

# Executive Summary

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## Blueprint for Academic Excellence

USC Press

AY2021-2022

### Highlights

The University of South Carolina Press (SC Press) publishes print and digital books for teachers, students, and general readers. We are a department within the Office of the Provost and also function as a small business, generating revenues of nearly \$1 million annually. Our staff consists of eleven full-time professional publishers and several student interns. The Press's award-winning publications have been widely recognized by scholars, professional societies, bookstores, and industry media for their editorial and production quality. Books such as Walter Edgar's *South Carolina: A History* and Jonathan Green's *Gullah Images: The Art of Jonathan Green* help generations of South Carolina citizens better understand their history, culture, politics, geography, and identity. SC Press extends the brand, visibility, and reputation of the University throughout the state, within the academy, and across the globe.

### Mission Statement

The University of South Carolina Press is a publisher of peer-reviewed print and digital books that tell compelling stories to illuminate the human experience, engage teachers and learners, and contribute to academic disciplines and the betterment of society. While our scholarly works speak to the national and international academy, our trade publications have a particular focus on the history and culture of South Carolina and the American South.

Updated: 01/31/2020

### Vision Statement

To be the publisher of choice among public university presses in the American South.

Updated: 01/31/2020

### Values Statement

1. Serve the University, the state of South Carolina, and the broader academic community
2. Clear communication and clear expectations regarding job duties and responsibilities
3. Accountability for performance, with regular and constructive feedback
4. Financial transparency, internally and with the Office of the Provost and the Budget Office
5. Commitment to diversity and inclusion in staffing, internships, fellowships, authors, peer reviewers, vendors, and other stakeholders
6. Professional development and ongoing learning for all staff members

Updated: 01/31/2020

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## **Goals - Looking Back**

**No goals have been entered for this section.**

# Goals - Real Time

Goals for the current Academic Year.

## Goal 1 - Execute departmental plans as expressed in the Press's FY20 strategic planning process.

<b>Goal Statement</b>	<p>During our FY20 strategic planning process we created a series of departmental goals, each including action items, responsibilities, and milestones. The strategic planning leadership team will continue to monitor progress toward these action items, and make midcourse corrections when necessary.</p>
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders.</li> <li>• Assemble and cultivate a world-class faculty and staff.</li> <li>• Create new pathways to research excellence to become AAU eligible.</li> <li>• Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive.</li> <li>• Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.</li> <li>• Spur innovation and economic development through impactful community partnerships.</li> <li>• Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life.</li> <li>• Build teams that win with excellence and character.</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	<p>Our departmental plans (see below) emerged from and align with our mission, vision, and values through all facets of our organization: acquisitions, administration, digital, editorial/design/production, marketing and sales.</p>
<b>Status</b>	<p>Progressing as expected (single year goal)</p>
<b>Action Plan</b>	<p>Acquisitions:</p> <ol style="list-style-type: none"> <li>1. James F. Clyburn Diversity in Publishing Fellowship. In discussion with the Office of Diversity, Equity, and Inclusion to serve as potential partner; will seek funding from the Development Office. Ongoing.</li> <li>2. Contract more books for classroom adoption. Digitize more books with classroom adoption potential. Started summer 2020.</li> </ol> <p>Administration:</p> <ol style="list-style-type: none"> <li>1. Create SC Press Business Advisory Group to help the director have more access to market information and reader preferences.</li> </ol>

# Goals - Real Time

	<p>Started fall 2020.</p> <ol style="list-style-type: none"> <li>2. Communicate more frequently with authors and key contacts. Started summer 2020.</li> <li>3. Closer integration with key University departments, faculty, administration, staff. Started summer 2020.</li> <li>4. Create SC Press Book Club, for Press staff, to address issues of diversity, equity, and inclusion. Started summer 2020.</li> <li>5. Acknowledge racism and inappropriate stereotyping in certain books on our backlist. Start fall 2020 with new website launch.</li> <li>6. Find digital signature solution to expedite contracts. Started summer 2020.</li> </ol> <p>Digital:</p> <ol style="list-style-type: none"> <li>1. Explore new digital platforms, such as Southern History Monograph Pilot (SHMP) and American Counsel of Learned Societies (ACLS), to increase revenue and visibility. Started summer 2020.</li> <li>2. Make digital files of books easier to access. Ongoing.</li> </ol> <p>Editorial/Design/Production:</p> <ol style="list-style-type: none"> <li>1. Require authors to respond to proofs on PDFs, not paper. Started summer 2020.</li> <li>2. Set a higher threshold for reprints to avoid choke point in production. Started summer 2020.</li> <li>3. Collaborate with marketing and sales department to prioritize backlist ebook candidates. Started summer 2020.</li> <li>4. Develop select trade (i.e., general) books to strategically use color and capitalize on offset and digital printing efficiencies. Started summer 2020.</li> </ol> <p>Marketing and Sales:</p> <ol style="list-style-type: none"> <li>1. Send digital review copies rather than print review copies. Started summer 2020.</li> <li>2. Create more user-friendly marketing questionnaire for authors. Started summer 2020.</li> <li>3. Engage, drive, and track by staying in closer contact with authors via email blasts and using vendor tools (Yewno, BMG; see below). Ongoing.</li> </ol>
<b>Achievements</b>	See above for progress.
<b>Resources Utilized</b>	<ol style="list-style-type: none"> <li>1. Departmental staff</li> <li>2. Departmental budgets</li> <li>3. Acquisitions Committee</li> <li>4. Press Committee</li> <li>5. Third-party vendors and partners (viz., BMG, Yewno, SHMP, ACLS)</li> <li>6. UofSC Office of Diversity, Equity, and Inclusion</li> </ol>

# Goals - Real Time

	7. UofSC Development Office
<b>Goal Continuation</b>	Ongoing. We will periodically assess progress and make midcourse corrections when necessary.
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	<p>Our allocation has been reduced each of the past three years, dropping 35% from FY20 to FY21 in raw dollars. We request that the Office of the Provost make no further cuts to our allocation.</p> <p>The James F. Clyburn Diversity in Publishing Fellowship requires \$6,000 annually. We would be grateful for the Office of the Provost's advocacy and support as we seek funding--partnering with the Office of Diversity, Equity, and Inclusion--from the Development Office.</p>
<b>Goal Notes</b>	

# Goals - Real Time

**Goal 2 - Contract thirty-seven (37) new book projects in the next nine months that fit our editorial profile and have revenue potential meeting or exceeding required margins and dollars.**

