Chair’s Welcome and Remarks
Mr. Evans welcomed Mr. Ray to the meeting and those in attendance introduced themselves.

Mr. Evans reviewed the Board nomination schedule. Mr. Brundage will chair the nominating committee. Joining him on the committee are Ms. Brodey and Ms. Owens. The committee will present a slate of nominees for approval at the March meeting. Upon approval, the slate will be forwarded to the UNC Chapel Hill Chancellor, who will then send it on to the office of the President. The UNC Governance Committee will present the slate to the full UNC System Board at the April meeting for approval. Mr. Evans added that Mr. O’Hara expressed a desire to continue his tenure on the board and that the committee will meet with Mr. Evans on January 23.
Mr. Evans summarized grants received by UNC Press during Mr. Sherer’s tenure. The first was a $100,000 grant from the Mellon Foundation, followed by a $250,000 grant from Kenan Charitable Trust, and most recently a second, $1,000,000 grant from Mellon. He announced that UNC Press author Bland Simpson spoke very favorably about his relationship with the Press when he recently received a UNC faculty service award. Mr. Evans informed the Board that Mr. Ross will leave his position on January 3, 206 or as soon thereafter as the new President takes office and expressed his regret about his departure.

Finally, Mr. Evans introduced the issue of how board dockets will be presented at future meetings, noting that one person is no longer able to handle the entire job, and that for the last several meetings, the Board has relied on a small number of volunteers to perform this service. A discussion ensued about possible procedures and models. Topics included whether it is necessary to present every docket (the Board feels at this time that it is), whether to set up a subcommittee whose job it would be to review dockets, whether to set up an A-List of presenters with the understanding that volunteers would pick up some of the slack, and whether to pursue an “opt out” model. The group agreed that all Board members present at least one docket per meeting, and that they have the option of volunteering for a docket they find particularly interesting. As a final note, Ms. Ferris urged that each Board member be given the freedom to present in his or her own way.

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 expressed his satisfaction with the very positive partnerships that the Press is developing on campus. He, like Mr. Evans, was mystified by the UNC System Board’s decision to change leadership. He added that in the absence of any indication of what changes the Board is looking for, it was difficult to decipher its motive.

Regarding the Mellon grant, he announced that the Press is using the Longleaf platform to build a robust set of services that will benefit Longleaf, its customers, and ultimately UNC Press. The plan is to create economies of scale for the Press so that we can publish less expensively and more collaboratively and to build capacity so that we can perform a variety of publishing activities than we are currently able to do. Mr. Sherer offered to share the Mellon proposal with any Board members who are interested, and several members expressed their interest.

Marketing Report
[Full report attached at the end of the minutes]
Mr. Battista announced that sales had made up quite a bit of ground since the last Board meeting and erosion of the backlist has declined. Backlist sales are only $16,000 behind where they were at this time last year. We are analyzing the changing rate of decline in backlist to gain a better understanding of the sales patterns. He reported that revenue from last year’s holiday sale was $20,000. This year’s revenue currently stands at $26,000. He further reported that the Press is preparing an e-textbook for Fayetteville State University. This is a self-published textbook designed by professors in the department of Chemistry and Physics and constitutes a publishing service, not a peer-reviewed publication. There is likely to be a similar project prepared for UNC Asheville. Mr. Battista added this is the Press’s first foray into selling direct, bypassing Amazon and retailers, and that the Press is now considering other ways to sell directly to the consumer.

Mr. Rascoff said that securing these deals required little effort on the part of the Press. Mr. Sherer reported that although it has resulted in a fair amount of work for Press staff, once these two projects are completed, we should be in a position to establish a routine work flow. Mr. Sherer added that not only is the Press providing a service to the UNC system, it is also instituting a fee-based source of income. Mr. Rascoff reminded the Board that creating relationships throughout the university system will help ensure the Press’s future no matter who becomes the next President.

