**The University of North Carolina Press  
Board of Governors Meeting  
January 21, 2015 DRAFT Minutes**

**Board Present**:   
Inger Brodey  
Fitz Brundage  
Lee Craig   
Kathleen DuVal  
Jack Evans  
Marcie Ferris  
Jim Johnson   
Lisa Levenstein  
Eric Muller   
Irene Owens  
Matthew Rascoff  
Vincas Steponaitis

**Board Absent**:   
Matt Fajack   
Marcie Ferris  
Linda Hanley-Bowdoin   
Sherman James  
John O’Hara  
  
  
  
**Staff Present**:   
Dino Battista  
Robbie Dircks  
Chuck Grench  
Laura Gribbin  
Elaine Maisner  
Joanna Ruth Marsland  
Joseph Parsons  
Brandon Proia  
John Sherer  
Mark Simpson-Vos

**Chair’s Welcome and Remarks**

**Approval of the minutes from the 19th November meeting**

Minutes from the November 19 2014 meeting were unanimously approved.

**Director’s Report**

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

Mr. Sherer

**Marketing Report**

[Full report attached at the end of the minutes]

**Development Report**

[Full report attached at the end of the minutes]

**Financial Report**

[Full report attached at the end of the minutes]

**Approval of the Following Projects:**

1. Bonds of Union in a Civil War Borderland by Bridget Ford

**Manuscript Comments:**

1. Haitian Connections in the Atlantic World: Layers of Recognition After 1804 by Julia Gaffield

**Manuscript Comments:**

1. Calypso Magnolia: The Caribbean Side of the South   
   by John W. Lowe

**Manuscript Comments:**

1. Tales from the Haunted South: Slavery, Memory, and Dark Tourism by John Ryan Fischer

**Manuscript Comments:**

1. Between Slavery and the Want of Railroads: Emancipation, Conflict, and Progress in Western North Carolina, 1865-1880

by Steven E. Nash  
**Manuscript Comments:**

1. RIGHTLESSNESS: TESTIMONIES from the CAMP by Naomi Paik

**Manuscript Comments:**

1. Telling Histories: The Federal Writers' Ex-Slave Project, Race, and Folk Culture during the New Deal by Catherine A. Stewart

**Manuscript Comments:**

The meeting adjourned at p.m.

Next meeting: 25 March 2015.

**Director’s Report to the**

**UNC Press Board of Governors**

**19 November 2014**

The past few months have seen me back out on the road finishing the last set of travel commitments tied to the Mellon Foundation’s exploratory grant given to the Press last year. In October I was again in New York City, attending the Itahka Sustainable Scholarship conference where I was also invited to be on a panel about “Change Agents.” I made a trip to the Bay Area that included site visits at Stanford University Press, the University of California Press, as well as attendance and panel participation at the Internet Librarian Conference in Monterey. Next month I make my final trip on this grant—to Washington, DC. I’ll be visiting Brookings Institution Press, Georgetown U.P., Johns Hopkins U.P. (and their ancillary business unit—Project Muse), National Academies Press, the Association of Research Libraries, the American Historical Association, and the *Chronicle of Higher Education*.

As the marketing and financial reports illustrate, the fiscal year got off to a slow start, but we’ve been recovering the past few months. The slow start was mainly attributable to the accelerated decline of backlist print sales through trade markets (e.g., B&N and Amazon) and course adoptions. Our frontlist program remains healthy and the Fall list has been extremely well received. The decline of overstock returns is also a particularly encouraging sign.

These results are even more impressive considering the wave of staff transition we’ve been managing. In the past 3 months, we’ve had 5 full time employees leave the press either through retirement or relocation—and we’ve made the decision to replace only three of them. The redistribution of work along with the training of the three new staff members (and the warehouse change from Maple to Ingram, and the busy Fall publishing season) has made this a challenging stretch for the staff. But once again, I am able to point toward their dedication and spirited willingness to do what is necessary to get us through this time.

John Sherer

Spangler Family Director

−14 November 2014

November 17, 2014

To: UNC Press Board of Governors

From: Robbie Dircks

Subject: Financial highlights for November 19, 2014 Board Meeting

The Finance Committee met with our auditors from McGladrey on November 6th to review the June 30, 2014 audit reports for UNC Press and Longleaf. The audit reports for both entities included unmodified opinions, meaning they were “clean audits” and no inconsistencies or discrepancies were found in our financial reporting. The audit reports did not include a management letter, which means that the auditors did not find any inconsistencies in our accounting policies, procedures, and internal controls. The Finance Committee voted to approve the FY14 audit reports. Copies of the various audit reports are available to the members of the board. Please let Laura or me know if you’d like to receive an electronic or printed copy of the audit reports.

