

TEXAS A&M  
UNIVERSITY PRESS  
PROFILE

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# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Mission, Goals, Core Programs, and Standards (Profile Points 1 and 3)**

1. *Explain Texas A&M University Press's mission, vision, core values, key goals, and key functions.*
  - 1.1 *Identify the key scholarly research, publication, and program outcomes around which all other categories work to achieve.*
3. *Highlight the Press's core programs, services, and activities and the methods and strategies used to deliver them.*
  - 3.1 *What scholarly and professional standards are used for the development and evaluation of the Press's programs and products?*

## **The Press's Mission**

Founded in 1974, Texas A&M University Press is the principal publishing arm of one of America's leading research universities. The primary mission of the Press is to select, produce, promote, and distribute books that are characterized by outstanding quality and originality in carefully chosen, important fields. The Press contributes to several of the University's paramount purposes: teaching, research, public service, and dissemination of the results of scholarly inquiry.

The presence of a leading university press on this campus helps to convey and fulfill a total picture of the scholarly process to our faculty, students, and the entire A&M community. It says that this institution takes seriously its responsibility to foster scholarly communication and the dissemination of knowledge, which are key hallmarks of a major research university. The Press thus adds to the reputation and stature of the University and contributes to a campus culture that helps attract and retain outstanding faculty and students in all fields, even those fields in which the Press does not itself publish.

Although the Press's main emphasis falls in the area of scholarly publishing, we also publish books of substance and significance that are of interest to the general public, including works that focus on Texas and the Southwest, and we further serve as the chronicler of the history and development of the University itself. The Press thus supports Texas A&M's service and outreach and extends its influence to the larger national and international communities. In all these ways, the Press creates a tangible perception of the character of the institution and helps to define what Texas A&M does and stands for.

## **The Press's Accomplishments and Core Programs**

- ❖ Texas A&M University Press is a member of the prestigious Association of American University Presses. In size, we now rank somewhere in the middle of our peers; in quality, we count ourselves among the top twenty public university presses in the United States. In concert with other units of Texas A&M, the Press has ambitious aspirations to become one of the top ten public university presses by the year 2020.
  
- ❖ The Press's current editorial interests span a range of significant fields, including physical anthropology, nautical archaeology, borderland studies, gardening and horticulture, military history, natural history and the environment, presidential studies, and works on the history and culture of Texas and the surrounding region. Many of these fields of interest reflect outstanding departmental and programmatic strengths at Texas A&M University.
  
- ❖ In much of what we have published, the Press has been a visible leader within the University in helping fulfill its objectives of diversification and globalization. We have devoted much of our publishing program to topics and audiences that reflect the ethnic and cultural diversity of our campus, state, and nation and that give critical focus to other important areas of the world.
  
- ❖ Since the publication of the Press's first book in 1975, steady expansion has resulted in an editorial program that currently publishes 60 to 65 new titles annually. In all, the Press has published more than 1,250 books. Most of them remain in print or are now available in on-demand and electronic form, and many have won prestigious literary, academic, and design awards.
  
- ❖ During the past decade, the Press has also established a successful distribution arrangement for other scholarly publishers within the state, for whom we provide sales, warehousing, order fulfillment, and accounting services. Through the Texas A&M Press Consortium, the Press currently sells and distributes nearly a thousand additional titles published by six other institutions in this region, including TCU Press, SMU Press, the University of North Texas Press, and the Texas State Historical Association. We also have distribution and co-publication arrangements in place for individual books published by fine institutions such as the Museum of Fine Arts, Houston and the Institute of Texan Cultures in San Antonio. Through series sponsored by other member institutions and agencies in the Texas A&M University System, as well as programs such as the River Systems Institute at Texas State University and the Mexican American Studies Program at the University of Houston, the Press offers collaborative publishing services that span the state.

- ❖ Altogether, we now have a total of around 1.2 million units housed in the Press's facility, the John H. Lindsey Building. Counting both our own books and those from our Consortium publishers, we currently enjoy around a \$3 million annual sales presence in the book trade.
  
- ❖ A university press such as ours is an academic enterprise, but it must be run like a business. It is not our purpose to make a profit, but it still takes discipline and acumen to operate within a rigidly budgeted and subsidized deficit. Through careful cultivation of various funds made available to us over the years, the Press has only rarely been forced to refuse a project for purely financial reasons. Yet the Press has normally operated within a balanced budget, usually with modest surpluses that are plowed back into our publishing objectives.
  
- ❖ Thanks to the enlightened leadership and spirited generosity of past and current University leaders, former students, and other friends, Texas A&M University Press is well prepared to support many of the University's Vision 2020 goals and to attain a new plateau of publishing achievement that will further enhance the stature of this institution.

### **Scholarly and Professional Standards**

Our standing as a respected academic press is confirmed by our membership in the Association of American University Presses. Our editorial and peer review standards are guarded by the rigorous procedures of the Press's Faculty Advisory Committee, whose Charter is included with the materials accompanying this Press profile, and are also reflected in consistently favorable published reviews and the prominent prizes and awards so many of our books receive. Enthusiastic readers and grateful authors frequently remark on the accomplished design and quality production and manufacturing standards given to all of our books, which is further confirmed by prizes in design competitions at both the state and national level.

### **Goals for a New Digital Era of Scholarly Publishing**

We are actively making plans, implementing and enhancing capacities, and securing resources to assure that we maintain and further develop the place we have attained as a leading publisher in all the key fields of our list, and in all evolving digital forms of publication, just as in print.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Stakeholders** (Profile Point 2)

2. *Identify the primary and secondary stakeholders that the Press serves and attracts.*

### **Primary Stakeholders**

- ❖ Authors, editors, and contributors of the books that we publish, a remarkably high percentage of whom compare us favorably with other publishers they have worked with
- ❖ The academic fields, disciplines, programs, and departments whose knowledge and interests our books advance
- ❖ Individual scholars and students of those academic fields whose further work benefits from our books
- ❖ Those schools, institutions, and libraries at all levels that use our books in their teaching and research
- ❖ Texas A&M University, whose mission and stature as a major research university we advance and whose outreach and reputation we enhance
- ❖ General readers, within the state, nationally, and internationally, whose interests and needs our books serve
- ❖ The Press's Faculty Advisory Committee, whose scholarly standards and reputations our books uphold
- ❖ The Press's staff, whose professional standards and aspirations our books fulfill
- ❖ The world community and body of knowledge, to which our books in both print and digital forms contribute

### **Secondary Stakeholders**

- ❖ The Texas A&M University System and other institutional sponsors of series or individual books, for whom we offer collaborative publishing services

- ❖ Member presses of the Texas A&M Press Consortium, to whom we provide expert and cost-efficient sales, distribution, warehousing, and accounting services
- ❖ The State of Texas and all of its localities, for whom our books offer authoritative knowledge and contribute to both economic development and the preservation of natural and cultural assets
- ❖ The Advancement Board and other friends of the Press, whose efforts and support are essential in making these accomplishments possible

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Organizational Structure and Staff Demographics** (Profile Points 4 and 5)

4. *Explain the Press's organizational structure, including reporting relationships, distribution of responsibilities and authority, formal and informal lines of communication, and use of management and cross-functional work teams. (Use of an organizational chart is appropriate here.)*
5. *Describe the Press's staff demographics..*
  - 5.1 *Because student workers (including interns and apprentices) are instrumental to the Press's program, include a separate text reference to the number and units within which they work.*
  - 5.2 *Describe any significant staffing changes over the past five years and any future anticipated changes. Explain the circumstances that brought about these changes and how these changes have affected or will affect the Press's operations and services.*
  - 5.3 *Identify the contributions individual staff members make to the University (teaching, committee work, etc.) and to their respective professions (publications, presentations, leadership roles in professional organizations, etc.)*

Texas A&M University Press is organized functionally in seven departments, in line with typical publishing tasks and operations and akin to other university press structures with which we are familiar:

Administrative  
Editorial (which includes both Acquisitions and Copyediting)  
Design & Production  
Marketing  
Business & Fulfillment  
Warehouse & Shipping  
Finance

Each department has a "manager" or head, and most have a small number of professional and/or clerical staff.

All seven departments have managerial responsibility for respective aspects of all publishing content that is owned by the Press and carries the Texas A&M imprint. Marketing, Business & Fulfillment, Warehouse & Shipping, and Finance each also has responsibilities toward our sales and distribution consortium and other one-book distribution clients.

These activities are coordinated through weekly and occasional meetings, including launch meetings, ePub Committee meetings, catalog and seasonal launch meetings, Firebrand database meetings, computer committee meetings, and others as needed. Individual departmental

meetings are also an established part of Press culture, and much information is also routinely shared internally through email, our Firebrand title management database, and our Cats Pajamas fulfillment and inventory database. Many aspects of the Press's budget, contracts, purchasing, payables, and funds management are coordinated with the appropriate offices of the University and the Texas A&M Foundation, closely following State and University regulations.

This is best illustrated through the following organizational charts, which give a clearer idea of the Press's reporting relationships and also reveal the recent substantial cuts in Press staffing resulting from reductions in University annual operating subsidies and sales shortfalls. (Both the Press Organizational Chart at June 2009 and the Press Organizational Chart at September 2010 are included in the materials accompanying this Press profile.)

The Press currently has a total of 19 full-time employees, of which 16 are classified as exempt (professional) and 3 are classified as non-exempt (wage or clerical). Many staff members have been at the Press for a remarkably long time: 3 more than 20 years; an additional 1 more than 25; an additional 1 more than 30; and an additional 2 more than 35 years. All together, our employees have more than 300 years of publishing experience at the Press, and average length of service for the Press staff is more than 15 years.

A succession of University-wide budget cuts imposed during the past two fiscal years and further required for both the current 2011 and the 2012 fiscal years—totaling \$95,000 in cuts of general operating support (roughly 23%) over those years—could only be met by reducing the size of the Press staff. Our current staff of 19 full-time employees is now 6 fewer (a 24% reduction) than a year and a half ago. Now, all remaining staff members are responsible for taking up a portion of the slack, and we rely even further on quality student workers.

We currently employ a total of 14 student workers, assigned to all seven Press departments (4 in marketing, 3 in warehouse/shipping, 2 in editorial, 2 in design/production, and 1 each in finance, business/fulfillment, and administration). Of these student workers, at least 4 are employed under "work-study" arrangements that reduce their cost to the Press by as much as 75%. Two others are wholly funded either by an outside entity (the Glasscock marketing apprentice funded by the University's Glasscock Center for Humanities Research) or by an internal fund designated for this purpose (the Zachry marketing internship funded by a restricted Press endowment of \$100,000).

The reduction in staffing has inevitably had some effect on our operations, including our production of new titles. In FY2010, just completed, we published a total of 57 new titles, a reduction of 22 from the high-water mark of 79 in FY2009.