<b>Goal Statement</b>	The Acquisitions Department has an aggressive goal for contracting books during the next nine months to ensure an appropriate number of publications in the years ahead. In each subject area we are contracting a mix of trade (aka general), scholarly, and classroom-adoption books. Projects that do not have strong sales potential must be accompanied by an outside subvention, at the contract stage, to ensure acceptable margins and return on investment.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders.</li> <li>• Assemble and cultivate a world-class faculty and staff.</li> <li>• Create new pathways to research excellence to become AAU eligible.</li> <li>• Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive.</li> <li>• Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.</li> <li>• Spur innovation and economic development through impactful community partnerships.</li> <li>• Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life.</li> <li>• Build teams that win with excellence and character.</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	This goal aligns with our mission, vision, and values. These books will tell compelling stories and contribute knowledge to the University, the state, and the broader academic community.
<b>Status</b>	Progressing as expected (single year goal)
<b>Action Plan</b>	Each member of the Acquisitions Department is committed to contract a specific number of book projects through FY21. We will review progress periodically.
<b>Achievements</b>	At present we have twenty projects out for peer review. This month we will ask the Press Committee chair to approve advance contracts for two projects.
<b>Resources Utilized</b>	<ol style="list-style-type: none"> <li>1. Acquisitions Department</li> <li>2. Acquisitions Committee</li> <li>3. Editorial/Design/Production Committee (for pricing and schedules)</li> <li>4. Press Committee (to approve contracts)</li> <li>5. Office of General Counsel (to approve contracts)</li> <li>6. Press budget (for potential advances against royalties for authors)</li> </ol>

# Goals - Real Time

<b>Goal Continuation</b>	Ongoing.
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	Our allocation has been reduced each of the past three years, dropping 35% from FY20 to FY21 in raw dollars. We request that the Provost's Office not reduce our allocation further this fiscal year.
<b>Goal Notes</b>	



# Goals - Real Time

## Goal 3 - Increase visibility and course adoptions of our books through targeted and trackable email campaigns that reach faculty in our core fields.

<b>Goal Statement</b>	The Marketing and Sales Department has engaged with the Brian Murphy Group (BMG) to gain access to their highly searchable database of faculty courses, adopted books, and email addresses. We will use the database to create targeted mailing lists to promote individual books for course adoption. Staff members will design and send emails using the Mailchimp email marketing platform.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders.</li> <li>• Assemble and cultivate a world-class faculty and staff.</li> <li>• Create new pathways to research excellence to become AAU eligible.</li> <li>• Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive.</li> <li>• Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.</li> <li>• Spur innovation and economic development through impactful community partnerships.</li> <li>• Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life.</li> <li>• Build teams that win with excellence and character.</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	This goal aligns with our mission, vision, and values. Enhanced course adoptions will increase revenues and visibility of the Press, and increase brand awareness of UofSC throughout the academy.
<b>Status</b>	Progressing as expected (single year goal)
<b>Action Plan</b>	We will run test searches for data to ensure we understand how to pull data correctly and optimally. We will build a template in Mailchimp to promote individual books and a second template for series of books. We will also determine ways to measure the relative success of this promotional tool.
<b>Achievements</b>	To date we have signed a contract with BMG and secured logins to the database for five staff members.
<b>Resources Utilized</b>	<ol style="list-style-type: none"> <li>1. Marketing and sales staff</li> <li>2. Database provided by BMG</li> <li>3. Press budget</li> </ol>
<b>Goal Continuation</b>	The subscription to the BMG database is for one year; in nine months we will evaluate the results of the various promotions to determine if we should renew the subscription and continue the mailings.
<b>Goal Upcoming Plans</b>	We will run test searches for data to ensure we understand how to pull data correctly and optimally. We will build a template in

# Goals - Real Time

	MailChimp to promote individual books and a second template for series of books.
<b>Resources Needed</b>	Our allocation has been reduced each of the past three years, dropping 35% from FY20 to FY21 in raw dollars. We request that the Provost's Office not reduce our allocation further this fiscal year.
<b>Goal Notes</b>	

# Goals - Looking Ahead

Goals for the next Academic Year.

## Goal 1 - Finish FY22, FY23, and FY24 with a breakeven or better Net Income.

<b>Goal Statement</b>	Net Income is the standard “bottom line” in the publishing industry, a number that is indicated at the bottom of our monthly and annual income statements. A breakeven or better Net Income means that the Press will spend no more money than it generates in revenues and parent institution support. This would represent a significant financial achievement within our industry peer group.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders.</li> <li>• Assemble and cultivate a world-class faculty and staff.</li> <li>• Create new pathways to research excellence to become AAU eligible.</li> <li>• Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive.</li> <li>• Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.</li> <li>• Spur innovation and economic development through impactful community partnerships.</li> <li>• Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life.</li> <li>• Build teams that win with excellence and character.</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	This goal aligns with our mission and vision and reflects our values of a) accountability for performance and b) financial transparency among the staff, the Office of the Provost, and the Budget Office.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	We will contract and publish books with revenue potential, and we will continue to explore new marketing initiatives, sales channels, and subrights income (viz., audiobooks, translations, etc.). Books that do not show sufficient sales potential must include a subvention or bulk purchase. At the same time, we will continue to scrub expenses and seek less expensive freelancers and vendors without compromising quality.
<b>Achievements</b>	We are projecting a breakeven bottom line for FY21. If the allocation from the Office of the Provost is in line with the Association of American Presses Group 1 average for parent institution support, we believe a breakeven or better bottom line for FY22, FY23, and FY24 is achievable.
<b>Resources Utilized</b>	<ol style="list-style-type: none"> <li>1. All staff</li> <li>2. Parent institution support</li> </ol>

# Goals - Looking Ahead

	3. Press budget
<b>Goal Continuation</b>	Ongoing.
<b>Goal Upcoming Plans</b>	Ongoing.
<b>Resources Needed</b>	<p>1. Our allocation has been reduced each of the past three years, dropping 35% from FY20 to FY21 in raw dollars. If the allocation from the Office of the Provost is in line with the Association of American Presses Group 1 average for parent institution support, we believe a breakeven or better bottom line for FY22, FY23, and FY24 is achievable.</p> <p>2. \$6,000 annually to support the James F. Clyburn Diversity in Publishing Fellowship.</p>
<b>Goal Notes</b>	

# Goals - Looking Ahead

## Goal 2 - Develop strategic publishing partnerships with University departments in Columbia, branch campuses, and South Carolina cultural and educational institutions.

<b>Goal Statement</b>	<p>Publications that are supported by active, prominent stakeholders within the University system and throughout the state a) increase the visibility of the Press and the University, b) serve the citizenry, and c) build bridges between the University and cultural and educational institutions.</p>
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders.</li> <li>• Assemble and cultivate a world-class faculty and staff.</li> <li>• Create new pathways to research excellence to become AAU eligible.</li> <li>• Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive.</li> <li>• Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.</li> <li>• Spur innovation and economic development through impactful community partnerships.</li> <li>• Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life.</li> <li>• Build teams that win with excellence and character.</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	<p>Engaging in strategic publishing partnerships further integrates the Press into the research and outreach mission of the University and enhances our impact on teachers and learners and the citizens of South Carolina.</p>
<b>Status</b>	<p>Progressing as expected (multi-year goal)</p>
<b>Action Plan</b>	<p>Our director of publicity and strategic partnerships will work with the Acquisitions Department and Director to generate publishing partnerships within the University and the system and across the state. Outreach includes:</p> <ol style="list-style-type: none"> <li>1. UofSC’s Office of Diversity, Equity, and Inclusion: academic and institutional excellence is dependent upon the mission of this Office. The Press will explore teaching and learning resources in collaboration with this Office.</li> <li>2. International African American Museum: Opening in 2022, the Charleston, SC, museum presents an opportunity for collaboration on projects that highlight the untold stories of the African American journey.</li> <li>3. The South Carolina Historical Society and city-based historic foundations (Charleston: The Historic Charleston Foundation and Charleston Preservation Society; Columbia: Historic Columbia): organizations across the state that share our editorial vision of</li> </ol>

