GETTING TO KNOW

The University of Alberta Press

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Ring house 2 has been the home of the UAP since 1999. It was originally a faculty house built in 1911.
The mission of the University of Alberta is to create and sustain a vibrant and supportive learning environment that discovers, disseminates, and applies new knowledge through teaching and learning, research and creative activity, community involvement, and partnerships. The University of Alberta Press (UAP) contributes substantively to UAlberta’s mission, its national and international reputation, and the impact of its research and teaching by means of a diverse and far-ranging scholarly publishing program that is recognized annually with a host of awards for excellence in both scholarship and publishing.

The creation and dissemination of new knowledge for the public good is integral to the publicly funded Canadian university research sector. University presses are the means by which most new scholarship enters the public realm, through journals and monographs, in print and electronic formats.

The social impact of such publication can be significant. University presses are not-for-profit academic units whose mandate is to disseminate new knowledge. As part of the research enterprise, they are funded by a variety of federal, provincial, institutional, and other sources to produce a wide range of peer-reviewed scholarship, from the highly specialized to broad general interest. As part of the teaching enterprise, they make available new, peer-reviewed scholarship for the education of students.

The University of Alberta Press is a contemporary university press, working at the academic core of UAlberta’s mission, and engaged with an unprecedented range of opportunities and challenges for innovation in twenty-first-century publishing.

The most exciting opportunities for university presses today include:

- partnerships and collaborations in publication and distribution across a range of institutions and around the world
- technological revolution coupled with changing reader habits that allow and demand scholars and publishers to reimagine ways in which new knowledge, along with its underlying research materials and data, can be created and accessed in both print and electronic formats
- digital opportunities for handling bibliographic data intensively, seamlessly, and efficiently throughout the supply chain
- selling online directly to readers
- exponential growth of readership across continuously emerging and changing formats and devices

The Association of American University Presses (AAUP), of which UAP is a member, explains that university presses contribute to society, scholarship, and their communities in crucial ways, including:

- making available to policy makers, opinion leaders, and the broader public the full range and value of research generated by university faculty
- sponsoring work in specialized and emerging areas of scholarship that do not have the broad levels of readership needed to attract commercial publishers
- extending the reach and influence of their parent institutions, making evident their commitment to knowledge and ideas

For the AAUP's full list of university press contributions to scholars, institutions, and society, see http://www.aaupnet.org/about-aaup/about-university-presses/the-value-of-university-presses.
Concurrently, the most challenging issues facing university presses include

- the sharp decline of library purchases
- the erosion of collective licensing revenues
- the closure of independent bookstores and reduced shelf space for books in retail stores
- the costs of developing digital formats and distribution channels

The University of Alberta Press supports the university’s mission and contributes to its national and international impact and reputation by publishing and disseminating new scholarship by Canadian and international researchers in the University of Alberta’s areas of research focus

- Humanities and Fine Arts
- Society and Culture
- Environment
- Energy
- Health and Wellness
- Food and Bio-resources
- Science and Technologies

The University of Alberta Press is staffed by creative, accomplished, and award-winning publishing professionals with a diverse range of expertise in academic publishing.

Through membership in a number of publishing organizations including the Association of Canadian University Presses / Association Des Presses Universitaires Canadiennes – the American Association of University Presses – the Association of Canadian Publishers – the Book Publishers Association of Alberta, the UAP engages with other publishing professionals and keeps abreast of the latest developments. The director, senior editor and marketing and sales manager have all held elected positions on various provincial and national publishing organizations.

Round table at the Frankfurt Book Fair (2014) “Toward the Formation of an Association of University Press Associations”. On stage with director, Linda Cameron (2nd from left) are: Peter Berkery, Executive Director of the Association of American University Presses; Emmanuelle Corne, AEDRES (L’Association des éditeurs de la recherche et de l’enseignement supérieur), France; and Hetta Pieterse, Unisa Press, South Africa.
In 2011, the University of Alberta Press (UAP) was recognized as Publisher of the Year at the Alberta Book Awards. In awarding this honour the jury declared,

This publisher’s 2010 list displays its commitment to—and achievement in—every area considered by this award: editorial, design, production, promotion, marketing, sales, service to clients, and service to the community. This press tackled an ambitious and courageous catalogue, ranging from fiction from the Canadian canon and original poetry, through literary criticism, to cultural theory and history, and language learning, and even sport—with its compass always pointing west, with its nets always cast for a broad readership, and with spectacular results.

