

# THE Exchange

THE ASSOCIATION OF AMERICAN  
UNIVERSITY PRESSES

## Paper Pushing

### *Environmental Responsibility in Publishing*

by Brenna McLaughlin

Summer 2004

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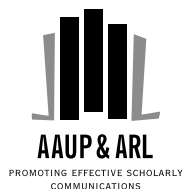
#### Staff

Editor: *Brenna McLaughlin*

Assistant Editor: *Yejide Peters*

Contributing Editor, Journals:

*Rob Dilworth,*  
*Duke University Press*



The Year of the University Press

Index of *The Exchange* Online:  
[www.aaupnet.org/programs/publications/exchange/index.html](http://www.aaupnet.org/programs/publications/exchange/index.html)

The AAUP community holds strongly to the tenet that the content of our books and journals is uniquely valuable to the world. But could, in the distant end, the packaging of that content have more, if different, of an impact on the world? For years a number of university press representatives, notably Cornell University Press Design and Production Manager Deborah Bruner and University of California Press Design and Production Director Tony Crouch, have been educating the AAUP community about the ecological impacts of our business.

Due in large part to such efforts, recycled-content paper use and other environmentally conscious practices has long been a goal, if not a reality, for many publishers. Higher prices (whether perceived or in reality) and limited choices have historically prevented these goals from being pursued. Prices are **kept** high by low demand—unfortunately, publishing, particularly nonprofit scholarly publishing, is a field where “damn the costs!” is often considered a cry of madness.

Recently, however, the Canadian group Markets Initiative (MI) has demonstrated a successful model for bringing ecologically friendly practices to book publishers. MI works on both ends—convincing paper manufacturers and printers to develop and stock new, better quality eco-papers, and bringing together enough publishers to create a critical level of demand.

While the most famous success came when Raincoast Books printed the Canadian edition of *Harry Potter V* on an “ecopage,” the early contributions of several AAUP members were critical to the turnaround in the Canadian book publishing industry. The University of British Columbia Press, McGill-Queen’s University Press, and the University of Alberta Press are all members of Markets Initiative.

One of the most important concerns driving Markets Initiative is the protection of endangered forest. The world’s climate and biodiversity are hugely dependent on the few remaining large forest tracts. Twenty-five percent of the world’s remaining intact forest is in the Canadian Boreal. The U.S. book publishing industry consumes the equivalent of 19 million mature trees each year. Much of this originates in the Boreal, and also from the Southeastern U.S. where biodiverse old-growth forests are being replaced by pine plantations. The U.S. market could carry immense weight in revolutionizing the paper industry to protect endangered forests.

“All this talk of saving trees and habitat destruction was ridiculed a few years ago as being little more than fringe extremism, but today the impact of the previous methods for forest management and paper pulping are becoming harder and harder to deny in terms of just how destructive they can be,” says California’s Crouch regarding the growing momentum of environmental initiatives.

Three years ago, Canada’s industry initiative model was adopted in the United States by an organization called the Green Press Initiative (GPI). One of the cornerstones of the Initiative is a “Publisher Letter of Intent,” stating a publisher’s commitment to gradually implement the use of eco-papers for all books over a period of five years.

*continued on page 3*

# AAUP Goes to Washington!

## *Joins Suit Against the Office of Foreign Assets Control*

By the time this *Exchange* hits your desk, AAUP—along with a group of other publishing and writing associations, and an unaffiliated publisher—will have filed suit against the Department of the Treasury and its Office of Foreign Assets Control (OFAC). As has been written previously in these pages, OFAC's regulations on the publishing of works from countries under U.S. embargo are contrary to pertinent legislation, Congress's expressed intent, and the Constitution.

Since these "information and informational materials" regulations first came to the attention of the publishing community in September 2003, we have made a number of attempts to have them overturned without resorting to litigation. However, meetings with OFAC and White House officials, efforts by members of Congress, and several interested parties' requests for clarification of how the regulations apply to a variety of publishing activities have yielded little more than an increasingly mulish assertion of unlawful authority by OFAC.

Now that AAUP is formally a party to this suit, we'd like to provide all of our constituents with the broadest understanding of the underlying points of the case and of our purpose in entering into this litigation.

Over the past year, OFAC has issued a series of rulings asserting its authority to regulate the publication of works by authors who live in countries under U.S. trade embargoes. OFAC insists that their permission is required to publish new and revised works from these countries, which include Cuba, Iran, North Korea, and Sudan.