# Goals - Looking Ahead

	<p>telling our state’s history are potential financial sponsors of books</p> <p>4. Francis Marion University: The Press is partnering with Francis Marion University to publish Carolina Currents: A Monograph Series in South Carolina Culture, with the first book appearing in FY23. Francis Marion University will provide a subvention for each volume.</p> <p>5. Additional cultural institutions that could be financial partners on books to be explored include the Brookgreen Gardens and the South Carolina Wildlife Federation.</p>
<b>Achievements</b>	We have identified several potential publishing partners, and we will continue to refine that list in the months ahead.
<b>Resources Utilized</b>	<ol style="list-style-type: none"> <li>1. Press staff</li> <li>2. Acquisitions Committee</li> <li>3. Press Committee</li> <li>4. Key contacts at the University</li> </ol>
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	Our allocation has been reduced each of the past three years, dropping 35% from FY20 to FY21 in raw dollars. We request that the allocation from the Office of the Provost be in line with the Association of American Presses Group 1 average for parent institution support.
<b>Goal Notes</b>	

# Goals - Looking Ahead

**Goal 3 - Publish forty (40) books annually that fit our editorial profile, contribute to our mission and vision, and have revenue potential meeting or exceeding required margins and dollars.**

<b>Goal Statement</b>	The Acquisitions Department has aggressive contract goals to ensure an appropriate number of publications in the years ahead: approximately forty annually, an appropriate number given current staffing. We will publish a mix of trade (aka general) and scholarly and classroom-adoption books in print and digital formats in each core field. Projects that do not have strong sales potential must be accompanied by an outside subvention and/or bulk purchase to ensure acceptable margins and return on investment.
<b>Linkage to University Goal</b>	<ul style="list-style-type: none"> <li>• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders.</li> <li>• Assemble and cultivate a world-class faculty and staff.</li> <li>• Create new pathways to research excellence to become AAU eligible.</li> <li>• Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive.</li> <li>• Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.</li> <li>• Spur innovation and economic development through impactful community partnerships.</li> <li>• Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life.</li> <li>• Build teams that win with excellence and character.</li> </ul>
<b>Alignment with Mission, Vision, and Values</b>	This goal aligns with our mission, vision, and values. Our books will tell compelling stories and contribute knowledge to the University, the state, and the broader academic community.
<b>Status</b>	Progressing as expected (multi-year goal)
<b>Action Plan</b>	The Acquisitions Committee is putting as many projects as possible through peer review with the expectation of presenting multiple projects to our Acquisitions Committee and the Press Committee (which approves all projects) in the months ahead. While most of the projects are original, we will continue to "mine the backlist" for projects that are worthy of republication and can be revised and updated easily for a new generation of readers. In addition, we will continue digitizing backlist titles to create ebooks, and release selected hardbacks into paperback format. We will assess progress regularly.
<b>Achievements</b>	At present we have twenty projects out for peer review.
<b>Resources Utilized</b>	<ol style="list-style-type: none"> <li>1. Acquisitions Department</li> <li>2. Acquisitions Committee</li> <li>3. Editorial/Design/Production Department (for costs and schedules)</li> </ol>

# Goals - Looking Ahead

	<ol style="list-style-type: none"><li>4. Press Committee (to approve contracts)</li><li>5. Office of General Counsel (to approve contracts)</li><li>6. Press budget (for potential advances against royalties for authors)</li></ol>
<b>Goal Continuation</b>	Ongoing.
<b>Goal Upcoming Plans</b>	Ongoing.
<b>Resources Needed</b>	Our allocation has been reduced each of the past three years, dropping 35% from FY20 to FY21 in raw dollars. We request that the allocation from the Office of the Provost be in line with the Association of American Presses Group 1 average for parent institution support.
<b>Goal Notes</b>	



# Goals - Looking Ahead

## Goal 4 - Be a flagship organizational model for UofSC departments and small university presses.

<p><b>Goal Statement</b></p>	<p>In serving the University and the state as a flagship organizational model, we embrace the following values:</p> <ol style="list-style-type: none"> <li>1. Clear communication and clear expectations regarding job duties and responsibilities</li> <li>2. Accountability for performance, with regular feedback</li> <li>3. Financial transparency among Press staff, the Office of the Provost, and the Budget Office</li> <li>4. Commitment to diversity and inclusion in staffing, internships, fellowships, authors, peer reviewers, vendors, and other stakeholders</li> <li>5. Professional development and ongoing learning for all staff members</li> </ol> <p>SC Press is an organization in which all staff members and student interns a) are heard, b) have input, and c) are responsible for our success.</p>
<p><b>Linkage to University Goal</b></p>	<ul style="list-style-type: none"> <li>• Attract, inspire, challenge and enable our students to become innovative thinkers and transformative leaders.</li> <li>• Assemble and cultivate a world-class faculty and staff.</li> <li>• Create new pathways to research excellence to become AAU eligible.</li> <li>• Cultivate a more diverse, equitable, and inclusive campus culture where every individual, regardless of background, has the full opportunity to flourish and thrive.</li> <li>• Harness the power, attributes and institutional diversity of an integrated and interoperative university system that enhances access, success and affordability for every eligible SC student.</li> <li>• Spur innovation and economic development through impactful community partnerships.</li> <li>• Provide a sustainable campus infrastructure that supports academic excellence and preeminent student life.</li> <li>• Build teams that win with excellence and character.</li> </ul>
<p><b>Alignment with Mission, Vision, and Values</b></p>	<p>This goal aligns with our mission and vision, and reflects our values articulated above.</p>
<p><b>Status</b></p>	<p>Progressing as expected (multi-year goal)</p>
<p><b>Action Plan</b></p>	<p>Management commitments:</p> <ol style="list-style-type: none"> <li>1. Clarity of mission, vision, values, and strategic plans</li> <li>2. Commitment to diversity, equity, and inclusion</li> <li>3. Support of work/life balance: reasonable, humane workloads and schedules</li> </ol>

# Goals - Looking Ahead

	<p>4. Regular check-ins with staff members 5. Regular departmental meetings</p> <p>Information sharing with staff:</p> <ol style="list-style-type: none"> <li>1. Regular staff meetings</li> <li>2. Production meetings</li> <li>3. Book launches</li> <li>4. List closings</li> <li>5. Monthly financials</li> <li>6. Strategic planning updates/midcourse corrections</li> </ol> <p>Ongoing education:</p> <ol style="list-style-type: none"> <li>1. Professional development opportunities</li> <li>2. Student internship program</li> <li>3. Diversity in Publishing Fellowship program</li> <li>4. SC Press Book Club</li> </ol>
<b>Achievements</b>	Ongoing.
<b>Resources Utilized</b>	<ol style="list-style-type: none"> <li>1. Press staff</li> <li>2. Press budget</li> <li>3. Office of the Provost (for allocation)</li> </ol>
<b>Goal Continuation</b>	
<b>Goal Upcoming Plans</b>	
<b>Resources Needed</b>	<p>Our allocation has been reduced each of the past three years, dropping 35% from FY20 to FY21 in raw dollars. We request that the allocation from the Office of the Provost be in line with the Association of American Presses Group 1 average for parent institution support.</p> <p>2. \$6,000 annually for the James F. Clyburn Diversity in Publishing Fellowship.</p>
<b>Goal Notes</b>	

# Programs or Initiatives

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## Effective Programs or Initiatives

*List your most effective programs/initiatives toward fulfillment of mission.*

See above.