UAP’s founding mandate in 1969 was twofold: to provide an opportunity for western Canadian scholars, especially those at universities in Alberta, to publish their research; and to contribute to the intellectual and cultural life of the province. Within a short time UAP published a diverse range of titles, including

- Meet Cree: A Practical Guide to the Cree Language by H.C. Wolfart and Janet F. Carroll (1973)

UAP’s international reputation as an academic publisher was secured in 1985 with the publication of The Collected Writings of Louis Riel/Les écrits complets de Louis Riel on the centenary of Riel’s death. The five volumes and 2,500 pages of the complete extant writings of Louis Riel arose from response to the 1978 report of the Symons Royal Commission on Canadian Studies, when the province of Alberta allocated financial support for the Press. The seed funding allowed UAP to hire its first permanent staff and to sponsor The Riel Project, one of the most important Canadian publishing projects of the late twentieth century. Under the academic direction of George F.G. Stanley, a University of Alberta alumnus, distinguished historian, and designer of the Canadian flag, and with the collaboration of Riel scholars from numerous universities, The Riel Project was awarded a $500,000 grant from the Social Sciences and Humanities Research Council of Canada (SSHRC) to support the collection, editing, and publication of Riel’s writing.

The Riel Project is the foundation upon which UAP has built its reputation for the scholarly impact, publishing innovation, and creative distinction of its books. Still in print, the collection is also available on the Internet as an Open Access publication.

Every year, UAP receives multiple provincial, national, and international awards for the content, editorial treatment, and design and production of its newly published books.

UAP publishes approximately 20 new books annually and maintains a backlist of nearly 600 titles. For a complete list of UAP books visit http://www.uap.ualberta.ca. Approximately 20% of sales occur in the international market. UAP maintains a mix of UAlberta authors and authors from other institutions.
UAP Categories of Publication, by UAlberta Research Area

The University of Alberta Press supports the university’s mission and contributes to its national and international impact by publishing and disseminating new scholarship by Canadian and international researchers in the University of Alberta’s areas of research focus.

• Humanities and Fine Arts: prairie, mountain, and circumpolar histories; literary and cultural studies; languages; literature and poetry; memoir
• Society and Culture: First Nations, Métis, and Inuit studies; the Canadian Arctic and international Circumpolar North; Ukrainian studies
• Environment: environmental studies; circumpolar social and natural sciences
• Energy: engineering, petrocultures, circumpolar studies
• Health and Wellness: psychology, ethics, circumpolar social sciences
• Food and Bio-resources: cookbooks; circumpolar studies
• Science and Technologies: chemical engineering; natural sciences

UAP Categories of Publication, by Imprint

UAP publishes four imprints, which gather together books with shared traits

• University of Alberta Press: peer-reviewed, scholarly books
• Pica Pica Press: peer-reviewed textbooks
• Gutteridge Books: peer-reviewed specialty books for the trade market
• CCI Press: peer-reviewed, scholarly books on Canada’s Arctic and the international Circumpolar North

UAP has published books in English, French, Cree, Ukrainian, and American Sign Language. *Ukrainian Through Its Living Culture: Advanced Level Language Textbook* by Alla Nedashkivska, won the prestigious American Association of Teachers of Slavic and East European Languages (AATSEEL) for Best Contribution to Language Pedagogy.

UAP Series

UAP publishes a number of series that focus in depth on key scholarly issues in particular research areas. Series currently being published include

- Mountain Cairns: history and culture of the Canadian Rocky Mountains
- Northern Hunter-Gatherer
- Northern Reference
- Patterns of Northern Traditional Healing
- Robert Kroetsch: Canadian creative writing, short stories, and poetry
- Solstice
- Wayfarer: literary travel

Two new series are in development in 2015

- Border Studies
- Petrocultures

The CCI Press Solstice series was established in 2004. The series pushes the boundaries of traditional academic practices to place community knowledge at its centre. It attracts a diverse audience of academics, policymakers, the general public, and, most significantly, the community in which the research takes place. The series is peer reviewed by qualified experts, including readers with expertise in community-based research and reporting practices. Titles in the series include the following

