



Program of Events

#AUPresses21

WELCOME to the 2021 AUPresses Virtual Annual Meeting. Our committee worked this year to prepare a program that speaks to the extraordinary times we are in. The past year has been defined by perseverance, resilience, and reinvention, and our work as publishers has taken on urgent new meaning in the face of injustice and pandemic. These themes weave throughout the impressive slate of panels that we have assembled here, and we hope you will find your colleagues' contributions inspiring and useful for your own work. We are particularly excited to share the work of this year's featured speakers. **Nikole Hannah-Jones, Jeffrey Stewart, Lisa Lucas, Jorik Mol, and Leah Piepzna-Samarasinha** each bring a distinct perspective to the foundational question of how we might create a more equitable and just society by imagining new forms of knowledge production and collaboration. We hope they will inspire you as much as they have us. On behalf of the 2021 Annual Meeting Program Committee, thank you for joining us in this virtual space.

AUPresses 2021 Annual Meeting Program Committee

Jocelyn Dawson, Duke, Chair

Natalie Eidenier, Michigan State

Kyle Gipson, Johns Hopkins/Basic Books

Ana Jimenez-Moreno, Ohio State

Erin Rolfs, McGill-Queen's

Kerry Webb, Texas

Stephanie Williams, Wayne State

Joeth Zucco, Washington

Board Liaison

Niko Pfund, Oxford

Central Office Liaison

Susan Patton

12:20-12:50 PM EDT Welcome, Presidential Address and Stand UP Award Presentation

Speakers: *Peter Berkery, Executive Director, AUPresses; Niko Pfund, 2020-21 AUPresses President and President, Oxford University Press*

1:00-2:15 PM EDT Opening Plenary

Speakers:

Nikole Hannah-Jones 2020 Pulitzer Prize winning New York Times journalist and founder of the 1619 Project, which "seeks to place the enslavement of Africans at the center of America's story"

Jeffrey Stewart, author of the 2019 Pulitzer Prize Winner for Biography, The New Negro: The Life of Alain Locke, and professor of Black Studies at UC Santa Barbara

Moderator: *Stephanie Williams, Director, Wayne State University Press*

2:35-3:50 PM EDT Concurrent Sessions

Born Digital and Made for Learning: Foundations for Developing Successful Digital Course Materials

This session brings together librarians, publishing professionals, and members of the higher ed community for a conversation about developing digital course materials. Given the increasing need for materials that are available online and in flexible formats, panelists will discuss strategies for laying the groundwork for successful digital projects, from acquisitions, to author relationships, to rights issues, to the importance of considering end user needs early on. Panelists have backgrounds in developing and/or using materials in both OA and commercial environments, and the discussion will focus on the needs, challenges, and opportunities common to developing materials for both.

Moderator: *Clara Totten, Acquisitions Editor, Georgetown University Press*

Panelists: *Sara Jo Cohen, Senior Acquiring Editor, University of Michigan Press; Matthew Gold, Associate Professor of English, CUNY; Annie Johnson, Assistant Director for Open Publishing Initiatives and Scholarly Communications, Temple University Libraries/Temple University Press; Trond Knutsen, Digital Publishing Manager, University of Hawai'i Press*

The Change We Wish to See: Acquiring Editors as Agents of Transformation

Moderator: *Suzanne Guiod, Director, Bucknell University Press*

Panelists: *Parneshia Jones, Director, Northwestern University Press; Eugenia Zuroski, Associate Professor of English and Cultural Studies, McMaster University; Masako Ikeda, Executive Editor, University of Hawai'i Press; Jenny Tan, Associate Editor for Anthropology, and Political Science, University of Pennsylvania Press; Dr. Jennifer Nelson, professor in the Department of English and director of the Honors Program, Gallaudet University*

Traditionally, the vocabulary of university press editorial practices has emphasized exclusivity: our lists are selective, our authors prestigious, our methods discriminating. In light of the AUPresses statement on equity and antiracism, how, specifically, should acquiring editors rethink standard tools and practices such as author recruitment, peer reviewer selection, series editor agreements, and editorial board member appointments to embody and reflect the diversity and inclusivity we claim to champion? How can daily editorial practices exemplify your university's strategic goals of inclusivity, equity, and access? How can thoughtful editorial decisions and strategic list-building influence the evolution of tradition-bound fields? How should deliberate, intentional acquisitions work disrupt traditional modes of "gatekeeping" and help to transform the higher ed landscape from within? Building out from one of several topics discussed during the Ethics and Transparency in Publishing virtual lab at AUPresses 2020, this session will focus on the responsibility of acquiring editors to build diverse lists, author and reader pools, and editorial advisory boards, as well as the unique role of acquiring editors in influencing and affecting change in moribund fields.

Moderator: *Suzanne Guiod, Director, Bucknell University Press*

Panelists: *Parneshia Jones, Director, Northwestern University Press; Eugenia Zuroski, Associate Professor of English and Cultural Studies, McMaster University; Masako Ikeda, Executive Editor, University of Hawai'i Press; Jenny Tan, Associate Editor for Anthropology, and Political Science, University of Pennsylvania Press; Dr. Jennifer Nelson, professor in the Department of English and director of the Honors Program, Gallaudet University*

4:00-5:00 PM EDT Speed Networking

Get to know your AUPresses colleagues from across presses, departments, and career levels and this event sponsored by [AUPresses Professional Development Committee](#).