## Program Launches

*List any programs/initiatives that were newly launched during the Academic Year or any programs/initiatives you would like to launch in the coming year(s). Describe the program/initiatives, provide financial requirements (including additional staff), and academic year in which you would launch. What key performance indicators are you utilizing to track the success of this program?*

1. Sharpened editorial profile: During the past two years we have aligned our publishing program with the priorities and strengths of the University, focusing on Southern history, African American studies, civil rights, literary studies, rhetoric/communication, and books about South Carolina and the South. More recently the Press initiated several new book series: East-West Encounters in Literature and Cultural Studies, a joint venture with National Taiwan University Press; Reconstruction Reconsidered, a partnership with University of South Carolina Beaufort; Movement Rhetoric/Rhetoric's Movements; and Cultures of Resistance, an interdisciplinary Black studies series. The aim is to elevate the quality of our acquisitions by focusing on just a few subjects to increase our reputation and standing within the scholarly community—and to thus increase sales.
2. Seek classroom adoptions: We contracted with a marketing firm, the Brian Murphy Group (BMG), to have access to their database of professors. We now have a better sense of who is teaching what courses, which will help our acquisitions efforts and our marketing and sales efforts. Our cost to BMG is \$6,000 annually.
3. Target scholarly communities with direct mail: We are producing specific subject catalogs for each of our core subject areas, and we are now sending email blasts to contacts on our mailing list.
4. Social media campaigns: We have a social media campaign on Facebook and Twitter to promote our authors, their books, and publicity events. The objective is to increase sales and visibility.

In the next nine months we will launch the following initiatives:

1. New website: The aim is to improve customer interface and back-end functionality, and ultimately Press visibility and sales. The new website will allow us to a) sell ebooks (as well as print books) from our website and b) collect customer data and analytics. The new site will have a modern, device-responsive design, enhanced search engine optimization, and will be updated directly from our book database, Allbooks, which will significantly reduce the amount of time staff will spend manually updating the website. The new site will also serve as an author recruitment tool and will allow us to post more relevant content; our hope is to create a hub for specific subject areas such as Southern history and African American studies, that is, a resource that scholars and students in those fields need to visit. The total cost will be roughly \$15,000.
2. Continue with digital shorts publishing program: The aim is to publish salable research in digital format that is longer than a journal article and shorter than a traditional monograph,

# Programs or Initiatives

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in other words, roughly 10,000-40,000 words. While print on demand will be available, in pamphlet form, the emphasis will be on digital delivery. One potential audience will be the classroom.

3. Increase activity and revenues of our subsidiary rights program: In October we will participate in the Frankfurt Book Fair and post rights sheets of selected titles with the aim of generating translations and subsidiary rights deals. (The Frankfurt Book Fair is the world's largest annual book fair, but there will be no in-person event due to Covid-19.) Additionally, we are ramping up the number of our titles published in audiobook format--one of the few growing channels in our industry. Our publishing assistant, aided by director of publicity and strategic initiatives, is pitching audiobook vendors twice a year.

## Program Terminations

*List any programs that were newly terminated or discontinued during the Academic Year. Provide justification as to why the program was discontinued.*

## Program Rankings

*List any nationally ranked or external recognition during the Academic Year. For each, provide the formal name of the program followed by the name of the organization that issued the ranking, the date of notification, effective date range, and any other relevant information.*

There are no meaningful rankings among university presses and/or scholarly publishers in the humanities and social sciences. That said, we know our competition in specific subject areas, and we have a general sense of whether or not we are considered an "acceptable" publisher for tenure and promotion purposes. For example, in the field of Southern History, UNC Press is the largest and most prestigious publishing program. We are a player in that field, certainly "acceptable," but we have a lot of work ahead to reach UNC's status in terms of books published and the reputation of authors. In the field of Rhetoric and Communication we are one of approximately six university presses that have substantial lists— there is no dominant publisher— and we need to recover ground lost during a recent staff transition. Among publishers focused on South Carolina history and culture and current affairs, we are clearly the top option for authors in terms of credibility, editorial and production values, and marketing and promotional capabilities.

# Initiatives and Fees

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## Initiatives

*Describe any new initiatives your unit will need for the coming year.*

In the year ahead we will launch the following initiatives:

- Launch new website
- Improve our books' metadata (information such as title, author, price, pages, subject, description, etc.) and discoverability
- Expand subrights sales (foreign and audio) and seek new domestic sales channels
- Continue publishing digital shorts—scholarship between 10,000-40,000 words
- Strengthen existing publishing partnerships and investigate and establish new publishing partnerships with UofSC Columbia, branch campuses, and historical and cultural organizations throughout South Carolina
- Execute our strategic plan

## Fees

*List any new or changed fees that your unit has implemented or had to take on in the last academic year.*

Presently the Press does not charge fees for any of its programs.

# Community Engagement

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## Community Perceptions

*Describe how your unit assesses community perceptions of your engagement, and how the unit assesses the impact of community engagement on students, faculty, community and the institution. Provide specific findings.*

Our books extend the influence and brand of the University of South Carolina throughout the state, the academy, nation, and the globe. We connect the University to communities of readers, scholars, and students— a connection that is indicated by sales, but also by factors that include: reviews of our books, awards won, local and national media interviews with authors, our presence and visibility at academic conferences and book industry meetings, book signings and events, social media presence, and presentations by Press staff to scholars and students.

While COVID-19 disrupted traditional planned book events this spring, the shift to virtual programming has enabled our authors to reach new and larger communities. Virtual programming has amplified our authors' platforms and allowed them into homes, schools, and communities across the United States.

Our internship program provides undergraduate and graduate students at UofSC with valuable, intimate knowledge about scholarly book publishing. We receive numerous applications for our internships in all departments, and many applicants apply because they have heard about the internship program from other students who have enjoyed the experiential learning environment we provide at the Press.

Please see the Supplemental Info section for additional information about how we are engaging with readers, scholars, and students.