Development Report
[Full report attached at the end of the minutes]
Ms. Marsland expressed her pleasure at the recent Mellon grant, calling it “transformative.” She reported that the Press Club ended calendar year 2014 on a very high note. She thanked Mr. Ray and the Council members for their efforts on behalf of the Press Club. She further reported that over 230 authors contributed to the Authors Fund and that the new authors who have received the grants are extremely pleased. Mr. Evans reminded the Board how important it is for Ms. Marsland’s efforts to have 100% participation by the Board and the Council.

Financial Report
[Full report attached at the end of the minutes]
Mr. Dir克斯 reported that sales have rebounded nicely and that we have a healthy mid-year operating surplus which is needed to counterbalance heavy the returns normally received in the spring. Cash flow is positive, with a balance of $1.16 million at end of December, and he does not anticipate any mid-year budget revisions. The UNC Management Company reported a 1.2% gain for November and a yearly gain (since July 2014) of 3.6%. Balances in the Press investment accounts are 7% ahead of where they were a year ago.

The Press’s contract with its auditor, McGladrey, has been renewed for another three-year term.
Turning to Longleaf, he reported that the transition to the Ingram warehouse should be complete by the end of February. He submitted a proposal to Temple University last week, and he expects a fairly quick response. Temple has been a client of the Chicago Distribution Center since 2001 and is interested in the cost-sharing benefits that Longleaf is able to provide. He further announced that next week he and Mr. Sherer will speak to Ohio University Press, who expects to make a decision in February.

Approval of the Following Projects:

1. BONDS OF UNION IN A CIVIL WAR BORDERLAND by Bridget Ford
   **Manuscript Comments:** Ms. Owens requested that Ms. Maisner verify with the author that Charles B. Boynton was in fact a founder of Howard College. The manuscript was approved unanimously.

2. HAITIAN CONNECTIONS IN THE ATLANTIC WORLD: LAYERS OF RECOGNITION AFTER 1804 by Julia Gaffield
   **Manuscript Comments:** Ms. Maisner mentioned that Ms. Gaffield was featured in the *New York Times* last year when she discovered a rare copy of the Haitian Declaration of Independence in the British Library. The manuscript was unanimously approved.

3. CALYPSO MAGNOLIA: THE CARIBBEAN SIDE OF THE SOUTH by John W. Lowe
   **Manuscript Comments:** Ms. DuVal asked whether the author’s reduction of 50 manuscript pages would make this a reasonable read. Mr. Simpson-Vos replied that there would be additional cuts made with his guidance. Mr. Brundage questioned the title, which references music even though music is not the subject of the book. Mr. Simpson-Vos said the title will be revisited. Mr. Steponaitis asked whether the Board is occasionally presented with projects that need additional work because the editors feel that these projects will not change significantly enough to warrant further attention. Mr. Simpson-Vos said that the Board is occasionally presented with projects that need editorial or stylistic improvement, but only when there are no substantive revisions needed and readers have recommended publication. The manuscript was unanimously approved.

4. TALES FROM THE HAUNTED SOUTH: SLAVERY, MEMORY, AND DARK TOURISM by Tiya Miles
   **Manuscript Comments:** Mr. Brundage felt the second reader was asking this book to be something it was not intended to be. Mr. Simpson-Vos said that he has been in touch with Ms. Miles about incorporating some of the reader’s narrative suggestions into the work, but that there is no plan to turn this into a book for the general trade. The manuscript was approved unanimously.
5. BETWEEN SLAVERY AND THE WANT OF RAILROADS: EMANCIPATION, CONFLICT, AND PROGRESS IN WESTERN NORTH CAROLINA, 1865-1880 by Steven E. Nash

Manuscript Comments: Mr. Brundage asked whether the author is clear about the field in which he wants this book to intervene. Is it a contribution to Appalachian Studies or simply a story that takes place in Appalachia? Will its audience reach beyond scholars of Appalachia? Mr. Simpson-Vos replied that the study is situated firmly in the field of Reconstruction studies. Ms. Ferris suggested that the title include the word “Reconstruction” and proposed the title “Reconstruction in the Mountain South.” Mr. Simpson-Vos agreed that the title will be reviewed. The manuscript was unanimously approved.

