ANNUAL ASSESSMENT REPORT  
AND  
STRATEGIC PLANNING UPDATE  
Year: 2008

Area or Unit Name: TEXAS TECH UNIVERSITY PRESS  
Area or Unit Leader: ROBERT MANDEL Email: robert.mandel@ttu.edu  
Phone Number: (806) 742-2982 Ext: 306  
Mail Stop: 1037

Section 1. Goals and Accomplishments

Goal 1: Access and Diversity: Publish books that make the fruits of scholarship available to a wider range of constituents, publish the work of Texas Tech faculty authors within the Press’s focus areas, and give more diverse groups of students the opportunity to experience working in scholarly publishing.

- 57% of books published in FY08 include material in history and issues of diverse groups.
- 6 series—Frankie MacFarlane Mysteries, Grover E. Murray Studies in the American Southwest, Mr. Barrington’s Mysterious Trunk, Modern Southeast Asia, Plains Histories, and Voice in the American West—include books on the history and issues of diverse groups.
- 2 of 12 full-time employees in FY08 were of minority ethnicity. 1 was a unit supervisor.
- 8 of 12 full-time employees in FY08 were women; 3 were unit managers.
- Levels addressed by books range from middle school to senior scholars.
- Books were made accessible to readers worldwide via the Press website and online ordering systems.
- Backlist titles were made available digitally through NetLibrary, MyiLibrary, and the defunct Microsoft Live Search. All TTUP journals were made available digitally through Project Muse and EBSCO.
- Books were promoted and sold to TTU faculty, staff, and students at a discount, by campus announcement and on-campus book sales, both as a service to the campus community and a way of building awareness of the Press and its role in the University’s mission.

Goal 2: Human Resources and Infrastructure: Maintain a high-quality work force and work environment.

- Encouraged staff development through campus training, including software skills. Applied high standards in recruiting staff replacements.
- Trained two graduate student assistants in manuscript flow management, entry-level copyediting, and proofing in Editorial. Trained one student assistant in marketing skills, continuing her employment as temporary worker after graduation.
- Trained two graduate student assistants in manuscript flow management, entry-level copyediting, and proofing in Editorial. Trained one student assistant in marketing skills, continuing her employment as temporary worker after graduation.

Goal 3: Publication for Undergraduate, Graduate, and Professional Education: Provide nationally recognized publications for all educational levels.

- Published 21 titles in 8 focus areas, with 100% of the titles in those areas.
- Published five journals in the humanities, comprising 10 regular issues and 3 special issues.
- 9 Authors and 6 editors of 21 titles published in FY 2008 are senior scholars.
- Editorial Committee of the Press approved 26 titles in FY 2008.
- Thirteen TTUP books were winners of or finalists for 17 awards. TTUP books won 4 important regional or state awards and were finalists for 4 important regional or state awards. In addition, 4 books won national awards and 5 were national award finalists with one book being recognized in two national competitions.
- Received at least two positive reviews or features on 33 frontlist and backlist books during FY 2008; received at least one positive review or feature on 33 books during FY 2008. (Note that this measure differs from the method of assessing reviews in past years, which did not take into account the greater likelihood of backlist books receiving important scholarly reviews some time after publication.)
- In FY 2008 TTUP books and authors garnered a total of 60 reviews in scholarly or interest-focus outlets; 71 newspaper, magazine, or online reviews or features; and 33 short notices.
Goal 4: Engagement: Publish books and journals and provide services that disseminate knowledge and that enhance the quality of life throughout Texas, the region, and the nation.

- 15 of 21 books (71%) published in FY 2008 were on topics of interest to the state or the region.
- Organized and held the sixth annual Literary Lubbock event, bringing six recent TTUP authors to Lubbock for a single event.
- Exhibited books at the Southwest/Texas Popular Cultural Association annual meeting, Texas Book Festival, Texas Folklore Society annual meeting, the West Texas Book Festival, the Texas Library Association annual meeting, the Texas State Historical Association annual meeting, the Western Historical Association annual meeting, the Texas Association for Gifted and Talented, and other book exhibits at trade and scholarly meetings in Texas and the region.
- Continued developed a series on technical communication and rhetoric.
- Planned a series on bilingualism and second language acquisition with a TTU scholar as series editor.
- Continued publication of free, downloadable teaching supplements for juvenile titles.
- Continued arrangement for on-air sponsorship recognition from local public radio station KOHM.
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- Received at least two positive reviews or features on 33 frontlist and backlist books during FY 2008; received at least one positive review or feature on 53 books during FY 2008. (Note that this measure differs from the method of assessing reviews in past years, which did not take into account the greater likelihood of backlist books receiving important scholarly reviews some time after publication.)
- In FY2008 TTUP books and authors garnered a total of 60 reviews in scholarly or interest-focus outlets; 71 newspaper, magazine, or online reviews or features; and 33 short notices.

Goal 5: Publishing Productivity: Increase publishing productivity and funding in all focus areas in which the Press publishes.

- Published 21 titles in eight focus areas. Among these, 6 titles were heavily illustrated, and 3 were more than 300 pages long.
- Published five journals.
- Received returns of unsold books of 23%, about average for member presses of the Association of American University Presses.
- Continued the policy of selecting books in limited focus areas that will pay their production costs through sales or through available gifts, grants, or institutional purchases.
- Organized and held the sixth annual Literary Lubbock event to raise funds for the Grover E. Murray Studies in the American Southwest.
- Received major gifts, grants, or institutional purchases for 2 books.

Goal 6: Partnerships: Build strategic partnerships and alliances, as appropriate to the Press's focus areas, with publishers and other organizations nationally and internationally.