Hosts: *Natalie Eidenier, Journals Manager, Michigan State University Press; Laura Keeler, Editorial Assistant, The MIT Press; Elise Jajuga, Publicity Manager, Princeton University Press; Lyndsey Claro, Chief of Staff, Princeton University Press; Kathryn Marguy, Publicity Manager, Johns Hopkins University Press; Ines ter Horst, Director of Rights, Contracts and Permissions, Princeton University Press; Christie Henry, Director, Princeton University Press; Caitlin Tyler-Richards, Acquisitions Editor, Michigan State University Press; Casey LaVela, Marketing Manager, University of Washington Press; Joeth Zucco, Senior Project Editor, University of Washington Press*

TUESDAY, JUNE 8, 2021

11:00 AM–12:30 PM EDT Dedicated Virtual Exhibits Hours

Take this time to visit with our sponsors and virtual exhibitors.

12:45–12:55 PM EDT Welcome and Announcements

Host: *Jocelyn Dawson, 2021 Annual Meeting Program Committee Chair and Journals Marketing Manager, Duke University Press*

1:00–2:15 PM EDT General Session

What Can We do to Meet the Needs of BIPOC Authors?: A Conversation between Authors and Editors

This panel investigates how presses can be better attuned to BIPOC authors' needs and concerns, and how acquisitions editors in particular can better support BIPOC authors throughout the publishing process. What are presses getting right for BIPOC authors, and what are we missing? In which areas of acquisitions, EDP, and marketing have these authors experienced challenges, and how have presses risen (or not) to meet those challenges? Comprised of four author/editor pairs in conversation, the panel represents a range of press sizes, title profiles, and list areas.

Moderators: *Cate Hodorowicz, Acquisitions Manager, University of North Carolina Press; Stephanye Hunter, Acquisitions Editor, University Press of Florida*

Editors: *Allyson Carter, Senior Editor, University of Arizona Press; Jermy Matthews, Acquisitions Editor, The MIT Press; Dawn Durante, Editor-in-Chief, University of Texas Press; Kristen Elias Rowley, Editor in Chief, The Ohio State University Press*

Authors: *Karma Chávez is Department Chair and associate professor in the department of Mexican American and Latina/o Studies at University of Texas at Austin; Theresa McCarthy, Six Nations Onondaga, Beaver clan, is the Interim Chair and Associate Professor in the Department of Indigenous Studies and Associate Dean for Inclusive Excellence at the University at Buffalo.*

2:35–3:50 PM EDT Concurrent Sessions

All The Pretty Journals

Representatives from a variety of journal publishers will discuss the ins and outs of journal production. Panelists will give a brief overview of their workflow and staff responsibilities at their respective presses, and will then discuss a wide range of topics—including accessibility requirements, schedule tracking, article-oriented workflows, pandemic-related challenges, and beyond.

Facilitators: *Joel Puchalla, Project Supervisor, Journals Dept, University of Nebraska Press; Sandra Shaw, Editorial and Production Manager, Journals Dept., University of Toronto Press*

Panelists: *Jennifer D'Urso, Manager, Electronic Production, Project Muse; Levi Rubeck, Senior Production Coordinator, The MIT Press; Rachel Ginder, Production Assistant, Journals, Penn State University Press; Miriam Paz Maor; Editorial, Design, and Production Coordinator, University of Toronto Press*

Collaboration Lab: Views Your Own: Navigating Twitter Landmines in 2020 and Beyond

As conferences moved online, authors and readers increasingly engaged with publishers on social media. But as people engage virtually, Twitter and Facebook conversations can turn contentious fast. How, in a fraught and very public landscape, can University Press publishers navigate personal and professional accounts? How do Social Media managers simultaneously expand current conversations around social movements like #blacklivesmatter, align with a university mission, and respond to subjects like #publishingpaidme in 140 characters or less? And how can you do the same? This panel is a collaboration lab featuring 3-4 social media professionals from different press categories. Panelists will present a thorny social media case, explain how they diffused it, and move to video breakout sessions. Attendees would workshop or roleplay difficult, but common, social media dilemmas. This panel would not rehash specific controversies but focus on providing practical takeaways that can make attendees' social media presence more impactful.

Facilitator: *Elisabeth Maselli, Acquisitions Editor, Rights Manager, eBook Coordinator, Assistant to Director, Rutgers University Press*

Panelists: *Bailey Morrison, Digital Media Producer & Direct Promotions Manager; University of Texas Press; Adriana M. Ferreira, Social Media Coordinator, Cornell University Press; Shannon Wood, Web Marketing & Data Manager, McGill-Queen's University Press; Becky Elmuccio, Social Media Manager, Princeton University Press*

4:00–5:00 PM EDT Virtual Networking for BIPOCs Scholarly Publishing

Attendees who identify as BIPOC (Black, Indigenous, and People of Color) are encouraged to attend.

Hosts: *Mike Baccam, Acquisitions Editor, University of Washington Press; Lea Johnson, Assistant Editor, J. Paul Getty Trust; Angelica Lopez-Torres, International Rights Manager, University of Texas Press*

11:00–11:15 AM EDT Welcome and Announcements

Host: Kerry Webb, 2021 Annual Meeting Program Committee and Senior Editor, University of Texas Press

11:20–11:50 AM EDT Sponsored Sessions

The New Norm of Working Remotely

Fordham University Press will discuss how Biblio has supported their move to remote working through the use of electronic forms, improving data flow for the team and managing peer reviews and acquisition processes.