In OFAC's view, U.S. publishers may not collaborate with authors in those countries to create or adapt work for American audiences. They may not, in OFAC's words, "provide artistic or substantive alterations or

enhancements" to manuscripts from those countries. Making matters worse, OFAC regulations also prohibit "the provision of marketing and consulting services" either for existing works or for not-yet-fully-created works. The agency has acknowledged that this means Americans simply cannot publish **any** books by authors in those countries, because marketing, advertising, design and other services are "inherent in the publication of a book."

By requiring publishers to seek government permission to publish, the OFAC regulations directly threaten the First Amendment rights of all Americans. In addition to freedom of speech and freedom of the press, these rights also include the freedom to read, freedom of thought, and freedom of inquiry.

OFAC's rulings on these matters violate the very laws they presume to enforce, laws that plainly exempt "information and informational materials" from trade sanctions and embargo regimes. The rulings are also arbitrary and contradictory, and have had a chilling effect on publishers who, unable to understand how to apply them, have chosen not to publish works of significant scientific, artistic and cultural merit. Publishers who violate the rulings are subject to severe penalties: up to ten years in prison, and \$1,000,000 in fines.

Some of the U.S. publications that have been suspended or cancelled because of OFAC regulations include:

- *Dialogues in Cuban Archaeology*, by American and Cuban scholars, to be published by the University of Alabama Press;
- *A Colossus on the Sand: The Slave Revolt of 1825 in Guamacaro and the Atlantic World*, by a Cuban scholar, also to be published by Alabama;
- Revised edition of *Field Guide to the Birds of Cuba* from Cornell University Press;
- *The Encyclopedia of Cuban Music*, a project Temple University Press has had to forego;

• An article by Iranian geologists introducing a novel methodology for earthquake prediction, pulled from publication by the journal *Mathematical Geology*;

• *The PEN Anthology of Contemporary Iranian Literature*, funded by PEN and under contract to Arcade Publishing;

• A selection of short stories by young writers in Cuba, to be published by Northwestern University Press with support from PEN;

• Plans to publish writings from affected countries by the Johns Hopkins University Press-based *Journal of Democracy*.

Any one of these projects could apply for a license or exemption from OFAC regulation, but to do so would be repugnant to the American publishing tradition. To prevent a government licensing regime for those who would share ideas through speech and print was a clear purpose of the drafters of the Bill of Rights. Congress has continued to uphold the rights celebrated in the First Amendment through restricting executive power in this area. And while the principle is in fact the most important motive for the filing of the suit, we do well to recall that in practice the awarding of OFAC licenses is contradictory, easily withdrawn, and subject to great prejudice by the agency.

If these regulations are allowed to stand, not only will the works listed above never be available to American readers. In the future, we might be prevented from learning of groundbreaking research from scientists of infectious diseases in Cuba, personal histories from the inferno of Sudan's tragedy, or essential news of the development of political thought in Iran.

Legal documents supporting our case are at [www.aaupnet.org/ofac](http://www.aaupnet.org/ofac). Association members can find additional materials online at [www.aaupnet.org/members/alerts](http://www.aaupnet.org/members/alerts).

## *Paper pushing, continued*

Several U.S. university presses, as in Canada, quickly joined GPI. Cornell was one of the first houses to sign the GPI letter of intent. Currently, CUP's goal is to print 80% of all titles (new titles and reprints) on minimum 50% post-consumer waste (PCW) papers by the end of 2004. According to Bruner, the Press is about halfway to its goal.

California now publishes 200 of its titles each year on eco-friendly and PCW papers. Sierra Club Books is also a GPI signatory, and UC Press handles the production and manufacture of their titles. Crouch often chooses eco-friendly pages in natural or warm white shades, most often a Glatfelter Natures sheet or the New Leaf Ecobook 60. The latter sheet is 60% PCW, and, importantly, 25% of the virgin pulp comes from Forest Stewardship Council (FSC) managed wood lots. FSC certification guarantees that no old-growth trees were logged for the paper and that responsible forest management strategies (such as no clear-cutting) are being employed.

California hopes to expand their use of eco-papers to the coated stocks used in highly-illustrated titles. The Press is currently experimenting with several grades long used in Europe. Crouch has also worked with printers to stock recycled cover and jacket materials, and says "most of [California's] paperback editions can truly be described as recycled from 'cover to cover.'"

