

MINUTES

MEETING University Publications Advisory Board

PRESENT Lorena Kanellopoulos
James Fox
Maggie Shapley
Colin Steele
Mandy Thomas
Robin Stanton
Margaret Thornton
Nic Peterson

APOLOGIES Lawrence Cram
Walter Fernandez
Brian Kennett
Jenny Corbett

DATE/TIME Monday 12 December 2011 - 10am

VENUE Graneek Room, JB Chifley Library

Part 1. Formal items

ITEM 1. Minutes

Minutes from 19 November 2010 were accepted, with the proviso that the spelling of Vic Elliott's surname was corrected throughout.

Action: this correction has been made (Beth Battrick, 21/12/11)

ITEM 2. Matters Arising

2.1 Publication Subsidy Committee Fund

- a) Jim Fox reported that half of the Publication Subsidy Committee grant fund will now be allocated to E Press publications. This sum amounts to around \$12,500 per year. Grants must be applied for by authors. Colin Steele commented that the chair of the Publication Subsidy Committee is expected to retire soon, so this arrangement could potentially change.
- b) Lorena Kanellopoulos reported in 2011, 4 out of the 8 grants the Committee allocated were to E Press titles, to a total of \$11,965. Jim Fox explained that alerts are sent to Editorial Boards to remind them to encourage authors to apply for these grants. Lorena Kanellopoulos explained (in response to a query) that the Publication Subsidy Committee allocate grant money for authors to use on scanning images and similar, obtaining copyright clearance, and copy-editing and indexing manuscripts. Additionally, the Publication Subsidy Committee do not advise authors on their choice of publisher.

2.2 Monthly Press Release to the Trade

In the May 2011 meeting, it was agreed that Colin Steele and Jim Fox would make contact with the trade newsletter "Australian Bookseller and Publisher". They reported that they had not done so, and no longer thought it would be beneficial as the publication has downsized, therefore no longer a valid forum.

Action: no action required.

ITEM 3. Announcements and apologies

3.1 Announcements

It was requested to go on the record that Patrick Allington, Commissioning Editor of University of Adelaide Press reported a strict rule that they never use internal referees for their publications. Lorena Kanellopoulos countered that John Emerson, Director of University of Adelaide Press reported differently, saying “whatever we can get, we’ll use”.

Action: this comment is noted on the minutes, as requested.

Part 2. Reports and policy matters

ITEM 4. Reports and policy matters

4.1 Chair’s Report given by Jim Fox:

- a) Downloads of E Press titles are steadily increasing: in 2004 there were 381,000 downloads and in 2011, there were over 4.2 million downloads. At request, it was clarified that E Press has 379 titles currently available.
- b) All E Press books are now available through Amazon CreateSpace. Amazon CreateSpace currently withholds 30% from each transaction for US tax purposes, but E Press is in the process of resolving this (as E Press’ status as an academic publisher means tax should be waived).
- c) We have close to 100 institutions currently linked to E Press releases, so E Press releases are automatically included in the catalogues of those institutions.
- d) E Press had 5866 PoD orders during 2011, which is less than in 2010. This potentially impacts E Press’ budget, as there is an expectation that sales will contribute enough revenue to supplement the budget; so this may result in a cut to the E Press allocation. Maggie Shapley requested clarification: Jim Fox explained E Press earned \$120,000 through PoD sales in 2011, and is expecting to earn \$140,000 in 2012. Nic Peterson suggested E Press aim to earn more through sales; Lorena Kanellopoulos explained that PoD sales income is considered “soft money” and therefore cannot be relied upon. Maggie Shapley stated that E Press’ annual operating allocation will not be reduced in response to those sales figures; Lorena Kanellopoulos explained that in previous years, this has happened. Robin Stanton stated that the original operating model of E Press aimed to avoid relying on print sales; it should be considered risky to rely on that income when DoF Finance plans E Press’ operational allocation.

Matters arising: report accepted by the Board.

4.2 Other matters

- a) Robin Stanton then asked if there had been any progress on the process of having PoD requests go directly to the printer (rather than the reader placing an order via E Press). Jim Fox reported that this is not currently an option, but Robin Stanton would like it to be considered as a potential future development.
- b) Nic Peterson raised the issue of renaming ANU E Press as “ANU Press”. Lorena Kanellopoulos reported that E Press would continue with its current name, as readers are already familiar with that brand; ANU Legal advised that the process of rebranding would be a lot of cost for low benefit. Jim Fox commented that ANU E Press has been active for 9 years, so changing its brand would be a complication. Nic Peterson argued that, although E Presses are getting to be more acceptable, there are still academic institutions in the US that will not grant tenure based on e press publications. Colin Steele pointed out that this rule is rapidly falling into disuse.

Matters arising: there is no action planned to change E Press’ name.

4.3 ANU HERDC Report

Lorena Kanellopoulos reported on the HERDC Report (provided by Beverley Payne at ANU Research Office), which documents the number of research publications released by the ANU and through which publisher (in 2010 and 2011). This report showed a decline in E Press publications (150 titles in 2010 and 62 titles in 2011), which is in keeping with the ANU-wide decline in publications. Mandy Thomas reported that many academics don’t lodge their publications until late in December, and so the 2011

numbers may not be accurate yet. Lorena Kanellopoulos responded that E Press will recheck the report in March to gain a more accurate understanding of the 2011 publication figures.