Moderator: Rodney Elder, EVP North America, Virtusales Publishing Solutions

Panelists: Fredric Nachbaur, Director and Richard Morrison, Editorial Director, Fordham University Press

Sponsored by Virtusales

UN Sustainable Development Goal Program

Speaker: Sherri Aldis, Chief of UN Publications

Introduced by: David Hetherington, Books International

Sponsored by Books International

12:00–12:30 PM EDT Sponsored Sessions

How to Promote Ebooks and Audiobooks on a Shoestring Budget

In this 30 minute session, a BookBub Account Manager will walk you through various budget-friendly marketing strategies for promoting your digital formats. We'll cover pricing strategy, including how to best leverage price promotions in BookBub and Chirp's daily deals emails; tips for running cost-effective display advertising campaigns; and beyond. After the presentation, we'll open the floor to 10 minutes of live Q&A from the audience.

Presenter: Audrey Derobert, Account Manager, BookBub/Chirp Book

Sponsored by BookBub

Get the #AudioUP: Breaking the Publishing Sound Barrier

Moderator: Urooj Kamran Azmi, Head of Growth & Partnerships, Scribe Audio

Panelists: Ali Zia Khan: CEO & Founder, Scribe Audio; Tom Payton, Press Director, Trinity University Press; Jay Dew: Press Director, Texas A&M University Press; Seth Gershel, Former SVP - Simon & Schuster, Founding President - APA; Tom Reale, President & COO, Brown Books, Former VP - HMH

Sponsored by Scribe Audio

1:00–2:15 PM EDT Stepping Up to Support Racial Justice Movements

As demonstrations against racism and police brutality rose up around the country and world last summer, many publishers felt the need to go beyond the work they were already doing to support them, and some decided to do this by making relevant books and articles freely available. What practical and ethical considerations shaped their discussions around what to make available, for how long, how to present and promote it, and who would do the work? How did authors and readers respond? What kinds of use did they see, and what have they learned from the experience that can help guide our thinking going forward about how to respond to and serve social justice movements? This session brings together staff from three presses to talk about their work around a collection of books, a collection of journal articles, and a new reader.

Moderators: Caitlin Tyler-Richards, Acquisitions Editor, Michigan State University Press

Melissa Rodman, Editorial Associate, Harvard University Press

Panelists: Tiffany Adams, Associate Marketing Director, University of Chicago Press Journals; Emily Hamilton, Assistant Director for Book Publishing, University of Minnesota Press; Sharmila Sen, Editorial Director, Harvard University Press

2:35–3:50 PM EDT Small Presses and Big Campuses: Developing Strategies for Campus and Community Connections

With the Covid financial fallout adversely impacting universities, small presses have become particularly vulnerable to budget reductions, programmatic and organizational restrictions, shifts away from scholarship's importance, hiring freezes, and even shutdowns. Rather than being viewed as marginal programs set apart from core university missions, small presses need to become more active and visible on their campuses by developing strategic initiatives with campus and community partners. By bringing together members from the small press community who have established successful partnerships, this panel intends to offer clear how-to guidelines for creating collaborations that would strengthen a small press's connections with its campus and community. Such initiatives might include enhancing internships and student work programs, developing collaborative publishing projects with campus and community partners, offering workshops on editing and publishing, creating or extending community support groups, helping to host campus events, and participating in university faculty/staff assemblies. In a climate of budgetary cutbacks, small press networking is crucial.

Moderator: Dan Williams, Director, TCU Press

Panelists: Nadine Buckland, The University of the West Indies Press; Jon Miller, Director, University of Akron Press; Brian Roach, Sales and Marketing Director, The Catholic University of America Press; Molly Spain, Assistant Editor, TCU Press

4:00–5:00 PM EDT Networking Breakouts

Small Press

Staff members at smaller presses are encouraged to drop in.

Hosts: *Dan Williams, Director, TCU Press; Trevor Lipscombe, Director, Catholic University of America Press*

Mellon Diversity Fellows

Outgoing, incoming, and fellows from earlier years are encouraged to attend this informal event.

THURSDAY, JUNE 10, 2021

11:00 AM–12:30 PM EDT Virtual Exhibits Open

12:45–12:55 PM EDT Welcome and Announcements

Host: *Joeth Zucco, 2021 Annual Meeting Program Committee and Senior Project Editor, University of Washington Press*

1:00–2:15 PM EDT Collaboration Lab: Early Career Pay Equity and Inclusivity

Our goal is to start a conversation around early-career pay equity to expand current conversations around diversity and inclusivity in the AUPresses community. How are we valuing our early career employees? How are we facilitating long-term career success not only through mentorship, but financially incentivizing them to stay in the field? How does this disproportionately affect marginalized employees? While many who enter into university press publishing start in roles--across departments--that have no specialized requirements past a bachelor's degree, early career staffers come into the field with myriad job experiences and advanced degrees that benefit our presses and bring diversity in perspective to our day-to-day experiences. This Collaboration Lab will strive to create an honest and open dialogue about the barriers to long-term success that often arise for early career employees of all press sizes, and how we strive to create value in our roles that make us unique assets to our presses.