- A Brief History of the Short Life of the Island Cache by Mike Evans
- Inuit Knowledge of Polar Bears / Inuit Qaujimaningit Nanurnut: A Project of the Gjoa Haven Hunters’ and Trappers’ Organization edited by Darren E. Keith
- mihkwâkamiwi sipîsis: Stories and Pictures from Métis Elders in Fort McKay by Craig Campbell, Alice Boucher, Mike Evans, Emma Faichney, Howard LaCorde and Zachary Powder
- People of the Robin: The Tsimshian of Kitsumkalum by James Andrew McDonald
- Talking Tools: Faces of Aboriginal Oral Tradition in Contemporary Society by Patrick Scott
Publishing Indigenous Studies

The University of Alberta Press is particularly committed to publication of books that feature indigenous knowledge systems and community and elder involvement. A selected list of titles includes:

- *Aboriginal Populations: Social, Demographic, and Epidemiological Perspectives* edited by Frank Trovato and Anatole Romaniuk (2014)
- *Disinherited Generations: Our Struggle to Reclaim Treaty Rights for First Nations Women and Their Descendants* by Nellie Carlson and Kathleen Steinhauser, as told to Linda Goyette (2013)
- *Alberta Elders’ Cree Dictionary/alperta ohci kehtehehayak nehiyaw otwestamâkewasinahikan* by Nancy LeClaire and George Cardinal, edited by Earle H. Waugh. First published in 2002, the Cree Dictionary remains a reference staple and has been reprinted a number of times, most recently in 2011
- *Their Example Showed Me the Way/kwayask ê-ki-pê-kiskinowapthitchik: A Cree Woman’s Life Shaped by Two Cultures* by Emma Minde, with translation by Freda Ahenakew and H.C. Wolfart (1997)

People of the Lakes: Stories of Our Van Tat Gwich’in Elders/Googwandak Nakhwach’änjoo Van Tat Gwich’in by Vuntut Gwitchin First Nation and Shirleen Smith won 10 awards including the Canadian Historical Association Clio Prize.
The University of Alberta Press is an academic unit of Learning Services, reporting to the Vice-Provost (Learning Services) and Chief Librarian. UAP and its activities are funded by a combination of federal and provincial culture and research support grants, project funds, sales of books, licensing fees and international distribution rights, and institutional support.

THE PUBLISHING PROCESS

There are many aspects to the publishing process, from acquiring manuscripts through to marketing, sales, and distribution. The process continues with foreign rights sales and developing partnerships both within the university and externally. UAP partners with University of Alberta departments and research centres and with museums and presses across Canada and internationally to publish and/or distribute new scholarship and creative works. The purpose of partnerships is to expand the reach and influence of UAP authors and their works.

Manuscript Acquisition and the Press Committee

UAP considers well over a hundred manuscripts annually, of which approximately 20 are published. Manuscript acquisition takes place through a variety of channels. Acquisitions editors scout scholars at the University of Alberta and at conferences and workshops throughout Canada and the United States. Some scholars and other authors approach UAP independently, and still others are referred to the Press by colleagues. We are always on the lookout for scholars working in new areas, methods, or approaches to inquiry, and we engage with those scholars to support the development of their research into book-length works.

The acquisition process continues with an in-house assessment of manuscripts to determine fit with the university’s research concentrations and the UAP’s areas of editorial and design expertise, as well as financial viability of the project. Those manuscripts deemed fitting to our publishing mandate are then sent for external peer review by Canadian and international scholars.

GOVERNANCE AND FUNDING

The UAP gratefully acknowledges the support received for its publishing program from the Government of Canada through the Canadian Heritage Canada Book Fund, The Canada Council for the Arts, the Government of Alberta through Culture and Tourism through the Alberta Media Fund and the Historical Resources Foundation, the Canadian Federation for the Humanities and Social Sciences through the Awards to Scholarly Publications Program, and Livres Canada Books.

Press Committee Members

Derek Truscott, Educational Psychology, (Chair)
John Acorn, Renewable Resources
Michael Caldwell, Earth & Atmospheric Sciences
Anne-Marie Link, Arts, Augustana
Beverly Lemire, History & Classics
Michael Lipsett, Mechanical Engineering
Julie Rak, English & Film Studies
Helen Vallianatos, Anthropology
Vacancy (one)
Subsequently, these expert readers’ reports and author responses to those reports are presented to the UAP Press Committee for consideration. The committee is composed of nine University of Alberta scholars from a range of disciplines appointed by the Vice-Provost (Learning Services).

Production

With the acquisition and approval process complete and the Agreement to Publish negotiated and signed, the UAP team of professional editors and designers begin their work. A budget is developed for each book and a schedule is set, which will see the text transform from a raw manuscript into a polished monograph. Along the way, it will be checked for permissions, graphic elements (photos, maps, etc.), errors, copyedited, proofread several times, designed and laid out, and indexed.

