**The University of North Carolina Press  
Board of Governors Meeting  
November 18, 2015 DRAFT Minutes**

**Board Present**:   
Inger Brodey   
Linda Hanley-Bowdoin  
Fitzhugh Brundage  
Lisa Levenstein  
John O’Hara  
Eric Muller  
Matthew Rascoff  
Lars Schoultz  
John Sherer  
Carlton Wilson  
  
**Staff Present**:   
Lucas Church  
Chuck Grench  
Laura Gribbin  
Elaine Maisner  
Joanna Ruth Marsland  
John McLeod  
Joseph Parsons  
Brandon Proia  
Mark Simpson-Vos

**Board Absent**:   
Kathleen DuVal (voted yes by proxy)  
Lee Craig   
Matt Fajack   
Marcie Ferris (voted yes by proxy)  
Jim Johnson  
Irene Owens  
Vincas Steponaitis

**Chair’s Welcome and Remarks**

**Approval of the minutes from the 23 September 2015 meeting**

Minutes from the September 23, 2015, meeting of the Board were unanimously approved.

**Director’s Report**

[Full report attached at the end of the minutes.]

**Marketing Report**

[Full report attached at the end of the minutes]

**Finance Report**[Full report attached at the end of the minutes.]

**Development Report**

[Full report attached at the end of the minutes]

**Report from the OSPS Oversight Committee**

**Approval of the Following Projects:**

1. The Burdens of White Supremacy and the Politics of Asian Immobility by David Atkinson (CG)

**Comments:**

1. Running Side by Side: An Ethnography of Prison Life in Brazil  
    by Karina Biondi (EM)  
   **Comments:**
2. Understanding Health Inequalities and Justice: Bridging Perspectives for New Conversationsedited by Mara Buchbinder, Michele Rivkin-Fish, and Rebecca Walker (JP)  
   **Comments:**
3. Revolution and Reconciliation: The Student Interracial Ministry, Liberal Protestantism, and the Civil Rights Movement by David P. Cline (BP)  
   **Comments:**
4. Hard Work Is Not Enough: The Politics of Inequality and Coercion in an Urban Transit Workplaceby Katrinell Davis (JP)  
   **Comments:**
5. War in Earnest: The Union and its Effort to Wage a Just War   
   by D.H. Dilbeck (MSV)  
   **Comments:**
6. Recaptured: African Shipmates in the Aftermath of the Nineteenth-Century Illegal Slave Tradeby Sharla M. Fett (CG)  
   **Comments:**
7. The Yankee Plague: Escaped Federal Prisoners of War and the Collapse of the Confederacy by Lorien Foote (MSV)  
   **Comments:**
8. Chicken: *a* Savor the South® *cookbook* by Cynthia Graubart (EM)  
   **Comments:**
9. Making Jazz Albums: An Oral History of Record Production   
   by Michael Jarrett (MSV)  
   **Comments:**
10. A Prescription for Change: The Looming Crisis in Drug Development by Michael S. Kinch (JP)  
    **Comments:**
11. Collapse: The Struggle to Save the Soviet Economy by Chris Miller (CG)  
    **Comments:**
12. A Field Guide to Antietam: Experiencing the Battlefield through Its History, People, and Places by Carol Reardon and Tom Vossler (MSV)  
    **Comments:**
13. Competing for Inclusion: The Rise and Fall of Racially Integrated Higher Education, 1865-1915 by Christi Smith (JP)  
    **Comments:**
14. The Lives in Objects: Native American and British American Cultures of Production, Exchange, and Consumption in the Colonial Southeast by Jessica Stern (MSV)  
    **Comments:**
15. Bacon: *a* Savor the South® *cookbook* by Fred Thompson  
    **Comments:**
16. Marching toward Madness: The End of a Dynasty and the Transformation of College Basketball, 1973-74 by J. Samuel Walker and Randy Roberts (CG)  
    **Comments:**
17. Lovie: A Midwife's Story by Lisa Yarger (JP)  
    **Comments:**

The meeting adjourned at

Next meeting: 20 January, 2016, 1:30 p.m., Brooks Hall

**Annual Report to the**

**UNC Press Board of Governors**

**23 September 2015**

During Fiscal 2015, the Press witnessed a rebound in many of the sales and financial trends of recent years. After several years of sales declines, we grew our top line by almost 5% and actually generated a year-end surplus of $34,460. Many factors are driving this result (see the Financial Year-End narrative). But even in years when sales were significantly higher, a surplus has been a rare sighting, so I commend the dedication and effort of the entire Press staff that are collectively responsible for this result.