- Distributed 3 books for another not-for-profit publisher.
- Continued the Costume Society of America series in cooperation with that organization.
- Began publication of five journals through Project MUSE; arranged to convert content to required format for digital distribution.
- Provided approximately 210 titles to Google Book Search.
- Provided more than 200 titles to MyiLibrary. Plans for Microsoft online search were discontinued when Microsoft canceled the project.
- Arranged exchange ads with other scholarly journals.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
### Section 3a. Quantitative Information

#### Books and Journals Published

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Section 3b. Qualitative Information.

- **Awards**: Thirteen TTUP books were winners of or finalists for 17 awards. TTUP books won 4 important regional or state awards and were finalists for 4 important regional or state awards. In addition, 4 books won national awards and 5 were national award finalists with one book being recognized in two national competitions.

- **2008 Millia Davenport Publication Award (Costume Soc.of America)**: American Silk, 1830-1930 2008 Southwest Book Award "Top Picks" (Border Regional Library Assn.);

- **2007 Rupert N. Richardson Award (West Texas Historical Assn.)**: Getting Away with Murder on the Texas Frontier 2008 Western Heritage Award;

- **2007 Outstanding Juvenile Book**: Journey to San Jacinto 2007 Great Plains Distinguished Book Prize;

- **2008 Writers’ League of Texas Violet Crown Book Award**: Getting Away with Murder on the Texas Frontier 2008 Western Heritage Award;


**Commentary:**

- The main measurements of successful accomplishment of the Press’s goals continue to key on adherence to established focus areas and the consistency and excellence of books published in those focus areas. Measures are available from the markets, as measured by sales income; reviews; awards; and, less quantifiably, advertising; book events and conferences; and attention from potential authors. As success factors, these measures depend on a combination of successful selection of good manuscripts, efficient processing of those manuscripts, and effective marketing and order fulfillment of published books. • The Press published 18 new books, all in its focus areas, reissued 3 books in paperback editions, and published five journals. The number of pages in those books and the quantity and quality of illustrations of the books produced and in the editorial/production pipeline during the year mean the books published would equal a much greater number of monographs. Additionally, the kinds of books being worked on and published during the year, and the sales income that can be expected from them, position the Press to see strong backlist income in future years. • FY 2008 sales were down from the previous year, largely as a result of the timing of major fall titles after the close of the fiscal year and the onset of a global economic recession. By comparison, at the end of 2008 book sales were down industry-wide by 2.8%; adult hardcover sales were down by 5.2% and adult paperback sales were down by 13%; sales of university presses were down by 10% over the previous year. • Awards received by the Press in FY 2008 and media that reviewed Press books in FY 2008 are listed in Section 3b, Qualitative Information. Awards from prominent literary and publishing organizations and reviews in first-rank media indicate that the Press is increasingly recognized for the quality and importance of its publications. • Activity and visibility on the part of the Press’s authors resulted in favorable attention for the Press. • The acquisitions department is seeing an increase in the number of authors who are approaching the Press with high-quality manuscripts. This is a measurement of the high regard in which the Press’s publications are viewed by the scholarly and regional communities, and it indicates that, as stated in the Press’s vision, Texas Tech University Press is becoming the publisher of choice to more, and a wider range of, authors.

**Implementation Plan:**

- As noted in earlier fiscal years, the Press appears to have stabilized at an average publication rate of about 21 books annually. Unless additional funding is made available to hire additional staff, the Press will continue that publication rate, or publish an equivalent range of heavily illustrated titles and standard monographs, over the next five years. • The demands for space for inventory storage will continue to put limits on the Press’s production capability in the next five years. Although the Press uses short-run and print-on-demand digital printing techniques to reduce inventory of monographic books and reprints, many general-interest books published by the Press are not appropriate for production by those techniques and in low numbers, and pressure on warehouse space will continue to increase. In 2009 the Press will alleviate this situation by closing its own warehouse and its own in-house order fulfillment services by joining the University of Chicago Press’s warehousing and distribution consortium, the Chicago Distribution Center (CDC). By joining the CDC the Press will have immediate access to the Center’s print-on-demand services located within the Chicago warehouse. This will ease the process for doing books by POD allowing the Press to keep books in print by producing a 25 copies at a time and eliminating the need to maintain large inventories on reprinted titles. • The Press continued to experience some turnover in positions in 2008, both at the director and support levels. Because the functions of book publishing are specialized, qualified candidates for most of the unit-level positions at the Press cannot be found in the local community. To attract and retain qualified personnel with experience from outside Lubbock, the Press must be able to offer salaries competitive with those at other university presses in the state and the region. The Association of American University Presses annually conducts a survey of university press salaries, and that survey should be used as a guide to setting salaries for Press staff. The Press will continue to fill open positions with experienced people trained in university press publishing as available funds allow. • Major fund-raising and endowment development will continue to be vital to the growth and health of the University Press and to the relief of the Press’s accounts. Press editors continue to raise
funds for individual books and have made further strides towards raising series funds, particularly for the Grover E. Murray Studies in the American Southwest, but for the endowment needed for long-term growth of its publishing program the Press must be included as a major opportunity for giving in the university’s capital campaign and must begin a systematic program of fund-raising. • To improve access to its content, service to the scholarly community, and financial viability in the changing environment of book buying, the Press must invest increasing energy in converting backlist and frontlist content to digital form and to building appropriate delivery systems. The Press must continue to refine its funding and sales models to reflect changes in the marketplace and must invest considerable effort toward increasing discoverability of its content. Enhanced opportunities for staff professional development and technical training will be essential to success in these areas.