Facilitators: *Rebecca Bostock, Assistant Editor and Grants and Subventions Coordinator, Ohio State University Press; Dominique Moore, Acquisitions Editor, University of Illinois Press*

2:35–3:50 PM EDT Concurrent Sessions

Inclusion and Representation in the Cover Design Process

The panel will ask designers to consider that working in a realm of visual metaphor is fraught with historical connotation and tropes. We will be critically examining questions of representation across university press designs. Some questions we will consider: How do we better represent the books/journals and authors we publish through our cover design process? How can we avoid the pitfalls of a lack of diversity in the university press design world, especially in a world of tight budgets and small design staffs? What role can university press book/journal design play in the work of anti-racism in scholarly publishing?

Moderators: *Aimee Harrison, Book Designer, Duke University Press and Katrina R. Noble, Art Director, University of Washington Press*

Panelists: *Heng Wee Tan, Principal, HWT Studio; Lara Minja, Principal, Lime Design; Jessica Massabrook, Assistant Creative Director (Books), Princeton University Press; Leigh McDonald, Art Director & Book Designer, University of Arizona Press; Adam Bohannon, Art and Design Manager, NYU Press*

4:00–5:00 PM EDT Networking Breakouts

Press Directors

Hosts: *Ashley Runyon, Director, University Press of Kentucky; Tim Sullivan, Director, University of California Press; Romi Gutierrez, Director, University Press of Florida*

Early Career Staff

Host: *David Juarez, Editorial Assistant, University of Notre Dame Press*

FRIDAY, JUNE 11, 2021

12:00–12:15 PM EDT Welcome and Announcements

Host: *Natalie Eidenier, 2021 Annual Meeting Program Committee and Journals Manager, Michigan State University Press*

12:30–1:30 PM EDT Networking Breakout: Journals

Host: *Jessica Karp, Journals Production Assistant, Penn State University Press*

2:00–3:15 PM EDT Plenary Session: Imagining our Way to a More Equitable Literature

Speaker: *Lisa Lucas, senior vice president at Knopf Doubleday*

Moderator: *Kyle Gipson, Associate Editor, Basic Books*

3:30–4:30 PM EDT Concurrent Session

Mass Appeal: How Authors Expand Their Reach

Everyone has an interest in academic authors becoming better communicators. Society needs expertise and evidence-based policy. Universities want to publicize their scholarship. Presses want to sell books and share knowledge. And having worked for years to produce major findings, academic authors want their ideas to inform the worlds of business, government, and civil society. The problem is that few authors are trained in the communication skills that produce such “mass appeal.” In this breakout session, George Mason University professor and author Justin Gest will lead a discussion addressing this universal challenge in the context of a “post-fact” environment featuring leaders from the worlds of publishing, journalism, and science.

Moderator: *Justin Gest, Associate Professor of Policy and Government, George Mason University*

Speakers: *Ángel Cabrera, President, Georgia Tech; Amanda Cox, Editor, The Upshot, The New York Times; Niko Pfund, President, Oxford University Press USA*

3:30–4:45 PM EDT Concurrent Session

Making Content Accessible

How do we approach accessibility? This session will talk about how to include inclusive procedures and policies so that products and content can be usable by all people, including those who use assistive devices such as screen readers, on-screen keyboards, zoom/magnification, etc. Panelists will discuss why we need to make content accessible and what best practices to use, their experiences of integrating accessibility into the workflow around making products accessible across acquisitions and production, developing policies and procedures for generating and handling alt text, audio and video captioning, checking accessibility for each format (ePub and PDF), and making digital content accessible (such as posting documents, marketing material, and website accessibility).

Moderator: *Laura Brady, Director, Cross-Media Group, House of Anansi & Groundwood Books*

Speakers: *Jillian Downey, Director of Publishing Production, University of Michigan Press; Thom Holmes, Development Manager, Oxford University Press; Barbara A. Lopez, Digital Accessibility Consultant, Disability Resource Center, The University of Arizona; Anna Pohlod, Editorial Associate and Acquisitions Coordinator, University of Michigan Press; Erika Suffern, Head of Book Publications, Modern Language Association*

SATURDAY, JUNE 12, 2021

2021 AUPresses Virtual 5K

For our group walk/roll/run this year, we invite you to get off the couch and join our eight annual 5K—and second virtual one. Get some exercise together with your colleagues from around the world while safely socially distancing. Pick your own favorite route, wear a shirt from a past AUPresses 5K if you have one, and post a photo on Twitter by tagging #AUPRESSES21 and your home press or company. Pets, of course, are always welcome. LaceUP, MaskUP!

11:00 AM–12:00 PM EDT Networking Breakouts

Rights

Host: Angelica Lopez-Torres, International Rights Manager, University of Texas Press and AUPresses Intellectual Property and Copyright Committee Chair

Managing Editors

Host: Laura Furney, Assistant Director & Managing Editor, University Press of Colorado

Business

Host: Al Bertrand, Director, Georgetown University Press and AUPresses Business Systems Committee Chair

12:45–12:55 PM EDT Day 6 Welcome and Announcements

Host: Erin Rolfs, 2021 Annual Meeting Program Committee and Marketing Director, McGill-Queen's University Press

1:00–2:15 PM EDT General Session: Mellon University Press Fellows Forum

The Mellon University Press Diversity Fellowship Program, now in its fifth year, has the goal of diversifying the pipeline of publishing professionals within the AUPresses, particularly within acquisitions departments. This panel will feature the 2020-2021 fellows from the six partner presses (MIT, Cornell, Ohio State, Northwestern, Chicago, and Washington), who will share their perspectives and offer insights and advice to newcomers and others about their experiences. The panel will have an interview format, and will highlight tips and wisdom for those newer to university press publishing as well as for those working as mentors and managers to fellows within diversity-oriented programs and with newer university press staff more broadly.