However, this still keeps us in the middle ranks of university presses within the Association of American University Presses (AAUP), of which Texas A&M University Press is a long-standing member. Viewed positively, we are a leaner operation now, and the size of our professionally astute staff is perhaps more in line with AAUP averages for sales income per employee. (Any such comparisons, however, must take into account the amount of staff time and effort invested in our sales and distribution Consortium, which generates around \$300,000 in additional fee income to the Press each year. It should also be noted that compared with many presses the titles

we publish are more heavily illustrated and complicated at every stage because of our commitment to certain fields, such as nautical archaeology, physical anthropology, natural science and history, etc., that depend heavily on visual material.) The unique talents of the press's design and production staff enable us to excel in this type of publishing, and they in turn depend on a supporting cast of colleagues and student workers to help sustain this work.

We do not anticipate any further reductions in our staff size, for the simple reason that with any fewer staff we could not realistically continue to fulfill the Press's mission, maintain the shape and quality of our editorial list, serve the interests of client publishers in our sales and distribution consortium, and represent the stature and outreach to which our parent institution aspires.

Certain members of the Press staff also contribute directly in other ways to the University:

- guest lectures on editing, design, and publishing procedures at TAMU and elsewhere
- leadership roles in organizing outside publishing presentations and symposia at TAMU
- publishing talks at community organizations in College Station and elsewhere
- service on University committees
- service on boards of state and regional academic associations and book fairs

# TEXAS A&M UNIVERSITY PRESS PROFILE

## Financial Overview (Profile Point 6)

6. *Provide a financial overview of the Press.*

6.1 *Describe resource changes over the past five years and future anticipated changes. Explain what circumstances prompted these changes and how these changes have affected or will affect your department's operations and services.*

The Press finished the past fiscal year (September 1, 2009 through August 31, 2010) with a sales total of 105,000 units of Press-owned books, for a total of \$1.54 million in net sales income. This was a 2% increase from the previous fiscal year, but a 23% decrease from FY2008, our best sales year ever. More disappointing was the fact that our sales performance for FY2010 was 10% below budgeted sales projections (partially because we actually published fewer books than had been projected during the budgeting cycle).

These results should be compared, however, with those experienced last year by other university presses our size. According to AAUP statistics, last year's net sales for our peer presses on average were down 3.1% compared to the previous year and were 4.7% below budget, whereas ours were up 2% and down 10% respectively. So in the present economic circumstances, perhaps we did not fare too badly.

We also generated a total of almost \$1.2 million in additional sales activity from other publishers for whom we sell and distribute books (16% better than last year), resulting in \$279,000 in total distribution fees that flowed to our bottom line. Although that too was a decrease of 23% in distribution income compared with our record year in FY2008, this income category remains a very significant part of our budget and overall operations.

This resulted in a grand total sales figure (A&M and Consortium books) of \$2.73 million for FY2010, as opposed to \$3.5 million for the FY2008 record year.

Our returns rate of 16.2% of gross sales for FY2010 (though up from 14.0% last year) continues to compare well with industry and university press averages.

We received \$12,900 in subsidiary rights income in FY2010. More importantly, our gift income for the year was highlighted by a \$50,000 unrestricted gift from the Ed Rachal Foundation. (We have just been notified of an additional \$50,000 unrestricted grant from that same source.) We also received and applied individual title subsidies to offset our production expenses for many of the new books that we published. These "title subsidies" do not show up as "gift income" in our operating statement but rather are used to offset or reduce expenses in our "cost of goods sold" line in the budget. Taken together, however, they still add up to an impressive total of more than \$246,000 in funds raised or expended this past year to offset publication expenses. The grand total fundraising results for FY2010 was nearly \$303,000, as shown in one of the tables in the "State of the Press" report submitted with the materials

accompanying this Press profile.

The remainder of our income came from several sources, including the University's continuing commitment of essential annual operating support, in the amount of \$383,000 (around 14% of our total operating cash budget). Our combined sales and distribution income was 64% of total revenue, as compared to 57% last year.

That still leaves a crucial figure of around 18% of our operating revenue this past year that is dependent on our own endowments, revolving series funds, interest earnings, and new gifts, as shown in the "State of the Press" report.

That seems to be a much greater amount than most of our peer presses enjoy from accumulated gifts and title subsidies. In part, this represents the extent to which Aggies and Texans in general have supported this press over the years. We very much need to sustain this exemplary record.

Our cumulative fund balances at year-end include 22 named or designated "available funds" (most in revolving accounts) plus 7 different endowed funds, now totaling around \$4.5 million. This figure, not surprisingly, is down around 10% this year from the high-water mark of \$5.3 million two years ago, both because of the almost universal fall in valuation of invested funds and from our strategic repurposing to current operating uses of some of those funds in these tough economic times.

Fortunately, we are assured at some future date of an infusion of \$7 million in new, unrestricted endowment that will come to us from John Tom Campbell '45. This gift has already been made irrevocably, and the 6,700-acre Campbell ranch (recently appraised at more than \$21 million) has already been deeded to Texas A&M. The sale and distribution of income from that property will take place at Mr. Campbell's death (he is now 87 years old). In any case, that enviable foundational gift will eventually bring our total internal funding to around \$12 million, an encouraging prospect in these difficult times.

At year-end, our inventory valuation stood at \$1,008,000, after scheduled write-downs of approximately \$278,000. Our write-down for FY09 thus equaled roughly 28% of net sales of Press-owned books. Overall, we continue to reduce both overstocked backlist and the size of our initial printings of new titles.

As expected, our cost of goods sold and total operating expenses for FY10 were considerably less than in the previous year and appreciably under budget, by around 15%. More than ever, we are prudent in budgeting and controlling our expenses.

In the end, and in all these ways, we finished the year with a final bottom-line surplus of nearly \$92,000.

A more detailed picture of the Press's finances is provided in the Year-End Statement of Operations (dated August 31, 2010) that is included in the materials accompanying this Press profile. Comparative data are also provided in the latest statistical report compiled by the Association of American University Presses.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Facilities, Equipment, and Technologies** (Profile Point 7)

*7. Describe the major facilities, equipment, and technologies that support the Press's operations.*

Texas A&M University Press is fortunate to have its own 19,800 square foot office and warehouse space in the John H. Lindsey Building, located at the edge of the central campus in College Station. Designed and built expressly for the Press in 1983, the Lindsey Building provided a new home for the Press after a fire destroyed its original quarters in 1979. (In the intervening years, the Press staff worked out of three trailers set aside on a campus street.) The new brick structure was “state of the art” at the time and remains both functional and attractive to this date. Our staff enjoys roughly 5,000 square feet of well-furnished office space, including an elegant conference room. Our shipping room and adjoining warehouse measures nearly 15,000 square feet and can comfortably accommodate more than a million units of inventory for both the Press and the client publishers in our Consortium. The Lindsey Building continues to serve the Press very well, at no annual cost to us. We also are favored to have our own adjoining parking lot, with several spaces reserved for visitors! And we have approximately 2,000 square feet of offsite storage available in another University building a few blocks away.

As with many existing buildings at Texas A&M, however, ours is in need of greater upkeep and refurbishing. We often cringe when members of our Advancement Board and other visitors take a trip to the women’s restroom, for instance, with its stained ceilings, peeling baseboards, ancient paint and countertops, and amalgam of carelessly installed soap and paper dispensers. The carpet, flooring, and paint throughout the rest of the Lindsey Building could also use some attention.

Other than the standard need for periodic upgrading and recycling, our current stock of desktop computers, servers, and network connections is fairly up-to-date and adequate for our needs, as is our order fulfillment and inventory software (Cats Pajamas). We are now nearly finished with the installation and implementation of office-wide Firebrand title management software (web-based version), which has greatly enhanced our information database system, increased the attractiveness and functionality of our web site ([tamupress.com](http://tamupress.com)), and facilitated our e-commerce capacities with all of our major accounts in the book trade. We are able to offer these same services and connections to our own client publishers as well, as part of their Consortium fees.

Also with regard to publishing technologies, our editorial and design departments aspire to use the latest editing, layout, prepress, and color management software, and we continue to research and test e-book and XML strategies and conversions through established vendor relations, webinars, and ongoing communications with peers.

However, to handle advances in software, internet, design, and file transfer applications, and to fulfill e-pub goals as stated above, our computer upgrades should ideally be made at least every three years for key design and marketing personnel. Increasingly, our publishing equipment will need to include a good sampling of various e-book reading devices.

One other distinctive feature of our facilities is a sizable and valuable collection of original Texas art, named in honor of the Press's founding director, Frank Wardlaw, and featuring works by many of the artists and photographers published in our Joe and Betty Moore Series on Texas art, including Otis Dozier, Jerry Bywaters, Tom Lea, Buck Schiwetz, Dawson Dawson-Watson, Harold Phenix, John Biggers, Dennis Blagg, Charles Shaw, William Lester, Finis Collins, Stephen Roscoe, José Cisneros, Marbury Hill Brown, Michael Frary, Geoff Winningham, Ivan McDougal, Everett Spruce, E. Gordon West, William Hoey, Emily Guthrie Smith, Cesar Villacres, Frank Gervasi, and Mondel Rogers. We do not have a current appraisal and valuation for this collection, which hangs in staff offices and hallways throughout the Lindsey Building, but it has to be worth several tens of thousands of dollars—perhaps more.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Key Collaborative Relationships (Profile Point 8)**

8. *Describe the key collaborative relationships within the University and the System, with other educational, cultural, and governmental institutions, with professional associations, and with external support groups that the Press has established.*

8.1 *Explain how these partnerships strengthen the Press's capacity to:*

8.1.1 *Advance and augment the quality of services and programs provided, create greater operational efficiencies, and enhance the visibility and reputation of Texas A&M.*

Texas A&M University Press has had a strong collaborative profile since its inception. As a public, land-grant university press, we have always taken pride in what we regard as our dual editorial mission: publishing outstanding scholarship in carefully selected fields for academics worldwide; and publishing authoritative knowledge that serves general audiences, especially the citizens of Texas. Aggressively pursuing appropriate collaborative publishing arrangements has been a key to our success in both arenas.

## **Collaborations with various programs, departments, and strengths of Texas A&M University include the following:**

- ❖ We have a small but highly distinguished and longstanding book series on nautical archaeology, in conjunction with the Institute of Nautical Archaeology, the foremost international organization in this field (based at Texas A&M since 1975) and the Center for Marine Archaeology and Conservation, a prominent program within the Department of Anthropology
- ❖ With the launch of our new series, “The Peopling of the Americas,” we are now the publisher for the University’s esteemed Center for the Study of the First Americans. (We previously distributed the books that they produced.)
- ❖ We are also the publisher for the Fay series in analytical psychology, funded by a University endowment in that field, which now includes fifteen titles by eminent authors from all over the world. Since January 2010 the entire series has also been offered in simultaneous, open access digital editions, through our collaboration with the University’s Institutional Repository and the Texas Digital Library. A recent retrospective review of the entire series in the *Journal of Analytical Psychology* praises the Press for taking the initiative of releasing these digital editions and calls their impact “an astonishingly rich contribution to knowledge.”
- ❖ We have also completed the publication of the final volume in the University’s Center for Architectural Studies (CASA) series on Latin American architecture.

