Recapturing the Essence of the Past: Integrating the University Press into the Library

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University presses face a combination of issues that threaten their very existence.

How did this happen?

How can university presses and libraries align to address these issues and ensure success?
It is one of the noblest duties of a university to advance knowledge and to diffuse it not merely among those who can attend the daily lectures but far and wide.

Daniel Coit Gilman, 1878, in founding the Johns Hopkins University Press
University Presses have two functions:

Dissemination & Certification
Number of New US University Presses

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<th>1860s</th>
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The graph shows the number of new university presses established each decade from the 1860s to the 2000s.
Total number of research universities: 283
Two Big Changes over time

1. Presses shifted to publishing faculty from other institutions to avoid a perception of conflict of interest.

2. Press subsidies have been reduced forcing presses to find other sources of income.
Presses shifted to publishing faculty from other institutions to avoid a perception of conflict of interest

- Positive: Builds a national reputation
- Negative: Erodes faculty support on campus, resulting in marginalization
- Negative: Marginalization results in further reduction of support from central administration
Press subsidies have been reduced forcing presses to find other sources of income

- Positive: Forced presses to look to collaborative projects and grant funding
- Negative: Fewer scholarly monographs published in favor of trade, textbook, regional, and other publications
- Negative: Aggravates and complicates tenure and promotion process
External Factors

- Continuing mission to publish scholarly monographs
- Increasing emphasis on scholarly monographs for tenure
- Eroding university budgets, 1975-
- Decreasing monographic purchasing by academic libraries (due to increasing journal costs) and individual scholars, 1980-
- Digital revolution, 1990s-
- Great Recession, 2008-
Crisis of the Scholarly Monograph

How to cope with the falling demand for scholarly monographs? (unit sales have declined by more than 75% since the 1970s)

- Reduce costs: CRC, templates, outsourcing, smaller print runs, POD
- Increase prices
- Change publishing strategies: paperback/hardback/ebook
- Consolidate or change the list
- Publish more profitable books (not scholarly monographs)
Digital Revolution in Scholarly Publishing

- Society in almost every way shifts to digital: banking, shopping, communication, social networks, etc.
- Editorial tasks and workflow digitized; POD
- Scholarly journals move from print to digital
- Scholarly books moving from print to digital
- “If it’s not online, it doesn’t exist” – our students
Great Recession

- Massive cuts to most universities (17% to Utah State)
- Several US presses eliminated; no libraries eliminated
- Library monographic purchase funds reduced and in some cases eliminated
- Larger numbers of returns to presses
- No return to the status quo ante
Wrong Business Model

“This is the fundamental paradox of academic publishing today: It is possible to survive as an academic publisher only in so far as you are able and willing to move beyond the field of academic publishing per se and to publish different kinds of books for different kinds of markets.”

John B. Thompson, *Books in the Digital Age*
New Business Model: Service to the University

- Align with the Library’s business model: provide an essential service without charge to users
- Library and Press provide the same service: distribution of research and scholarship to the university
- Provide additional essential service of certification
- Integrate the Press into the Library and leverage the depth and breadth of skills and talents of the larger organization to enable the Press to succeed
- Practice in-sourcing
Presses Now Part of a University Library

University of Arizona, Penn State University
University of Delaware, University of Georgia
Marquette University, University of Michigan
University of Minnesota, MIT
New York University, Northwestern University
Oregon State University, Pennsylvania State University
Purdue University, Stanford University
Syracuse University, Texas Christian University
University of Tennessee, University of Texas
Utah State University, Wayne State University

2007: 6, 2010: 18
Call for Proposals

USU Digital Monographs

Utah State University Press invites members of the USU faculty to submit monograph-length manuscripts for a new series—USU Digital Monographs. The series will be published online, and will be open-access, providing potentially unlimited national and international distribution.

The USU Digital Monograph Series is open to works in any discipline by faculty members at Utah State University. Manuscripts selected for the series will make original and significant contributions to their respective fields, as established by a rigorous peer review process. They will be published under the USU Press imprint in an open-access collection within the Merrill-Cazier Library Digital Commons (USU's institutional repository). Volumes in the series will also be available as printed and bound books through the USU Press print-on-demand program.

Review copies will be distributed to appropriate journals in the field, and other normal marketing efforts will be undertaken (e-catalog, website, email, conferences, advertisements, etc.) as appropriate.

To submit a volume for the series, please provide a prospectus, including cover letter describing the purpose, field, and scope of the manuscript, along with a table of contents and one or two sample chapters, preferably including the introduction or initial chapter. Send these items to the editor of the USU Press at UMC 3078. Submissions are reviewed on an ongoing basis.

10 books now available
2 books in press
3 proposals
New Vision for University Publishing

- Align the Press with the “business model” of the Library: publishing and distributing the university’s research and scholarship is central to the mission and is supported from central funding

- Integrate the Press into the Library organizationally

- Adopt an Open Access model

- Develop a new conceptual framework for the Press and like entities: e.g., a Center for Digital Scholarship & Publishing
Results?

- A synergistic relationship between Press and Library that will enable the creation of a broader and deeper publishing enterprise that builds on new digital technologies, while remaining true to intellectual quality.

- A return to the essence of university publishing: concentrating on our own faculty, ensuring rigorous peer review.

- A return of the Press to the center of the university’s mission thus providing “full” support.