When the text is ready for publication, UAP works with suppliers who specialize in book printing and support our commitment to publishing our books on acid-free, 100% post-consumer, ancient-forest-friendly paper stocks. We also publish and distribute our books in a variety of contemporary digital formats, including ePub, Kindle, PDF, and/or print on demand (POD).

Marketing, Sales, and Distribution

The best advertising for academic books is a good review, and the University of Alberta Press receives dozens of these each year. A review is seen as objective and unsolicited commentary and is widely used by readers, booksellers, and librarians in making purchasing decisions. Key excerpts from reviews of UAP books are posted to our website and included in our metadata distributions. (Metadata is the factual information about a book that buyers and distributors want or need to know, especially online, from title and author’s name to publication date, ISBN, price, and reviews.)

UAP also purchases advertising space in relevant magazines and journals, and joins with booksellers to advertise author events in newspapers. UAP’s Canadian sales representative is Ampersand Inc. and our Canadian distributor is Georgetown Terminal Warehouse (GTW) located near Toronto. UAP is represented in the United States by Wayne State University Press in Detroit, Michigan and in the UK and Europe by Gazelle Academic in Lancaster, England.
Promotional strategies and activities include

- spring and fall catalogues
- working with authors to promote their books in the authors' disciplinary and professional communities and coordinating book promotion events such as talks, lectures, launches, and readings
- displays at key conferences
- new UAP website to launch in 2015
- There’s a Hole in the Bucket https://holeinthebucket.wordpress.com/ blog, promoted via Facebook and Twitter, about UAP, author events, and issues in academic publishing
- widely distributing bibliographic data (metadata). Many titles are listed in online bookstores, particularly in Canada, the United States, and the UK, but also in Germany and Japan

Foreign Rights Sales

Foreign rights sales, an important opportunity for UAP, are negotiated by the UAP Director with foreign presses. Examples include

- The Ethnic Publishing House, Beijing, for Chinese rights for No Foreign Bones in China: Memoirs of Imperialism and Its Ending by Peter Stursberg
- Juntendo University, Tokyo, for the Japanese-language rights for Taking the Lead: Strategies and Solutions from Female Coaches edited by Sheila Robertson
- Shandong University Press, Ji’nan, for Chinese-language rights for Pursuing China: Memoir of a Beaver Liaison Officer by Brian L. Evans
- Timeless Art Book Studio, New Delhi, for the Indian Sub-continent rights for Under the Holy Lake: A Memoir of Eastern Bhutan by Ken Haigh
- Ugur Yayinlari Publishers, Istanbul, for Turkish rights for Alfalfa to Ivy: Memoir of a Harvard Medical School Dean by Joseph B. Martin

The Turkish cover of Alfalfa to Ivy: Memoir of a Harvard Medical School Dean.
The University of Alberta Press pursues a variety of partnerships with university, regional, national, and international institutions. These partnerships broaden the markets and readership for our books and add depth to our list of titles in our fields of publication.

**UAlberta Partnerships**

- Canadian Literature Centre/Centre de littérature canadienne to publish the prestigious annual Henry Kreisel Lecture Series. Recent speakers and publications include eminent Canadian writers **Tomson Highway**, **Esi Edugyan**, and **Lawrence Hill**.

- The Bruce Peel Special Collections Library for the marketing, sales, and distribution of exhibition catalogues. Recent titles include “Wow, open this!” *Paper Engineering in Books and Artists’ Books* by **Kevin Zak** and *Painted Faces on the Prairies: Cantonese Opera and the Edmonton Chinese Community* by **Helen Cheung**.

- University of Alberta Museums to publish *Dressed to Rule: 18th Century Court Attire in the Mactaggart Art Collection* by **John E. Vollmer**; *Brilliant Strokes: Chinese Paintings from the Mactaggart Art Collection* by **Ka Bo Tsang**; and *Emblems of Empire: Selections from the Mactaggart Art Collection* by **John E. Vollmer** and **Jacqueline Simcox**.

- Canadian Review of Comparative Literature/Revue canadienne de littérature comparée to publish several volumes including: *Response to Death: The Literary Work of Mourning* edited by **Christian Riegel**, and *Natives and Settlers Now and Then: Historical Issues and Current Perspectives on Treaties and Land Claims in Canada* edited by **Paul W. DePasquale**.

