

2016

Publisher Profile--Univesity of Virginia Press

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JC: Yes, *Founders Online* is very much a going thing. We just recently added over 3,000 documents from the **Washington, Adams, Madison, and Franklin** projects. *Founders Online* was the result of a congressional act to ensure that all American citizens have free access to the papers of the founding fathers, and in working with the **National Archives** to fulfill this mandate we wanted to do something different than what we had done with **Rotunda**. Although there is some overlap of content, *Founders Online* is aimed more at the general user — the high school student writing a paper, say, or the person doing genealogical research on his family. The **Rotunda** databases include a far greater range and depth of content, and the interface is intended more for sustained scholarly use. The projects are closely tied to their respective letterpress editions, retaining the indexes and all introductory essays and allowing users to navigate by the print editions' series and volumes. We have consistently heard from the scholarly community that this connection to the letterpress editions is valuable, and this is reflected in our sales, which have not been significantly impacted by the introduction of the open-access site. So *Founders Online* and **Rotunda** seem to serve two different populations.

ATG: *What have been the effects on your print imprint as Rotunda and other digital efforts have received more attention and resources? How would you characterize the demand for print titles? Is there a place for print in the long term future of UVa Press?*

JC: The Press has a diverse list that includes scholarly editions, monographs, heavily illustrated books, national trade and regional titles. We have decades-long relationships with both the **Washington** and **Madison** papers projects, and as you might guess we were concerned about the effect of digital editions on the print volumes, which had been a reliable source of income for us as well as a staple of historical scholarship. The fact that our print sales have remained stable since the introduction of **Rotunda** strongly suggests that, rather than one canceling the other out, the print and digital editions complement each other. As for our print monographs, like all scholarly publishers, we no longer see the robust sales of ten or twenty years ago — largely because of libraries' dwindling budgets and increasing emphasis on digital content — so we are going with smaller print runs than in the past, and relying more on print on demand and digital

against the grain

publisher profile

University of Virginia Press

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www.upress.virginia.edu

EXECUTIVE TEAM: Mark Saunders, Director

ASSOCIATION MEMBERSHIPS: Member **American Association of University Presses**.

KEY PRODUCTS AND SERVICES: Books in American history, literature, politics, religious studies, architecture, and regional titles about Virginia. **Rotunda** new digital scholarship collections in the *American Founding Era, Literature and Culture, the American Century, and SAH Archipedia*.

CORE MARKETS/CLIENTELE: Scholars, students, general readers, research libraries.

NUMBER OF EMPLOYEES: 23

NUMBER OF BOOKS PUBLISHED ANNUALLY: 70

TOTAL NUMBER OF BOOKS ON YOUR BACKLIST: 1,000

HISTORY AND BRIEF DESCRIPTION OF YOUR COMPANY/PUBLISHING PROGRAM: The **University of Virginia Press** was founded in 1963 to advance the intellectual interests not only of the **University of Virginia**, but of institutions of higher learning throughout the state. A member of the **Association of American University Presses, UVaP** currently publishes approximately 70 titles annually, including digital editions. New titles are approved by the Board of Directors after a rigorous process of peer review. The **UVaP** editorial program focuses primarily on the humanities and social sciences with special concentrations in American history, literature, politics, architecture and books about Virginia. **Rotunda**, our digital imprint, was created for the publication of original digital scholarship along with newly digitized critical and documentary editions in American history, literature, and architecture. **Rotunda** collections combine the originality, intellectual rigor, and scholarly value of traditional peer-reviewed university press publishing with thoughtful technological innovation designed for scholars and students. 🌳

short runs. In the library market, overall sales of monographs seem to be flat, but eBook sales, with their lower margins, make up a greater portion of the whole. Despite these shifts, we are committed to print books and have no plans to decrease the number of print titles on our list. There are some things that print books still do much better than any database or eBook — I'm thinking, for example, of heavily illustrated books that are real showcases for design — and, if anything, we are ratcheting up our development of such projects.

ATG: *Speaking of the future, what do you think UVa Press will look like in two years? Five years?*

JC: I mentioned our upcoming shift to an XML workflow, which should give us a new flexibility with our content, including more

dynamic eBooks. Looking a bit farther ahead, I would personally love to see an expansion and acceleration of **Rotunda** production. We are busy thinking of ways, from responsive design to the creation of apps to greater integration of GPS functionality, to encourage broader use of our **Rotunda** resources. I look forward to the day when it's routine for an *Archipedia* user to pull out her smart phone and look up the entry on, say, the Mercer-Williams House in Savannah as she's standing in front of it. She would not only learn the architectural history of the house without having to open a book; she'd get directions to **Flannery O'Connor's** childhood home, which is just around the corner. 🌳