- ❖ Our book series in both military history and presidential studies have drawn on and collaborated with areas of particular strength and institutional identity at Texas A&M (home to both the Corps of Cadets and the George Bush Presidential Library).
- ❖ Of course, we are also the publisher of several authoritative books on the history of Texas A&M, its contributions to our nation's military achievements, the University's renowned Memorial Student Center, etc.

**Collaborations with other institutions and agencies in the Texas A&M University System include at least nine "System series":**

Under these arrangements, the sponsoring institutions provide a publication subsidy of at least \$5,000 per book produced with their series imprints (normally 1 or 2 titles per year in each series). This set of collaborative arrangements has significant benefits for System institutions, providing a facilitated way to support and directly associate each institutional name with the essential academic functions of research and publication, thus raising their stature and enhancing their outreach to important constituencies, and taking advantage of the Press's expertise in all facets of scholarly publication—all for a small fraction of the cost of doing this on their own. For the Press, these series of books (selected and evaluated in the same manner as all of our publications) provide an additional flow of titles that we would want to be publishing in any case and typically result in additional publishing subsidies totaling \$75,000 to \$100,000 in any given year.

Here is a listing of those System series and their output and reception to date:

**Southwestern Studies in the Humanities**, sponsored by **Tarleton State University**

T. Lindsay Baker, General Editor

established in 1985

20 books published in the series to date

5 book prizes and awards have been received (including the Texas Historical Commission's T. R. Fehrenbach Book Award)

**West Texas A&M Book Series**, sponsored by **West Texas A&M University**

established in 1996

6 books published to date

(this series is no longer active)

**Sam Rayburn Series on Rural Life**, sponsored by **TAMU–Commerce**

Hunter Hayes, General Editor

established in 2000

20 books published to date

10 book prizes and awards (including the Texas Institute of Letters Most Significant Scholarly Book Award and the Liz Carpenter Award for Best Book on Women's History from the Texas State Historical Association)

**Gulf Coast Books**, sponsored by **TAMU–Corpus Christi**

John W. Tunnell Jr., General Editor

established in 2001

17 books published to date

5 book prizes and awards (including the Foundation for Coast Guard History's Best Book Award)

**Fronteras Books**, sponsored by **Texas A&M International University**

José Roberto Juárez, General Editor

established in 2002

8 books published to date

7 book prizes and awards have been received (including the prestigious Coral Horton Tullis Memorial Prize from the Texas State Historical Association)

**Perspectives on South Texas**, sponsored by **TAMU–Kingsville**

Timothy Fulbright, General Editor

established in 2002

8 books published to date

10 book prizes and awards (including TSHA's Tullis Memorial Prize and the Wildlife Society's Wildlife Publications Award)

**Harte Research Institute for Gulf of Mexico Studies Series**

John W. Tunnell Jr., General Editor

established in 2007

5 books published to date

1 award winner

**Red River Valley Books**, sponsored by **TAMU–Texarkana**

Doris Davis, General Editor

established in 2007

3 books published to date

1 book prize received

**AgriLife Research & Extension Service Series**, sponsored by **Texas AgriLife**

Craig Nessler and Edward G. Smith, General Editors

established in 2010

3 books to be published in Spring 2011; 2 books to be published in Fall 2011

**Peoples and Cultures of Texas**, sponsored by **TAMU–San Antonio**

series agreement just completed (September 2010)

The total number of books published in these System series is 87, of which 39 have won prizes or awards.

## **Other Collaborative Arrangements with Texas Institutions:**

Our sales and distribution operation, known as the Texas A&M Press Consortium, currently provides warehousing, fulfillment, sales, and accounting for six other scholarly presses located in this state that could not afford these essential operations on their own. The Consortium earns significant income for the Press from the distribution fee (normally 25% of net sales income) that we charge and puts many of the physical and other resources that we already have available to further profitable use. In recent years, Consortium sales have run between \$1 million and \$1.5 million a year, yielding us \$250,000 to \$375,000 in fees that can be used as unrestricted income.

The Consortium currently represents these other presses:

- TCU Press
- University of North Texas Press
- SMU Press
- State House / McWhiney Foundation Press
- Texas State Historical Association
- Texas Review Press (Sam Houston State University)

The recent news of plans to close SMU Press has been alarming, of course. We are currently working with SMU to continue the marketing and distribution for them at least through July 31, 2011. After that, if their internal review of the value of SMU Press to the institution does not convince the SMU leadership to rescind dissolution plans, discussions are in process for Texas A&M University Press to assume ownership of all publishing rights and remaining inventory of SMU Press titles at no additional cost to us.

In the meantime, we are now in negotiation with a likely new member of the Consortium. Bucking the trend, Stephen F. Austin University has recently established a new university press, whose list seems compatible with others in the Consortium and whose anticipated output of 15 to 20 titles a year is sufficient to make membership in the Consortium mutually attractive.

In addition to Consortium members, we also have occasional arrangements for one-book distribution deals with entities such as the Museum of Fine Arts, Houston, the Dallas Museum of Art, the Center for American History at the University of Texas, et al. These one-book deals typically earn us 40–50% of net sales income.

The previously discussed System series arrangements have also been used as a model in our cultivation of collaborative publishing with other academic centers in Texas, including the following:

- University of Texas at Arlington, for whom we publish the annual Webb Lecture Series, of which we are about to release the 42<sup>nd</sup> volume

- University of Houston Center for Mexican American Studies, for whom we have published several award-winning titles

River Books Series, sponsored by the River Systems Institute at Texas State University, now one of our most active and popular series

Dickson Series in Texas Music, sponsored by the Center for Texas Music History at Texas State University

Each of the books in all of these sponsored series are peer-reviewed and fit our publishing interests, and each volume also carries with it a subsidy of at least \$5,000 from the sponsoring institution.

We have also collaborated (both in imprint and publishing costs) with the Texas Parks and Wildlife Department and the Conservation History Association of Texas in publishing new books (or new editions of classic works) that serve the interests of readers whom we jointly serve.

We believe that all of the above sponsored series extend the Press's outreach, stature, and reputation on behalf of Texas A&M, as well as provide additional sources of reliable, augmented financial support for our operations.

### **National Collaborations:**

Further extending the range and distinction of our series in nautical archaeology (which is supported by a \$500,000 revolving fund from the Ed Rachal Foundation), we are in the process of signing the first of what is expected to be a series of collaborative publishing projects with the National Marine Sanctuary Program of the National Oceanographic and Atmospheric Administration (NOAA). This first volume will be a book intended for general audiences on the Civil War sinking, recovery, and conservation of the *USS Monitor*.

Several of our books have been contracted with, or have received support from, the National Park Service, the United States Geological Service, the Sand County Foundation, the U.S. Navy, among others, further establishing national exposure and validation for the work we do.

Texas A&M University Press was also one of the leaders in proposing a collaborative digital publishing initiative with five other university presses (Colorado, Alabama, Arizona, Florida, and Utah) on "the archaeology of the Americas," which was funded in 2008 by a \$282,000 planning grant from the Mellon Foundation. We are about to reach the final reporting stage for that grant. With that report, our collaborative group will now also submit a proposal for continued funding to implement the editorial and production prototype we are recommending for enhanced digital books in this field, with the ultimate goal of testing its applicability for other fields and disciplines (and its potential use by other presses) as well. Already, this project has greatly advanced our own general understanding of electronic publishing of academic books, and it will have direct benefit for our ongoing publishing collaboration with three of Texas A&M's distinctive programmatic strengths, mentioned above: the Center for the Study of the First Americans, the Center for Maritime Archaeology and Conservation, and the Institute of Nautical Archaeology, as well as the NOAA-sponsored Marine Sanctuary series.

In 2009, the Press entered into a memorandum of understanding with the Thinking Like a Mountain Foundation to help administer a writer-in-residence program in Fort Davis, Texas. Since then, we have helped find and place writers who have completed their manuscripts with Foundation support while in residence at the retreat, and most of whose books will subsequently be published by the Press. The Foundation's other partners in addition to the Press are The Nature Conservancy and the Aldo Leopold Foundation.

We are also among the initial presses joining in a new "University Press eBook Consortium" that will publicize, market, and make accessible many of our new digitally formatted books directly to libraries around the world. This venture, which too is supported by a grant from the Mellon Foundation, is scheduled to launch in Fall 2011.

In general, the Press is highly regarded by the leading scholarly and cultural associations in the fields in which we publish. Each year, our publications win the lion's share of prizes and awards given, for example, by the Texas State Historical Association and the Texas Historical Commission, as well as frequent awards from the Texas Institute of Letters, the Texas Library Association, et al. Our two principal acquiring editors are both regarded as paramount among university press editors in their primary respective fields.

### **The Faculty Advisory Committee of Texas A&M University Press**

Another key A&M group with which the Press interacts and collaborates on everything we publish is our Faculty Advisory Committee. This distinctive body is very large compared with the editorial boards of most university presses, comprising on average 27 members, normally tenured faculty representing a wide range of fields at Texas A&M. (A copy of the FAC Charter and the current roster are included with the material submitted with this Press profile.)

Having this unusually large membership helps spread awareness and advocacy for the Press as broadly as possible among the faculty at large, but our ability to invite a smaller number to be present at any given meeting, as befitting individual interests and expertise relative to what is on the agenda, gives us enviable flexibility.

Our current membership includes many of the most highly regarded professors at Texas A&M: 25 full professors; 6 with the title of Distinguished Professor (the highest rank at the University); 5 holders of named chairs; 4 department heads; 3 program directors; 1 associate dean; and 1 dean emeritus. As with the editorial boards of other university presses, appointment to our FAC is perennially a coveted assignment.

### **The Advancement Board of Texas A&M University Press**

The Press's primary source of external support is our Advancement Board (until recently known as the "Advisory Council"). This organization was originally established by former University Regent John H. Lindsey, fondly known as the "godfather" of the Press,

soon after the Press's founding in 1974. The Board includes former students of the University as well as other friends and admirers of the Press. Members of the Advancement Board share a common belief in the value of publishing scholarly research for both academic and general readers and in the contribution the Press makes toward fulfilling that important part of the University's mission. It usually meets twice each year, during a football weekend at the Press offices in College Station and then at some other appealing location in the spring.