- The Chester Ronning Centre for the Study of Religion and Public Life, Augustana Campus to publish *The Remarkable Chester Ronning: Proud Son of China* by **Brian L. Evans**.

- Medieval and Early Modern Institute (MEMI) to publish *Making Contact: Maps, Identity, and Travel* edited by **Glenn Burger**, **Lesley B. Cormack**, **Jonathan Hart**, and **Natalia Pylypiuk**.

- A dual internal and external partnership with the University of Alberta Department of Art and Design and Van Grimde Corps Secrets for marketing, sales, and distribution of *The Body in Question(s)/Le corps en question(s)* by **Christian Berco**, **Sean Caulfield**, and **Isabelle Van Grimde**.
• The Canadian Writing Research Collaboratory is a foundation for innovation infrastructure project based at UAlberta. It is devoted to producing an online environment for the study of writing in and about Canada. By partnering with the UAlberta Libraries the CWRC has access to the same platform as ERA. The UAP’s role in the partnership is to publish the print editions of CWRC works.

Regional Partnerships

• Athabasca University Press for co-publication of The Importance of Being Monogamous: Marriage and Nation Building in Western Canada to 1915 by Sarah Carter, and One Step Over the Line: Toward a History of Women in the North American Wests edited by Elizabeth Jameson and Sheila McManus.
• The Minister of Tourism, Parks, Recreation and Culture (Royal Alberta Museum) for marketing, sales, and distribution of Martes: Taxonomy, Ecology, Techniques, and Management edited by Gilbert Proulx, Harold N. Bryant, and Paul M. Woodard, and Aboriginal Cultures in Alberta: Five Hundred Generations by Susan Berry and Jack Brink.
• The Minister of Community Development (Royal Tyrrell Museum) for co-publication of Deep Alberta: Fossil Facts and Dinosaur Digs by John Acorn.
• University of Calgary Press for co-publication of Alberta Formed – Alberta Transformed by the Alberta 2005 Centennial History Society, edited by Michael Payne, Donald G. Wetherell, and Catherine Cavanaugh.

National Partnerships

• The Canadian Museum of Civilization for co-publication of Canadian Folk Art to 1950 by John A. Fleming and Michael J. Rowan with photographs by James A. Chambers.
• The Coaching Association of Canada for co-publication of Taking the Lead: Strategies and Solutions from Female Coaches edited by Sheila Robertson.

The first book in the CWRC series is entitled Regenerations / Régénérations: Canadian Women’s Writing / Écriture des femmes au Canada, Marie Carrière and Patricia Demers, editors.

Deep Alberta: Fossil Facts and Dinosaur Digs by John Acorn and Canadian Folk Art to 1950 by John A. Fleming and Michael Rowan with photographs by James A. Chambers are books resulting from regional and national partnerships.
International Partnerships

- Liverpool University Press, UK, for co-publication of *Magazines, Travel, and Middlebrow Culture: Canadian Periodicals in English and French, 1925–1960* by Faye Hammill and Michelle Smith.
- The Halbert Centre and the Israel Association for Canadian Studies and the Hebrew University Magnes Press, Jerusalem, co-publication of *Reading Writers Reading: Canadian Authors’ Reflections* by Danielle Schaub with photographs by Danielle Schaub.
- The Hebrew University Magnes Press, Jerusalem, for distribution of *Metropolitan Governing: Canadian Cases, Comparative Lessons* by Eran Razin and Patrick J. Smith.
- United Nations University Press, Tokyo, for co-publication of *Building Sustainable Peace* edited by Tom Keating and W. Andy Knight.
- The Center for U.S.–Mexican Studies, University of California, San Diego for co-publication of *NAFTA in the New Millennium* edited by Edward J. Chambers and Peter H. Smith.
- University of Hawai‘i Press for co-publication of *A Painter’s Year in the Forests of Bhutan* by A.K. Hellum.
- University of Nebraska Press for co-publication of *The Line Which Separates: Race, Gender, and the Making of the Alberta-Montana Borderlands* by Sheila McManus.
- University of Nebraska Press for co-publication of *War Paintings of the Tsuu T’ina Nation* by Arni Brownstone.
The University of Alberta Press takes advantage of innovation in technology, publication, and staffing.

