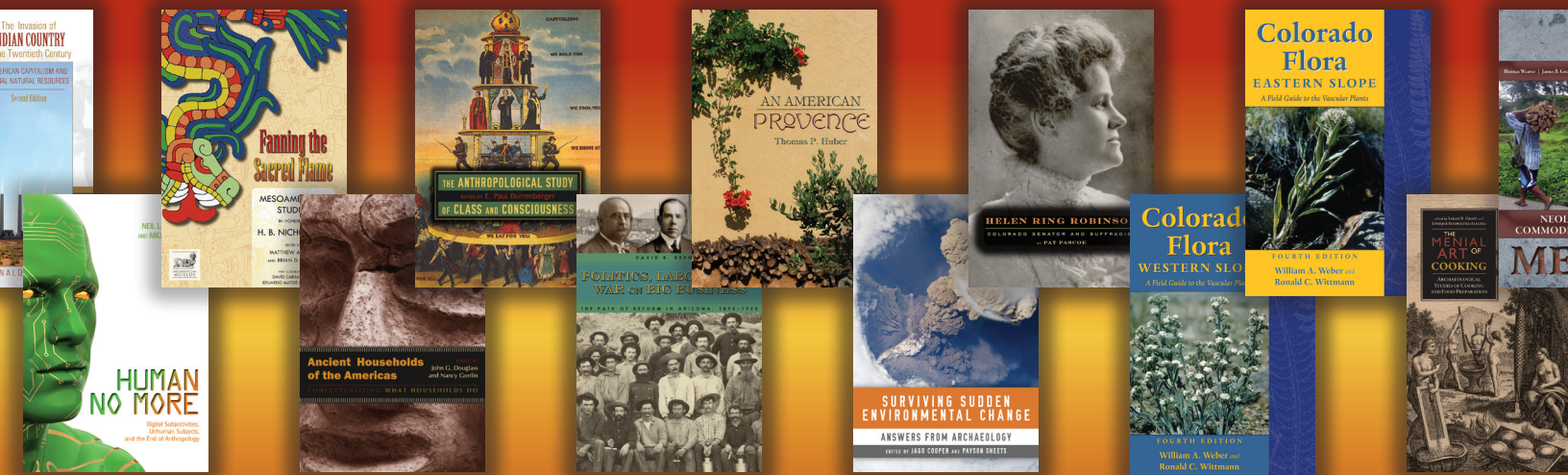




UNIVERSITY PRESS OF COLORADO

2011–2012 ANNUAL REPORT



LETTER FROM THE DIRECTOR



In last year's annual report, I noted that 2010–2011 had been defined by innovation. 2011–2012 continued the theme of innovating, although the nature of our experiments shifted. Most significantly, the University Press of Colorado and Utah State University Press joined forces on March 1, 2012, as one business entity that has a combined 600 backlist titles and nearly \$1 million in total revenue. University Press of Colorado will be the parent organization, managing the Utah State University Press imprint on behalf of our ninth—and first out-of-state—member, Utah State University. This merger creates economies of scale that neither Colorado nor Utah State could have achieved independently.

In addition, we continued to develop our digital publishing program. Using the research from our Archaeology of the Americas Digital Monograph Initiative planning grant (completed in 2011), in 2012 we partnered with the University of Toronto Press on two key elements of a production workflow designed to facilitate ebook design and publication. The first of these is the use of Inera's eXtyles as a manuscript cleanup and XML (extensible markup language) tagging system that will provide content in a file format that can be easily repurposed for the variety of digital platforms available both now and in the future. The second is the deployment of North Plains System's Telescope, a digital asset management system designed to help us store, manage, and distribute the proliferating digital assets affiliated with a modern book-production workflow. This includes everything from proposals, manuscripts, images, contracts, and peer reviews to print-ready PDFs, web-ready PDFs, EPUB files, mobile apps, and more.

The impact of the various digital initiatives started in the past couple of years—which include partnerships with not only Toronto but also O'Reilly Media for retail ebook distribution and ProjectMUSE for institutional ebook distribution—can be seen in a significant jump in overall ebook revenues. In 2010–2011, just 2 percent, or \$13,000, of Colorado's sales revenues came from ebook products. In 2011–2012 that figure improved to 11 percent or \$73,000 of net sales revenue, \$24,000 of which was contributed by the new Utah State University Press imprint.