The purpose of this organization, under either name, has always been to provide ideas, encouragement, and support for the Press from leading figures in most of the constituencies that it serves. Its new name, however, more accurately signals its principal role in identifying, cultivating, and securing development funds for the Press from those individuals, foundations, and corporations that have an interest and stake in what we do. We have recently refined its organization and designated four committees to define and energize that role: development, marketing & outreach, membership, and executive. We have also expanded the number of Board members, now up to 30, and have increased the annual giving expectation for each member to \$1,000.

We are extremely fortunate to have the services (ex officio) of the University's senior development official as an active member of our Advancement Board. He attends all of our meetings, interacts frequently with the press director and key members of the Board, and is strongly attuned and responsive to the Press's funding needs. This relationship, actively cultivated by the current press director, has been directly responsible for several of the Press's most significant gifts. We are not aware of any other university press that has such a close relationship with its parent institution's top development officer.

Because the Press, unlike a growing number of its peers, has no staff development officer working full-time or even part-time, the presence of a strong Advancement Board and a proactive relationship with the University's leading fundraiser are of critical importance.

The present Board membership as indicated on the roster submitted with the materials accompanying this Press profile is the strongest in our history. We are also including a copy of the Advancement Board's newly revised Charter.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Contributions to University Goals (Profile Point 9)**

9. *Describe the Press's contributions to the advancement of University goals and outcomes, especially Vision 2020.*

Let's begin with a restatement of the Press's mission.

The primary mission of the Press is to select, produce, promote, and distribute books and electronic publications that are characterized by outstanding quality and originality in carefully chosen, important fields. In doing so, the Press contributes to several of the University's paramount purposes: teaching, research, public service, and dissemination of the results of scholarly inquiry. The Press draws on and supports the intellectual activities of the University and the entire Texas A&M System, and it reflects the high academic standards that are fostered by this institution.

Although its main emphasis falls in the area of scholarly publishing, the Press also publishes books of substance and significance that are of interest to the general public, including works that focus on Texas and the Southwest. Each year 100,000 to 150,000 copies of books "branded" with the Texas A&M imprint, in both print and electronic form, are sold, advertised, exhibited, and placed in libraries, colleges and universities, governmental agencies, book stores, and in the hands of individual academics, students, and general readers throughout this state, this country, and the world. Each copy also reinforces Texas A&M's stature and reputation to people who may or may not otherwise be familiar with it. The Press thus supports Texas A&M's outreach and helps spread its name and influence to the larger national and international communities.

## **The Press and the Imperatives of Vision 2020**

Since its establishment in 1974, the Press has made consistent contributions to virtually every one of the "Twelve Imperatives" headlined below, which have been identified by University leaders as keys to the attainment of the overall goals set in the plan known as Vision 2020.

### **Imperative #1: *Elevate Our Faculty and Their Teaching, Research, and Scholarship***

Publication is the essential end result of research. Without effective publication, the discoveries, ideas, and impact of academic research would be stillborn. The Press is the principal unit and source of book publishing expertise within the University. During the past five years, an average of around fifteen percent of the authors whose works we publish in our selected fields, ranging from physical anthropology to Texas history, have been members of the faculty or hold graduate degrees from this University and other institutions in the A&M System. Our books have brought

their research and scholarship to fruition. Both their works and the other books we have published by distinguished authors who are not affiliated with A&M have in turn helped form the basis for further research, ideas, and teaching by all A&M faculty members in these fields.

In certain cases, the Press is the premier publishing outlet for books associated with some of the most outstanding departments and programs of the University. Our series in nautical archaeology, which represents the work of the world's top academic program in this field, provides some notable examples. Here are opinions from two internationally renowned researchers in that field:

“The Texas A&M Press / INA collaboration has produced some of the key texts in maritime archaeology over the years. The content is of the best academic standards and the books themselves are of the highest quality. I strongly recommend them to my students and regularly consult my own copies.” (Mark Staniforth, Flinders University, Australia)

“It's a great pleasure to have an opportunity to endorse Texas A&M's excellent nautical archaeology series, most of which is on my bookshelves. But it's difficult to know where to start composing quotable quotes. Most of the volumes are solid and academically worthy tomes which significantly advance the discipline in various and often mould-breaking ways, but I particularly like (and have found invaluable in sometimes unexpected ways) the specialised 'little gems', like Oertling's *Bilge Pumps*, Simmons' *Vulgar Tubes*, and McCarthy's *Fastenings* . . . .

“But my heartiest accolade goes to Dick Steffy's *Wooden Shipbuilding and the Interpretation of Shipwrecks*. This was a classic from the moment it hit the stands, and it will never become out of date. It's a constant source of information and inspiration for anyone investigating wooden ship structures, above or below the water, and it's probably the most consulted volume in my library.

“Invaluable too is the compilation edited by Fred Hocker and Cheryl Ward, *The Philosophy of Shipbuilding*, which sets the topic on a more theoretical plane without becoming mired in the loquacious and usually incomprehensible ramblings characteristic of die-hard theoretical archaeologists. The hands-on realities of ship construction keep nautical archaeologists, like boat-builders, on a logical path, rooted in practicality and what works [and] has recently proved an invaluable guide to my own investigation of medieval ship-remains in Scotland, not only in providing technical detail but also in putting the topic into its wider cultural context. Long may the series continue!” (Colin J.M. Martin, Scotland's leading nautical archaeologist)

We also have direct and exclusive publishing relationships with the University's Fay Lectures in analytical psychology, the annual A&M conference on presidential rhetoric, plus the several series emanating from System campuses.

We also contribute an important source of local expertise on a wide range of publishing issues. When asked, we are always willing to give advice to A&M faculty members and their students, even if they are not publishing with us, on contract questions, the submissions process, and other points related to scholarly publishing, and we have also offered seminar sessions on publishing to their students, upon request.

We, and all university presses, also serve, indirectly, as the “gold standard” of peer-reviewed validation of the scholarship of faculty members, especially in the humanities and social sciences. We thus play an essential role in the process of academic tenure and promotion. Neither we nor any other press, of course, can be the sole source of validation, even for individual fields where we are a leading publisher. Collectively, however, we, as a part of the university press community, contribute greatly to the indispensable process of peer review and validation that buttresses the progress of the Academy and every scholar in it. The University that supports us is thus doing its part to sustain the overall academic mission.

In more intangible terms, the presence of a leading university press on this campus helps to convey and fulfill a total picture of the scholarly process to our faculty, students, and the entire A&M community. It says that this institution takes seriously its responsibility to foster scholarly communication and the dissemination of knowledge, which is one of the hallmarks of a major research university. Since its founding, the Press has thus added to the reputation and stature of the University. In this way, it has contributed to a campus culture that has helped to attract and retain outstanding faculty members in all fields.

### ***Imperative #2: Strengthen Our Graduate Programs***

Much of our impact and contribution to this second Imperative has already been covered in the above section. A particular example of the close relationship between our publishing program and graduate education at Texas A&M lies in the field of presidential studies, where each of our three series (on presidential leadership, presidential rhetoric, and the presidency and foreign relations) links directly to graduate programs and training at the Bush School of Government and Public Service.

More generally, several of the books we have published have been revised from dissertations undertaken at Texas A&M. In other cases, graduate students have directly contributed to books we have published by their professors and have thus received valuable experience in the publishing process. Of course, many of the specialized texts we publish are used in both graduate and undergraduate classes, informing further research and transmitting new ideas to fields of study that are important at this institution.

Until budget cuts ended the program this year, the Press provided, in collaboration with the TAMU English department, a hands-on, professional experience in scholarly editing to a graduate student, as an alternative or supplement to a teaching assistantship.

### ***Imperative #3: Enhance the Undergraduate Academic Experience***

The Press publishes texts and other materials that are used in undergraduate courses at Texas A&M, or are consulted and cited in undergraduate research projects. In this way, we indeed help “prepare learners for lives of discovery, innovation, leadership, and citizenship,” which is one of the underlying objectives of Vision 2020.

In addition to our normal printed books, these materials are increasingly available to undergraduates and others in searchable digital formats, through arrangements that we have concluded in recent years with a number of electronic vendors.

Since we are one of the premier publishers of authoritative books on Texas and the region, subjects that most A&M undergraduates find interesting and important to explore, and are the primary publisher of books about A&M itself, many of our publications are staple items for undergraduates and their parents.

In terms of undergraduate training, members of the Press staff have taught classes in journalism and have given guest lectures in classes in the English department. The Press also offers valuable employment opportunities and professional-level internships to A&M students in the editorial, design, and marketing areas of publishing.

#### ***Imperative #4: Build the Letters, Arts, and Sciences Core***

Our past and future publishing program in fact concentrates most strongly in the very areas that this fourth Vision 2020 Imperative seeks to develop. Each year we publish many significant new books in the humanities, the arts, social sciences, and natural science fields. As has already been shown, many of these books represent the best work and some of the best authors in premier departments and programs of the University that are associated with this “letters, arts, and sciences core.” Our books give fulfillment and visibility to their work, provide greater exposure for A&M programs in this area, and thus raise the stature and reputation of the institution. This in turn helps to attract faculty, students, and funds to these programs, supporting their further growth.

#### ***Imperative #5: Build on the Tradition of Professional Education***

Though not as applicable as in other fields, the Press has made some of the same general contributions to professional education at Texas A&M as it has in the humanities and social sciences. Faculty in the professional schools also write and use books that are published by the Press, such as books on business history or architectural design. Many of our books have also been written and used by professionals and students in veterinary medicine and in several departments of agricultural studies. As mentioned above, our internship programs have also contributed to experiential, hands-on education in the publishing profession.

#### ***Imperative #6: Diversify and Globalize the A&M Community***

The Press has been a visible leader within the University in helping fulfill the objectives of diversification and globalization. We have devoted much of our publishing program to topics and audiences that reflect the ethnic and cultural diversity of our campus, state, and nation and that give critical focus to other important areas of the world.

Through our series on borderlands cultures and traditions, for example, we have now published many important and attractive books. We have also continued our emphasis on a wide range of ethnic groups present in Texas. (One of our Advancement Board members, Maceo Dailey, who is head of the African American studies program at the University of Texas at El Paso, has recently attested to the groundbreaking nature of the press's long commitment to titles in African American history.)

Our global focus has included Eastern Europe, Russia, East and Southeast Asia (especially 20<sup>th</sup> century wars there), and parts of Latin America. In all of these fields, many of the authors are themselves foreign nationals, and several of these books have been co-published with foreign presses.

These efforts by the Press not only serve to increase our outreach and heighten the University's visibility and reputation throughout the world; they also help to create a tangible perception of the broad and forward-thinking character of this institution.

### ***Imperative #7: Increase Access to Knowledge Resources***

As a dedicated scholarly publisher, our mission is virtually defined by this seventh Imperative. We are proud to be the principal and most visible vehicle by which this institution supports the dissemination of scholarly knowledge to both academic and general audiences. We have taken other technological initiatives to increase access and availability of our books to any who are interested, in both print and electronic forms. We have created an attractive web site where all of our titles (and those of Consortium members) can be found and purchased (tamupress.com), and we have made significant enhancements to our electronic order fulfillment system, which has been judged better and more advanced than those of any but the very largest of university presses.