The FY14 audit was the seventh audit performed by McGladrey. The Finance Committee discussed the services performed and whether it was time to consider changing audit firms. Following discussion, the committee approved having me contact McGladrey for a quote for the FY15 audit and to engage McGladrey if there quote was close to the price we’ve been paying for their audit services. I’ve been in touch with McGladrey and expect to have a quote for the FY15 audit within a week.

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The UNC Management Company has had a positive start to the fiscal year yielding a gain, after management fees, of 1.3% for the first quarter (this compares to a 3.5% gain earned during the same period last year). As of September 30th investments totaled $18,164,267, consisting of endowment funds of $16,749,159, press operating reserve of $752,094, and journals reserve funds of $663,014.

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The Longleaf transition from Maple to Ingram is going well. Thus far we’ve shipped about 500,000 units from Maple to Ingram and the client publishers are shipping all new title stock directly to Ingram. Because of the transition we’re currently shipping books to customers from both warehouses, with the goal of shipping only from the Ingram facility by mid to late December.

BJ Smith, our Longleaf operations manager, and I are also working with the University of Nebraska Press to on-board Potomac Books, their latest acquisition. Potomac is currently fulfilled by Books International out of Dulles, VA, and we’ll be moving about 150,000 units of inventory from BI to the Ingram warehouse at the end of December, to coincide with a January 1st go-live date with Longleaf. Potomac Books are expected to add just over $1 million in annual net sales to the Longleaf client net sales total.

To: UNC Press Board of Governors

From: Dino Battista

Date: November 12, 2014

Re: Marketing Report for the November 2014 meeting

**Sales:**

Through October 31, book sales for FY15 totaled $1,862,564 (versus our $2,023,000 sales forecast). This is $59,000 less than last year. Note, that ebook sales are included in the total sales figures.

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| --- | --- | --- | --- | --- | --- | --- |
|  | October 2014 (FY15) | | October 2013 (FY14) | | October 2012 (FY13) | |
|  |  |  |  |  |  |  |
| Sales to Date | $1,862,564 | 39% | $1,921,568 | 42% | $2,501,377 | 48.5% |
| Year-End Sales | $4,776,000 | budget | $4,549,683 |  | $5,155,239 |  |
|  |  |  |  |  |  |  |
| eBook thru 10/31 | $180,065 |  | $149,303 |  | $149,424 |  |
| eBook FY Total | $676,000 | budget | $555,602 |  | $495,626 |  |

Fiscal year returns through October are $297,161 (13.7% of gross sales) – this is $68,000 less than our FY15 returns forecast and $65,000 less than last year’s returns total of $362,000 (15.8% of gross sales).

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

Ingram, Tammy: DIXIE HIGHWAY:  2014 GHRAC Award for Excellence in Research, Georgia Historical Records Advisory Council

Bishir, Catherine: CRAFTING LIVES:   2014 Best Book Award, Southeastern Society of Architectural Historians

Gleijeses, Piero: VISIONS OF FREEDOM: 2014 Friedrich Katz Prize, American Historical Association

Fogleman, Aaron: TWO TROUBLED SOULS: 2014 James A. Rawley Prize in Atlantic History, American Historical Association

Thuesen, Sarah: GREATER THAN EQUAL: 2014 Ragan Old North State Award, North Carolina Literary and Historical Association

Rivers, Daniel: RADICAL RELATIONS: 2014 Grace Abbott Prize, Society for the History of Children and Youth

**Exhibits:**

American Society for Ethnohistory (10/8-10/12/14) - Mark Simpson-Vos

Western History Association (10/9-12/14) - Chuck Grench

American Studies Association (11/6-9/14) - Mark Simpson-Vos, Brandon Proia

Southern Historical Association (11/13-16/14) - Mark Simpson-Vos, Brandon Proia, Chuck Grench

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

* Crow, Thomas: INTELLIGENCE OF ART, Japanese translation to Suisei-sha via English Agency, **Advance $1500**
* LeoGrande and Kornbluh: BACK CHANNEL TO CUBA, audio rights to Tantor Audio, **Advance: $750**

**Media Attention:**

Media highlights since the last Board meeting include:

* Amer/WHAT IS VEILING?, WBUR/NPR “Here and Now,” aired September 22, 2014. The interview rose to #1 on the “Here and Now” website and prompted a lively discussion in the comments area: <http://hereandnow.wbur.org/2014/09/22/veiling-book-amer>
* Ferris/EDIBLE SOUTH, mentioned in *Saveur* magazine’s “Books Worth Buying: September’s Best Food and Drink Releases,”
* Ferris/EDIBLE SOUTH, review by Colman Andrews in *The Wall Street Journal*, 11/02/14.
* 200 people attended Henry Louis Gates’s talk at the National Archives on October 16th. The evening went well with lots of humor and audience participation. The turnout was especially noteworthy because the event came together at the last moment, and the venue had only two weeks to promote it.
* LeoGrande & Kornbluh/BACK CHANNEL TO CUBA, *New York Times* story on p. A3 10/1/14 <http://www.nytimes.com/pages/world/americas/index.html>
* LeoGrande & Kornbluh/BACK CHANNEL TO CUBA, NPR “Morning Edition,” 10/01/14 <http://www.npr.org/2014/10/01/352775195/secret-talks-and-back-channels-pervaded-u-s-relationship-with-cuba>
* LeoGrande & Kornbluh/BACK CHANNEL TO CUBA, *The Nation* (online and print editions) [http://www.thenation.com/article/181808/six-lessons-obama-how-improve-relations-cuba 9/30/14](http://www.thenation.com/article/181808/six-lessons-obama-how-improve-relations-cuba%209/30/14)
* LeoGrande & Kornbluh/BACK CHANNEL TO CUBA, authors report “another round of international publicity--AP TV, a Reuters story, Telesur, a CBS feed and an expected appearance on “The Charlie Rose Show” [airdate TBA].”
* LeoGrande & Kornbluh/BACK CHANNEL TO CUBA, “Briefly Noted” in *The New Yorker*, 11/10/14.
* LeoGrande & Kornbluh, BACK CHANNEL TO CUBA, had continuing major national and international coverage this week, including the *Huffington Post,* “Democracy Now!,” *The Washington Post*, the BBC, the *Telegraph UK* and two front page stories in Miami’s *Nuevo Herald* and the *Miami Herald* and many requests for additional radio interviews and podcasts with the authors. The authors were also interviewed on MSNBC’s “The Last Word with Lawrence O’Donnell.”
* Norment/RELICTS OF A BEAUTIFUL SEA, *Chronicle of Higher Education* excerpt, 9/29/14 <http://chronicle.com/article/Life-in-Death-Valley/148983/>
* Orser/LIVES OF CHANG AND ENG, review in *The New York Post*, 11/01/14. <http://nypost.com/2014/11/01/the-sex-lives-of-siamese-twins/>
* Fiona Ritchie and Doug Orr’s Triangle radio tour and launch events for WAYFARING STRANGERSwent spectacularly well with about 350-400 books sold over the course of four events including an event at Motorco in Durham sponsored by the Regulator, the Barn at McInyre’s in Fearrington, Flyleaf Books in Chapel Hill, and Quail Ridge Books in Raleigh. The crowds were standing-room-only at all events. And next month, when Fiona returns to the US, she and Doug will have events in Asheville, Warren Wilson College, and Charlotte.

**The University of North Carolina Press**

**Board of Governors Meeting—November 19, 2014**

**Development Report for Fiscal Year 2015**

1. **Gifts as of September 16, 2014 for Fiscal Year 2015: $80,084**

Endowment Gifts: **$25,500**

Gifts to grow existing endowment funds including Brooks Fund, Blythe Family Fund, and Spangler Family Directorship.

Annual Gifts: The UNC Press Club: **$32,220**

The next six weeks are the busiest weeks for the UNC Press Club.

Outside Title Subventions: **$3,015**

Efforts around the funding of *Wayfaring Strangers*.

Other: **$19,350**

Authors Fund, annual restricted gifts, and special events.

1. **UNC Press Advancement Council**

* The fall 2014 Advancement Council meeting was held Sunday, October 19th and Monday, October 20th in Chapel Hill. Tom Eamon entertained with stories of North Carolina politics on the eve of the November elections.
* Incoming Council members whose terms begin January 1, 2015 include Renee Grisham of North Garden, Virginia and Kim Phillips of Chapel Hill, North Carolina.

1. **Initiatives and Updates**
   * We should hear about the second grant request to the Andrew W. Mellon Foundation in December.
   * John and I traveled with Doug and Darcy Orr and Fiona Ritchie through Charlotte and Asheville for a series of successful public and donor events tied to the launch of *Wayfaring Strangers*.