The books we publish continue to generate critical and commercial impact. The Board is well aware of our two *New York Times Best Sellers,* the trade titles *Wayfaring Strangers* and *Amazing Place*. But in terms of public impact, it is difficult to think of a book that presaged and informed current events more than *Back Channel to Cuba: The Hidden History of Negotiations Between Washington and Havana*. On our academic list, the anthology *Toward an Intellectual History of Black Women,* is being used in courses this Fall—after being featured in *Essence* magazine in the spring.

We’ve been introducing some new digital marketing and dissemination tools into our journals publishing program. There is now an “app” for *Southern Cultures*, which is allowing us to build a larger consumer audience and engagement for this and our other serial publications.

Because of some retirements last year (and a few more coming in the next few months) in our EDP departments (Manuscript Editorial/Design/Production), we are in the process of developing a new workflow for this area of activity. The goal is to use new technology and resources (including some of the scaled publishing services being developed at Longleaf through our Mellon Grant) while preserving the exceptionally high quality of our output. While not without its fits and starts, some of these efficiencies are driving the surplus referred to above.

On the operations side, the Longleaf Customer Service team handled a warehouse transition from Maple Logistics (in Pennsylvania) to Ingram Publisher Services (in Tennessee) with an astonishing level of grit and professionalism. To most of the staff at UNC Press and our other clients, it was a seamless switch. But it was only due to the hard work by the Longleaf team led by BJ Smith and Robbie Dircks.

Much of my time in the past year was consumed with bringing two significant grant-funded initiatives to life. The $998,000 grant from the Mellon Foundation received in January of this year is helping us expand the set of publishing activities done collaboratively with our Longleaf clients. The three-year grant is now well underway, with three new staff members hired and a new array of services already on offer, and an even more ambitious set of services under development. The word about our initiative is spreading very positively throughout the university press community, and we expect to add several new presses to the consortium during this current fiscal year.

The other grant, while much more modest in financial value, is one that could also have a significant impact. Taking advantage of the capacity building associated with the Mellon Grant, we are creating an Office of Scholarly Publishing Services. Partially funded by a grant from President Ross’s Strategic Initiatives Fund, this new office will work with libraries and chief academic officers throughout the 16-campus UNC system to assist in the publication of scholarly materials—from new journals, to conference proceedings, to Open Education Resources. The Chair has appointed a Task Force to help provide guidance for this new initiative. We’ve hired a new director (just last month) for this office and we expect to have detailed reporting for the Board in the next few months.

The combined impact of these two grants will be to reduce the costs of our scholarly publishing, to diversify the Press’s income streams, and to solidify our position within the UNC system. All of these outcomes should allow us to grow and enhance our core scholarly publishing mission.

I did not make as much progress in list development as I had wanted. The acquisitions team has been prolific in their output this past year and I’ve staged meetings with our editorial director and marketing director to begin a dialog about our goals for the list. We’re starting to do some post-mortem analysis of sales and financial results, and we’re expecting a significant new report from Ithaka S&R on the true costs of publishing a monograph. All of these tools will come together to help us engage questions regarding our title counts, our categories, our formats, and our product mixes.

The Press remains a leader among its peers because it is not being complacent with its strong results. The major initiatives we’re working on cause disruption and challenges for the staff every day, but I am also confident that they are helping us to build more security for the future. As always, I want to thank the Board for its continued support and guidance as we navigate these challenging times.

