MISSION

The Association of American University Presses advances the essential role of a global community of publishers whose mission is to ensure academic excellence and cultivate knowledge

DIVERSITY · STEWARDSHIP · INTELLECTUAL FREEDOM · INTEGRITY

Advocacy

Increase the visibility of our members and their work through engagement with parent institutions, funders, policymakers, and the reading public

- Promote increased funding for higher education and research
- Partner with funding organizations to explore new financial models
- Promote the value of members to the academy and the world
- Equip members to communicate our value to local stakeholders

Research

Conduct research that provides data and analyses to support advocacy and to inform publishing operations and new business models

- Find and disseminate compelling data points and at-a-glance facts and statistics to advocate for presses
- Collect, analyze, and disseminate AAUP statistical surveys
- Facilitate selective environmental scans to identify trends, gaps, and options for new business opportunities

Collaboration

Build membership and foster internal and external collaborations

- Celebrate existing collaborations among members
- Facilitate scaled collaborations to decrease costs and increase publishing capabilities
- Increase outreach to:
  - international publishers and associations
  - libraries and their organizations
  - scholarly societies
  - like-minded publishers
- Find points of common interest with like-minded associations

Education

Provide professional development leadership training

- Develop programs and services that promote essential skills and leadership development
- Promote cross-member education
- Inventory and affirm best practices

Infrastructure

Support the goals of the Association with a sustainable, flexible, and robust financial and technology infrastructure

- Diversify and grow the revenue streams
- Develop a plan for a technology infrastructure that supports strategic goals
- Review and refresh association's business plan

Goals

Strategies

Tactics*

* Your ideas here

PRELIMINARY STRATEGIC PLAN