

**State University System of Florida
University Press of Florida
2009-2010 Budget**

Total Budget Need: \$522,500

Historical Perspective

Established in 1945, the University Press of Florida (UPF) ranks within the top twenty of publishing houses in the Association of American University Presses (AAUP) and is the second largest university press in the southeast in new titles published. With 1,315 titles currently in print, 101 titles in production, and 194 additional titles under contract, the Press has been an important element in enhancing the scholarly reputation and worldwide visibility of the State University System (SUS).

UPF participates in the mission of the SUS through a targeted publishing program that seeks to present the finest national and international scholarship. UPF publishes scholarly books in the arts, humanities, and natural and social sciences—more specifically, in the areas of fine arts, American religion, southern history, Latin American and Caribbean studies, literary criticism, Middle Eastern studies, environmental studies, archaeology, anthropology, natural history, horticulture, natural science, and space and technology. In recognition of the SUS's educational outreach and public service role, the press also publishes books of general interest and significance for the state and the region. UPF books are used as resources in public and school libraries throughout Florida.

The Press operates the business and financial dimensions of its publishing activities in a responsible manner so it may continue to generate increased revenues that help sustain the program and support its growth and development. To this end, UPF's strategic plan includes vigorous and imaginative promotion, sales, and distribution, both domestically and internationally, in order to achieve maximum dissemination and exposure for UPF and the SUS universities.

Growth has occurred by increasing the number of titles produced and reducing operational expenses. UPF has now reached the limit of its cost cutting measures, and further increases in revenue and national stature will require an investment of capital. By all measures UPF is a successful university press, making sound financial decisions with every book produced, winning numerous awards, and spreading the name of the SUS universities throughout the world. Unfortunately, costs are increasing, research and book-buying habits are changing, while scholarly book sales are diminishing.

Current Fiscal Situation

UPF's growing influence is the result of an increased number of books published, the quality of our books, and our ability to effectively produce, market and sell the titles. UPF has accomplished all of this with only two increases in state funds since its inception. The University Press of Florida is now at a critical juncture where it can either advance into the new digital age of academic publishing in America, or it can dwindle, lose momentum as library sales continue to decline, and be relegated to the status of an undistinguished ancillary activity of the State University System. The General Revenue portion of UPF's operating expenses currently covers only 16.7% of the total operating costs. With modest increased funding, UPF can enter the emerging areas of digital publications, thereby servicing the needs of libraries with dwindling space, scholars who research away from campus, and students who prefer to read and research in a digital environment.

Initiative

To create a Center for Scholarly Communication that will include:

1. A digital publishing imprint that will employ the emerging technologies and paths to research that will provide peer review deeper into the research process.
2. A digital textbook imprint that will allow SUS faculty to craft their own instructional materials from existing sources and produce copies for sale in either print or digital form.
3. A Special Projects division that will meet the special needs of each university for projects where peer review is not needed.

Outcome anticipated

1. Increase the profile and availability of UPF monographs by offering them in both traditional cloth editions and digital editions for purchase by individuals (through Google book) or through subscription services (Net library, Ebrary) to libraries.
2. Use the digital sales model to explore the transition from PDF digital versions to XML versions that can be transmitted through reading devices such as Kindle™.
3. Provide a digital textbook service for all professors in the SUS that will help faculty create customized, digital textbooks by helping to clear permissions, create a suitable PDF version for distribution, and if need be, edit and design original materials to be added to exiting materials. The costs of each unit to the student will be determined by the amount of material requiring copyright clearance, the costs of these permissions, the level of editing and

design required, and UPF's overhead. These prices should still be significantly lower than commercially produced textbooks and will be of higher quality than those produced by copy shops.

4. Provide authoritative and quality book production services to SUS entities, such as museums, foundations, centers and institutes. This book division will help the customer create a book, edit, produce, design and distribute it so that the customer may have a vehicle to raise their profile, use for fundraising, or give to prospective students. These books will not be subject to peer review nor expected to count toward tenure and/or promotion decisions. These will be volumes for commercial or marketing uses only.