**Innovations in Technology**

**INSIDE UAP** In 2002, UAP identified the need for an enterprise-wide, web-based bibliographic data management system and the benefits that such a system would provide. Systems available in the marketplace at that time were too expensive and so an in-house system, called “Inside UAP,” was developed. As a result UAP was an early adopter of the ONIX standard for book data distribution. Metadata detail and usage increased in complexity over the following decade, and, in 2014, UAP replaced its system when more competitive market options became available. The new system, BooksoniX, is a web-based information-management service that facilitates an efficient flow of booklist data within UAP and to external partners, including distributors and booksellers. BooksoniX also powers the UAP website.

**OUTSOURCE EFORMAT CONVERSIONS** Availability of and access to eFormats for books became both technologically viable and expected by libraries, researchers, and other readers. UAP first considered an in-house approach before contracting Transforma in Chennai, India in 2012. Transforma’s expertise in converting print to electronic formats gives UAP an efficient and cost-effective means to convert backlist and frontlist books to electronic platforms.

**EBOUND AND CORESOURCE UAP** works with eBound Canada, a not-for-profit entity of the Association of Canadian Publishers that assists publishers in leveraging the digital marketplace. Metadata and electronic book file transfers are handled for eBound by Ingram’s CoreSource platform.

**Innovations in Publication**

**UNIVERSITY PRESSES OF CAMPUS ALBERTA** (2014) In December 2014, the provosts of the three Campus Alberta institutions with presses—Alberta, Athabasca, and Calgary—signed a Memorandum of Understanding on collaboration in three areas: publishing a collection of monographs showcasing Alberta research; exploring ways to contribute to the Campus Alberta Open Educational Resources (OER) initiative; and finding ways to
share operational activities for better financial effectiveness. UAP initiated discussions on creating a Campus Alberta collaborative environment and shepherded the initiative to agreement. The first book in the Campus Alberta Collection will be *Upgrading Oilsands Bitumen and Heavy Oil* by Murray R. Gray (UAP, 2015).

CCI PRESS (2013) In December 2013, UAP assumed responsibility for managing and overseeing the Canadian Circumpolar Institute’s scholarly publishing activity, known as the CCI Press. By doing so, the UAP’s publication expertise and international distribution networks strengthen and enhance the University of Alberta’s legacy and commitment to Northern research. Our aim is to build on the established reputation of the CCI Press imprint by expanding the publication and dissemination of critical, high-quality, new research on Canada’s Arctic and the international circumpolar region by Canadian and international scholars.

ATLAS OF ALBERTA RAILWAYS (2005) The *Atlas of Alberta Railways* is an Open Access, web edition of research and cartography begun by UAlberta cartographer Geoff Lester in 1983. Print publication costs were prohibitive, and so it remained unpublished until a combination of seed funding provided by the Vice-Provost (Learning Services) and a partnership established between Learning Services, the Canadian TAPoR (Text Analysis Portal for Research) consortium in Humanities Computing, and UAP made it viable to produce as an Open Access online publication. The Atlas contains 224 detailed maps accompanied by short articles, illustrations, historic photographs, charts, graphs, and interesting trivia that provide a comprehensive overview of the railways in the province. The Atlas became and has remained a popular web destination for researchers and readers. See [http://railways.library.ualberta.ca](http://railways.library.ualberta.ca).

THE CANADIAN DICTIONARY OF ASL (2003) The Canadian Dictionary of ASL is a complex, one-of-a-kind work, with text and 8,000 images denoting American Sign Language. The cost to complete the image database and prepare the work for print publication was estimated to be close to $200,000, an amount many times the cost of a well-illustrated academic volume. The volume became and remains an annual UAP top seller. To date, over 14,000 copies have sold and the revenue from sales has reached $550,000.
Innovations in Staffing

US ACQUIRING EDITOR Author relationships are essential to manuscript acquisition. Thus, UAP took up the rare opportunity to contract the services of a well-known, retired university press director from the United States whose specialty is history (PhD) and who is an avid Canadianist. The US Acquiring Editor has been an effective and cost-efficient resource for the UAP, identifying potential authors and attending US-based conferences as the UAP’s representative.

DIGITAL COORDINATOR The emergence of digital content-based book projects and publications brought with it requirements for processes supporting certification and distribution of bibliographic data, sales, file management, and documentation of electronic formats. We hired and trained a staff member to support UAP in the rapidly evolving and disruptive arena of publishing technologies.

SCHOLAR-IN-RESIDENCE In February 2014, UAP partnered with the Provost in the creation of a new concept in academic publishing. The position of Scholar-in-Residence integrates into the university press environment academics’ views of current and emerging issues, models, and opportunities in the global research-intensive post-secondary sector, including the converging issues and roles affecting university presses in Canada. The first Scholar-in-Residence is also hands-on with various UAP activities, particularly Northern and circumpolar research acquisitions for the UAP’s new CCI Press imprint.