Lorena Kanellopoulos reported that the HERDC report is useful to observe what publishers ANU academics are publishing with. The following publishers attracted significant numbers of ANU academics:

- Fiji Institute of Applied Studies
- Monash University Press
- Oxford University Press
- Cambridge University Press
- Pearson Education
- John Hopkins University Press
- Allen & Unwin
- Psychology Press
- Springer Publishing

Lorena Kanellopoulos reported that this indicates the need for E Press to make contact with the Colleges, as recent restaffing has resulted in knowledge gaps and it would benefit E Press to be reacquainted with the Colleges.

Matters arising: Proposed review of HERDC report in March, when 2011 numbers are more accurate; plans for E Press to liaise with ANU discipline colleges in order to ensure they are familiar E Press.

Nic Peterson asked why E Press doesn't have more incoming publications from ANU academics. Margaret Thornton suggested it may be due to a lingering prejudice among academics about in-house publishing being seen as vanity publishing. Lorena Kanellopoulos reported that when she spoke to US university presses (during her attendance at the Baltimore publishing convention and visit with New York University Press in 2011), many university presses stated they don't publish their own university's academics.

4.4 E Press Progress Report:

Lorena Kanellopoulos reported: by the end of 2011, E Press plans to have released a total of 83 titles, including just over 30 reprints. E Press is scheduled to launch its new website on Dec 15. E Press will continue contributing titles to the Thomson Reuters Book Citation Index. In 2012, E Press will be collaborating with Monash University Press to implement a journal production system based on the Public Knowledge Program's Open Journal System software, and a series of training sessions are planned for journal editors from February. Also in 2012, E Press plans to implement a new titles management system and is investigating a potential collaboration with University of Sydney Press to co-develop this; there is also a potential collaboration with Monash University Press to develop statistical software (to gather data about users downloading E Press titles).

Jim Fox reported that he and Colin Steele presented on E Press at the National Scholarly Communications Forum in September, and the E Press business model attracted praise. Nic Peterson pointed out that there remains a need to heighten E Press' profile and asked for suggestions. In response, Lorena Kanellopoulos reported that she contacted Catriona Jackson of ANU Media and E Press will be updating ANU Media about its publications as they are released, particularly those that have a high-profile launch.

Colin Steele reminded the Board that the Prime Minister's Literary Awards now includes an Australian History category. Jim Fox will consult members of the committee on a number of E Press titles to be submitted to the PM's prize.

4.5 Trademarks. ANU Marketing has advised E Press to update its logos, in keeping with the ANU-wide rebranding. E Press had to submit a trademarks application and expects approval in October 2012. Robin Stanton recommended advising ANU on the impact this has had on E Press in terms of brand interruption, emphasising both cost and challenge, and advise them that other university presses are exempt from rebranding (e.g. University of Sydney Press, Monash University Press).

Matters arising: Jim Fox and Lorena Kanellopoulos to prepare a statement on the Board's position on this matter.

4.6 Book Industry Strategy Group Report. Colin Steele reported on Louise Adler's recent presentation on the publishing industry, in which the Book Industry Strategy Group requested a grant of \$10 million from Senator Carr to support publishing. The Australian University Publishing group (the collaboration proposed between Sydney University Press, Monash University Press, ANU E Press, Swinburne University Press) is providing a statement to Senator Carr distancing them from Adler's grant request. This statement will also appear in the Higher Education supplement in *The Australian*.

Part 3. Other business

ITEM 5. Subsidised external publication

It was reported to the Board that most other university presses (excluding ANU E Press and University of Adelaide Press) publish works by academics outside their university. Some charge a small fee for this (e.g. Monash University requests payment of around \$5000). Would ANU E Press consider incorporating this practice into its business model down the line? Colin Steele commented that this would contradict Ian Chubb's original vision for E Press, which requires authors published with E Press to have a clear ANU connection. Lorena Kanellopoulos pointed out that, presently, E Press doesn't have clear criteria to establish an author's ANU connection. Nic Peterson commented that excluding non-ANU authors may encourage the perception of ANU as a vanity press; Colin Steele pointed out that a press that will publish anybody provided they pay into it would also have that problem. Nic Peterson proposed placing this matter high on the agenda for the next Board meeting.

Matters arising: Discussion to be continued on expanding the scope for publishing works by non-ANU academics.

ITEM 6. Universities Press Australia.

Lorena Kanellopoulos reported that in 2012 a collaboration between the presses of some smaller universities will be launched as Universities Press Australia. University of Newcastle, Swinburne University and LaTrobe University presses have committed, and they are looking for a fourth contributor. Universities Press Australia will be based on the ANU E Press business model, and will be appointing a managing editor, a management committee and an editorial board.

Part 4. Agenda for next meeting

1. Potential co-publishing relationships with US publishers, based on the Oxford/Monash and University of Sydney/Cambridge co-publishing relationships.
2. Expanding the scope for publishing works by non-ANU academics by the ANU E Press

No further business; meeting adjourned 11:40am.