In 2011–2012, UPC produced forty new print titles and editions in the fields of archaeology, composition, folklore, history, and natural history. Three Colorado and Utah State titles won awards this year, and we also published a number of important publications from member faculty, including *Surviving Sudden Environmental Change* (Payson Sheets, University of Colorado at Boulder); *State of Change* (Courtenay W. Daum, Robert Duffy, and John A. Straayer, Colorado State University); *The Eastern San Juan Mountains* (Rob Blair, Fort Lewis College); *An American Provence* (Thomas P. Huber, University of Colorado at Colorado Springs); the long-awaited fourth editions of *Colorado Flora* (William A. Weber, University of Colorado at Boulder); and the second edition of *Colorado: The Highest State* (Thomas J. Noel, University of Colorado at Denver, and Duane A. Smith, Fort Lewis College).

—Darrin Pratt, Director

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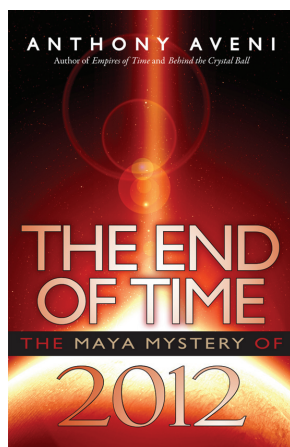
Payson Sheets
University of Colorado at Boulder

Jeannie Thomas
Utah State University

Jay Trask
University of Northern Colorado

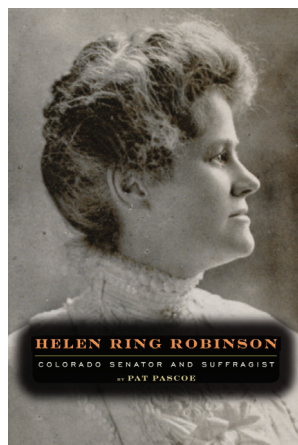
Mary Van Buren
Colorado State University

BEST SELLERS



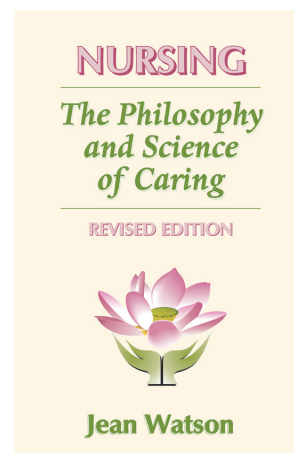
"Anthony Aveni is a passionate scholar and a vivid, engaging writer . . . He is a polymath, too, with an astounding range of interests and knowledge. Like Jared Diamond, Aveni is a brilliant synthesizer, and a delightful one."

—*Oliver Sacks*



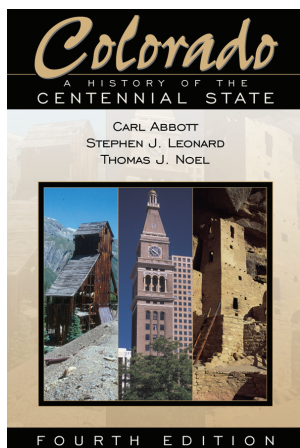
"Robinson can now take her proper historical place as Colorado's first elected state senator and pioneer crusader for the rights of women and children. Pat Pascoe's detailed narrative provides, with clarity, a fascinating picture of Colorado politics in the first quarter of the 20th century."

—*Clé Cervi Symons, former editor, Cervi's Journal*



"A positive, upbeat depiction of what nursing should be. The poetry and artwork not only add to the text but incorporate art with science, much as Watson called for in nursing education."

—*Nursing Science Quarterly*



"[A] diverse and comprehensive reference book that belongs on the shelf of anyone interested in the state's history."

—*Boulder Daily Camera*

TOP TEN BEST SELLERS

Nursing: The Philosophy and Science of Caring, Revised Edition • Jean Watson

Colorado: A History of the Centennial State, Fourth Edition • Carl Abbott, Stephen J. Leonard, and Thomas J. Noel

Santa Rita del Cobre: A Copper Mining Community in New Mexico • Christopher J. Huggard and Terrence M. Humble

Colorado Flora: Western Slope, Fourth Edition • William A. Weber and Ronald C. Wittmann

Colorado Flora: Eastern Slope, Fourth Edition • William A. Weber and Ronald C. Wittmann

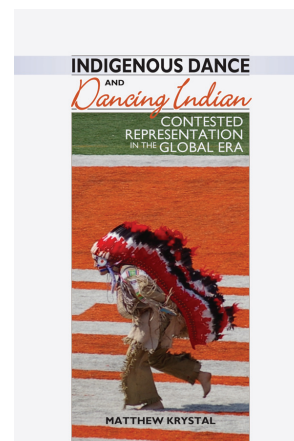
Helen Ring Robinson: Colorado Senator and Suffragist • Pat Pascoe