6. RIGHTLESSNESS: TESTIMONIES FROM THE CAMP by Naomi Paik

Manuscript Comments: Mr. Brundage was unfamiliar with the concept of “rightlessness” and wondered whether it is part of the scholarly vocabulary. Mr. Simpson-Vos said that it is a term and concept under discussion in American Studies. Mr. Muller felt that the term is not quite accurate as it applies to the Japanese intern camps. In fact the residents of these camps did have rights within the camps, and a discussion of the legal and bureaucratic controls within the camps at that time should be included. Mr. Simpson-Vos said the author addresses the particularities of the Japanese internment experience and that she does not intend to argue that Japanese internment is equivalent to her other two cases. He asked whether Mr. Muller would read the first two chapters of the book. Mr. Muller agreed to do so.

Ms. Brodey wondered whether, since this is the inaugural volume of the “Studies in U.S. Culture” series, the Board should be particularly concerned with Mr. Muller’s comments. Mr. Simpson-Vos replied that the book was a thoughtful and carefully grounded study that perfectly fulfills the mission of the series, which is to address provocative subjects in a theoretically sophisticated yet accessible way. Mr. Evans felt the title gives little indication of the book’s subject and asked for a more explanatory subtitle. Mr. Brundage noted that rightlessness is more pronounced in certain examples and that a blanket approach to the subject does not work. Ms. Ferris suggested the title introduce more diversity and nuance to its subject. Mr. Simpson-Vos said the title will be reviewed. Mr. Simpson-Vos concluded the discussion by suggesting one of two options to the Board: granting approval contingent upon a later report to the Board or deferring approval. The Board granted approval contingent upon a later report from Mr. Simpson-Vos.

7. TELLING HISTORIES: THE FEDERAL WRITERS' EX-SLAVE PROJECT, RACE, AND FOLK CULTURE DURING THE NEW DEAL by Catherine A. Stewart

Manuscript Comments: Ms. Brodey asked how the author addresses the agency of the interviewees, when in fact their stories are so heavily intermediated, as there is no explanation of
the author’s methodology or sources in the docket. Mr. Simpson-Vos said the author has used a broad range of sources other than the Federal Writer’s Project material, including letters, diaries, and community records. Ms. Brodey asked why then the second reader was still troubled by the question and whether this issue was ever resolved. Mr. Simpson-Vos agreed to discuss this question with the author and get back to Ms. Brodey with an answer. The Board approved the manuscript unanimously.


**Manuscript Comments:** Mr. Steponaitis asked whether the author will mine the archives for historical planning images. Mr. Parsons replied that historical images will be part of the book. The manuscript was unanimously approved.

The meeting adjourned at 3:55 p.m.

Next meeting: 25 March 2015.
The end of the calendar year and the midway point of the fiscal year brought a spate of good news for the Press. As you will see from the development, marketing, and financial reports, our sluggish start to the fiscal year has been erased and we are now in a strong position to achieve our goals in all those areas. I want to bring to the Board’s attention the outstanding work done by the staff and senior management team in putting us in such a positive position.

Our frontlist books continue to drive much of our success. We had the commercial success of *Wayfaring Strangers*, which hit the *New York Times* bestseller list and is now in its 3rd printing (20,000 copies in print in its first six months). *Back Channel to Cuba* is a book that is quite literally shaping history, most especially the beginning of normalization of relations with Cuba (which were achieved through back channel negotiations). Our trade food books had a very successful fall, including Marcie Cohen Ferris’s *The Edible South*. The marketing report catalogs the continuing stream of awards and reviews our scholarly list receives. All in all, it was a very gratifying fall season.