Moderator: María Isela García, Assistant Editor, University of North Carolina Press

Panelists: Jason Alley, University of Washington Press Fellow; Allegra Martschenko, Cornell University Press Fellow; Iván Pérez-Zayas, Northwestern University Press Fellow; Rebecca Brutus, University of Chicago Press Fellow; Erika Barrios, The MIT Press Fellow; Joe Fitzgibbon, The Ohio State University Press Fellows

2:35–3:50 PM EDT Concurrent Sessions

A Bias-Free Workflow: Combating Racism and Gender Bias at Multiple Levels

This session will explore how we as university presses approach bias in language, both in our in-house practices and our publications. Topics include normalizing listing of pronouns (for example, in email signatures and Zoom profiles), developing policies for handling author name and pronoun changes, the importance of a varied and inclusive copyediting pool, and updating house style guides to allow and encourage more inclusive language. Panelists will also discuss more generally how university presses might position ourselves to combat bias in this area. For instance, should we lead the pack in codifying new stylistic decisions (like the singular “they,” capitalizing “Black,” and similar editorial choices) or do we wait until such terms enter the broader vocabulary? Where do we look to find best practices?

Moderator: Amanda Krause, Editorial, Design, and Production Manager, University of Arizona Press

Panelists: Keondra Bailey, Digital Access Specialist, Duke University Press, Joel Luber, Assistant Managing Editor, Duke University Press, Alex Kapitan, Freelance copyeditor and founder of Radical Copyeditor, an anti-oppressive language project; Marquis Bey, Assistant Professor, African American Studies & English, Northwestern University

What Does the Library Market look like in the COVID era?

This panel brings together librarians and aggregators to provide an update on the scholarly marketplace from their vantage point. They will share how COVID has changed and in many cases accelerated their work. With shrinking dollars across higher ed, libraries are facing unprecedented budget cuts and disruptions to how they operate. What does this mean for University Presses? How have things changed since COVID hit in library purchasing and what can we expect in the future? This session will offer in-depth conversation with key leaders to help us understand how library budget cuts, changes to their purchasing models to deal with these cuts, and the pressure they are feeling from their customers and administrators will affect university presses. We will also ask panelists to address other pressures and possibilities, including developments in acquisitions and collecting strategies; open access imperatives; the growth of digital scholarship and publishing within libraries. This panel will offer key insights for future planning.

Moderator: Barbara Kline Pope, Director, Johns Hopkins University Press

Panelists John Culshaw, Association of Research Libraries President, Jack B. King University Librarian, The University of Iowa Libraries; Jon T. Elwell, Director of Content Strategy EBSCO; Wendy Queen, Director, Project MUSE, Johns Hopkins University Press; Elaine L. Westbrook, Vice Provost for University Libraries and University Librarian at the University of North Carolina at Chapel Hill

4:00–5:00 PM EDT Networking Breakouts

Acquisitions

Host: Courtney Berger, Executive Editor, Duke University Press

Marketing

Host: Casey LaVela, Sales and Marketing Manager, University of Wisconsin Press

EDP

Hosts: Julia Cook, Production Editor, University of Rochester Press; Mary Lui, Editorial, Design, and Production Coordinator, University of Toronto Press

TUESDAY, JUNE 15, 2021

11:00 AM–12:30 PM EDT Virtual Exhibits Open

12:45–12:55 PM EDT Day 7: Welcome and Announcements

Host: *Stephanie Williams, 2021 Annual Meeting Program Committee and Director, Wayne State University Press*

1:00–2:15 PM EDT General Session: A Neurodivergent World—An Introduction to Neurodiversity in University Publishing

Speaker: *Jorik Mol, Autistic Trainer and Educator*

Introduced by: *Anam Mazhar, Senior HR Business Partner, Oxford University Press*

2:35–3:50 PM EDT Concurrent Sessions:

Career Strategies for the Mid-Career Professional—and Strategies for Managing AUPresses Deepest, Untapped Talent Pool

Career advancement for early career people seems self-evident, and directors and administrators seem to have already “made it.” But what about the mid-career professional? What are the career development options for this tier of experienced and talented publishing professionals? Are management or administration the only paths? How do you gain needed experience either inside or outside of your current job description? How do you negotiate titles, salary, and responsibilities? For managers, how do you nurture, challenge, and ultimately keep/promote/support your best people when obvious paths to advancement, or “opportunity mobility,” may not be clear in your organization? This panel features UP publishing professionals with deep experience on both sides of the management divide. Bring your toughest questions to an exciting round table that will unshroud the mysteries of career fulfillment in scholarly publishing.

Moderator: *Sara Jo Cohen, Senior Acquiring Editor, University of Michigan Press*

Speakers: *Elizabeth Demers, Editorial Director, University of Michigan Press; Christie Henry, Director, Princeton University Press; Mick Gusinde-Duffy, Editor, University of Georgia Press; Heather Staines, Senior Consultant, Delta Think*

Collaboration Lab: Help Build It: Press Needs for an eBook Usage Data Trust for Reporting and Visualization

From 2020–2022, the Mellon Foundation is supporting the development and piloting of an international data trust for Open Access eBook usage data (https://educopia.org/data_trust/). The project team spans three continents, with advisors representing over two dozen university libraries, university presses, commercial publishers, and international efforts. To anchor this developing data trust in user-centered design, project staff invite AUPresses attendees to join this community conversation to help shape and inform the pilot data trust's infrastructure, privacy policies, and governance. In this unconference session, participants will be asked to discuss different facets of how an OA eBook usage data trust could best support press use of monograph usage analytics, reports, and visualizations.