## Supplemental Info - Community Engagement

*Any additional information on Community Engagement appears as 'Appendix 1. Community Engagement' (bottom).*

# Collaborations

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## Internal Collaborations

List your Unit's most significant internal collaborations and multidisciplinary efforts that are internal to the University. Details should be omitted; list by name only.

- Pivotal to our operations is input from our Press Committee, made up of professors and administrators from UofSC, which approves all publishing decisions and advises the Press on strategy and operations.
- Several of our book series benefit from the involvement of mentors and series editors from within the UofSC system:
  - *Reconstruction Reconsidered* is co-edited by Brent Morris, professor of history, University of South Carolina Beaufort.
  - *Cultures of Resistance* is co-edited by Qiana Whitted, professor of English and African American studies, University of South Carolina Columbia. Further, Bobby Donaldson, professor of History and Director of the Center for Civil Rights History and Research, and Kimberly Simmons, professor of anthropology and African American Studies, both of University of South Carolina Columbia, aided in the development of the series.
  - *Movement Rhetoric/Rhetoric's Movements* series advisory board includes Pat Gehrke, professor of English Language and Literature; the series was conceived and developed with the aid of Erik Doxtader, professor in English Language and Literature, both University of South Carolina Columbia.
- We cooperate with University Libraries in several ways:
  1. Multiple author events at Thomas Cooper
  2. Co-branded events that serve the UofSC community, including a two-part presentation on journal and book publishing
  3. Publishing books with library subventions, such *The World of Jak Smyrl* by Joan and Glen Inabinet (Spring 2020) and *Creating the South Caroliniana Library* by John Bryan (Fall 2020).
  4. Collaboration with *South Carolina Libraries*, a peer-reviewed open access library science journal for South Carolina published through UofSC's institutional repository, Scholar Commons
  5. Ongoing discussions with Amie Freeman at Thomas Cooper Library to post several Press books in open access format
- We work with Cockey's Reading Express on resources, including books for distribution (in 2020: *The Lady of Cofitachequi*) and on events (in 2020: Katie Stagliano read *Katie's Cabbage*)
- We work with UofSC Alumni on author events and materials for University publication.

## External Collaborations

List your Unit's most significant external collaborations and multidisciplinary efforts that are external to the University. Details should be omitted; list by name only.

We have an extremely high number of external collaborations; below are some highlights:

- Francis Marion University (FMU): We will begin publishing a monograph series, *Carolina Currents: Studies in South Carolina Culture*, in FY23. FMU will provide a subvention for each volume. One of the advisory board members of the series is Mark Smith, professor of history at the University of South Carolina Columbia and a member of the SC Press Press Committee.
- Hopkins Fulfillment Service (HFS) is responsible for distribution of our books (warehousing

# Collaborations

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print books, filling orders, and taking payment (then sending the net sales amount to us)). HFS also provides us with our press-wide database and the back-end technology so we can sell our books on our website.

- Eurospan warehouses and sells our books in Europe and the United Kingdom. This represents about 2% of our overall sales - a number we expect to increase in years ahead.
- Brunswick Books warehouses our books in Canada through a cooperative relationship with HFS.
- Columbia University Sales Consortium, a group of traveling sales representatives with Columbia University Press, sells our books in the United States and Canada.
- We sell ebooks on forty-nine platforms, including Amazon Kindle, JSTOR, Project MUSE, and EBSCO. Ebooks represent 12% of our overall annual sales.
- Audiobook publishers: in the past year and a half we have contracted with audio publishers on the following: *The Gulf of Mexico*, *Court Martial at Parris Island*, *Sunrise on the Santee*, *The Best Gun in the World*, *This Torrent of Indians*, *John the Baptist in History and Theology*, *Solitary Pagans*, *Bathsheba Survives*, and *Jesus and the Politics of Roman Palestine*. Additionally we are currently negotiating offers for two additional books: *Live at Jackson Station* and *White Lawyer, Black Power*.
- Foreign publishers: in the past few years we have contracted with foreign publishers on the following: a French-language translation of *One Good Mama Bone*; a Chinese-language translation of *Strategies of Remembrance*; an English-language edition of *Bathsheba Survives* (for the UK and Europe); and a Japanese-language edition of *Mt. Fuji: Icon of Japan*.
- □The Brian Murphy Group provides a database of instructors and course materials - information we utilize for marketing, promotion, and sales (course adoptions).
- Yewno is a service that provides keywords that improve our books' keywords and metadata, thus aiding in discoverability.
- Ingram is a vendor that disseminates our ebook metadata (information about our books such as title, author, price, page count, etc.) worldwide and converts our ebooks for use on a variety of platforms. In CY2021 we will move our print metadata dissemination from NetRead to Ingram.
- Edelweiss provides an online digital catalog with marketing tools where booksellers can place orders.
- Bookstores and libraries throughout the state, including several in the Lowcountry, host author events.
- Dozens of printing companies in North America and Asia manufacture books for us.



# Campus Climate and Inclusion

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## Campus Climate and Inclusion

Activities the unit conducted that were designed to improve Campus, Climate, and Inclusion. We do this in several ways:

### 1. Publishing books

1. Books on civil rights, African American studies, and race, including: *Stories of Struggle: The Clash Over Civil Rights in South Carolina* by Claudia Smith Brinson; *Black Freedom in the Age of Slavery* by John Garrison Marks; *Like Wildfire: The Rhetoric of the Civil Rights Sit-Ins* edited by Sean Patrick O'Rourke and Lesli K. Pace; *White Lawyer, Black Power: A Memoir of Civil Rights Activism in the Deep South* by Donald Jelinek; Lewis Steel's *The Butler's Child: White Privilege, Race, and a Lawyer's Life in Civil Rights*; and *101 African Americans Who Shaped South Carolina*, edited by Bernard E. Powers. Forthcoming titles include *Monumental Harm: Reckoning with Jim Crow Era Confederate Monuments* by Roger C. Hartley; *The Slow Undoing: The Federal Courts and the Long Struggle for Civil Rights in South Carolina* by Stephen H. Lowe; *Gullah Spirituals* by Eric Sean Crawford; and *Understanding Colson Whitehead* by Derek C. Maus.
2. Books on LGBTQ+ issues, including *Understanding John Rechy* by Maria DeGuzman; *Understanding William S. Burroughs* by Gerald A. Miller; and, forthcoming, *Live at Jackson Station: Music, Community, and Tragedy in a Southern Blues Bar* by Daniel M. Harrison.
3. Making these books more accessible to students via affordable paperback editions: *Understanding James Baldwin* by Marc Dudley; *Bodily Evidence: Racism, Slavery, and Maternal Power in the Novels of Toni Morrison* by Geneva Cobb Moore; and forthcoming *On Fire: Five Civil Rights Sit-Ins and the Rhetoric of Protest* edited by Sean Patrick O'Rourke and Lesli K. Pace and *Understanding Randall Kenan* by James A. Crank.

