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From A University Press-Scenes from an Annual Meeting

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T he annual meeting of the Association of American University Presses (AAUP) was held on June 19-21, 2012 in Chicago with the theme, “Igniting the Future!” This annual gathering brings together staff from the some 130 member presses to discuss common issues, new technologies, and in the past few years, the vast changes remaking the landscape of scholarly communication.

Annual meeting program committee chair Becky Clark of Johns Hopkins University Press noted, “While university presses are occasionally criticized as being slow to change, the reality is that AAUP member presses are champions of innovation. Amid sea changes in the publishing industry and a persistent economic downturn that has significantly eroded subvention, university presses are taking control of their own destinies, a process that is palpable with creative energy.”

Organizers wanted to reflect the positive energy and forward momentum, while acknowledging that significant change is also a process of what Clark calls “creative destruction.” Many traditional practices in university press publishing have been abandoned for reasons of practicality and the need to economize where possible, but such changes have opened up space for creative problem solving (I have no doubt that those in the library community are also familiar with how this process works!).

Program committee member Jane Bunker of Northwestern University Press said that the program was crafted “with a focus on two things: how our industry is doing change and innovation (as opposed to ‘withstanding change’) and publishing fundamentals. We can’t just utterly reinvent our business; we all must start where we are, and then focus on where we’re trying to go, one day at a time.”

Digital publishing emerged again and again as a focus, and for good reason. As our marketing director and I tell our board (a lot), digital is palpable with creative energy.”

Also on the minds of many was the closure of the University of Missouri Press. Members of the AAUP central office had been working with university officials to talk about the situation, and longtime sales representative Bruce Miller started an active grassroots and social media “save the press” campaign. The situation at Missouri had many attendees wondering about the nature of their relationship with their own home institutions. In a plenary talk, Tom Allen of the AAP said something that resonated as another emergent theme of the meeting, particularly in light of the Missouri Press situation. Allen argued that publishers have deliberately maintained a sense of mystery and are now paying the price. Publishers, he said, are lousy at explaining what we do and why it’s so important. Amen, Tom. Maybe it’s because one of my early jobs was as a university press publicist, so the publicist in me never dies, but I think this observation is absolutely true and does none of us any good. Gone are the days when the superior mission and work in which we are engaged are enough to ensure adequate and ongoing funding and support. Like other university units, we publishers must now actively educate and advocate. We have to ensure that administrators, faculty, students, and general readers know what we do and care enough to make sure we can continue to do the work we love.

When I asked Northwestern’s Bunker for her observations on the meeting, she replied, “The most interesting thing to me about how university presses are in transition is perhaps the least surprising: it’s that individuals in organizations drive change. University presses employ some of the smartest people in the scholarly ecosystem, and we’re going to figure this thing out. And the change agents among our colleagues will lead us.” I couldn’t have said it better. So many of the men and women I count as friends in the AAUP are among the very smartest and most inspiring people I know. They are passionate, driven, creative, mission-oriented, and understand the bottom line. They are also incredibly generous with their time and their expertise, so much so that no one in university press publishing need ever reinvent the wheel. So yes, this is still a time of great change that feels unsettling, but thanks to the talents of the people who were gathered at this year’s AAUP annual meeting, we’ll figure it out. Of that I have no doubt.