There are environmental impacts in addition to the depredations of old-

growth forests, however. Bruner points out that dioxin pollution from paper mills puts our waterways in danger. Process Chlorine Free (PCF) processes eliminate substantial amounts of water pollution, but most publishers rely on non-PCF virgin papers. While many virgin papers are now bleached in an Elemental-Chlorine Free environment (ECF), publishers should still be aware that ECF bleaching still contributes some pollution. Unfortunately, most Totally Chlorine Free (TCF) papers are made from virgin pulp. This has forced Bruner and other production managers to compromise, seeking a balance between protecting forests and reducing pollution. Concerned publishers continue to work with paper manufacturers—particularly the leading eco-paper merchant, New Leaf—to develop pages that will not require such a compromise.

With organizations such as Markets Initiative and Green Press Initiative able to work nationally convincing publishers, mills, and printers of the importance of environmental concerns, the scales are beginning to tip. AAUP members remain essential to the effort and many have joined the initiatives. In addition to Cornell, California, and the Canadian members of MI, committed presses include: Island Press, Michigan State University Press, Southern Illinois University Press, Columbia University Press, University of North Carolina Press, University of Georgia Press, University of Iowa Press, University of Missouri Press, Minnesota Historical

Society Press, University of Notre Dame Press, University of Minnesota Press, and most recently Harvard University Press.

This most recent case demonstrates the importance of staff commitment and administration support, as well as the wide influence a press can have on the practices of a university. Harvard's Assistant Director for Design and Production John Walsh did extensive research with the Press's vendors to determine the viability of working towards GPI goals. After concluding that this could and should be undertaken by the Press, he gained the support of HUP's management committee and Director Bill Sisler. Walsh has since worked with the university's procurement department developing a process to consolidate paper buying in order to leverage affordable prices on green alternatives for all manner of paper: book, copy, and so on.

Those presses who have been industry leaders on this issue are beginning to see their influence widened through the work of the Initiatives; and in the U.S. the recent interest of the Environmental Protection Agency in GPI is promising. While it would be a great thing if the U.S. Harry Potter VI were printed on PCW paper, we humbly submit that scholarly presses' commitment to the public interest through both content and packaging will be of far more lasting import.

For more information, please visit: [www.greenpressinitiative.org](http://www.greenpressinitiative.org) and [www.marketsinitiative.org](http://www.marketsinitiative.org).

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## Library Selections Go Electronic

### *UP Books Selected for Public & Secondary School Libraries Now a Free Web Resource*

Each year, librarians who work daily with middle and high school students and the general public select, review, and rate hundreds of books from scholarly presses. The results are published in AAUP's annual

*University Press Books Selected for Public and Secondary School Libraries*, then distributed free of charge to more than 13,000 U.S. librarians.

For the first time, this valuable collection development tool is available

online at [www.aaupnet.org/librarybooks](http://www.aaupnet.org/librarybooks).

Web access to the reviews and ratings of the bibliography will put this resource into many more libraries. Questions about the resource? Please contact Rachel Weiss, [rweiss@aaupnet.org](mailto:rweiss@aaupnet.org)

# BiblioVault

## *Update from the Digital Revolution*

In 2001, the Chicago Distribution Center (CDC) went digital—with a capital D. The CDDC was launched, distinct from the CDC, with funds from the Andrew W. Mellon Foundation in order to bring short-run digital printing cost-effectively to the university press consortium. Initially the excitement lay in the installation of a short-run digital printing (SRDP) facility in Chicago's warehouse. A picker comes up empty on a book order? Lo! Here comes the missing title a few hours later.

Three years on, the center of this initiative has shifted to an element called the BiblioVault—the storage and management of the electronic files that serve the SRDP facility, and may one day be available for online content delivery. Already the BiblioVault Publishers' Portal is in operation, allowing CDDC publishers to access and manage their book files.

Does a press need to reprint a title on a larger scale? The file can be forwarded to an offset printer. Do they need an electronic file for delivery to netLibrary or another such vendor? For a fee, the BiblioVault staff will modify the basic files appropriately and send them on, or the publisher can send the basic BiblioVault file directly and pay that vendor its fees for modifications, or download and customize the file as needed for its end user and then send it on. The BiblioVault has also developed a program to deliver files to the Dial-A-Book Chapter One program, used by the *New York Times Book Review*, Google, and libraries' online public access catalogs (OPACs).