GRADUATE STUDENTS UAP hosted a graduate student intern from the School of Library and Information Sciences (SLIS) whose graduate practicum provided the opportunity to work in library, publishing, or related fields. The intern (2013) subsequently accepted an employment offer from MacEwan University.

PROFESSIONAL SERVICE UAP senior personnel present graduate student professional development seminars in academic publishing in various UAberita faculties, participate at national and international conferences, and serve on the boards of various professional associations.
Unprecedented changes in technology, the international publishing market, and university research activities have created equally unprecedented opportunities for academic publishing.

In 2013, the Department of Canadian Heritage asked publishers to identify the biggest challenges facing their firms. The top three responses were the closure of independent bricks-and-mortar bookstores; reduced shelf space for books in stores; and costs of developing digital formats. University presses identified two more significant challenges: the sharp decline of library purchases and erosion of collective licensing revenues.

Independent booksellers in Canada and the United States, which had been important revenue sources for academic presses, have been going out of business, unable to compete with national chains and online bookstores. At the same time, the largest book retailer in Canada, Chapters Indigo, has been reducing its shelf space for books in favour of other items. Through a variety of means, including social media and an upgraded website and bibliographic database, UAP is seeking to establish a direct relationship with readers, thereby reducing our dependence on traditional booksellers.

Libraries, both academic and public, which traditionally have been our natural partners and major sources of revenue, have moved toward sharing print and digital resources, thus eroding the institutional market and the ability of university presses to earn revenue. Publishers now participate in various cooperative sales opportunities with library consortia, including the Ontario College and University Libraries (OCUL) group. The Association of Canadian University Presses (ACUP) under the leadership of eBound Canada is working on a new OCUL-like agreement for small institutions across the country.

As for collective licensing revenue, UAP along with other creators and producers of Canadian-made content used in classrooms and institutions across the country, licenses our copyrights to our collective society, Access Copyright, for greater efficiency. The arrangement, which began as cooperation among libraries, publishers, and institutions, worked for more than two decades to streamline clearance administration in post-secondary institutions and to ensure Canadian writers and publishers were compensated when their work was copied for educational use. As a result of the changes to the Copyright Act in 2012, however, in particular a new clause on fair dealing for educational purposes, revenues from licensing have fallen significantly. Now when UAP licenses its works for educational use, we generally have to work directly with institutions, publishers, and individuals, which drives up transactional costs.
Numerous opportunities have emerged as well.

**PRINT ON DEMAND** In the past, university presses kept books in print, sometimes for decades, to ensure availability for researchers, even as the demand for print editions wanes. Using electronic files, we work with print-on-demand vendors to get print books into the market at the locations in which they are needed without the costly and inefficient need to store and ship books long distances.

**ELECTRONIC FORMATS** UAP has converted many backlist titles into various eFormats, including ePub, Kindle, and PDF. Thus, a book is never really out of print. UAP is expanding the availability of UAP eFormat books and realizing new revenue from those sales.

**DISSEMINATION AND CITATION** Scopus, a division of Elsevier, is the largest abstract and citation database of peer-reviewed literature in science, technology, medicine, social sciences, and arts and humanities. Recently, Scopus expanded its offerings to include monographs in some subject areas. UAP is taking advantage of listing with Scopus to increase dissemination of our authors’ research to a global audience.

**EDUCATION AND RESEARCH ARCHIVE (ERA)** The University of Alberta Libraries hosts a digital repository to collect, disseminate, and preserve intellectual output of the University of Alberta. The ERA is a database with robust supporting storage and preservation infrastructure. Delegates from UAP and ERA are discussing ways to work together to store and preserve manuscript-related data.

**OPEN ACCESS (OA)** Open Access is the dissemination of scholarly literature through free access to readers on the Internet. The most common types of OA are “green”—depositing a copy of a work in an online repository, such as ERA—and “gold”—publishing with an OA journal or monograph press.

UAP has a number of Open Access publications, including *Atlas of Alberta Railways*, which was born digital as an OA project, as well as select scholarly books that have gone out of print or that have been chosen to become OA, including the seminal work, *Collected Writings of Louis Riel/Les écrits complets de Louis Riel*. Many backlist titles of the CCI Press will soon be digitized and made available as Open Access.