### 2. Launching new book series

1. In history/African American studies: *Reconstruction Reconsidered*, edited by Hilary N. Green (University of Alabama) and Brent Morris (University of South Carolina Beaufort).
2. In Black studies: *Cultures of Resistance*, edited by Qiana Whitted (University of South Carolina), Courtney R. Baker (University of California, Riverside), and Tyina Steptoe (University of Arizona).
3. In rhetoric, *Movement Rhetoric/Rhetoric's Movements*, edited by Victoria J. Gallagher (North Carolina State University) (six-member series advisory board includes Pat Gehrke [University of South Carolina, a member of our Press Committee])

### 3. Author and staff events on campus

1. Richard Brown, director, will speak to the University of South Carolina Columbia Honors College class on publishing on October 22, 2020.
2. Ehren Foley, acquisitions editor, gave a virtual program, co-hosted with UofSC Libraries, "Dissertation to Book: Q&A with USC Press" on September 24, 2020.
3. Patricia Moore-Pastides, former first lady of UofSC, is doing virtual cooking demos with UofSC alumni groups across South Carolina to promote her cookbooks *Greek Revival* and *Greek Revival from the Garden*. These events are co-hosted by individual alumni groups.
4. Lewis Steel, author of *The Butler's Child* [about his career in civil rights law], spoke to Press Committee member Pat Sullivan's graduate seminar on civil rights in April 2020.
5. Gibbs Knotts and Jordan Ragusa gave a program on their book *First in the South: Why South Carolina's Presidential Primary Matters* on campus in February 2020. The event was co-hosted by the UofSC Department of Political Science.

# Campus Climate and Inclusion

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6. Mary Whyte discussed her book *We the People: Portraits of Veterans in America* at the Pastides Center in November 2019. The event was co-hosted by the My Carolina Veteran's Alumni Council.
4. Student internship program: For many years our student internship program has helped numerous UofSC students learn about the publishing industry. (These students typically work ten hours a week and some earn course credit.) In 2020 the Press has welcomed two of its largest intern cohorts, maintaining the program through the transition to remote work in March 2020 and continuing with remote internships for the fall 2020 semester. Some of our former interns have pursued publishing opportunities and careers, for example:
  1. Caroline Fairey, an intern in 2020, is a Marketing & Publications Assistant at the HighScope Educational Research Foundation in Ann Arbor, Michigan.
  2. K. Lee Graham, an intern in 2019, worked at the Columbia Publishing Course in New York City and the Oxford Publishing Course in Oxford, England, and is now a digital marketing consultant with the Design Group, a Charleston-based agency.
  3. Riley Farmer, an intern in 2018, was accepted into the Denver Publishing Institute.
  4. Liesel Hamilton, an intern in 2014-15, became a part-time staff member for the Press and then had a three-month internship with National Geographic; she is now teaching at George Mason University.
  5. Elizabeth Jones, an intern in 2011, became an SC Press Editorial Department assistant, then became an assistant managing editor with Duke University Press's journals program.
  6. Elizabeth Farry, an intern in 2011, became an SC Press staff member in the director's office and then the Marketing Department; she is now an assistant editor at Island Press, a book publisher in Washington, DC.
  7. Jolie Hale, an intern in 2009, later worked for Inkwell Management, a literary agency, has done freelance copyediting for the Press, and is currently an instructor in the English Department at the University of South Carolina Columbia.

# Concluding Remarks

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## Weaknesses and Plans for Improvement

*What is your unit struggling with? What plans do you have to overcome the weakness that you have faced in the next academic year.*

- Weaknesses and Plans for Improvement
  1. Technology and data access: We are still only beginning to tap the potential of our press-wide database (aka Allbooks). We need to continue to scrub our data and input more content and take better advantage of this tool.
  2. Staff training: We need to continue learning, collectively and as individuals, about publishing and the future of scholarly communication. One specific area for improvement is project management skills and tools.
  3. Analysis: We need to increase our data analysis of sales and sales channels (viz., retail v. wholesale v. libraries), our customers, sales expectations v. actual performance, contribution (aka margin) reports, the impact of our social media efforts, etc.
  4. Mailing lists: We need to continue building our mailing lists, and we need to customers and potential customers with resources for their research. We need to become part of the fabric of our core fields; we want to be seen as a go-to publisher.
  5. Better, more salable books: We need to continue to elevate the editorial quality and revenue potential of our books.

## Key Issues

*Identify key issues or potential challenges your unit will encounter this coming year and the steps you plan on initiating.*

Our ultimate priority is to fulfill our mission and vision and values, and achieve long-term financial sustainability. Everything we do should contribute toward that end. By long-term financial sustainability we mean:

1. Spending no more money than we receive in total revenues (with total revenues including our current subvention). In other words, we need to achieve a break-even or better bottom line, and we are budgeting for that in FY21 forward. It will not be easy. The Press has been in a financial hole for many years, like the vast majority of university presses, and we are in the process of digging out. The economic impact of Covid-19 hurt publishers and booksellers significantly, but we have adapted and we continue to make progress.
2. Growing revenues and growing sales—not growth for growth's sake, but because growth means more impact on our fields and markets and more visibility for the Press and the University. This continues to be a challenge, given that sales for university presses in the aggregate continue to decline, with research libraries purchasing fewer books and independent bookstores being driven out of business by Amazon. But we have a plan to grow revenues and sales, and we will execute it in the years ahead.

Related to long-term financial sustainability, we must increase the overall quality and salability of what we publish. By working together and drawing on our best wisdom—and with the support of the University—we will continue to ascend in the ranks of university presses.

University presses are integral to the identity and knowledge creation of great research universities. At present 85% of all Association of American University (AAU) members have a press, while 94% of public AAU members have a press. Closer to home, 86% of all Southeastern Conference members have a press—as does Clemson University. Presses extend

# Concluding Remarks

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the brand and visibility of the parent institution—they confer scholarly credibility and legitimacy. By their very nature university presses are not intended to be profit centers. While they must be run in a financially responsible manner, they are also an investment—an investment in the research and outreach mission of a university. Our allocation has been reduced each of the past three years, dropping 35% from FY20 to FY21 in raw dollars. We request that the allocation from the Office of the Provost be in line with the Association of American Presses Group 1 average for parent institution support.

## Quantitative Outcomes

*Explain any surprises regarding data provided in the quantitative outcomes modules throughout this report.*

The Press tracks revenues and expenses with monthly financial statements common to publishers, including a P&L, cash flow, balance sheet, collections report, and others. These are for internal use only. The economic impact of Covid-19 continues to harm publishers' sales by squeezing library and bookstore and gift shop budgets--not to mention the fact that dozens of South Carolina bookstores went out of business in the spring and summer of 2020. We reprojected FY21 revenues and expenses accordingly. As indicated, we are budgeting for a breakeven or better year from FY21 forward.