BiblioVault is fully searchable, and is designed to store complete bibliographic data such as ISBN, LC number, and descriptive metadata. It is these features that allow for the Scholars' Portal, now in beta test ([www.bibliovault.org](http://www.bibliovault.org)). Scholars can search both metadata and full-text

to determine if a book might be relevant to their work.

Currently, the Scholars' Portal directs users to the publisher's web page in order to purchase a title. In the future BiblioVault may facilitate electronic delivery of full-text or even book chapters; or perhaps facilitate the printing of custom course-packs with material from a number of BiblioVault publishers.

In December 2003 Mellon granted a second round of funding, and the CDDC has set some new goals for the

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*Lo!*

*Here comes the  
missing book!*

*The missing rights?*

*Maybe just chapter 9?*

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initiative. Chicago hopes to have about 35 presses participating in the BiblioVault by spring 2005; currently 30 publishers participate. In tandem, BiblioVault expects the repository to grow from its current level of over 5,000 titles to approximately 12,000 titles. Chicago has also brought together an advisory board—including directors of seven of the participating publishers, the executive director of the AAUP, librarians from three research universities, information technology and intellectual property experts, and others in the scholarly communications field—to help shape the future of the project. The Board met for the second time September 20, 2004.

A large amount of the initial funding was earmarked for the

conversion of books into electronic files. There are additional funds in this round for new participants to convert books, and the CDDC is hoping to advise these presses on the allocation of conversion funds through a strategy of title-life management. While presses are expected to deposit front-list titles in the BiblioVault, backlist conversion funds have been used by presses in a variety of different ways: from bringing back OP titles to scanning for marketing reasons. Chicago hopes to see a maturation of conversion strategy, so that presses begin looking at titles where either supply or sales are at a level that would make SRDP the most sensible option.

Rights and permissions issues for scholarly monographs are immensely complex. The electronic world has often simply added layers of complexity to that process, even as it simplifies other publishing practices. Essential to many of the plans for BiblioVault (such as the electronic delivery to consumers described above) is the standardization of rights information management. The first step in doing so is the creation, in consultation with publishers, scholars, and research institutions, of a standard method of obtaining rights and recording that information so that every party's interests are represented and served. This effort is underway at this time in conjunction with the AAUP Copyright Committee.

As digital printing and electronic content delivery become ever more central to the business of publishing, BiblioVault continues to demonstrate the value of innovative collaboration in the university press community. While the technology changes, the community and the BiblioVault team remain dedicated to the principle that no book valuable to scholars should ever cease to be available.

# Everybody Loves Vancouver AAUP

## *2004 Annual Meeting a Success*

More than 500 AAUP members and friends gathered for our annual conclave, colloquy, and cocktail party in Vancouver this June. With all due credit to the gorgeous location, perfect weather, and attentive hotel and conference staff, the Annual Meeting program provided a remarkable breadth and depth of information that ensured the success of the meeting.

The 2004 Program Committee, led by University of Arizona Press Director Christine Szuter, worked hard to develop a conference that would reflect the ideas and needs of the entire membership. After canvassing presses, they decided to focus on several main themes:

- The AAUP community loves what it does, and knows how important the work is. “We want our message to be heard.”
- Presses want to hear from the outside world. The committee made an exceptional effort to recruit speakers from the business, technology, library, and academic worlds.
- Annual meeting attendees also want to hear from new voices among their colleagues. Many of the speakers and panelists were first-time presenters, bring fresh ideas and insights to the eternal issues at hand.
- Small presses face unique concerns, and also unique insight because of their size. A number of sessions were thus devoted to small presses, but open to everyone.

The plenary sessions were, as usual, highlights of the meeting. The first was a lively discussion of the future of scholarly communication addressed through the concept of “Synthetic Technologies: The Book, the University, the Internet.” Pauline Yu, president of the American Council of Learned Societies, and Cathy Davidson of Duke University’s Franklin Humanities Institute both spoke eloquently on these issues. Davidson, of course, has sparked

many a conversation in the academic world after publishing “10 small, practical, and workable ideas for how to distribute the economic burden of scholarly publishing” in the October 3, 2003 *Chronicle of Higher Education*.