I just returned from the industry conference, *Digital Book World*, where I met with a number of vendors and other publishing leaders. Later this month I will be back in New York to participate in a Mellon-funded study being conducted by Itahaka to enhance university presses’ understanding of the true costs of publishing scholarly monographs. I have also been invited to Emory University to speak with a working group exploring new potential models for digital monographs. I intend to make a site visit to the University of Georgia Press in Athens as well.

Closer to home, we have been working with the leadership team at *Southern Cultures* about new ways of delivering the serialized content digitally. I met with Tom Carsey at the Odum Institute about opportunities for us to reignite our historic collaboration. Several of us met with the full staff from the Wilson Library at Chapel Hill to discuss enhancing our already very strong relationship. We’re working with some faculty in the School of Information and Library Sciences here to study usage analytics of electronic theses and dissertations housed in digital institutional repositories. They’re also including us in an initiative to develop Open Education Resources (OER) materials for course use, and invited us to be a potential partner. Karin Wulf from the Omohundro Institute impressed us all during a visit here. We are hopeful she will be attending our next Board meeting.

As if all that were not enough, I had the pleasure of informing you a few weeks back about the awarding of the $998,000 Mellon Foundation grant to the Press to support the development of scaled workflow structures through our Longleaf division. I will share more details and answer any questions you might have during my reporting slot at the meeting. President Ross cited the
grant today when he did his report to the UNC System Board of Governors. He called out the
fact that UNC Press showed national leadership with this grant.

John Sherer
Spangler Family Director
–16 January 2015
January 16, 2015

To:          UNC Press Board of Governors
From:        Robbie Dircks
Subject:     Financial highlights for January 21, 2015 Board Meeting

After a slow start to the fiscal year, sales rebounded in December, and we ended the first-half of the fiscal year with net sales of $2.86 million (the same as the December 2013 mid-year net sales total). Although this is $122,000 less than our mid-year forecast, it is $10,600 greater than last year. Because we’ve been focusing on controlling expenses, the December financial report reflects a surplus of $453,000 (including the accrual of six-months of state and endowment support), which is $83,000 greater than the $370,000 FY14 mid-year surplus. Cost of Sales are slightly better than budgeted (as a % of net sales) and $3,000 less than last year. Gross margin at 12/31/2014 was at budget and $15,000 greater than last year. Total departmental operating expenses were $156,000 under budget at 12/31/2014 and $63,000 less than last year. Although the mid-year surplus is better than budgeted, due to lower sales each spring, the surplus will slowly erode during the second-half of the fiscal year.

Cash flow for the first-half of the fiscal year remains healthy, with a 12/31/14 cash balance of $1.16 million. Because of reduced initial print runs, smaller reprint quantities, and greater use of print-on-demand, the 12/31 inventory value was $605,000 (compared to $850,000 a year ago).

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The Press managers are reviewing the mid-year financial report and will be submitting mid-year budget revisions by the end of the month. At this time I don’t anticipate any significant revisions to the budget and believe we’ll end the fiscal year close to break-even.

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UNCMC earned a gain of 1.2% for the month of November, increasing the year-to-date return to 3.6%. The 11/30/2014 investment balance increased to $18.55 million, which breaks down as follows: $17.1 million in endowment, $771,000 in the Press operating reserve, and $675,000 in the Journal operating reserve.

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Following the November Board meeting, I had a series of conversations with McGladrey, and the finance committee approved a new three-year agreement to retain them for the FY15 – FY18 audits.

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Net sales for all Longleaf client publishers, including UNC Press, totaled $7.7 million. This represents 57% of budgeted net sales of $13.57 million and is equal to last year’s net sales of $7.7 million.

Expenses, primarily fees to Ingram and Maple Vail and credit card processing fees, are running about $170,000 under budget. Longleaf generated a mid-year surplus of $47,000, which is $31,000 greater than last year’s mid-year surplus of $16,000.

