

University Press of Florida

Established in 1945, the University Press of Florida ranks within the top third of publishing houses in the Association of American University Presses and has been an important element in enhancing the scholarly reputation and visibility of the State University System. The Press produces scholarly books in the arts, humanities, and natural and social sciences, with critically acclaimed programs in dance, southern history, Latin American and Caribbean studies, literary criticism, Middle Eastern studies, archaeology, anthropology, natural history, horticulture, natural science, and space and technology. The Press defines its programs to include vigorous and imaginative promotion, sales, and distribution, both domestically and internationally, in order to achieve maximum dissemination. Goals of the Press include to become, in five years, one of the top fifteen American university presses in terms of revenue and books published and to enter into an era of digital publishing, especially textbook publishing, at a substantial savings to Florida students.

Advisory Board

The Press advisory board will be chaired for two years on a rotating basis by the provost of one of the constituent universities. The chair will also serve as the chancellor's designee. The advisory board will consist of 11 members appointed by the president or provost of each constituent university for three-year, staggered, renewable terms.

Budget

The Press 2009-10 revenues are approximately \$3.2 million, 78% of which is expected to be from the sale of its books.