The second plenary brought together three very different perspectives on the roles of university presses. Carol Kasper, Marketing Director, University of Chicago Press, spoke from the inside view of a large scholarly publisher. Mark Sidel, professor at the University of Iowa law school and compiler of AAUP’s *Books for Understanding: The Nonprofit Sector and Philanthropy*, shared the insights of a scholar of the wider nonprofit sector—both the role of university presses as nonprofits, and the role we could play as disseminators and shapers of information. Giving the audience some hard figures to think over, Barnes & Noble Vice President for Inventory Control & Vendor Relations Joe Gonnella presented a break down of the business AAUP members represent to a large retailer, including the different markets we serve through different channels.

Most of the sessions, including these two plenary sessions, are available on CD or cassette from Conference Media Contractors ([www.cmc-net.com](http://www.cmc-net.com)). However, the meeting resulted in a number of new online resources for AAUP members. The following materials are now available through the Members Only Web site ([www.aaupnet.org/members](http://www.aaupnet.org/members)):

- The Barnes & Noble’s presentation;
- The AAUP Sales Task Force Report—released in Vancouver;
- Guidelines for Electronic Art Submissions—production managers’ work of genius!

To access these resources, members can request a login ID and password at [www.aaupnet.org/pwrequest.html](http://www.aaupnet.org/pwrequest.html)

Other materials and information from the meeting is available at

[www.aaupnet.org/programs/annualmeeting](http://www.aaupnet.org/programs/annualmeeting). These include reports from the minority scholarship recipients and the announcement of the 2004 Constituency Award, given to Princeton University Press Controller Patrick Carroll.

As has been the case in just about all Annual Meetings Past (and think what the ghost of that must look like!) one of the most inspiring moments came during the second banquet lunch—incoming president University of Minnesota Press Director Doug Armato’s inaugural speech.

While discussing the need for presses to always balance their scholarly and service missions with the demands of financial survival, Armato called upon attendees—press staff, administrators, and others—to attend to the creeping replacement of the underpinnings of the civic institution of higher education with narrow commercial or corporate interests. Not just attend, but to struggle against “the erosion of civil society.”

“It is difficult to talk about mission without sounding messianic, but I can’t help believing that this wealth of independent and, yes, non-commercial research conducted by university faculty and disseminated by university presses are alike threatened by this collapse of civil society into the corporate market sector. AAUP needs to make the case that university presses are one of the primary means by which faculties and universities can retain and express their independence from commercial pressures and, by doing so, achieve their mission to serve society.”

The full talk is available on the annual meeting web site.

Whilst Vancouver was stunningly beautiful (and every Tom, Dick, and Brenna present tried to wangle a job at UBC Press in order to stay!), one thing missing was baseball. So keep Philly, June 16-19, 2005, on your calendar!

# The End of An Era

## *AAUP Exhibits Program Scaled Back to MLA and BEA Only*

For more than 20 years, the AAUP Central Office organized combined book exhibits of members' titles at many academic and trade conferences—usually more than 50 meetings a year. This service was valued by the membership for the opportunities the program gave to get that *one* relevant title or an ornery author's backlist book (though such an author is rare, of course!) to a wide range of conferences. The program was particularly of use to smaller presses, who may have neither the marketing budget nor the staff to send to exhibits.

In recent years, however, participation in the program fell at the same time that fixed costs were rising. Despite a revised business

plan incorporating a contract model, it was impossible to sustain the program's ongoing losses. The decision was made in the spring of 2004 to close the program.

Since the AAUP Cooperative Exhibits Program began, a number of reputable commercial combined exhibit programs have become viable alternatives for the AAUP program. Companies such as Scholar's Choice, Combined Book Exhibit, Academia Book Exhibits and Association Book Exhibits regularly work with AAUP members at a wide range of academic, trade, and library conferences. A list of alternatives for the meetings AAUP would have attended through the 2004-05 academic year is available at [www.aaupnet.org/programs/exhibits](http://www.aaupnet.org/programs/exhibits).

AAUP is retaining two of the Exhibits Program's most valuable elements, the coordination of AAUP "Press Rows" at the annual Modern Language Association meeting and BookExpo America. AAUP will also host its usual combined exhibit booth at each of these meetings. AAUP Marketing Manager Rachel Weiss can answer questions about exhibiting at MLA or BEA ([rweiss@aaupnet.org](mailto:rweiss@aaupnet.org)), and information about these conferences will continue to be posted at [www.aaupnet.org/programs/exhibits](http://www.aaupnet.org/programs/exhibits).