Facilitators: *Christina Drummond, Data Trust Program Officer, Educopia Institute; Kevin Hawkins, Assistant Dean for Scholarly Communications, University of North Texas Libraries*

WEDNESDAY, JUNE 16, 2021

11:00–11:15 AM EDT Day 8: Welcome and Announcements

Host: *Ana Jimenez-Moreno, 2021 AUPresses Program Committee and Acquisitions Editor, The Ohio State University Press*

11:20–11:50 AM EDT Sponsored Sessions

Maximizing Your Digital Sales in a Post-Covid World

The past year has redefined the audio and ebook market. Join Agustina Casal, senior manager of digital sales at Ingram Content Group, as she discusses new innovations and trends for digital platforms. She'll highlight international sales trends and the digital course adoption market. Agustina will also discuss new advances with audio platforms particularly how AI enhancements are redefining the market. We'll take questions from attendees towards the end of the session.

Speakers: *Agustina Casal, Senior Manager, Digital Sales at Ingram Content Group; Joy Mizan; Marketing Manager for Ingram Academic Services, Ingram Content Group*

Sponsored by Ingram

Navigating the Higher Education Adoption Market: Using Data to Inform Editorial, Marketing and Sales Strategies

This session will showcase how one University Press uses precise adoption data to aid in editorial, marketing and sales decisions.

Moderator: *Brian Murphy, President, Brian Murphy Group*

Panelists: *Hope J LeGro, Assistant Director, Director of Georgetown Languages, Georgetown University Press; Virginia Bryant, Marketing and Sales Director, Georgetown University Press; Caroline Crossman, Marketing Coordinator, Georgetown University Press*

Sponsored by The Brian Murphy Group

12:00–12:30 PM EDT Sponsored Session

Why Trade Reviews Still Matter

The pandemic has certainly added some new layers to getting books into the hands of readers, but the value of trade review publications to booksellers and librarians, who buy in multiples of tens and hundreds, has only increased. In addition to helping university presses get advance notification of their titles, these reviews also help build excitement and your brand in the categories you publish. This session will quickly review our submission guidelines, timelines, and how to maximize your reviews.

Speakers: *Victoria Sutherland, Publisher and Michelle Schingler, Foreword Reviews*

Sponsored by Foreword Reviews

1:00–2:15 PM EDT General Session The Independent Bookstore as Cultural Partner

What is the role of the bookstore in the 21st century? Panelists from across the industry will reflect on the cultural value of physical bookstores and the various services they provide in addition to sales, including marketing, author relations, community building, and elevating the work of serious presses for their general readers. The panelists will share ideas on how to build and leverage partnerships with independent bookstores throughout the country, including emerging stores, in order to fulfill what is a shared mission on behalf of a shared community.

Moderator: Jeff Deutsch, Director, Seminary Co-op Bookstores

Panelists: Joy Dallanegra-Sanger, COO, American Booksellers' Association; Elizabeth Branch Dyson, Assistant Editorial Director and Executive Editor, University of Chicago Press; John Sherer, Director, University of North Carolina Press; Paul Yamazaki, Principal Buyer, City Lights Booksellers

2:35–3:50 PM EDT Concurrent Sessions

What It Takes to Develop Competitive Regional Trade Books

Successful regional trade publishing requires flexibility, creativity, risk-taking, and tremendous effort and opportunity across the press. This session will provide cross-departmental advice on developing competitive regional trade books, coherent with both mission and market. Highlighting the uniquely collaborative life cycle of trade books, panelists will dig into how (and why!) to acquire, develop, design, produce, market, and sell them. Discussion will also address the expertise and resources needed to support regional trade programs, cultivating a wide variety of publishing opportunities, and the effects of growth across the press and beyond.

Moderator: Emily Hamilton, University of Minnesota Press

Panelists: Sarah Munroe, Marketing Manager and Acquisitions Editor, West Virginia University Press; Gianna LaMorte, Assistant Director, University of Texas Press; Julie Van Pelt, Senior Production Editor, University of California Press; Jill Shimabukuro, Design & Production Director, University of Chicago Press

Collaboration Lab: Everyone's a Pitcher

What can Publicity, Sales, Rights Managers, Development Officers, Acquisitions Editors learn from each other about pitching strategies. Are there frameworks/tactics that work well for different audiences. What can "pitchers" from different departments learn from each other, and how can we all put forward our best pitch possible?

Moderator: Cameron Ludwick, Publicity and Communications Manager, University of Texas Press

Panelists: Ashante Thomas, Assistant Acquiring Editor, Indiana University Press; Jessica Castro-Rappl, Publicist & Academic Exhibits Coordinator, Duke University Press; Greta Lindquist, Subsidiary Rights and Contracts Manager, Stanford University Press; Tony Sanfilippo, Director, The Ohio State University Press

THURSDAY, JUNE 17, 2021

11:00 AM–12:30 PM EDT Virtual Exhibits Open

12:45–12:55 PM EDT Day 9: Welcome and Announcements

Host: Kyle Gipson, 2021 Annual Meeting Program Committee and Associate Editor, Basic Books

1:00–2:15 PM EDT General Interest: Open Access for Books and Journals

This panel will discuss the different models of open access as implemented by a number of university presses. The panel includes a diverse array of presses with equally distinctive approaches to open access for both journals and monographs. The approach to this panel is to illustrate that open access publishing can be accomplished in a variety of ways and will include presses that have used open access models in ways that work well with their respective institutions and publishing models.