## Cool Stuff

*Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.*

1. Two new recent hires have had an immediate impact on the Press. In March 2020 the Press hired Kerri Tolan, an experienced production editor, whose experience included years of working remotely, which eased the transition both for her and for the Editorial, Design, and Production Department in the months of pandemic lockdown; she has also helped the department streamline copyediting procedures. Also in March 2020 the Press hired Lily Stephens, who brought to the Press experience in media and in bookselling; she has helped streamline a number of procedures at the Press, including contract routing, and has quickly stepped into a role managing subrights for both backlist and frontlist books.
2. Awards: the cover design of Lynee Lewis Gaillet & Helen Gaillet Bailey's *Remembering Women Differently: Refiguring Rhetorical Work* was selected for the 2020 Association of University Presses Book, Jacket, and Journal Show, a leading design competition within scholarly publishing. The cover was designed by Lindy Martin of Faceout Studio. And Tony Grooms' *The Vain Conversation* was a finalist for the 2020 Townsend Prize for Fiction.
3. *The Freedom Ship of Robert Smalls* by Louise Meriwether and illustrated by Jonathan Green was selected by the City of Charleston for a free books program for fourth graders in public schools. The city purchased 2,000 copies of the book. The City Gallery in Charleston is creating an educational art exhibit devoted to the book that will travel to public schools in Charleston. The book was featured as part of SCETV's "Storytime with SCETV" virtual series, and former SC Superintendent of Education Inez Tennenbaum read the book aloud. Jonathan Green is the Ambassador for the Arts for the City of Charleston's 350th Commemoration.

# Concluding Remarks

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4. Katie Stagliano, author of *Katie's Cabbage* and founder of Summerville, SC-based nonprofit Katie's Krops, was named a 2020 National Geographic Young Explorer. Her work and her book empower youth to maintain vegetable gardens and feed those in need.
5. Most book printers were deemed essential businesses during COVID-19 lockdowns in the United States and Asia, enabling the Press to continue book production. Domestic book printers anticipate high work volume through year-end.
6. Since publishing our first ebook in summer 2012, the Press has digitized more than 480 titles and is on track to reach 500 ebooks by the end of Spring 2021. Ebook sales have grown significantly in recent years, and represent 12% of overall sales. From April-June, as schools moved to online instruction only, the Press offered all of its ebooks for free on several platforms, including JSTOR and MUSE, in order to help teachers and learners.

**Appendix 1. Community Engagement**

## Community Engagement

### Reviews of our books

**In the scholarly community:** Since January our books have been reviewed in academic journals including: the *Journal of Southern History*, *South Carolina Historical Magazine*, *Southwestern Historical Quarterly*, *Rhetoric Society Quarterly*, *Rhetorica: the Journal for the History of Rhetoric*, *Sociology of Religion*, *American Literary History*, *Estudio Biblicos*, the *William and Mary Quarterly*, *Nova Religio*, the *Gay and Lesbian Review*, *RISE*, the *Journal of Southern Religion*, the *Catholic Biblical Quarterly*, the *Journal of America's Military Past*, *Church History*, *Baptist History and Heritage*, *Bryn Mawr Classical Review*, *Kansas History*, *American Catholic Studies*, and the *Journal of British Studies*.

**In the book industry:** Since January our books have been reviewed in book industry publications including: *Kirkus*, *Forward*, *Chapter 16*, and the *Southeastern Librarian*.

**In community conversations at the national, regional, state, and local level:** Our books about South Carolina prompt conversations across the state and beyond. South Carolina titles that received significant attention in late 2019 and early 2020 were *Carolina Bays*, about the mysterious geological formations that line the Eastern Seaboard; *Meet Me at the Rocket*, which tells the history of the South Carolina State Fair; *The Grim Years: Settling South Carolina, 1670-1720*, a graphic account of our state's beginnings; *The Lady of Cofitachequi*, an illustrated children's book about a Native American tribe that lived near present-day Camden; *They Stole Him Out of Jail*, the story of the brutal lynching of Willie Earle in Pickens; *First in the South*, about South Carolina's unique and predictive primary election process (please see below); and *We the People*, portraits of veterans in America (please see below). Forthcoming titles already garnering attention include *Stories of Struggle: The Clash over Civil Rights in South Carolina*, about the long fight for equality in South Carolina, which will be excerpted and/or covered in South Carolina publications including *The State*, the *Columbia Star*, the *Twin City News*, *Jasper*, and UofSC's *Carolinian*, with more to come. These books about South Carolina, by South Carolina authors (with the exception of the author of *They Stole Him Out of Jail*, who now lives in Colorado), stimulate meaningful discussions about our state's ecology and natural environment, history, and culture.

Our books raise the public profile and reputation of the University of South Carolina Press by generating positive news coverage and reviews. Since January our books and authors have been featured, interviewed, and quoted in national **print** news media outlets including *The New York Times*, *The Washington Times*, and *Forbes*; in national lifestyle publications including *GQ*, *Playbill*, *Music Row*, and *Sea History*; in regional lifestyle publications including *Alabama Heritage*, *South Carolina Wildlife*, and *Seaport Magazine*; in South Carolina news and lifestyle outlets including *The State*, *the Post & Courier*, the *Charleston City Paper*, the *Greenville News*, the *Edgefield Advertiser*, *Lowcountry Companion*, the *Columbia Star*, *Midlands Life*, and *Camden Living*; and in state, local, and regional print publications including Baton Rouge *Advocate* (LA), *Charlton Co. Herald* (GA), *The Bradford Era* (PA), *The Daily Press* (PA), and the *Littleton Independent* (CO). Our authors are regularly featured on South Carolina public **radio**'s "Walter Edgar's Journal" and on the South Carolina State Library's podcast "Library Voices." Additional radio/podcast coverage includes "Potter Talk" and "Charleston Time Machine." **Online** coverage includes Potter Talk, Muggle Net, the Historian's Manifesto, Pirates and Privateers, Chat with Vera, ARC Digital (Medium.com), and Notebook of Ghosts.

**Standout titles generating national conversations:** Two recent publicity highlights for the Press were:

- Mary Whyte's *We the People: Portraits of Veterans in America* was featured on CBS "Sunday Morning" and SCETV's "Palmetto Scene" in late 2019. The book was covered on local television affiliates in Charleston, as well as in *Charleston Magazine*, the *Post and Courier* (Charleston, SC), the *Columbia Star*, the *Greenville News*, and the *Florence News*. The traveling exhibition of the large-scale artwork featured in the book opens in Cleveland, Ohio in September, and we anticipate ongoing coverage as the exhibition tours the United States. Mary Whyte is a Charleston-based, internationally acclaimed watercolor artist, and this book – portraits of veterans from all branches of the military, from each of the 50 states, from all walks of life– generated meaningful conversation that both celebrated the achievements of our nation's armed forces and also prompted profound discussion about what civilian life looks like for men and women who have served our country.
- Gibbs Knotts and Jordan Ragusa's *First in the South: Why South Carolina's Presidential Primary Matters* received significant media attention in early 2020 in the lead-up to South Carolina's primary. The authors were interviewed or served as panelists on nationally broadcast television shows including "The Ingraham Angle" (Fox News), "Bill Burr" (Fox News),



“Kasie DC” (MSNBC), “MSNBC Live With Craig Melvin” (MSNBC), Soledad O’Brien’s “Matter of Fact,” and “New Day Weekend” (CNN). The authors were interviewed in devoted segments on local ABC and NBC affiliates (Columbia and Charleston) and were guests on SCETV’s “This Week in South Carolina.” They were interviewed on “Walter Edgar’s Journal” and NPR’s “Morning Edition,” and were quoted in *The New York Times*, *GQ*, and *The Washington Times*. They also contributed extensively to print election coverage in South Carolina (interviews and coverage in *Post & Courier*, the *Charleston City Paper*, the *State*, and the *Greenville News*). Knotts and Ragusa, both professors in the Department of Political Science at the College of Charleston, served as expert ambassadors of knowledge about the state of South Carolina. With the publication of this book, the Press broadened the legitimacy of South Carolina’s vital role in the national electoral process by offering a non-partisan, expert guide to the South Carolina primary process.

