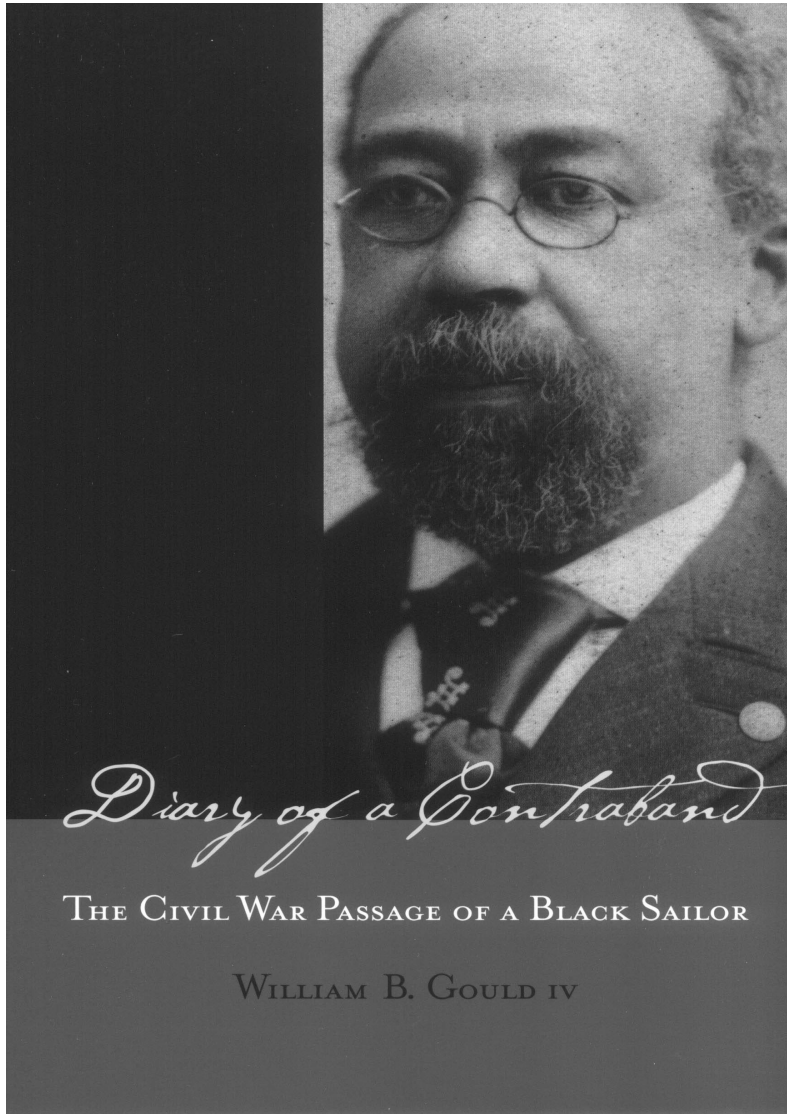
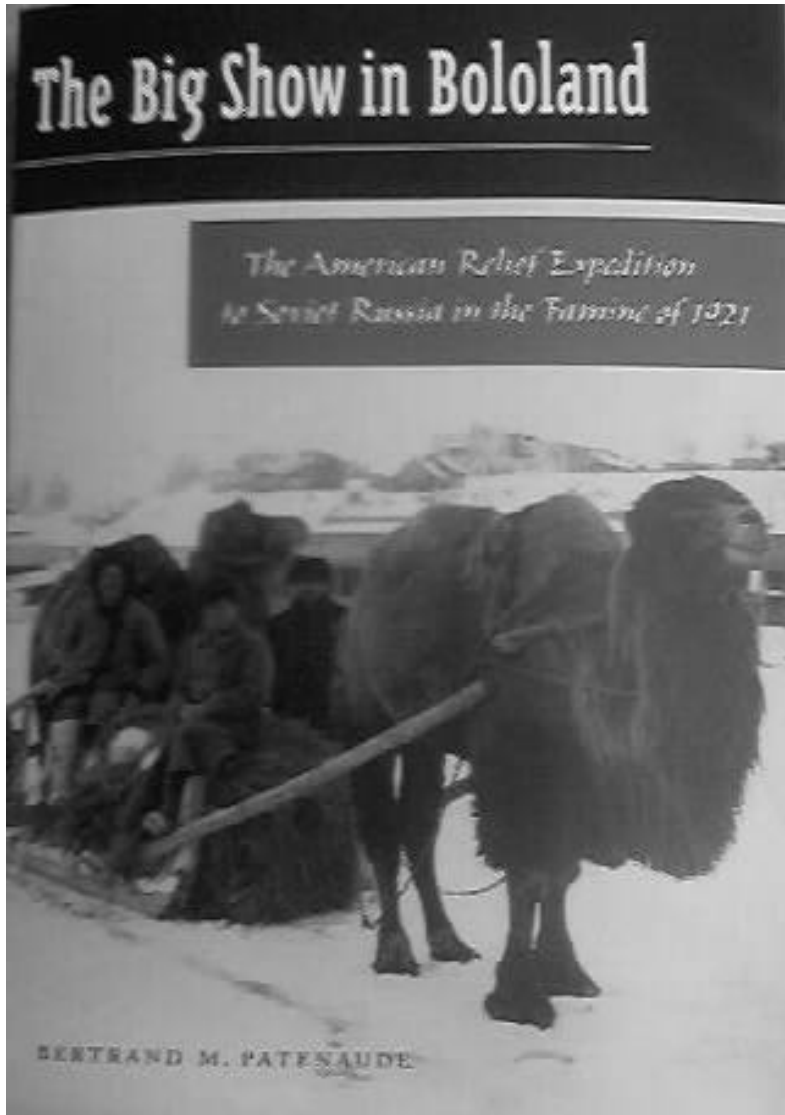