The Longleaf transition from Maple to Ingram is going well. Thus far we’ve shipped about 750,000 units from Maple to Ingram. There are still about 500,000 units in the Maple warehouse, about half of which is excess stock and will be pulped. Although we had hoped to have been 100% with Ingram by the end of December, we are still shipping a small number of orders from the Maple warehouse. I expect that we’ll be completely out of the Maple warehouse by the end of February.

I submitted a proposal to Temple University Press on January 15. This was in response to an RFP and is a competitive bid. Temple has been a client of the Chicago Distribution Center since 2001 and has annual net sales of $1.7 million. Expected service fee revenue to Longleaf will be about $200,000. Temple expects to make a decision fairly quickly and the new vendor will commence services July 1, 2015.

John and I are having a follow-up call with Ohio University Press at the end of January. I submitted a proposal to Ohio UP in the fall, following conversations at the June 2014 AAUP annual meeting. Ohio UP has been a client of the Chicago Distribution Center since 1985 or so and has annual net sales of $1.0 million. Expected service fee revenue to Longleaf will be about $125,000.
To: UNC Press Board of Governors  
From: Dino Battista  
Date: January 16, 2015  
Re: Marketing Report for the January 2015 meeting

Sales:

Through December 31 (mid-year), book sales for FY15 totaled $2,865,639 (60% of our $4,776,000 full year sales forecast). This is $122,000 less than our six-month forecast of $3,988,000 and $10,000 greater than last year’s six-month net.

<table>
<thead>
<tr>
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<th>December 2014 (FY15)</th>
<th>December 2013 (FY14)</th>
<th>December 2012 (FY13)</th>
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</thead>
<tbody>
<tr>
<td>Sales to Date</td>
<td>$2,865,639 60%</td>
<td>$2,855,036 62.7%</td>
<td>$3,353,327 65%</td>
</tr>
<tr>
<td>Year-End Sales</td>
<td>$4,776,000 budget</td>
<td>$4,549,683</td>
<td>$5,155,240</td>
</tr>
</tbody>
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|                      |                      |                      |                      |
| eBook thru 12/31     | $278,175 41%         | $218,978 39.4%       | $232,749 47%         |
| eBook FY Total       | $676,000 budget      | $555,602             | $495,626             |

Fiscal year returns are $592,334 (17.1% of gross sales) – this is $87,666 below forecast and $55,290 less than last year’s six-month returns total of $647,624 (18.5% of gross sales).

Awards:

Award highlights since the Board last met:

- 2015 Choice Outstanding Academic Titles:
  - Balay, Anne, STEEL CLOSETS
  - Devine, Shauna, LEARNING FROM THE WOUNDED
  - Penny, H. Glenn, KINDRED BY CHOICE
  - La Vere, David THE TUSCARORA WAR
  - Shprintzen, Adam, THE VEGETARIAN CRUSADE
  - Raz, Mical, WHAT’S WRONG WITH THE POOR?
  - Horning, Audrey IRELAND IN THE VIRGINIA SEA
  - Warren, Stephen THE WORLDS THE SHAWNEES MADE
  - Jersild, Austin THE SINO-SOVIET ALLIANCE
**Exhibits:**
- Southern Historical Association (11/13-16) – Mark Simpson-Vos, Chuck Grench, Brandon Proia, Ivis Bohlen
- American Academy of Religion (11/21-25) – Laura Gribbin for Elaine Maisner
- American Historical Association (1/2-5) – Chuck Grench, Brandon Proia, Elaine Maisner, Ivis Bohlen
- Modern Language Association (1/8-11) – Lucas Church

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

**Foreign Rights:**
- Buchanan, James: PUBLIC FINANCE IN DEMOCRATIC PROCESS (1967, 1987), simplified Chinese rights to China Renmin University Press; **Advance: $4,000.00**
- Jersild, Austin: THE SINO-SOVIET ALLIANCE (2014), simplified Chinese rights to LuJiang Publishing House; **Advance: $2,000**