### ***Imperative #8: Enrich Our Campus***

As should be apparent from other points presented in this analysis, the Press has enriched the intellectual vitality of the campus in a number of ways. We consider ourselves a central part of the academic enterprise and an active participant in the scholarly dialog that takes place at A&M. The Press also serves as the chronicler of the history and development of this institution. We were also one of the leading sponsors of a three-day symposium on "The Changing Landscape of Scholarly Communication in the Digital Age."

### ***Imperative #9: Build Community and Metropolitan Connections***

Throughout its history, the Press has been an effective bridge for the University into the local community and to other parts of the state. Through dozens of lectures, receptions, and author signings that we organize or facilitate each year on this campus, in local bookstores, or in other major cities and smaller communities across Texas, we give exposure to an impressive range of

interesting books and authors that we publish—and, in the process, to the A&M name. For example, our author Jim McGrath (who is, among other things, speechwriter for both President and Mrs. Bush 41) made the following comments in his presentation at the Bush School to an audience of nearly 200 that included the Bushes, Anita Perry, Ambassador Crocker, most of the Mosbacher family, and at least two former Regents, concerning his and the late Bob Mosbacher's experience in publishing our recently released *Going to Windward: A Mosbacher Family Memoir*:

“In the constellation of stars that comprises the Texas A&M University System, the good people at Texas A&M University Press are among the very brightest. They are first-class. They know their business, and it was a joy to work with . . . the A&M Press team. They made sure the final product you will hold tonight was up to Mosbacher standards—and I thank them for that.”

In addition, the press director and other senior staff members also give talks, from time to time, to A&M clubs and civic groups here and in other parts of the state.

The Press's prominent presence at statewide events, exhibits, and meetings, such as the Texas Book Festival or the annual convention of the Texas Library Association, also builds important connections for the University. The close working relationships we have formed with major museums and other institutions, including those in our Consortium, have established beneficial bridges that will only be strengthened in the future.

#### ***Imperative #10: Demand Enlightened Governance and Leadership***

Reporting to the Office of the Provost, the Press is an integral part of the academic operations of the University. Our imprint is controlled by a distinguished Faculty Advisory Committee, whose approval is required for publication of any book with the A&M imprint. The evaluation and other procedures governing this process are codified in a Charter that emulates the highest standards of scholarly publishing.

Our administrative and financial operations are carried out in close cooperation with the University's fiscal and development offices, with whom we have worked effectively and in accordance with all applicable University and State regulations. The Press continues to benefit from the services of a talented and dedicated staff, with an extraordinary level of longevity and stability in senior positions. More recent hirings have brought both experienced professionals and promising new individuals to the staff.

#### ***Imperative #11: Attain Resource Parity with the Best Public Universities***

In this regard, the Press has already achieved an outstanding record and a leading role for the University among its peer institutions. Thanks to enlightened leadership from past and current University administrators and the spirited generosity of many A&M graduates, we are among the best endowed and independently funded of all university presses. In that regard, we certainly compare favorably with other presses our size or smaller and with all public university presses.

We remain active in seeking appropriate support for particular books and series we publish and for our general operations. Since 2005, Texas A&M University Press has received a total of 1.7 million dollars in new gifts, endowments, and title subventions to offset costs of books we have issued in those years or to provide ongoing operating support.

### **Imperative #12: *Meet Our Commitment to Texas***

Each year the Press publishes dozens of new titles focused on the many distinctive facets of Texas, including its history, literature, art, architecture, natural resources, economy, and ethnic groups. Of these, a remarkable number win distinguished awards and prizes from organizations such as the Texas Institute of Letters, Texas State Historical Association, Texas Library Association, Texas Historical Commission, and Western Writers of America. Among our twenty-five all-time bestsellers, fifteen to twenty deal with some important aspect of Texas. Our books on Texas have also served the state in highly practical ways by offering reliable demographic studies and forecasts, studies of its governmental structure, etc.

Through the Texas A&M Press Consortium, we also now provide sales, warehousing, and distribution services to six other Texas publishers, including TCU Press, the University of North Texas Press, and the Texas State Historical Association. None of these small publishers would be able to sell or distribute their publications as effectively on their own as we can for them. Through the Consortium, both the size and the range of our offerings on Texas are greatly enhanced. Other collaborative arrangements with prominent Texas organizations such as the Museum of Fine Arts, Houston, the River Systems Institute at Texas State University, and the Institute of Texan Cultures at UT–San Antonio also extend the outreach of our services to the state.

Overall, books carrying the Press's imprint have generated high regard for Texas A&M not only among its former students and friends but also from state, county, and local government, the media, and the general population of the entire state.

### **“Action 2015: *Impact through Balance and Focus*”**

This is the title of the most recent updating and revision of the Vision 2020 Plan, included with the materials accompanying this Press profile. We believe that a full reading of that document only reinforces many of the critical correlations we have made between the Press's and the University's mission and goals.

In their Vision 2020 characterization of the future of this institution, University leaders have stated that “the flow of knowledge is the foundation for the university.” In a number of critical ways, the Press has been an important part of that flow since its founding thirty-six years ago. We are confident there is now a strong foundation for the Press to grow and transform that essential role as we enter a new age of scholarly publishing.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Key Challenges (Profile Point 10)**

*10. Explain the key program challenges the Press faces and explain how these conditions are affecting the department's performance.*

### **Challenge: Declines in Sales**

Any list of the most crucial challenges that we face at the Press must start with the continuing decline in sales of our printed books, which has always been the single largest and most important part of our operating income. (See the pie chart included as part of the materials accompanying this Press profile.) Considered historically, this decline is most pronounced with library sales, which used to be a substantial and very reliable portion of total sales for all university presses. Explanations for the decline in library sales are well known and not unique to Texas A&M University Press.

But with rapid changes in reading habits, a decline in overall literacy, the burgeoning of specialized academic fields (which tends to fragment and atomize audiences), rapid development of new information technologies and modes of communication, increasing sales of used books (for which the publisher receives no income), the increasingly easy availability of unauthorized and pirated digital versions of some of our books, accompanied by a major downturn in the general economy, most other sales categories have also suffered.

Our main defense against this trend, which has of course affected the income of most other university presses as well, is to publish good books on important topics in attractive and readable editions—as many and as well as our finances allow.

Almost equally important as we go forward is the very large and complicated challenge of making many, most, or all of our books available also in electronic editions, readily accessible through commercial vendors, through collaborations with other presses, and through our own e-commerce channels, as well as in “open access.” Yet it is still far from certain that sales of electronic books will ever generate as much reliable sales income as print editions. Very few university presses to date are reporting more than 1 or 2% of total sales income from electronic editions.

### **Challenge: Real and Potential Losses of Income from our Distribution Consortium**

Three years ago, one of our Consortium members, Bright Sky Press, dropped out of the Texas A&M Press Consortium. As a regional trade publisher, Bright Sky was never a particularly good fit for the Consortium, and they proved to be quite a burden to our staff and processes. However,

at \$400,000+ annual sales, they were the sales leader among our Consortium presses, and their departure meant a loss of at least \$100,000 a year in fee income that flowed directly to our bottom line.

Within the past year, we also received troubling news from two other longstanding members of the Consortium. SMU Press has been put on notice of being shut down. Although the final decision and termination date has now been deferred to July 31, 2011, giving SMU Press time to publish a final season of books (which appear to us, ironically, to be a particularly strong list), and although a “study” of that press’s situation and the decision to shut it down has been undertaken by the SMU Faculty Senate, they and we are now actively planning for the termination of their membership in the Consortium next summer. In this case, however, the resulting loss of around \$27,000 to \$40,000 a year in fee income might be offset at least partially by a tentative plan, initiated by SMU, to turn all publishing rights and existing inventory of SMU books over to Texas A&M University Press at no cost to us, for our own continued sales.

Another of our Consortium presses has also been challenged by its university administration and is currently under new management, with a three-year period allowed them to produce more satisfactory financial results.

Overall, this is a worrisome trend, as the Consortium’s impact on our total annual income (ca. \$300,000 average) received from these distribution services—with relatively little incremental costs to us in facilities, personnel, or other overhead—is not easily replaceable from any other source.

Perhaps bucking this trend, however, is the impending addition of a new university press client to our Consortium. Stephen F. Austin University has started its own press, with projections of 15 or more new titles (compatible in focus with our own and those of other Consortium members) to be published next year and into the future. We are in the final stages of concluding an agreement to add them to the Consortium, beginning next year.

### **Challenge: Cuts in the Press’s Annual Operating Subsidy (State Funds)**

During the past two years, the Press was first required, as part of University-wide budget cuts, to eliminate \$30,000 from our revised FY2010 budget, then later instructed to cut \$30,000 more from the FY2011 budget, plus a \$35,000 additional reduction in the FY2012 budget. We were also advised that our annual operating subsidy from the University would be reduced accordingly by those amounts. This \$95,000 total represents a drop of approximately 23% from the size of our annual University operating subsidy in FY2009. And these cuts in State support for the Press are on top of budgetary stringencies that we had already voluntarily enacted in FY2009.

### **Challenge: Staff Reductions and Other Budgetary Adjustments**

Already in 2009, when the economic downturn exacerbated other budgetary conditions described above, we enacted several “temporary” policies to cut back discretionary expenses and to free up any untapped income under our control. We further lowered print runs, made painful cuts in advertising and

promotion, imposed restrictions on exhibits and travel, and raised prices on our books as much as we thought we could. We also raised approximately \$200,000 in new unrestricted outside funds, and we dipped into reserves by repurposing more than \$250,000 of our existing internal funds, with permission and concurrence from the original donors, for more immediate needs.

Because our departmental operating expenses and cost of goods sold were already about as constrained as we could make them, the only effective way we could meet further budgetary cutbacks was to eliminate positions from our staff. We undertook an initial four-position Reduction in Force in July 2009, then further reduced the Press staff in August 2010 by two additional positions, one in the business office that had previously been vacated by voluntary resignation and the other which became vacant when our assistant to the director and rights manager retired. We no longer plan to fill either budgeted staff position going forward, leaving us now with a total staff of 19 employees, a 24% reduction in staff size from two years ago.

The elimination of those six positions is now yielding a budgetary savings of at least \$250,000 a year. All remaining staff members are responsible for taking up a portion of the slack, and we will rely even further on quality student workers. (This can be seen by comparing the two Press organizational charts provided with the materials accompanying this Press profile, one for May 2009 and the other for September 2010.) We have also reinforced our corps of excellent student workers. We currently have a total of 14 students employed in challenging and responsible work in every department of the Press.