John Sherer

Spangler Family Director

−21 September 2015

To: UNC Press Board of Governors

From: Dino Battista

Date: September 18, 2015

Re: Marketing Report for the September 2015 meeting

**Sales:**

Through August 31, book sales for FY16 totaled $1,056,855 (versus our $795,000 sales forecast). This is $261,855 greater than forecast and $86,838 greater than last year. Note, that ebook sales are included in the total sales figures.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | August 2015 (FY16) | | August 2014 (FY15) | | August 2013 (FY14) | |
|  |  |  |  |  |  |  |
| Sales to Date | $1,056,855 | 24% | $970,017 | 20% | $1,246,501 | 27% |
| Year-End Sales | $4,450,000 | budget | $4,817,137 |  | $4,549,683 |  |
|  |  |  |  |  |  |  |
| eBook thru 8/31 | $84,148 |  | $91,475 |  | $58,536 |  |
| eBook FY Total | $700,000 | budget | $668,514 |  | $555,602 |  |

Fiscal year returns are $125,674 (10.6% of gross sales) – this is $4,326 under Michael’s forecast and $20,675 greater than last year’s two-month returns total of $104,999 (9.8% of gross sales).

**Awards:**   
Award highlights since the Board last met:

* Cadle, Nathaniel The Mediating Nation: 2015 SAMLA Studies Book Award, South Atlantic Modern Language Association
* Cothran, Boyd Remembering the Modoc War: 2015 Robert M. Utley Prize, Western History Association
* Fromont, Cecile: The Art of Conversion: 2015 Albert J. Raboteau Book Prize, Journal of Africana Religions
* Fromont, Cecile: The Art of Conversion: 2015 Award for Best First Book in the History of Religions, American Academy of Religion
* LeFlouria, Talitha L. Chained in Silence: 2015 Letitia Woods Brown Memorial Book Prize, Association of Black Women Historians
* Manganiello, Christopher: Southern Water, Southern Power: 2015 GHRAC Award for Excellence, Georgia Historical Records Advisory Council
* Mayorga-Gallo, Sarah: Behind the White Picket Fence: Distinguished Contribution to Research Book Award, Latino/a Sociology Section, American Sociological Association
* O’Malley, Gregory Final Passages: 2015 Frank L. and Harriet C. Owsley Award, Southern Historical Association
* Penny, Glenn: Kindred by Choice: 2015 DAAD Book Prize in German Studies, German Studies Association
* Roberts, Blain Pageants, Parlors, and Pretty Women: 2015 Willie Lee Rose Prize, Southern Association for Women Historians
* Spears, Ellen Griffith: Baptized in PCBs: 2015 Francis B. Simkins Award, Southern Historical Association

**Exhibits:**

Exhibits since the Board last met:

* American Sociological Association:  August 22-25, 2015  Chicago IL   
   Joe Parsons

**Subsidiary Rights:**   
Recent rights deals include:

**Foreign Rights:**

* Bynum, Victoria: FREE STATE OF JONES (2016 movie ed); Italian language rights to Piemme/Mondadori; Advance: 5,000 euro (approx. $5500 USD)
* Bynum, Victoria: FREE STATE OF JONES (2016 movie ed); Chinese complex character language rights to Shui-Ling Culture & Books Ltd, Taiwan; Advance: $1500
* Bynum, Victoria: FREE STATE OF JONES (2016 movie edition); UK/BC rights to Duckworth; Advance: £1,200 (approx. $1,875 USD)
* Etnier, Jennifer: BRING YOUR ‘A’ GAME (2009); renewed Korean language rights: Advance: $1,000
* O’Flaherty: STUDIES IN NIETZSCHE AND THE CLASSICAL TRADITION (1977); simplified Chinese language rights renewal to VI Horae; Advance: $1,000
* Hadler, Nortin: BY THE BEDSIDE OF THE PATIENT; French language rights to Presses Universitaire de Laval; Advance 1200 CAD
* Link to the Frankfurt Book Fair Rights Guide: <http://www.uncpress.unc.edu/catalogs/UNCPress_Frankfurt_2015_Rights_Guide.pdf>

**Book Club and Audio:**

* Harnett, Kimberly: CAROLINA ISRAELITE (2015), audio rights to Audible; Advance: $2,000
* Alvarez, Elizabeth: THE VALIANT WOMAN (2016), audio rights to Blackstone; Advance: $1,500
* Downs and Masur: THE WORLD THE CIVL WAR MADE (2015), book club rights to History Book Club; Advance: $250

**Media Attention:**

Media highlights since the last Board meeting include:

* Gutierrez, Lacy, and Smith featured in *Publishers Weekly* Fall cookbook feature, 8/17/15. Elaine Maisner interviewed and Smith jacket image included.
* LeoGrande & Kornbluh/BACK CHANNEL TO CUBA, excerpt in *Mother Jones*, Sept/Oct 2015 issue. <http://www.motherjones.com/politics/2015/07/secret-negotiations-gross-hernandez-kerry-pope-obama-castro-cuba>
* Hartnett/CAROLINA ISRAELITE, lengthy (full page) review by Joseph Epstein in *The* *Wall Street Journal,* 8/16/15
* Kelley/HAMMER AND HOE, interview in *The Nation*, 9/14/15 issue. Available online: <http://www.thenation.com/article/what-a-band-of-20th-century-alabama-communists-can-teach-black-lives-matter-and-the-offspring-of-occupy/>
* Moosa/WHAT IS A MADRASA? author op-ed in *Washington Post*, 8/21/15. <https://www.washingtonpost.com/opinions/my-madrassa-classmate-hated-politics-then-joined-the-islamic-state/2015/08/21/b8ebe826-4769-11e5-8e7d-9c033e6745d8_story.html?postshare=6581440171664676>
* Walker/PROMPT AND UTTER DESTRUCTION, author op-ed in *Time* magazine, 8/6/15. <http://time.com/3984086/harry-truman-atomic-bomb-myths/>

September 17, 2015

To: UNC Press Board of Governors

From: Robbie Dircks

Subject: Financial Highlights for September 23, 2015 Board Meeting

The FY15 rebound in net sales led to a fiscal year surplus of $34,461 – this is the first surplus generated by the Press since FY12, following deficits of ($157,530) and ($160,293) in FY14 and FY13 respectively.

Longleaf ended FY15 with a deficit of ($35,630) which compares to deficits of ($3,383) and ($32,890) generated in FY14 and FY13 respectively. The FY15 deficit is 11% better than the ($40,000) deficit that was budgeted for the year. Despite the deficit, FY15 is the fifth year in which Longleaf did not require a draw from the operating reserve.

The Press and Longleaf cash balances remain healthy – the 6/30/15 cash balances were $2,483,094 for the Press and $826,686 for Longleaf. These compare to the 6/30/14 balances of $2,669,547 and $470,506, respectively. The 8/31/2015 cash balances (after two months of the new fiscal year) were $1,707,887 for the Press and $1,060,111 for Longleaf.

The 6/30/2015 Press inventory balance was $604,506 (356,137 units). This compares to the 6/30/2014 inventory balance of $517,325 (426,295 units), the 6/30/2013 inventory balance of $863,985 (699,120 units), and the 6/30/2012 inventory balance of $1,545,200 (766,396 units).

The FY15 Financial Report to the Board will be emailed as a separate document.

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The FY15 audit fieldwork went well and the audit is essentially complete. I expect to receive a draft of the final audit report by mid-October. The Finance Committee is scheduled to meet with our auditors from McGladrey LLP on November 11th to review the June 30, 2015 audit reports. John O’Hara will report on the audit at the November 18th Board meeting.

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FY15 investment results yielded a gain, after management fees, of 8.9%. The June 30, 2015 investment balance was $18,847,982: endowment funds of $17.33 million, press operating reserve of $816,800, and journals reserve funds of $704,400. This compares to the June 30, 2014 balance of $17,923,264: endowment funds of $16.53 million, press operating reserve of $740,600, and journals reserve funds of $653,000.

The UNC Management Company yielded a gain of 2% in July, yielding a month-end investment balance of $19,230,882. I expect to be able to report the August results at the Board meeting.

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In late August the Longleaf Board of Directors unanimously approved the FY16 budget for Longleaf via email voting. The FY16 Longleaf budget reflects a 1% increase in service fees to client publishers, and a 2% decrease in operating expenses, yielding a budgeted surplus of $12,680.

The projected increase in service fees is due to projected sales increases by our current group of client publishers. The projected decrease in operating expense in FY16 is primarily the result of our transition in warehouse providers and will reflect our first full year in the new location. The budget approved is based on business as usual and will be revised should we sign contracts to provide services with new publishers.

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Both the Press and Longleaf have enjoyed good starts to the new fiscal year. The UNC Press financial report through August 31st reflects a surplus of $228,000; while Longleaf earned a surplus of $31,000 for the same period. Remember that sales and expenses are cyclical and that both companies need to generate surpluses early in the fiscal year, to offset slower sales months in the spring.