**Audiobook and Book Club Rights:**
- Hess, Earl: THE BATTLE OF EZRA CHURCH (2015), Blackstone Audio; **Advance: $2,500**
- Barney, Timothy: MAPPING THE COLD WAR (2015), Blackstone Audio; **Advance: $1,500**
- Gura, Phillip: LIFE OF WILLIAM APESS, PEQUOT (2015), History Book Club; **Advance: $500.00**
- Brown, Thomas: CIVIL WAR CANON (2015), History Book Club; **Advance: $500.00**
- Marvel, William: LINCOLN’S AUTOCRAT (2015), History Book Club; **Advance $700**
- Brown, Thomas: CIVIL WAR CANON (2015), History Book Club; **Advance $500**
- Gura, Phillip: LIFE OF WILLIAM APESS, PEQUOT (2015), History Book Club; **Advance $500**
- Pierce, Jay: SHRIMP (2015), Good Cook; **Advance: $300.00**
- Knipple, Paul & Angela: CATFISH (2015), Good Cook; **Advance: $300.00**
- Curry, Dale: GUMBO (2015), Good Cook; **Advance: $300.00**
**Media Attention:**

Media highlights since the last Board meeting include:

- Marcie Ferris, author of THE EDIBLE SOUTH, was interviewed on “America’s Test Kitchen” radio, 12/16/14
- Henry Louis Gates Jr.’s FINDING YOUR ROOTS was named one of the “Ten Best Black Books of 2014” by Kam Williams (nationally syndicated)
- Debbie Moose’s SOUTHERN HOLIDAYS was featured on the front page of the “Arts and Living Section,” News & Observer, 12/7/14.
- Joseph Orser, author of THE LIVES OF CHANG AND ENG, was interviewed on “The State of Things” 1/20/15
- ALCOHOL: A HISTORY by Rod Phillips was named to Jancis Robinson’s list of “Books of the Year, 2014” 1/2/15.
- Fiona Ritchie and Doug Orr’s WAYFARING STRANGERS has appeared on the New York Times Bestseller list in both the travel and culture categories. It was reviewed in the New York Times on 12/7/14 and featured in the Boston Globe on 1/10/15. The authors were interviewed for the “Rolling Wave” on RTE Radio 1 in Ireland. Fiona Ritchie also appeared on “The Culture Studio,” BBC Radio Scotland on 1/15/15.
1. **Gifts as of January 13, 2015 for Fiscal Year 2015: $1,138,249**

   **Endowment Gifts:** $40,150

   Gifts to grow existing Anniversary Fund, Brooks Fund, Blythe Family Fund, Hodgson Fund, Publishing Excellence Fund, and Spangler Family Directorship.

   **The UNC Press Club (annual fund):** $74,602 (FY15 budget is for $80K)

   **Outside Title Subventions:** $6,015

   Primarily gifts to support *Wayfaring Strangers*.

   **Authors Fund:** $15,639

   Two hundred and thirty-one (231) authors and heirs have donated royalties and made separate gifts during this fiscal year, ranging from $0.09 to $1,373.87. Eight upcoming titles have been chosen to receive support from this fund for this fiscal year.

   **Other:** $1,001,843

   The recent $998,000 Mellon grant dwarfs other annual restricted gifts.

2. **UNC Press Advancement Council**


   - Bill Massey of Manteo, NC and Jack Stevens of Asheville, NC are the new Chair and Vice Chair, respectively.

3. **Initiatives and Updates**

   - Throughout the rest of this fiscal year, we are planning donor cultivation events in Asheville (date TBD), at NCSU (Monday, March 30\textsuperscript{th}), and Wilmington (mid-to-late April) both to thank current Press Club members and to cultivate new Press Club members.

   - The Advancement Council and donor stewardship follow the calendar year. For calendar 2014, one hundred and sixty donors contributed $98,500 to the Press Club. Twenty-seven were new donors, most of who were solicited by Council members Bill Massey, Jack Stevens, and Dudley Flood. The 2014 annual report listing donors and supported books has grown to 10 pages, and will be mailed in early February.