While the board faced a tough decision in closing this longstanding program, we are glad to be able to continue coordinating the major academic and trade shows, MLA and BEA, with our members.

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## AAUP Board and Committees, 2004-2005

### *Board of Directors*

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William Breichner, Johns Hopkins University Press

# Promote a Positive Work Culture Within your University Press


The Association of American University Presses supports the commitment of its member presses to achieving a diverse workforce. It believes that the most effective way that presses can recruit and retain individuals representing the widest variety of backgrounds and experiences is by having as open and as supportive an environment as possible. What follows is a guide to the most basic steps in this direction.

## *recruitment*

### **Convey your press's commitment to diversity**

Know the stated employment policies of your parent institution. If it is an Equal Opportunity employer and/or Affirmative Action employer, include that information in your recruitment material.



### **Consider alternative recruiting resources**

Consult websites, such as the following, that reach a diverse pool of applicants: *gaywork.com*; *jobaccess.org*; *blackissues.com*; *imdiversity.com*; *diversityInc.com*.  Advertise in an alternative publication targeted to a specific readership in your community. Lists of targeted publications in many states can be found at *www.allied-media.com*.

### **Know your staffing agency**

When hiring a temporary employee, use an agency that recruits individuals from a variety of backgrounds. Your university's purchasing office probably maintains a list of minority- or woman-owned businesses; among them you are likely to find an agency that emphasizes diversity.

### **Take advantage of university resources**






Services such as employee assistance, human resources counseling, and an office of minority affairs are available on most campuses in one form or another.  Participate in internship programs and university-sponsored career fairs.  Establish an internship program at your press.

### **Create a mutually beneficial interview process**



When candidates come to your press for an interview, arrange for them to interact with a variety of individuals. This provides candidates with a better understanding of your press and also provides the hiring supervisor with feedback from a range of perspectives.

## *retention*

### **Create a supportive and welcoming environment**

Hold a welcome reception for new staff.  Make a special effort to include staff in activities and discussions and create alternative opportunities for staff interaction.  Recognize accomplishments among staff.  Raise awareness at your press about the inappropriateness of jokes or comments that perpetuate racial, religious, or sexual stereotypes.  Plan press events and schedules around the major holiday of employees' religious and ethnic groups.  Avoid establishing a work culture that assumes all employees share the same social, racial, and religious characteristics.

### **Identify opportunities for professional development**

Encourage senior colleagues to mentor new staff.  Offer continuing education opportunities to the staff.  Nurture talent to promote from within.




### **Revisit performance appraisals**

Introduce alternative models for annual performance reviews, such as employee self-evaluations and employee evaluations of supervisory staff.

### **Accommodate alternative work arrangements**

Keep an open mind to the feasibility of flexible work hours, job sharing, and telecommuting. These options might be just what it takes to keep a valued colleague.

### **Be active in the AAUP**

Attend the newcomers' reception at the AAUP annual meetings.  Become a host press for the week-in-residence program and encourage staff members to apply for residencies.  Promote AAUP listservs to introduce new staff to the AAUP community.  Support involvement with AAUP events and committees.

**For more information on diversity initiatives within AAUP, please visit our web site at [www.aaupnet.org/diversity](http://www.aaupnet.org/diversity)  
For a copy of this poster, contact the AAUP Central Office: [info@aaupnet.org](mailto:info@aaupnet.org)**

# Calendar

*PSP Books Boot Camp*  
September 28, 2004  
AAP NY Office  
New York, NY

*Frankfurt Book Fair*  
October 6-11, 2004  
Frankfurt, Germany

*Modern Language Association*  
Philadelphia, PA  
December 27-30, 2004

*Southern University Presses*  
February 25-27, 2005  
Lexington, KY

*AAUP Financial Officers Meeting*  
March 3-5, 2005  
La Fonda Hotel  
Santa Fe, NM

*BookExpo America*  
New York, NY  
June 3-5, 2005

*2005 AAUP Production Managers Meeting*  
June 15-16, 2005  
Philadelphia, PA

*2005 AAUP Annual Meeting*  
June 16-19, 2005  
Philadelphia, PA

*2006 AAUP Annual Meeting*  
June 15-18, 2006  
New Orleans, LA



THE ASSOCIATION OF AMERICAN UNIVERSITY PRESSES  
71 WEST 23RD STREET, SUITE 901  
NEW YORK, NY 10010