**The University of North Carolina Press**

**Board of Governors Meeting—September 23, 2015**

**Development Report for Fiscal Year 2016**

1. **Gifts as of September 16, 2015 for Fiscal Year 2016: $29,859**

Endowment Gifts: **$5,000**

Anne Blythe continued Gloria’s annual gift to the Blythe Family Fund.

Annual Gifts: The UNC Press Club: **$6,581**

At this time last year, the Press Club stood at $2,990. This year’s to-date increase is due in large part to Advancement Council chair Bill Massey’s fourth annual UNC Press reception in August at his Manteo home. New friends were made, old friends returned, and several friends increased their giving.

Outside Title Subventions: **$3,000**

One-time gift in support of *The Free State of Jones* paperback reprint.

Authors Fund: **$15,278**

This is the third year of the Authors Fund, which continues to grow in number of authors and heirs and total giving. Royalty statements and checks were generated this month, and in turn, I sent acknowledgment letters to 271 authors and heirs who donated royalties or made separate gifts to support the work of young scholars. The titles chosen for Authors Fund support are listed below.

1. **UNC Press Advancement Council**

* The fall 2015 Advancement Council meeting will be Monday, October 19th in Chapel Hill. This year’s Sunday gathering for the Council will be a reception honoring UNC President Tom Ross hosted by Council member Kim Phillips and her husband Phil at their home on Senlac. Members of the Press’s Board of Governors should have received a Paperless Post invitation sent the week of September 14th.
* Council member Bill Bondurant’s second term is ending this December. Sandra Mikush, Deputy Director of the Mary Reynolds Babcock Foundation and daughter of former Chancellor Hardin, will be joining the Council January 2016. We are in the process of recruiting a successor to Bob Ray, a Fayetteville estate attorney.

1. **Initiatives and Updates**
   * John Sherer and I had a successful visit to UNC Asheville at the end of August which included John and John McCloud meeting with librarians and faculty about publishing services, and Chancellor Mary Grant hosting a reception for Press friends and prospects at her residence.
   * UNC Press will be partnering with UNC-Chapel Hill on a large Southern studies initiative as part of their current campaign. More information soon.

**AUTHORS AND TITLES RECEIVING SUPPORT FROM**

**THE UNIVERSITY OF NORTH CAROLINA PRESS**

**AUTHORS FUND**

**2015-2016**

“Published with the assistance of the Authors Fund of the University of North Carolina Press”

Cowan, Benjamin A. *Conspiracies and Orgies: Morality, the Right, and National Security in Cold War Brazil* (Spring 2016)

Benjamin A. Cowan is assistant professor of history at George Mason University

Keller, Tait. *Apostles of the Alps: Mountaineering and Nation Building in Germany and Austria, 1860-1939* (Fall 2015)

Tait Keller is assistant professor of history at Rhodes College.

Krochmal, Max. *Blue Texas: The Making of a Multiracial Democratic Coalition in the Civil Rights Era* (Spring 2016)

Max Krochmal is assistant professor of history at Texas Christian University.

Lockwood, J. Samaine. *Archives of Desire: The Queer Historical Work of New England Regionalism* (Fall 2015)

J. Samaine Lockwood is assistant professor of English at George Mason University.

Nessler, Graham T. *An Islandwide Struggle for Freedom: Revolution, Emancipation, and Reenslavement in Hispaniola, 1789-1809* (Spring 2016)

Graham T. Nessler is visiting professor of history at Florida Atlantic University.

Ramírez, Daniel. *Migrating Faith: Pentecostalism in the United States and Mexico in the Twentieth Century* (Fall 2015)

Daniel Ramírez is assistant professor of American culture and history at the University of Michigan.

Siegel-Hawley, Genevieve. *When the Fences Come Down: Twenty-First-Century Lessons from Metropolitan School Desegregation* (Spring 2016)

Genevieve Siegel-Hawley is assistant professor of educational leadership at Virginia Commonwealth University.

Stroud, Angela. *Good Guys and Bad Guys: How Race, Class, and Gender Shape Concealed Handgun Licensing* (Spring 2016)

Angela Stroud is assistant professor of sociology and social justice at Northland College.