The Southern Maya in the Late Preclassic: The Rise and Fall of an Early Mesoamerican Civilization • Michael Love and Jonathan Kaplan, editors

Ethnicity in Ancient Amazonia: Reconstructing Past Identities from Archaeology, Linguistics, and Ethnohistory • Alf Hornborg and Jonathan D. Hill, editors

Indigenous Dance and Dancing Indian: Contested Representation in the Global Era • Matthew Krystal

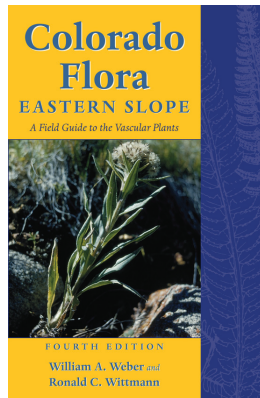
The End of Time: The Maya Mystery of 2012 • Anthony Aveni



"[An] interesting and entertaining book . . . that should appeal to students and general readers. Anthropologists of dance, of indigenous peoples, and of ethnicity/identity/authenticity and global process should find the book informative and amusing."

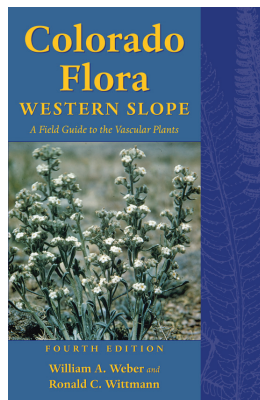
—*David Eller, Anthropology Review Database*

2011–2012 PUBLICATION HIGHLIGHTS



Colorado Flora: Eastern Slope, Fourth Edition and Colorado Flora: Western Slope, Fourth Edition

Although we published many notable works this year, none quite compares with the release of the fourth edition of the two-volume *Colorado Flora* by William A. Weber and Ronald C. Wittmann. Bill Weber came to the University of Colorado in the mid-1940s and worked there until his retirement. He published the first version of this work in 1946, and it has been continuously in print in different incarnations ever since. We began work on this fourth edition a couple of years ago, and it was no easy task getting this substantial work—with a combined 1,200 pages of material—edited, typeset, and in print.



This is likely to be Dr. Weber's final revision, and included in this edition is a substantial reworking of the previous introduction into three new sections, a "Background of Floristic Work in Colorado," "Books to Inspire," and "A Vade Mecum for the Field Botanist." Combined with updates to the botanical data culled from research over the past decade, these new sections provide a valuable context for current and future students. As Peter H. Raven, the President Emeritus of the Missouri Botanical Garden in St. Louis writes, "The completely revised edition of this outstanding guide to the fascinating plants of Colorado provides an improved means of identifying and learning about them. Based on decades of experience in the state and around the world, the authors offer unique insights and a sound basis for expanding our knowledge into the future."

AWARDS

Coffee and Community: Maya Farmers and the Fair-Trade Markets • Sarah Lyon

Winner of the Society for Economic Anthropology Book Award

"Informative and important."

—Journal of Anthropological Research

Diverse by Design: Literary Education in Multicultural Institutions • Christopher Schroeder

Winner of the Conference on College Composition and Communication Research Impact Award

"Chris Schroeder is so obviously correct in recognizing that our hearts and our pedagogies are not as one. The case he provides is compelling. We have to move away from the kind of ethnocentric and fatalistic discourse that continues to dominate our discussions."

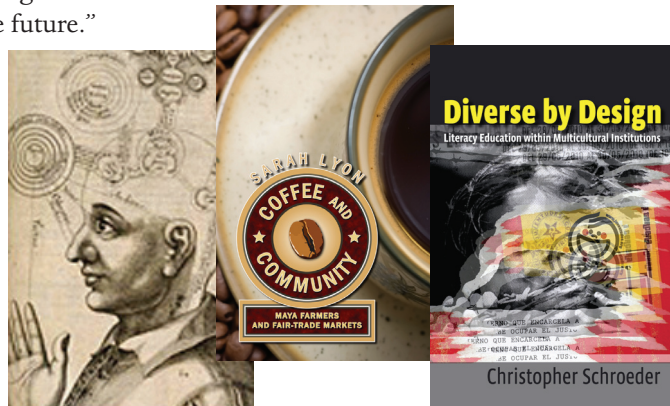
—Victor Villanuev

Technologies of Wonder: Rhetorical Practice in a Digital World • Susan H. Delagrange

Winner of the Winifred Bryan Horner Outstanding Book Award

"This is a rich, smart text and a delightful read; it will offer much for us to wrestle with, consider, and attempt to enact in the coming years, as the field's understandings of and approaches to visual rhetoric become ever more nuanced."