We have looked high and low for other cost savings. By rigorously analyzing our telephone system, for instance, identifying defunct and underutilized lines (or ones no longer in use because of the recent layoffs), we were able to eliminate a total of 21 lines, resulting in an estimated annual savings of around \$5,500. Rather than renew our lease agreement for our existing copier/printer, we found a new one, actually faster and with better features tailored to our operations, yielding an additional annual savings of \$2,600. Our IT manager, whose services we “lease” from the University’s Computer Information Systems division, has been instrumental in getting us a dozen or more “hand-me-down” computers from other University departments that are well-suited to our continuing use. But we have also cut back that position from  $\frac{3}{4}$  to  $\frac{1}{2}$  time. We have taken advantage of University Surplus for things such as needed shelving for our shipping room, office furniture, and even a computer projector for our conference room. We also eliminated our monthly contract with Culligan for filtered water, asking employees who do not like city water to provide their own bottled water. Finally, in hiring new student workers, we are taking more advantage of Federal and State “work study” programs; this has resulted in the addition of several excellent students for less than  $\frac{1}{3}$  the cost we would otherwise pay.

Virtually every aspect of our departmental operating expenses, our cost of goods sold, and our staffing is now pared down as low as possible. Any further budgetary reductions will impair both our ability to continue the quality operations we have performed in the past and our capacity to continue moving forward into a new era of digital publication.

**Challenge: Planning for Future Retirements**

Several key staff members at the Press, including four departmental managers, will begin to approach retirement age within a few years, if not sooner. We can hope they stay forever and set records for longevity in their posts, but it would be prudent to begin serious planning for a smooth and favorable transition of leadership in those positions.

Although College Station, Texas is not a natural destination on the career paths of most of the leading scholarly publishing professionals in the country, the Press has many distinctive attributes and advantages that could help in recruitment. Those should be further developed, publicized, and touted to the benefit of succession plans, whenever the need may occur.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Improvement Strategies** (Profile Point 11)

*11. Describe the overall approach the Press uses to maintain a focus on all aspects of program improvement.*

*11.1 Does that approach also promote institutional progress and sharing of organizational knowledge assets within Academic Affairs and throughout the University?*

Tools that we use continually for program improvement include our annual performance review and planning goal process for all Press employees; the annual “State of the Press” assessment, prepared by the press director with input from department heads; and the annual budgeting process that monitors current performance and sets measurable goals and parameters for the next fiscal year.

All of these processes are shared with the Provost’s office on a monthly and/or annual basis. We also share information on our overall progress in monthly meetings of the Faculty Advisory Committee and, more extensively, in our annual plenary session with that group.

Two years ago, we were cosponsors and organizers of a campus-wise “Symposium on the Changing Landscape of Scholarly Communication in the Digital Age.” We took a leading role in the selection of a number of authorities from all over the country whom we invited to Texas A&M to address a variety of crucial issues associated with electronic publishing, we publicized and reported on its program in a number of ways, and the press director himself participated in the program and in subsequent discussions.

Members of the staff are always available to offer advice and answer questions on the process of scholarly publishing from members of the faculty and their students.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Previous Outside Review (Profile Point 12)**

12. *Provide a summary of findings and subsequent accomplishments from the Press's last (and only) program review by an outside publishing consultant (in 1990).*

12.1 *What were the primary strengths and weaknesses of the Press as identified in that review?*

12.2 *Summarize the major findings and recommendations from that review.*

12.3 *Describe any major changes in the department and its programs since that review and any changes incorporated into the strategic plan of the Press.*

The only prior outside review of the Press's publishing program occurred in 1990 when David Gilbert, highly regarded publisher whose credentials include former director posts at Nebraska and Cornell, wrote a 19-page report based on his two-day visit to the Press and conversations with its staff and others at Texas A&M at that time. Gilbert's entire report is included in the materials accompanying this Press profile, but here is a summary of the most significant and important of his findings and recommendations:

Gilbert perceived a certain lack of confidence and pride among the Press's staff in what the Press produced, which he felt was caused by insufficient commitment to the program and insufficient understanding of where it was going.

He thought this was largely because of ineffective interdepartmental communications.

He suggested involving more of the staff at an earlier stage in the choices of what was being published and in what manner, having larger presswide input on publishing decisions through launch meetings, also more staff involvement in departmental budgeting, etc.

He noted that some University faculty and administrators would like to perceive more scholarly strength and clearer focus in the Press's editorial list.

He thought the Press's regional list was focused too narrowly on Texas as opposed to other areas of the Southwest.

He believed that the Press needed to have at least one or two editorial series or areas with national distinction.

For that he thought a second acquiring editor would be essential.

He mentioned some tried-and-true ways of acquiring excellent books: naming “star” series editors; developing the standing and following of in-house editors; and the use of advance contracts.

He suggested enhancing our computers and information system.

He felt that TAMU Press’s director should concentrate primarily on fundraising and cultivating good will.

He praised the unusual but effective size and organization of our Faculty Advisory Committee, and he thought our Consortium had good potential.

He praised the Press’s quality design and production, our outstanding facilities (“one of the most pleasant and impressive physical plants in publishing”), and our enviable record of both outside and institutional support, as well as the good people working for the Press.

We believe that virtually all of the deficiencies that Gilbert noted and virtually all of the constructive suggestions he made were addressed in due course in the early 1990s. In any case, we are confident that the key points which he raised then and which still have relevance now have been effectively addressed, implemented, and carried out in the current operations of the Press.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Positive Changes** (Profile Point 13)

*13. Describe any major changes that have been implemented to strengthen the Press in the past five years.*

### **Positive Change: Elimination of Eastern Europe Series**

Several years ago, following careful analysis, we discontinued our publication series in this field, for which it was difficult for us to generate sufficient attention, course use, or sales to sustain our overall publishing investment. Another factor in that decision was that there is no particular departmental or programmatic concentration of work in this field at Texas A&M. Making this change has allowed us to make better use of our editorial and marketing staffs and budgets.

### **Positive Change: Implementation of New Publishing and Distribution Database Systems**

One of the greatest improvements we have made to Press operations in recent years is the purchase, installation, and implementation of a Press-wide title management database system from a leading vendor named Firebrand. For many years, all departments of the Press have wished for such a system to facilitate their work and to help avoid reduplication of effort in communicating essential book data at every stage of the editorial, design, production, promotional, sales, warehousing, and fulfillment processes of publishing our books. The Firebrand system is highly regarded by the book industry for accomplishing all this, though it comes at a significant price. Our thinking on the matter was made more urgent in 2008 by a stringent requirement from the University and the credit-card industry to make our web site and e-commerce applications comply more fully with their standards and regulations. This required immediate changes to our shopping cart connections and processes, no matter what else we did. We were able then to persuade the Provost's office that such a change tied in, hand in glove, with our other needs for a press-wide database management system and that we could cost-effectively upgrade and enhance our e-commerce capabilities at the same time. We were given a three-year \$288,000 line of credit from the Provost's office to accomplish this.

We are now nearing completion of this process. Although it has not been without hitches and delays, we are generally very pleased with the results and increasingly excited about the benefits. We are now able to track projects more or less seamlessly through a single database from acquisition through every stage of the publishing process. All this information is also updated and communicated electronically (using a state-of-the-art system called Eloquence) to all of our trading partners, linked into our web site ([tamupress.com](http://tamupress.com)), and shaped into the pages of our seasonal catalogs and other marketing and promotional pieces. We are also able to offer all of this to our Consortium members as part of the services we provide and the fees we charge.

As part of this original plan, we had also wanted to undertake an upgrade to the latest version of our Cats Pajamas fulfillment and inventory management software. However, the budget cuts required of us during the past year have forced us to postpone those plans. This is unfortunate, because within a few years the version of the Cats software that we now use will be discontinued and we will be forced to upgrade in any case. Even now, some of our major trading partners (both wholesalers and retail chains) are starting to charge us a penalty for each individual unit they buy from us because those units and cartons do not have more advanced inventory barcoding attached to them. We anticipate that this logistical deficiency could soon start costing us several thousand dollars a year.

The challenge for us at this time is to complete the full implementation of the Firebrand system, decide whether to integrate that with their new “Content Services” management for ebooks, and further secure the necessary funds both to repay the line of credit given us by the Provost’s office and to raise additional funds for the eventual upgrade of our Cats system of order fulfillment and inventory control.

### **Positive Change: Formation of ePub Committee**

For many years, Texas A&M University Press has been alert to the technological developments that are leading all publishers inevitably in the direction of electronic books. As early as 2000, we began placing many of our backlist titles into “print-on-demand” editions. In that year, we also revamped our standard author contract to include explicit terms regarding electronic publication and persuaded almost all of our authors with older contracts to sign addenda with the same explicit digital income royalty terms, and soon after we began offering a couple hundred of our backlist titles in digital form through the vendor NetLibrary. By 2005, we were doing much of our design and typesetting in-house using the latest InDesign software, and all of our titles from that year forward have been archived in PDF files, ready both for sending to our contract printers and for conversion to other digital formats.

In 2009, we established a cooperative arrangement with the University’s institutional repository and the Texas Digital Library to make available in “open access” all of the books in our Fay series in analytical psychology, to considerable acclaim.

As digital vendors began proliferating, we have kept abreast of those changes and have learned from what other, usually larger, presses were doing. During the past year, in lieu of a dedicated e-publishing staff position that we cannot afford, we formed a focused committee within the Press (our “ePub Committee”), composed of nine members from almost all departments who had special interests or responsibilities in that direction, and chaired by an enthusiastic younger member of our marketing staff. Its purpose is to review developments in the e-publishing world, discuss and propose digital publishing strategies, review workflow issues, share pertinent information on services and tools, and above all to embrace reasoned experimentation. Two members of the committee profitably participated in the two electronic publishing workshops held at the last AAUP annual meeting (thanks to a travel grant from the Provost’s office).

To date, we believe our ePub Committee has made great, concrete strides. On top of all our established *print* publishing responsibilities, we have waded through many issues and made many decisions. We have negotiated and already signed four contracts with electronic vendors (with another half dozen on deck), have implemented or revamped some of our internal production procedures for creating Web-ready e-book files for library vendors, and have adapted our new Firebrand technology to facilitate the submission and release of roughly 700 of our books in digital form.

The Press is already or will soon be publishing ebooks through the following vendors:

- eBrary  
More than 90 Texas A&M University Press titles are available for sale to institutions thus far, and an additional 350 Press titles are projected for release through eBrary by December 2010.
- Google Editions  
We have submitted 678 Texas A&M University Press titles that are expected to be ready for review and purchase from their site later this fall (or as soon as Google Editions launches).
- Global I-Group  
Will make many of these same titles available digitally to libraries, institutions, and governmental agencies in Asia, the Middle East, and Latin America.
- NetLibrary  
We are renewing our relationship with the new owners and plan a new round of submissions to them this fall.
- Amazon Kindle  
Contract under negotiation.

