



AUPresses Strategic Plan

Revised February 2019

MISSION

AUPresses advances the essential role of a global community of publishers whose mission is to ensure academic excellence and cultivate knowledge.

VALUES

- Integrity
- Stewardship
- Intellectual Freedom
- Diversity

GOALS

- *Collaboration* – Build membership and foster internal and external collaborations
- *Advocacy* – Increase the visibility of our members and their work through engagement with parent institutions, funders, policymakers, and the reading public
- *Research* – Conduct research that provides data and analyses to support advocacy and to inform publishing operations and new business models
- *Education* – Provide professional development leadership training

STRATEGIES & TACTICS

Collaboration:

- Celebrate existing collaborations among members
 - Highlight case studies with lessons learned of success & failure; use to develop templates of how to approach projects
 - Support thoughtful expansion of UPCommons
 - » Evaluate use and practices around UPCommons
 - » Explore expanded uses for collaboration, outreach, and professional development
- 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
 - Expand efforts in support of funding for the Humanities
 - Support sustainable models and help seek funding for Open Access publishing

Advocacy:

- Promote the value of members to the academy and the world
 - Increase the Association's visibility among associations representing Higher Education constituencies (e.g., ACE, AAU, APLU, ARL, ACRL, NACUA, NACUBO, NHA, NCH, ACLS, learned societies)
 - Re-launch Association's website with greater focus on communicating university press value proposition to external audiences
 - Expand and enhance University Press Week
 - Expand and Enhance *University Press Books for Public & Secondary School Libraries* Program
- Equip members to communicate value to local stakeholders
 - Expand and enhance toolkits that equip members to articulate the university press value proposition at grassroots
 - Revise and maintain University Press Value Statement
 - Institutionalize role of external communications manager
- Create and maintain a values-based external communications plan that includes target audiences and messaging
- Cultivate relationships with relevant publications; place periodic opinion pieces
- Communicate periodic internal advocacy suggestions to member presses
- Promote increased funding for higher education and research
 - Increase the Association's visibility among government agencies responsible for Humanities funding
- Continually reaffirm and promote Association's commitment to Diversity, Equity, Inclusion, and Access
 - Issue and promote an Association Statement on Equity and anti-Racism
 - Appoint a committee of the Association on Diversity, Equity, and Inclusion
 - Continue to play a leadership role in the Coalition for Diversity & Inclusion in Scholarly Communications (C4DISC)
 - Identify and promote strategies, tactics, and resources to support member presses' efforts in recruiting and retaining staff from diverse backgrounds
 - Identify opportunities to partner with institutions under-represented in scholarly communications, including Historically Black Colleges & Universities, Hispanic-serving institutions, community colleges, and institutions in the Global South

Research:

- Collect, analyze, and disseminate the Association's statistical surveys
 - Improve utility of robust Operating Statistics:
 - » Develop interactive tool to generate customized reports
 - » Find ways to include journals data
 - » Find ways to include data from non-North American member presses
 - » Develop resources to explain use and value of the statistics and to drive increased participation and usage
- Facilitate selective environmental scans to identify trends, gaps, and options for new business opportunities and models
 - Identify and disseminate to AUPresses members relevant industry research
 - Expand capacity for gathering and disseminating business intelligence
- Engage a consultant to gather external market data
- Find and disseminate compelling data points and at-a-glance facts and statistics to support expanded external communications capabilities

Education:

- Inventory and affirm best practices
 - Highlight case studies with lessons learned of success & failure; use to develop templates of how to approach projects
 - Revise Association's 2007 Statement on Open Access
- Promote cross-member education
 - Institutionalize and expand directors' residency program
 - Develop guidelines for hosts and residents
- Develop programs and services that promote essential skills and leadership development
 - Expand and enhance AUPresses webinar offerings
 - Continue to improve effectiveness of mentoring programs
- Continue to expand and enhance the Association's annual meeting
 - Re-envision programming for newcomers
 - Target a shared services Solutions Showcase for 2020 annual meeting