Co-Chairs: Jason Gosnell, Managing Editor, Marine Corps University Press; Stephani Miller, Managing Editor, Marine Corps History Journal

Panelists: Angela Anderson, Director, Marine Corps University Press; Aaron Javicas, Editor-in-Chief, Temple University Press; Fredric Nachbaur, Director, Fordham University Press; Tony Sanfilippo, Director, Ohio State University Press; Beth Bouloukos, Director, Amherst College Press; Theresa Schmid, Marketing Manager, University of Michigan Press

2:35–3:50 PM EDT Concurrent Sessions

Advocates for the Humanities

The humanities need better advocacy--they are after all, disciplines through which we learn about and discuss issues central to what it means to be human. The humanities are integral to how we make sense of the world from a variety of perspectives. As our society has pivoted to a placing more value on STEM fields, support for the humanities has eroded. Yet, the humanities offer a lens through which we can better understand the impact of emerging science and technology. This panel will address the role scholarly journals in the humanities plays to make all knowledge trustworthy, accessible, understood, and valued.

Moderators: Alexa Colella, Marketing and Strategy Manager, University of Illinois Press; Jessica Karp, Production Assistant, Pennsylvania State University Press

Panelists: John Christman, Director, Penn State Humanities Institute; Cason Lynley, Director of Marketing, Sales, & Finance, Duke University Press; Barbara A. Heavilin, Professor Emeritus, Taylor University, Editor, Steinbeck Review and Oxford John Steinbeck Bibliographer

Collaboration Lab: A Year of Marketing Innovation: A Rapid-Fire Panel

2020 pushed marketing, publicity, and sales professionals to rapidly adapt their promotional strategies and to implement fresh solutions to challenges both new and eternal. From cancelled conferences to outsized author expectations, each press has crafted its own unique solutions to the problems facing us all. This non-traditional session features 13 mini presentations on the most successful (or most disappointing) marketing, sales, or publicity strategy each presenter implemented recently. From the widely innovative to the quietly effective, the range of ideas presented in a rapid-fire format will spark creativity and collaboration.

Moderator: *Michelle Sybert, Sales and Development Director, University of Notre Dame Press*

Presenters: *Susie Chavez, Marketing Communications Specialist, Stanford University Press; Alexa Colella, Marketing and Strategy Manager, University of Illinois Press; MacKenzie Collier, Publicity and Strategic Partnerships Director, University of South Carolina Press; Clancey D'Isa, Marketing Director, Seminary Co-Op; Bryce Emley, Marketing Associate, University of New Mexico Press & High Road Books, University of New Mexico Press; Steffi Hoffman, Marketing and Sales Specialist, University of Notre Dame Press; Jane Kelly, Director of Sales and Marketing, University of Toronto Press; Jes Malitoris, Exhibits Manager, Duke University Press; Joy Mizan, Ingram Academic Services, Ingram Academic; Hannah New, Marketing Manager, University of Utah Press; Stephanie Rojas, Publicist, Georgetown University Press; Maggie Sattler, Direct Mail and Web Marketing Manager, University of Minnesota Press; Rosemary Sekora, Publicity Manager, University of Nebraska Press; Karen Smith, Marketing and Sales Assistant, The University of the West Indies Press; Ajonelle Solomon, IT Officer, The University of the West Indies Press; Clark Whitehorn, Bison Books Executive Editor, University of Nebraska Press; Khelee Williams, Marketing Officer, The University of the West Indies Press*

4:00–5:00 PM EDT Networking Event: Trivia Tournament

Last year's AUPresses trivia event was the breakout-room hit of the meeting! This year, trivia impresario Charles Brower (Duke University Press) is back, and he's assembled a brain trust of fellow Jeopardy! alums: Zach Klitzman (Library of Congress Publishing Office), Dennis Lloyd (University of Wisconsin Press), and Laura Portwood-Stacer (Manuscript Works). Come join us for fun, challenging questions, and networking opportunities.

Participants will be randomly assigned to Zoom breakout rooms. Please arrive on time at 4:00 PM ET if you are participating!

Trivia Master: *Charles Brower, Senior Product Editor, and Jeopardy! champion.*

FRIDAY, JUNE 18, 2021

12:30–12:50 PM EDT Incoming Presidential Address

Speakers: *Peter Berkery, Executive Director, AUPresses; Lisa Bayer, AUPresses 2021-2022 President and Director, University of Georgia Press*

1:00–2:15 PM EDT Book, Jacket, and Journal Show

Moderator: *Dan Ruccia, Duke University Press*

Judges: *Andrew Shurtz, Matthew Monk, Gail Anderson, Janet Hansen*

Join the AUPresses design community in celebrating the newest iteration of the annual book show. Our panel of industry-leading jurors will be joined in conversation by BJJS Committee Chair Dan Ruccia (Duke) to shed light on their thoughts on this year's selected entries. This panel is intended to open up a conversation about how the university press community designs books, covers, and jackets; how we evaluate our work; and how we can best promote exceptional design practices. The first half of the panel will be set up interview-style and the second half will be a mix of comments from the jurors about specific books and questions and comments about the same from the audience.