We also are beginning review and negotiation with Apple iPad, Barnes & Noble Nook, and University Readers.

### **Positive Change: Fundraising Progress and Strengthening of Advancement Board**

The past several years have brought the Press significant fundraising successes, including the following:

- ❖ Ongoing title subsidies to aid in the publication of many individual books, totaling \$1,238,000 since 2005
- ❖ Creation of the \$500,000 Ed Rachal Foundation series revolving fund in nautical archaeology
- ❖ Initial steps providing \$350,000 toward the creation of the Williams–Ford series fund in military history, which will eventually be a \$500,000 revolving account
- ❖ Creation of a \$2 million endowed chair for the press director, plus a separate \$5 million unrestricted endowment for the Press, through an irrevocable bequest and transfer of property by John Tom Campbell
- ❖ Receipt of a grant of at least \$100,000 from the Houston Endowment to subsidize publication costs and national marketing expenses for a biography of Jesse Jones (the Houston banker who

became known as the second most powerful figure in Washington during the Depression years and World War II), scheduled for Fall 2011

- ❖ Receipt of numerous gifts totaling more than \$100,000 toward the planned publication of a major book on the Houston architect Birdsall Briscoe

There is still much need and, we believe, much potential for continued development work for the Press. For that purpose, we are fortunate to have a very strong support organization, our Advancement Board, which we have recently renamed, reorganized, and expanded. We currently have 25 active members each making a \$1,000 annual contribution. Its newly revised Charter and a complete roster are included among the materials accompanying this Press profile.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## **Distinctive Features and Accomplishments** (Profile Point 14)

*14. Describe the distinctive features and outstanding accomplishments of Texas A&M University Press.*

Almost all of the other enumerated points and responses in this Press profile reflect many of the distinctive features and accomplishments of Texas A&M University Press. What follows is a partial recapitulation:

- ❖ The Press is a member and upholds the standards of the prestigious Association of American University Presses. We now normally publish 60 to 65 new titles each year and have a total of more than 1,250 titles in print (and available in electronic editions). Established in 1974, Texas A&M is the youngest among the top twenty public university presses.
- ❖ Through our management of the Texas A&M Press Consortium, we also provide significant sales and distribution services to several other scholarly and general interest publishers in Texas, including TCU Press, University of North Texas Press, State House Press, Texas Review Press, and the Texas State Historical Association. We also publish book series sponsored by nearly all of the Texas A&M System institutions and agencies, as well as by departments and programs of several other Texas educational and cultural organizations, including Texas State University and the University of Houston. This expands our catalog to around 120 new titles a year. We believe that our overall operation is thus among the ten largest public university presses in the country.
- ❖ Many of our academic and general interest books and series have national or international reputations, receiving prominent critical acclaim and prestigious awards. Few if any academic disciplines or sub-fields maintain any sort of rankings of publishers in their respective areas. Without statistical data we must rely on more general impressions, anecdotes, and the occasional quote or opinion of a well-informed scholar. (We have provided a few of those authoritative comments for fields in which we publish in other sections of this Press profile.) As mentioned elsewhere, areas in which we publish that are closely related to Texas A&M University's academic strengths include books on the presidency; military and aviation history; nautical archaeology and physical anthropology; horticulture, natural history, and the natural environment; and analytical psychology.
- ❖ Our regional coverage, focusing on all aspects of the history, culture, peoples, and resources of the state, is widely regarded as the best and most comprehensive in Texas, winning the lion's share of awards and prizes from the most distinguished organizations.

We are certainly among the top ten presses nationally in terms of impact on our respective region.

- ❖ Approximately 15% of our authors are members of the Texas A&M faculty, including many who are among the most prominent scholars in their fields. Other distinguished A&M Press authors from recent seasons include faculty members from many AAU peer institutions, such as Dartmouth, Penn State, LSU, North Carolina, Wisconsin, Minnesota, Ohio State, Stanford, Pennsylvania, Arizona, Indiana, Syracuse, Colorado, Vanderbilt, and the University of Texas, as well as scholars from many foreign countries (including Brazil, South Africa, Australia, Greece, France, England, Japan, Germany, and Russia).
- ❖ Our professional staff of 19 enjoys outstanding office & warehouse facilities in our own John H. Lindsey Building. We are perhaps the only university press to have a valued art collection of its own, composed of original works by many Texas artists whom we have published.
- ❖ We rank among the top five public university presses in the size of our endowment and the number of funded series that support our operations, and we are the first and only university press to have named chairs established for the press director and our natural sciences editor.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## Strategic Peers (Profile Point 15)

*15. Which other university presses does Texas A&M Press identify as its strategic peers, and how do they compare in performance, staffing, output, finances, outreach, and service to the institutions and other constituencies they serve?*

Several criteria could be used for categorizing which other university presses should be considered our “strategic peers.” Factors such as number of new titles published annually, total number of titles “in print,” staff size, region of the country, subject areas published—these and more come readily to mind. But two other fundamental characteristics of Texas A&M University Press help from the start to set apart which presses should be on that list:

- ❖ we are a public (state-sponsored and state-funded) entity at a land-grant institution
- ❖ we do not publish scholarly journals, but rather books only

Applying those two characteristics probably eliminates from consideration more than half of the presses in the Association of American University Presses. Then taking into account the other factors mentioned above, it seems possible to arrive at a reasonable list of around ten “strategic peers” with whom to compare ourselves:

Alabama  
Arizona  
Georgia  
Kansas  
Kentucky  
LSU  
New Mexico  
South Carolina  
Virginia  
Washington

Other public university presses that might be considered either have a substantial journals program or are a little (or a lot) larger or smaller than the range of 50 to 75 new titles a year that comfortably describes us. This leaves out presses such as Arkansas, Colorado, Florida, Illinois, Indiana, Michigan, Minnesota, Mississippi, Nebraska, North Carolina, Oklahoma, Penn State, Wisconsin, and Texas, North Texas, or Texas Tech.

All of the ten presses in this list of strategic peers are fine and reputable scholarly publishers (though at least two of them, LSU and New Mexico, have experienced budgetary problems that have jeopardized their continued institutional support in the past couple of years). All have an important “general audience” focus for the citizenry of their states and regions, in addition to a

national reputation for one or more academic areas in which they publish. Some are known for publishing in areas that we too claim as focused strengths. (Kentucky and Kansas, for instance, are both highly regarded in military history, and Kansas has an outstanding list in presidential studies; Alabama and Arizona both are strong in New World archaeology; Georgia, Alabama, and LSU all publish fine books on the ecology and environment of the Gulf of Mexico.) Although we are not familiar with all aspects of their performance, finances, outreach, and level of services to their own institutions, we believe that in those regards they are all at least comparable to our own publishing program.

Only one of these ten, however, has a significant distribution operation, involving several or many other publishers, that is at all comparable with the Consortium part of our organization: Washington, which mainly distributes art books for museum publishers around the country.

# TEXAS A&M UNIVERSITY PRESS PROFILE

## Recent Publications List (Profile Point 16)

16. Provide a listing of publications from the last two years, including respective sales and awards/recognition received.

Seasonal catalogs from the past two years (Spring & Summer 2009, Fall & Winter 2009, Spring & Summer 2010, and Fall & Winter 2010) are included with the materials accompanying this Press profile. These catalogs represent not only our own new publications but also all of the new titles of our Consortium members and other distribution partners for those seasons.

With those accompanying materials, we are also including a set of preliminary catalog pages for our Spring & Summer 2011 list, which we plan to announce in December.

## “Signature Books”

To end this Press profile, our two acquisitions editors, each a preeminent editor in her own fields, have provided a listing of several of their personal choices of outstanding books that each has brought to the Press in the past few years, to which the press director has added a smaller number of his own acquisitions. After all—and above all—it is books such as these that drive each of us at the Press, that inspire us and give us confidence that we are doing our jobs well, performing an essential function on behalf of Texas A&M. We hope you will enjoy recounting these emblematic representations of the Texas A&M imprint.

Mary Lenn Dixon, Editor-in-Chief, acquires books in Texas history, culture, government, and Texana; ethnic and border studies; military history; the American presidency; anthropology and archaeology; institutional history; and biography:

***Human Origins: What Bones and Genomes Tell Us about Ourselves***, by Rob DeSalle and Ian Tattersall. Texas A&M University Anthropology Series. Published in 2008.

Companion volume to American Museum of Natural History’s permanent exhibit in Hall of Human Origins.

“... accessible and authoritative summary of the major insights of the new synthesis.” *Natural History*.

“... exceptionally readable and up-to-date summary of human evolution. It is an authoritative and fun publication that will be accessible to anyone with even the faintest recollection of high school biology or any curiosity whatsoever about how we came to be the way we are.” *Quarterly Review of Biology*

***From a Watery Grave: The Discovery and Excavation of LaSalle’s Shipwreck, La Belle***, by James E. Bruseth and Toni S. Turner. Published in 2005.

Winner of Society of American Archaeology’s Book Award

Winner of Society for Historical Archaeology’s James Deetz Book Award

Winner of Texas Historical Foundation’s Deolece Parmalee Award

***Lone Star Pasts: Memory and History in Texas***, edited by Gregg Cantrell and Elizabeth Hayes Turner. Spencer Series in the West and Southwest. Published in 2006.

Winner of T. R. Fehrenbach Award from the Texas Historical Commission

This work from a new generation of Texas history scholars is an important contribution to the contemporary study of Texas history, recognizing the role of myth and memory in perceptions of the past.

***Claiming Rights and Righting Wrongs in Texas: Mexican Workers and Job Politics in World War II***, by Emilio Zamora. Rio Grande/Rio Bravo: Borderlands Culture and Traditions Series. Published in 2010.

Winner of Coral H. Tullis Award in Texas History, Texas State Historical Association.

Winner of Award for Most Significant Scholarly Book, Texas Institute of Letters.

Continues our high profile in Mexican American history.

***The Character Factor: How We Judge America's Presidents***, by James P. Pfiffner. Hughes Series on the Presidency and Leadership. Published in 2004.

“ . . . a balanced, scholarly analysis of presidential character. . . . *The Character Factor* will appeal to anyone interested in the presidency of political ethics. The book will be useful in classes at all levels because it is thought provoking and provides enough historical detail to generate meaningful discussions among students, scholars, and politically concerned citizens.” *Political Science Quarterly*

***Congressional Abdication on War and Spending***, by Louis Fisher. Hughes Series on the Presidency and Leadership. Published in 2000.

Selected to 2001 Choice List of Outstanding Academic Books.

***The Presidency and Women: Promise, Performance, and Illusion***, by Janet M. Martin. Hughes Series on the Presidency and Leadership. Published in 2003.

Winner of Richard Neustadt Book Award, American Political Science Association.

***Jimmy Carter, Human Rights, and the National Agenda***, by Mary E. Stuckey. Presidential Rhetoric Series. Published in 2008.