**Author events:** our authors bring knowledge and expertise to communities around the state when they visit libraries, bookstores, community groups, and academic institutions to talk about their books. We extend the University of South Carolina’s effort to engage community and outreach by publishing books of interest to local communities and to a broader regional readership. Our authors are liaisons for the Press and the University in diverse communities that may otherwise be difficult to reach.

Between January and the shutdown caused by the global pandemic in March, Press books and authors were featured in numerous events across South Carolina. Highlights include:

- 5+ events for *Carolina Bays*, including the South Carolina State Library (hosted by *South Carolina Wildlife Magazine*) and Books on Broad (Camden). 30+ attendees at each event
- Launch event for *The World of Jak Smyrl* hosted by Books on Broad (Camden) at the historic Robert Mills Courthouse. 75+ attendees
- Panel for *First in the South* co-hosted by the UofSC Department of Political Science featuring Andy Shain of the *Post & Courier* and Meg Kinard of the Associated Press (Columbia). 50+ attendees

Additional smaller events in early 2020 across South Carolina include: *Ben Robertson* at the Edgefield District Genealogical Society (Edgefield); *State of the Heart* at the USCB Center for the Arts

(Beaufort); *The Sea Island's Secret* at the Pat Conroy Literary Center (Beaufort); *The Grim Years* at the South Carolina Department of Archives (Columbia); the authors of *First in the South* at Itinerant Literate (Charleston).

Due to COVID we were unable to attend several planned large South Carolina events that would have highlighted our books and resulted in a large number of sales including the Harry Hampton Wildlife Dinner (Columbia, Greenville), Palmetto Classic (Columbia) and Delicious Reads (Greenville). We were similarly disappointed by the cancellations of two gallery openings featuring Boyd Saunders (Columbia, West Columbia) where we planned to promote and sell *A View from the South*.

Our authors have embraced the shift to virtual events. Virtual events give us the opportunity to bring in larger, more diverse communities. Recent virtual events of note include:

- *The Southern Wildlife Watcher* presentations with *South Carolina Wildlife Magazine*, the Lexington County Library, Buxton Books (Charleston), and Parnassus Books (Nashville, TN). Virtual events to come for this book include Union Avenue Books (Knoxville, TN), Malaprops Books (Asheville, NC), the South Carolina State Library (Columbia), and the Southern Festival of Books. Videos posted to Facebook about *The Southern Wildlife Watcher* have over 2,000 watches.
- The authors of *First in the South* spoke to the Greenville Democrats about the South Carolina electoral process; not only was this a well-attended virtual event, it represented the ability of the authors to keep this book relevant and in the conversation past the primary election.
- *Carolina Bays* presentations with the Lexington Country Library (Lexington) – 2 events
- The author of *Patriots in Exile* hosted by Middleton Place (Charleston)
- The author of *The Gulf of Mexico* on Facebook Live, hosted by the Press
- Patricia Moore Pastides, former first lady of the University of South Carolina and author of *Greek Revival*, *Greek Revival from the Garden*, and *At Home in the Heart of the Horseshoe*, was hosted by the Columbia Gamecocks Alumni Association for a cooking demonstration highlighting recipes in her book *Greek Revival*. The event had over 230 attendees and was so successful that events are planned with Gamecock alumni groups in Greenville and Atlanta, with more to come.

We are anticipating that all events will be virtual through the end of 2020. Upcoming virtual events in addition to those listed above include:

- *The Grim Years* talk on Facebook Live
- *Stage Money* co-hosted by the Koger Center for the Arts (in conversation with the Director of Broadway in Columbia)
- *Grave Landscapes* hosted by South Carolina State Library
- *One Good Mama Bone* hosted by the Alleghany County Writer's Group
- *We the People* hosted by Pat Conroy Literary Center (author Mary Whyte in conversation with Holly Bounds Jackson of SCETV)
- *A South Carolina Chronology* hosted by Lexington County Public Library (Walter Edgar in conversation with the Director of the Lexington County Museum)
- *Stories of Struggle* hosted by Historic Columbia and Richland County Public Library (author Claudia Smith Brinson in conversation with Cecil Williams)

**Awards won:** *Remembering Women Differently* was a 2020 Association of University Presses' Book, Jacket, and Journal Show selection in Jackets and Covers category.

**Staff member meetings with scholars, students, and others:** Press staff act as local experts for faculty, administrators, and students, providing guidance on intellectual property, scholarly communication, and the publishing process.

- MacKenzie Collier was a guest speaker in the UofSC Law School's Entertainment Law class in Spring 2020.
- MacKenzie Collier and Aurora Bell were guests on the Koger Center podcast "Arts Roundup."
- Ehren Foley presented "Dissertation to Book" in collaboration with the University Libraries on September 24, 2020.
- MacKenzie Collier will be on faculty for the Columbia Publishing Course for the fall 2020 session.
- Richard Brown will speak to the UofSC Columbia Honors College class on publishing on October 22, 2020.

**Academic conferences:** In a normal year the Press attends approximately thirteen academic conferences annually, during which we sell books, offer exam copies, and engage and recruit authors. Prior to COVID we were able to attend the Carolina Rhetoric Conference

This year we attended several conferences virtually in some capacity, including:

- Southern Historical Association
- Organization of American Historians – Ehren Foley featured as part of a “Buzz Panel” of new books
- Association for the Study of African American Life and History
- American Literature Association
- Carolina Lowcountry and the Atlantic World
- Rhetoric Society of America

**Social media:** we frequently engage with readers and scholars on Facebook (2,492 followers with average monthly reach around 8,548), Twitter (2,437 followers with average monthly impressions around 17,000), and Instagram (542 followers – a new platform for the Press!).

Our books highlight South Carolina’s rich culture, deep history, and diverse people; our books are for scholars, teachers, researchers, students, and librarians, and also for a broad audience of readers eager to learn, grow, and discuss the new ideas our authors present. We expose our local, state, and national communities to a diversity of cultures and options that both reflect the world we live in and the world we *want* to live in. Our capacity to do this extends the mission, influence, and brand of the University of South Carolina, making evident the University’s commitment to knowledge and ideas.