# Stanford University Press



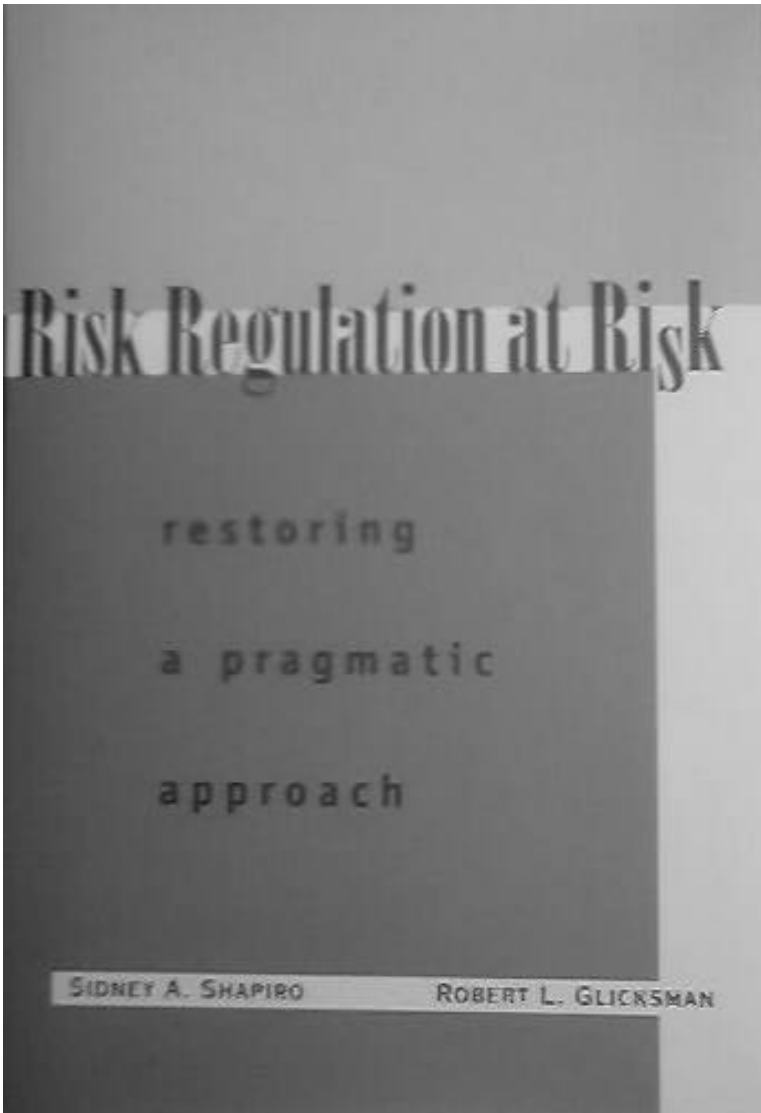
- Purpose
- Modern context & tensions created
- Solutions/performance improvement
- Competitive position
- Achievements
- The future for scholarly publishing/SUP