2:35–3:50 PM EDT Closing Plenary: Crippling Literature: Disability Justice Writers Destroying and Remaking the Literary World As We Know It

Speaker: *Leah Lakshmi Piepzna-Samarasinha*

Introduced by: *Lisa Factora-Borchers, Writer and Co-publisher, Guernica*

How do we cripp literature? How are disabled writers, editors and publishers already doing it? The literary world for many years has not thought of disabled, Mad, neurodivergent and chronically ill writers and creators as existing at all, or squeezed us into narrow boxes of the health section or inspirational, tragic or confessional literature, where the audience is always presumed to be abled, hearing and neurotypical. However, especially since the birth of the disability justice movement, disabled writers are transforming the ways writing and publishing works, with or without anyone's approval- creating new ways of touring, writing, performing and remaking the publishing world. Come hear about it.

FEATURED SPEAKERS



Nikole Hannah-Jones is a Pulitzer Prize-winning reporter covering racial injustice for The New York Times Magazine and creator of the landmark 1619 Project.

The New York Times's [1619 Project](#) commemorates the 400th anniversary of the beginning of slavery in what would become the United States by examining slavery's modern legacy and reframing the way we understand this history and the contributions of black Americans to the nation. Nikole's lead essay, "Our Democracy's founding ideals were false when they were written. Black Americans have fought to make them true," was awarded the 2020 Pulitzer Prize. Nikole also has written extensively about school resegregation across the country and chronicled the decades-long failure of the federal government to enforce the landmark 1968 Fair Housing Act.

In 2016, Nikole Hannah-Jones co-founded the [Ida B. Wells Society for Investigative Reporting](#), a training and mentorship organization dedicated to increasing the ranks of investigative reporters of color..



Jeffrey C. Stewart is a professor of Black Studies at UC Santa Barbara, since 2007, when he was hired as Chair of the Department of Black Studies, a position he served in until 2016.

Jeffrey's most recent book is [The New Negro: The Life of Alain Locke](#), published by Oxford University Press, 2018. It is one of the few books of history that has won the 2018 National Book Award for Nonfiction and the 2019 Pulitzer Prize for Biography. It also won such additional prizes as the 2019 Mark Lynton History Prize of the J. Lukas Prize Project Awards, 2019 James A. Rawley Prize of the Organization of American Historians, 2018 Black Caucus of the American Library Association Award for Nonfiction, 2018 PROSE Award for Best Biography/Autobiography Association of American Publishers, and the 2019 American Book Award of the Before Columbus Foundation. It was also a Finalist for the 2019 Plutarch Award of the Biographers International Organization, the 2019 Randy Shilts Award for Gay Nonfiction of the Publishing Triangle, the Hurston/Wright Legacy Award for Nonfiction, and the 2018 NAACP Image Award for Autobiography/Biography.



Jorik Mol is an autistic trainer, speaker, mentor, and activist based in the UK. He has worked in the UK's National Health Service as an autistic advocate and now works independently, recently giving talks to Oxford University Press, who invited him back for more training sessions in 2021. He will be giving a talk for Oxford University staff in April 2021. He has spoken on education, gender and sexuality, mental health, social care, employment and autistic/neurodivergent intersectionality. He is a member of the Autistica Insight Group through which he contributes to academic research that benefits the autistic and neurodivergent communities. He also is a qualified English and Languages teacher with nearly a decade's experience and a specialism in special educational needs. He is a writer, producing a [weekly blog](#) about autism and intersectionality; and an author: his novel Teeming is currently awaiting representation. He lives in Reading, UK.



Lisa Lucas was the youngest, first woman, and first person of color to be the Executive Director of the National Book Foundation. In 2020, she accepted a position to head Pantheon and Schocken Books as the Senior Vice President.

In the past, Lisa has served as the Publisher of *Guernica*, a non-profit online magazine focusing on writing that explores the intersection of art and politics with an international and diverse focus. Before that, she was the Director of Education at the Tribeca Film Institute, on the development team at Steppenwolf Theatre Company, and a consultant for the Sundance Institute, San Francisco Film Society, the Scholastic Art & Writing Awards, and ReelWorks Teen Filmmaking..



Leah Lakshmi Piepzna-Samarasinha is a queer disabled femme writer, cultural worker and educator of Burgher/Tamil Sri Lankan and Irish/Roma ascent. They are the author of [*Care Work: Dreaming Disability Justice*](#), [*Dirty River: A Queer Femme of Color Dreaming Her Way Home*](#) (short-listed for the Lambda and Publishing Triangle Awards, ALA Above the Rainbow List), *Bodymap* (short listed for the Publishing Triangle Award), *Love Cake* (Lambda Literary Award winner), and *Consensual Genocide*, and co-editor of *The Revolution Starts At Home: Confronting Intimate Violence in Activist Communities*. Their next two books, *Tonguebreaker* and *Beyond Survival: Strategies and Stories from the Transformative Justice Movement* (co-edited with Ejeris Dixon) are now available. A lead artist with *Sins Invalid*, her writing has been widely published, with recent work in PBS Newshour, Poets.org's Poetry and the Body folio, The Deaf Poets Society, Bitch, Self, TruthOut and The Body is Not an Apology. She is a VONA Fellow and holds an MFA from Mills College. She is also a rust belt poet, a Sri Lankan with a white mom, a femme over 40, a grassroots intellectual, a survivor who is hard to kill.

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