

**State University System  
University Press of Florida  
2008-09 Budget**

**Total Budget Need: \$1M**

**Overview:**

Established in 1945, the University Press of Florida (UPF) ranks within the top third 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, 98 titles in production, and 291 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's influence, growth, and prestige, to this point, has been due to the 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 one increase in state funds since 1986. The UPF is now at a critical juncture where it can either advance into the top twenty university presses 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 SUS. UPF has received only two increases to our operating funds in its 65 years of existence. The state portion of UPF's operating expenses covers only 16.7% of the total operating costs.

**Operations:**

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. In order to achieve maximum dissemination and exposure for UPF and the SUS universities, UPF's strategic plan includes vigorous and imaginative promotion, sales, and distribution, both domestically and internationally. However, without additional state funding, rising costs will continue to play the dominating factor as state revenue dollars decline or remain constant.

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 throughout the world. Unfortunately, costs are increasing while scholarly sales are diminishing.

**Budget Request and Justification:**

An investment of \$1 million (of which \$338,000 is non-recurring) will move the UPF into the upper echelon of AAUP.

- Investment in additional personnel to accommodate the growth to 120-150 books annually.
- Investment in computer software and systems will allow for database expansion, a seamless interface with customers, thereby reducing errors in ordering and keeping order entry personnel at present levels.
- Investments in the electronic re-purposing of its materials into various media, such as ESL, audio books, E-book, and electronic course packs, will increase the usability of the UPF products and intellectual property. UPF can join the ranks of the innovative and progressive university presses.
- Increases in marketing budgets will get the UPF name and product into more venues, both academic and retail.
- Computer upgrades will increase efficiency, especially in the areas of book editorial and book production.
- Relocating the press to a facility that will allow all personnel to exist in a single building. The UPF is currently spread over three locations. Improved communications between departments, streamlining processes, cultivating the work culture will enhance productivity.
- Increase payments to authors, so that the Press will attract authors with national and international reputations to its publishing list. Just as colleges try to hire the "biggest" name they can afford, so UPF will be able to lure higher profile authors to its list, enhancing the reputation of both UPF and the SUS.