UAP supports the concept of Open Access; however, producing OA monographs is not free. Therefore, we are participating in discussions with scholars, academic administrators, and granting agencies to determine ways in which the costs of OA publishing can be met through institutional, library, and grant funding, or by other means.
Awards

Each year UAP authors, editors, and books are recognized with awards for content, editorial treatment, design, and production. Recent awards include

- Fitzhenry Family Foundation, Lane Anderson Award “for the very best science writing in Canada” (2014) for *The Peace-Athabasca Delta: Portrait of a Dynamic Ecosystem* by Kevin P. Timoney
- *L’Association des littératures canadiennes et québécoise/The Association for Canadian and Québec Literatures*, Gabrielle Roy Prize (2014) for *Sanctioned Ignorance: The Politics of Knowledge Production and the Teaching of the Literatures of Canada* by Paul Martin
- Writers’ Guild of Alberta, Golden Pen Award for Lifetime Achievement (2014) to Alice Major. UAP published a number of Ms. Major’s books that contributed to this honour
  - *The Occupied World*
  - *The Office Tower Tales*
  - *Memory’s Daughter*
  - *Intersecting Sets: A Poet Looks at Science*
- Editors’ Association of Canada, Tom Fairley Award for Editorial Excellence (2014) to Peter Midgley for *The Last Temptation of Bond* by Kimmy Beach
- Alberta Literary Awards, Stephan G. Stephansson Award for Poetry (2014) for *Massacre Street* by Paul Zits
- Independent Publisher Book Awards, Anthology (2014) for *Shy: An Anthology* edited by Naomi K. Lewis and Rona Altrows
- Association of American University Presses Awards (2014) for books designed by in-house designer Alan Brownoff
  - Trade Typographic for *Dear Sir, I Intend to Burn Your Book* by Lawrence Hill
  - Poetry and Literature for *Massacre Street* by Paul Zits
  - Scholarly Typographic for *Recognition and Modes of Knowledge: Anagnorisis from Antiquity to Contemporary Theory* edited by Teresa G. Russo
- Alcuin Society Awards for Excellence in Book Design in Canada (2014)
  - Reference for *The Peace-Athabasca Delta: Portrait of a Dynamic Ecosystem* by Kevin P. Timoney
  - Prose Non-Fiction for *Métis in Canada: History, Identity, Law and Politics* edited by Christopher Adams, Gregg Dahl and Ian Peach
  - Alberta Book Awards, Trade Non-Fiction (2014) for *Disinherited Generations: Our Struggle to Reclaim Treaty Rights for First Nations Women and Their Descendants* by Nellie Carlson and Kathleen Steinhauer, as told to Linda Goyette

For a complete list of awards visit http://www.uap.ualberta.ca.
The University of Alberta Press is staffed by creative, accomplished, and award-winning publishing professionals with a diverse range of expertise in academic publishing.

**Vice-Provost (Learning Services) and Chief Librarian**
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**Acquiring Editor (US)**
**Fredric Bohm**, PhD (Washington State)

**Editor (Production)**
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**Cathie Crooks**, MBA (Regina)

**Marketing Assistant**
**Monika Igali**, Professional Writing Diploma (MacEwan)

**Administrative Assistant**
**Sharon Wilson**, BA (Laurentian)

**Freelance staff**
Numerous editors, proofreaders, copywriters, designers, cartographers, and indexers are contracted for specific book projects on a regular basis.

For more information about individual staff members visit http://www.uap.ualberta.ca.
The University of Alberta Press has a strong regional commitment and a global reach. The red locator point is subject related, the yellow locator point indicates author residence and events are indicated by the green point.

Events attended by UAP staff for acquisition, rights sales and co-publication purposes include, but are not limited to, the London Book Fair (25,000+) and the Frankfurt Book Fair (140,000+) along with academic conferences including: American Society for Environmental History (700+), International Studies Association (5,800+), Asian Studies Conference (3,400+), Citizenship Studies Conference, The Berkshire Conference of Women Historians, Social Sciences and Humanities Research Council of Canada Congress (members from approximately 70 scholarly associations), Canadian Creative Writers and Writing Programs Conference at UBC (900+), Canadian Economics Association, Great War’s Shadow Conference, American Circuits, American Secrets, Under Western Skies3, Western History Association (600+), Chacmool Archeology Association (120 presenters), Modernist Studies Association (800+). (Approximate number of attendees appears in brackets.)