attend the sessions.

The final plenary session was given over to *Minorities in Scholarly Publishing: Where Do We Stand?* The talks from this session can be read in this issue of *The Exchange*. As with the

first plenary, this session as taped and is available on audiocassette from the UW-Madison's Multimedia Services. Each 90-minute tape can be purchased separately for \$9.00, or both for \$15.00, which includes shipping. Interested parties should contact Steve Salemson at salemson@facstaff.wisc.edu.

After final announcements, the meeting was declared closed and the participants headed for home. Next year's host press is still not confirmed, although Chicago agreed to consider taking it on. At the 2001 meeting, ten attendees were awarded \$250 Whiting Professional Development awards to help fund travel and registration. Wisconsin targeted the awards to junior staff (those who had worked in scholarly publishing no more than two years) and limited the awards to one per press.

*Steve Salemson is Associate Director at the University of Wisconsin Press.*

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# Call for 2002 AAUP Constituency Award Nominations

Nominations for the 2002 AAUP Constituency Award are due to the Central Office on January 28, 2002. The award honors individuals at member presses who have demonstrated a continuing commitment to the association. Nominations may come from any employee at a member press and must be seconded by at least one other person within AAUP.

Nominations must come in the form of a letter to the Board of Directors and should describe the nominee's quali-

fications for the award. The selection committee is made up of a sub-committee of the Board, and they will consider such things as service on AAUP's committees and board, contribution to AAUP's professional development programs, and work with other organizations on AAUP's behalf. The committee also gives preference to staff other than press directors.

For additional information, please contact Susan Patton at (212) 989-1010 ext. 25 or spatton@aaupnet.org .

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## Calendar

### **PSP Annual Conference**

AAUP Professional & Scholarly Publishers Division  
February 11-13, 2002  
Marriott Wardman Park Hotel  
Washington, DC

### **Financial Managers Meeting**

March 7-9, 2002  
Charleston, South Carolina  
Program Chair: Linda Frech, University of Missouri Press  
Host: Dianne Smith, University of South Carolina Press

### **Production Managers Meeting**

May 29-June 2, 2002  
Statler Hotel  
Ithaca, New York  
Organizer: Deborah Bruner, Cornell University Press

### **2002 Annual Meeting**

June 27-30, 2002  
Renaissance Vinoy Hotel  
St. Petersburg, Florida

### **2002 Pre-meeting Workshops**

Preliminary Schedule  
*The Business of Publishing for Press Directors*  
June 26-27, 2002  
*Rights Management in the Digital Age*  
June 26-27, 2002  
*Sales Strategies in Difficult Times*  
June 26-27, 2002  
St. Petersburg, Florida

### **Western Presses Meeting**

October 20-21, 2002  
Doubletree World Arena Hotel  
Colorado Springs, Colorado

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