WORKING WITH WHAT WE HAVE

Krista Coulson
Digital Publishing Manager
University of Chicago Press

AMVIG Panel
ALA Midwinter 2015
University of Chicago Press

- Established in 1890
- 1 of the 3 original divisions of the University of Chicago
- Largest University Press in the United States
- 260-300 books published annually
- Our Mission: to disseminate scholarship of the highest standard and to publish serious works that promote education, foster public understanding, and enrich cultural life
Publisher Perspective:

How is Usage-based Acquisition affecting publishing at the University of Chicago Press?

It’s Complicated.
AAUP: Association of American University Presses

- 137 Member Presses
- Non-profits Presses
- Peer Reviewed
- Total Member Publications Annually: ~15,000
- Required Minimum Annual Publications: 3
Economics of (non-profit) Publishing

• Every book we publish represents years of investment that comes back to us as it sells throughout its life.

• The vast majority of costs of a book come before the final files are sent to the printers and e-book vendors.

• Only 20% of our annual book revenue comes from sales of our frontlist, which means we treat our backlist carefully.
Seek out ways to get a book into hands that need it.
Grow other revenue sources

The Oldest Living Things in the World

RACHEL SUSSMAN

With Essays by Hans Ulrich Obrist and Carl Zimmer
304 pages | 124 color plates, 4 infographics | 11-1/2 x 10 | © 2014

The Oldest Living Things in the World is an epic journey through time and space. Over the past decade, artist Rachel Sussman has researched, worked with biologists, and traveled the world to photograph continuously living organisms that are 2,000 years old and older. Spanning from Antarctica to Greenland, the Mojave Desert to the Australian Outback, the result is a stunning and unique visual collection of ancient organisms.

Rachel Sussman’s TED Talk with her photographs is available on her author page. See sample images from the book (PDF)
Take the long view

On the Run
FUGITIVE LIFE IN AN AMERICAN CITY

ALICE GOFFMAN

288 pages | 6 x 9 | © 2014
Fieldwork Encounters and Discoveries

Forty years in, the War on Drugs has done almost nothing to prevent drugs from being sold or used, but it has nonetheless created a little-known surveillance state in America’s most disadvantaged neighborhoods. Arrest quotas and high-tech surveillance techniques criminalize entire blocks, and transform the very associations that should stabilize young lives—family, relationships, jobs—into liabilities, as the police use such relationships to track down suspects, demand information, and threaten consequences.
Scholarly Kitchen: How Important Are Library Sales to the University Press? One Case Study (June 23rd, 2014)

Rick Anderson, University of Utah
Dean Blobaum, University of Chicago Press

DDA

• Expect loss of sales

• Shift more promotion and marketing attention to scholars so they are looking for our books

• Ability to buffer monograph losses is shrinking as people buy fewer books

• DDA is too new to say how it will affect us
Concerns about DDA

• DDA records obscure the fact that the library is being underfunded

• For us, DDA paired with shared consortial purchasing and multiple instances of short term loans are deep causes for concern.
Thank you!

AAUP: http://www.aaupnet.org
University of Chicago Press: http://press.uchicago.edu
Krista Coulson: kcoulson@press.uchicago.edu