Winner of Marie Hochmuth Nichols Award, National Communication Association.

***Texas Flags***, by Robert Maberry Jr. (Published in association with the Museum of Fine Arts, Houston.) Published in 2001.

Runner-up, Award of Merit for Best Book Published on Texas in 2001, Philosophical Society of Texas.

Winner of T. R. Fehrenbach Award, Texas Historical Commission.

Winner of Kate Broocks Bates Award for Historical Research, Texas State Historical Association.

***Capturing Nature: The Cement Sculpture of Dionicio Rodriguez***, by Patsy Pittman Light. Rio Grande/Rio Bravo: Borderlands Culture and Traditions Series. Published in 2008.

Winner of Excellence in the Promotion of Architecture Award, Texas Society of Architects.

Winner of Ron Tyler Award for Best Illustrated Book on Texas History and Culture, Texas State Historical Association.

***Blue & Gold and Black: Racial Integration of the U.S. Naval Academy***, by Robert J. Schneller Jr. Williams-Ford Military History Series. Published in 2007.

“ . . . Schneller never flinches in getting to the truth of what was going on.” *Washington Times*.

“Scholars of military, civil rights, and twentieth-century history will want this book for their libraries.” *Journal of American History*

***The Ghosts of Iwo Jima***, by Robert S. Burrell. Williams-Ford Military History Series. Published in 2006.

Winner of the General Wallace M. Greene Jr. Award, Marine Corps Heritage Foundation.

“ . . . first and foremost a superb book providing fresh insight into a frequently studied battle. Yet it is much more. . . .” *Parameters*.

“ . . . a valuable service. . . .” *Los Angeles Times*.

***Kennewick Man***, by Douglas W. Owsley et al. (forthcoming)

Our second book from Smithsonian Institution anthropologist Doug Owsley, this will be the definitive report on the most important and controversial skeleton to date in the research on the peopling of the Americas.

***Overdue: The Demise of Race as a Scientific Concept***, by Ian Tattersall and Rob DeSalle (forthcoming)

A bold new book debunking the pseudo-scientific underpinnings of much of the heated discussion on racial issues, by two eminent scientists at the American Museum of Natural History in New York City.

Shannon Davies, who is the Louise Lindsey Merrick Editor for the Natural Environment, acquires books on natural history, the environment, and conservation; agriculture, range management, and gardening; travel and field guides:

***TOS Handbook of Texas Birds***, by Mark W. Lockwood and Brush Freeman. Louise Lindsey Merrick Natural Environment Series. Published in 2004.

“. . . the most complete an up-to-date bird reference on the state as a whole.”—Greg Lasley

“Everyone interested in Texas birds must have the *Handbook of Texas Birds*, a marvelous book.”—Victoria Advocate

***Book of Texas Bays***, by Jim Blackburn, with photography by Jim Olive. Gulf Coast Books, sponsored by Texas A&M University-Corpus Christi. Published in 2004.

“A masterpiece on Texas bays and those dedicated to preserving them.”—Texas Aggie Magazine

“This book is a must-read for engineers, scientists, policymakers, scholars, and students, regardless of their political or environmental persuasion.”—Davis L. Ford

***A Dazzle of Dragonflies***, by Forrest L. Mitchell and James L. Lasswell. Published in 2005.

2006 AAUP Book and Jacket Show- Excellence in Design

“The volume was designed to delight and inform amateur enthusiasts, and the remarkably detailed photographs do just that.”—*American Scientist*

***Prairie Time: A Blackland Portrait***, by Matt White. Foreword by James A. Grimshaw Jr. Sam Rayburn Series on Rural Life, sponsored by Texas A&M University-Commerce. Published in 2006.

Winner of the Native Plant Society of Texas' Carroll Abbott Memorial Award

“Any Texas naturalist should want this book in his or her library.”—Bryan/College Station Eagle

***Paddling the Wild Neches***, by Richard Donovan. Foreword by Andrew Sansom. River Books, sponsored by the River Systems Institute at Texas State University, with funding from the T.L.L. Temple Foundation. Published in 2006.

“*Paddling the Wild Neches* is one of those great treasures that delivers far more than it promises.”—Ken Kramer, director of the Lone Star Chapter of the Sierra Club

“. . . does for the river and East Texas what John Graves' book, *Goodbye to a River*, did for the Brazos River and West Texas.”—Larry McKinney, Texas Parks and Wildlife

***Ecología y Manejo de Venado Cola Blanca***, by Timothy Edward Fulbright & J. Alfonso Ortega-S. Perspectives on South Texas, sponsored by Texas A&M University-Kingsville. Published in 2007.

Originally published in English as *White-Tailed Deer Habitat: Ecology and Management on Rangelands* (2005).

Winner of the 2006 Texas Chapter of The Wildlife Society's Outstanding Book Award (English-language edition)

Winner of the 2008 Texas Section of the Society for Range Management's Publication Award, Special Category (English-language edition)

***Doug Welsh's Texas Garden Almanac***, by Doug Welsh, illustrated by Aletha St. Romain. Published in 2007.

Winner of the 2008 Garden Writers Association's Silver Award of Achievement for Best Overall Book.

Winner of the 2008 Garden Writers Association's Silver Award of Achievement for Graphic Design.

Winner of the 2008 Texas Library Association's Texas Reference Source Award.

“None of the other state gardening books can match this title for Texas.”—Bee Culture

“The definitive almanac on Texas gardening . . . every school should consider ordering copies for students . . . Every library in Texas needs this gem.”—Amazon customer review

***Water from Stone: The Story of Selah, Bamberger Ranch Preserve***, by Jeffrey Greene. illustrated by Margaret Bamberger. Louise Lindsey Merrick Natural Environment Series. Published in 2007.

“This is a beautifully written, beautifully illustrated portrait . . .”—Dallas Morning News

“ . . . one of the Texas Hill Country’s greatest conservation success stories.”—Texas Parks and Wildlife

***A Primer on Natural Resource Science***, by Fred S. Guthery. Published in 2008.

Winner of the 2009 Texas Chapter of The Wildlife Society's Outstanding Book Award.

Winner of the 2009 The Wildlife Society’s Outstanding Publication Award.

“ . . . an excellent resource as well a a useful classroom text.” —Journal of Wildlife Management

***Rare Plants of Texas: A Field Guide***, Jackie M. Poole, William R. Carr, Dana M. Price, and Jason R. Singhurst. W. L. Moody Jr. Nature History Series. Published in 2008.

Winner of the 2008 Native Plant Society of Texas Donovan Stewart Correll Memorial Award for Scientific Writing in the Field of Native Texas Flora.

“*Rare Plants of Texas* is a major contribution to knowledge about Texas plants.”—George M. Diggs

“This book is the most reliable single source of rare plant information in existence.”—A. Michael Powell

***Gulf of Mexico Origin, Waters, and Biota: Volume 1, Biodiversity***, edited by Darryl L. Felder & David K. Camp. Foreword by John W. Tunnell Jr., Darryl L. Felder, and Sylvia Earle. 1312 pages. Harte Research Institute for Gulf of Mexico Studies Series, sponsored by Texas A&M University-Corpus Christi. Published in 2009.

“ . . . a landmark publication on the biodiversity of a body of water that is not only of regional but of international importance.”—Frank Truesdale

“This volume will become THE BIBLE for biota of the Gulf of Mexico.”—Thomas C. Shirley

***After Ike: Aerial Views from the No-Fly Zone***, by Bryan Carlile. Foreword by Andrew Sansom. Gulf Coast Books, sponsored by Texas A&M University-Corpus Christi. Published in 2009.

"In '*After Ike*', Carlile transforms the wrath of Ike that I witnessed from reporting on the ground for KHOU-TV into a historically significant treasure for all by capturing the depth and breadth of Ike’s destructive forces from the air.

Far more than a book of simple photos, Carlile’s sharp eye and acclaimed skills as an aerial photographer serve as a tour guide, through the eye of an artist, to one of the most destructive hurricanes to ever make landfall."—Mark Greenblatt

***Traveling the Shore of the Spanish Sea: The Gulf Coast of Texas and Mexico***, by Geoff Winningham. Charles and Elizabeth Prothro Texas Photography Series. Published in 2010.

"This book, once begun, is difficult to put down. A masterpiece of story-telling, illuminated by breath-taking images . . . truly a wonderful book, worthy of gracing any bookshelf or bedside table."—Robert S. Weddle

“ . . . both a lament for what has been despoiled or lost, and a celebration for what remains. And most certainly it is a work of art.”—Bill Wittliff

Charles Backus, who serves as Edward R. Campbell ’39 Press Director, occasionally and opportunistically acquires books in a variety of fields:

***The Country Houses of John F. Staub***, by Stephen Fox, with original photography by Richard Cheek. Sara & John Lindsey Series in the Arts and Humanities. Published in 2007.

Winner of the 2008 Texas State Historical Association's Ron Tyler Award for Best Illustrated Book on Texas History and Culture.

Winner of the 2008 Philosophical Society of Texas' Award of Merit for the best book published on Texas in 2007.

**The Two Thousand Yard Stare: Tom Lea's World War II**, by Tom Lea, edited by Brendan M. Greeley Jr., foreword by Adair Margo. Williams-Ford Military History Series. Published in 2008. Texas Institute of Letters Carr P. Collins Book Award, 2009 (its highest award).

***Houston's Silent Garden: Glenwood Cemetery, 1871-2009***, by Suzanne Turner and Joanne Seale Wilson, with original photography by Paul Hester. Sara & John Lindsey Series in the Arts and Humanities. Published in 2009. "As a native Houstonian, whose grandfather served as the cemetery's president for a quarter of a century, I am gratified that Suzanne Turner and Joanne Seale Wilson have written this wonderful book."—James A Baker, III, 61st U.S. Secretary of State

"Houston's heart and heritage can be traced through the winding paths of Glenwood Cemetery. It's nice to see the story of this remarkable place and the people who came to rest there in such caring and careful hands. The garden may be silent, but the authors have given it a voice, and anyone who really wants to know Houston should listen."—Bill White, Mayor of Houston

***Whooping Crane: Images from the Wild***, by Klaus Nigge, with text by Krista Schlyer. Published in September 2010.

"Klaus Nigge's photography captures the rarely seen behavior and astounding grace of whooping cranes. More importantly, his photography gives voice to the cranes' continuing struggle for survival."—Kathy Moran, Senior Editor, Natural History, *National Geographic*

"Uniquely in the pages of this book, Klaus Nigge takes us for the first time to the nesting habitat of a pair of whooping cranes and their newborn offspring in the wilderness of northern Canada, and also photographically depicts the lives of that migrating population in their more familiar wintering grounds on the Texas coast. . . . I hope a copy of this remarkable book can become a centerpiece in libraries and schools wherever cranes and humans converge."—from the Foreword by George Archibald, Cofounder, International Crane Foundation