—Danielle DeVoss



UNIVERSITY PRESS OF COLORADO AND UTAH STATE UNIVERSITY PRESS

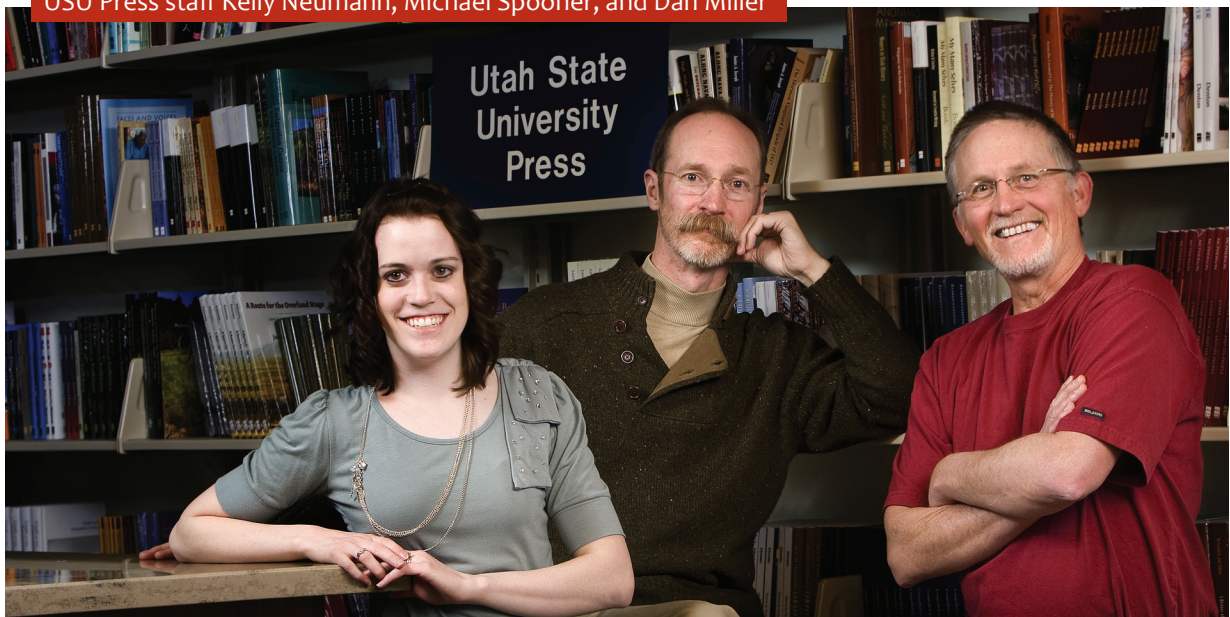
By far the most significant development in 2011–2012 was the merger of the University Press of Colorado with Utah State University Press. For many years, University Press of Colorado has been one of six university presses run on a consortium basis, with eight institutional members (see the next page) that joined forces to support our nonprofit scholarly publishing operation. Only two of these six presses are completely separate 501(c)3 corporations: University Press of Colorado and the University Press of New England. What distinguishes these two nonprofit consortiums from one another is that New England's membership comprises several institutions with existing presses that banded together for operational efficiencies but maintained their distinct editorial missions and imprints, whereas Colorado has always had a single imprint supported by its members. With the addition of Utah State University as a member and the merger of the two university press imprints, Colorado has created a hybrid of these two distinct models.

The addition of the Utah State University Press imprint adds a backlist of over 250 titles in the fields of composition, folklore, history, and natural

history, both diversifying our overall portfolio (composition and folklore) and enhancing existing lists (history and natural history). We also now have two staff operating out of the Merrill-Cazier Library on the Utah State University Campus in Logan, Utah. We welcome Michael Spooner as our associate director and primary acquiring editor for the USUP imprint, as well as Dan Miller, who splits his time between production and marketing. Ultimately, the merger will increase our overall revenue by 52 percent, although this year the impact on revenue was a bit lower (18 percent) because the merger was finalized with only four months remaining in the fiscal year.

Not only will the overall operation have higher combined revenue, but we will be able to achieve greater economies of scale by retaining the important editorial brands for both lines but sharing editorial, production, marketing, and sales staff. This is exactly the sort of creative solution that we university presses will need to explore going forward, as we witness a significant shift from print to digital publishing and all the related effects on revenues and expenses.

