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People Profile: Laura Cerruti

Editor

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process provided us with the structure within which to address these needs responsibly. We initially defined the mission of the collaboration as follows: To support the research, teaching, and public service goals of the **University of California** by publishing high-quality, certified UC-sourced scholarship in emerging digital research publication genres. We then proceeded to work with our consultant to develop a set of tools for evaluating projects, distributing resources, and funding our efforts. The very act of producing these documents forced us to take a hard look at the point of convergence and divergence for our organizations. We realized that projects that appealed to **UC Press** from a scholarly content perspective did not necessarily mesh well with the technical development resources at the **CDL**. And projects that seemed a good fit for the **CDL's** technical core competencies were not necessarily aligned with **UC Press's** publishing agenda. In many cases, we were evaluating projects that were so innovative both in their technology and their academic methodology that we needed to extrapolate rather significantly in order to get a picture of how we might collaboratively provide value added. After a few months of these conversations, we realized that we were being too ambitious in the early stages of our collaboration. What we needed to do — before we could take on the most complex and pioneering digital publishing projects at **UC** — was to better understand how our core services complemented each other. From there, we could better evaluate the projects that were a good fit for our collaboration in terms of resources, skill sets, mission and academic quality.

An Organic Approach: UC Publishing Services

Indeed, it was the act of evaluating our current partnership projects and comparing our core competencies that revealed to us a natural and more organic step to a formal collaboration: **UC Publishing Services (UCPubS)**. **UCPubS** is a joint effort to respond to substantial and often unmet publishing needs and opportunities within the **UC** community, as revealed by our research. The program combines the open access digital publishing services provided by the **CDL** through **eScholarship** with the distribution and marketing services offered by **UC Press**. **UCPubS** represents an effort to provide a suite of publishing services that is robust and flexible enough to support the complexities of content, format, and dissemination that increasingly define the scholarly communications sphere.

We have already developed a working prototype. Originally launched in 2004, **Global and International Archive (GAIA) Books** produces monographs and edited collections that are accessible in open access from **eScholarship** and as print books through **UC Press**. As of 2008, the program has

achieved its goal of producing five scholarly books each year. **GAIA** has a separate editorial board that approves books for publication. A publications director develops, edits, typesets, and delivers finished volumes to **UCPubS**. **GAIA** controls the editorial direction and selection of all titles.

UCPubS supports **GAIA's** publishing program with a set of key services. We will now extend these and additional services to other potential publishing partners within **UC**, including centers, institutes, and departments that produce scholarly research materials.

These partners can select from a menu of services designed to address their publishing needs, from digital to print:

- Book and journal publication (electronic/print)
- Preprint and postprint dissemination (electronic)
- Conference proposal management and proceedings publication (electronic/print)
- Multiple/hybrid business models: open access and sales of print

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against the grain people profile

Laura Cerruti

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BORN & LIVED: California.

EARLY LIFE: Read every book written by **L.M. Montgomery** (*Anne of Green Gables*) multiple times.

FAMILY: Very close and very near.

PROFESSIONAL CAREER AND ACTIVITIES: Director of Digital Content Development at **University of California Press**. Received a B.A. in English from **UC Davis** and have worked at **UC Press** since 1997. During my years at **UC Press** and before taking my current position, I alternately sold to books clubs and special markets, managed the paperback list, worked on revised editions in the *California Natural History Guide* series, and acquired books in poetry and classical studies. I began my book publishing career in the editorial department of **Chronicle Books** in San Francisco. I have given presentations on publishing matters for the **Association of American University Presses (AAUP)**, **UC Berkeley**, **UC Office of the President**, the *Mendocino Writer's Conference*, and the *Community of Writers' Conference*. I was a member of the **AAUP Program Committee** from 2004 to 2006 and the **American Philological Association (APA) Task Force on Electronic Publishing** from 2006 to 2007. Highlights from my recent projects include: **Mark Twain Project Online**; **University of California Publications in Linguistics**, a series of monographs published in both print and open-access digital forms; and a number of print books, including *The Complete Poetry of Cesar Vallejo*, edited and translated by **Clayton Eshleman** and *Caesar's Calendar: Ancient Time and the Beginnings of History* by **Denis Feeney**.

IN MY SPARE TIME I LIKE: Shopping at the farmer's market, cooking wild game, and making sourdough bread.

FAVORITE BOOKS: *Brideshead Revisited* by **Evelyn Waugh**, *Of Human Bondage* by **Somerset Maugham**, *Love in a Cold Climate* by **Nancy Mitford**, *Omnivore's Dilemma* by **Michael Pollan**, *Emerson: The Mind on Fire* by **Robert D. Richardson Jr.**

PET PEEVES/WHAT MAKES ME MAD: The difficulty in keeping your personal and professional lives separate in the online world.

PHILOSOPHY: Eat well and often.

MOST MEANINGFUL CAREER ACHIEVEMENT: Participating on a panel at the **Charleston Conference**, of course.

GOAL I HOPE TO ACHIEVE FIVE YEARS FROM NOW: Developing a publishing program around innovative online research.

HOW/WHERE DO I SEE THE INDUSTRY IN FIVE YEARS: Either university presses will embrace new technology and offer scholarly content in new forms to researchers and under new business models, or they will follow the music industry and spend all of their resources on trying to protect their territory — unsuccessfully. 🍄