USU Press staff Kelly Neumann, Michael Spooner, and Dan Miller



DONATIONS

The University Press of Colorado is a 501(c)3 non-profit membership organization that relies on the ongoing support of its members, as well as funds from other institutions, granting agencies, and individuals, to fulfill our mandate as a scholarly publisher. We thank the following institutions and individuals for their generous contributions to our publishing program this year:

- National Science Foundation, \$20,000 in support of *Surviving Sudden Environmental Change: Answers from Archaeology* edited by Jago Cooper and Payson Sheets.
- The Patterson Foundation, \$10,000 in support of *Fanning the Sacred Flame: Mesoamerican Studies in Honor of H. B. Nicholson* edited by Matthew A. Buxt and Brian D. Dillon.
- Charles Redd Center for Western Studies at Brigham Young University, \$3,000 in support of *Great Basin National Park: A Guidebook to the Park and Surrounding Area* by Gretchen M. Baker.
- The University of Colorado, \$3,000 in support of *The Eastern San Juan Mountains: Their Ecology, History, and Human History* edited by Rob Blair and George Bracksieck.
- Patricia R. Anawalt, \$1,000 in support of *Fanning the Sacred Flame: Mesoamerican Studies in Honor of H. B. Nicholson* edited by Matthew A. Buxt and Brian D. Dillon.
- Sandra L. Orellana, \$950 in support of *Fanning the Sacred Flame: Mesoamerican Studies in Honor of H. B. Nicholson* edited by Matthew A. Buxt and Brian D. Dillon.
- Thomas P. Huber, \$900 in support of *An American Provenance* by Thomas P. Huber.
- Marilyn Holmes, \$50 in support of *Fanning the Sacred Flame: Mesoamerican Studies in Honor of H. B. Nicholson* edited by Matthew A. Buxt and Brian D. Dillon.



MEMBER INSTITUTIONS

Ongoing support for the publishing program at the University Press of Colorado is provided by the following sustaining members:

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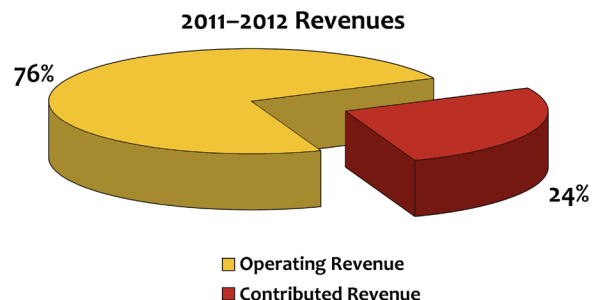
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University of Northern Colorado
www.unco.edu

Utah State University
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Western State Colorado University
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UNIVERSITY PRESS OF COLORADO

FINANCIAL SUMMARY 2011–2012

Statement of Financial Position

Year Ended June 30, 2012

Current Assets

Cash and Cash Equivalents	\$202,097
Accounts Receivable (Net)	225,400
Inventory at Cost	336,057
Prepaid Expenses	58,261
Distributor Receivable	54,973

Total 876,788

Other Assets

Office Equipment (Net)	4,255
Editorial Expenses Advanced	8,247

Total 12,502

Total Assets \$889,290

Liabilities

Accounts Payable	\$ 79,294
Accrued Vacation and Sick Pay	28,959
Royalties and Commissions Payable	100,531
Unearned Income	151,903
Short-term Loan Payable	8,378
Sales Tax Payable	285

Total 369,350

Long-Term Debt

Long-term Loan Payable	9,252
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Net Assets

Unrestricted	510,688
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Total Liabilities and Net Assets \$889,290

Statement of Activities

Year Ended June 30, 2012

Operating Revenue

Book Division Net Sales	\$680,799
Other Publishing Income	10,898

Total 691,697

Cost of Sales

Cost of Books Sold	160,460
Title Subsidies	(38,900)
Inventory Write-off	8,164
Royalties and Commissions	70,568

Total 200,292

Gross Operating Margin \$491,405

Operating Expenses

Editorial Expense	\$184,865
Production Expense	57,778
Marketing Expense	92,495
Shipping Expense	91,568
General & Administrative Expense	245,846

Total 672,552

Operating Loss (\$181,147)

Contributed Revenue

Member Contributions	\$220,900
Donation, Interest, and Other Income	2,743

Total 223,643

Total Increase (Decrease) in Net Assets \$42,496

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The University Press of Colorado is a cooperative publishing enterprise supported, in part, by Adams State University, Colorado State University, Fort Lewis College, Metropolitan State University of Denver, Regis University, University of Colorado, University of Northern Colorado, Utah State University, and Western State Colorado University.



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