# Purpose



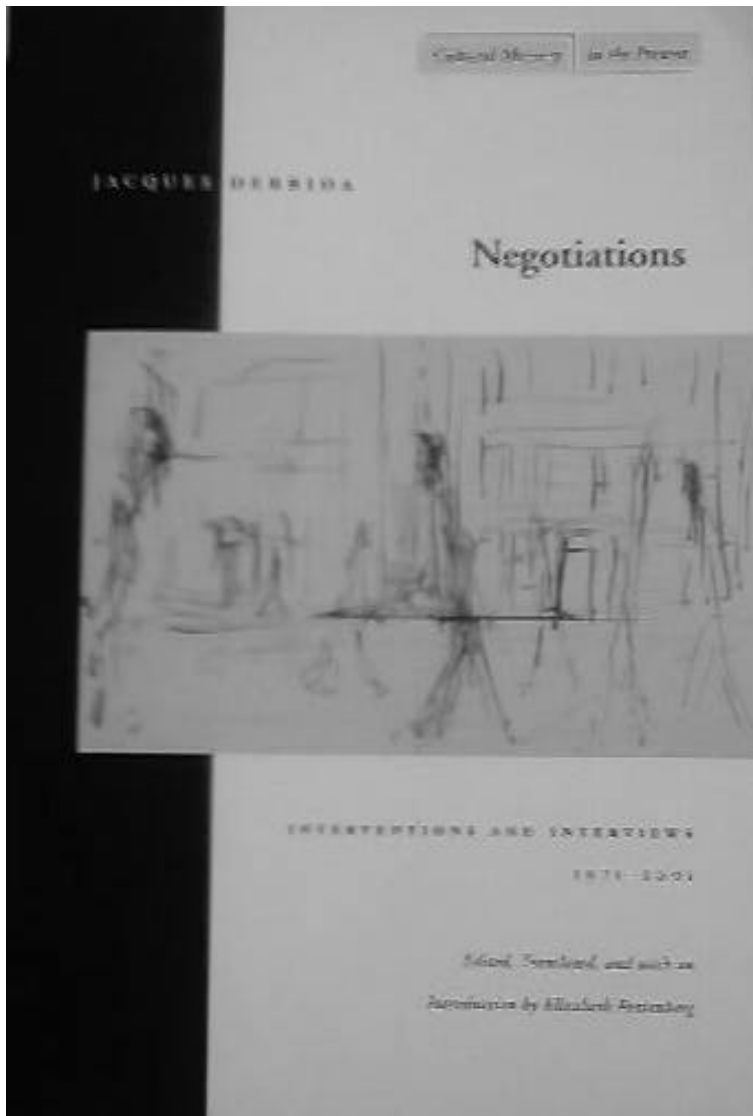
- To serve the information needs of the scholarly and other appropriate communities by disseminating new and newly available knowledge
- To explain and illuminate important issues and stimulate debate by producing works of the highest intellectual standard
- To help new scholars join the academic community
- To extend the boundaries of scholarly communication

# Current Market Context



- Library buying down
- Bookstore negotiating power up
- Superstore impact
- Supplier costs up
- Entrenched competition
- Price resistance
- No cohesive e-platform acceptance
- Faculty need to publish
- Particular Humanities problems
- Institutional financial pressures

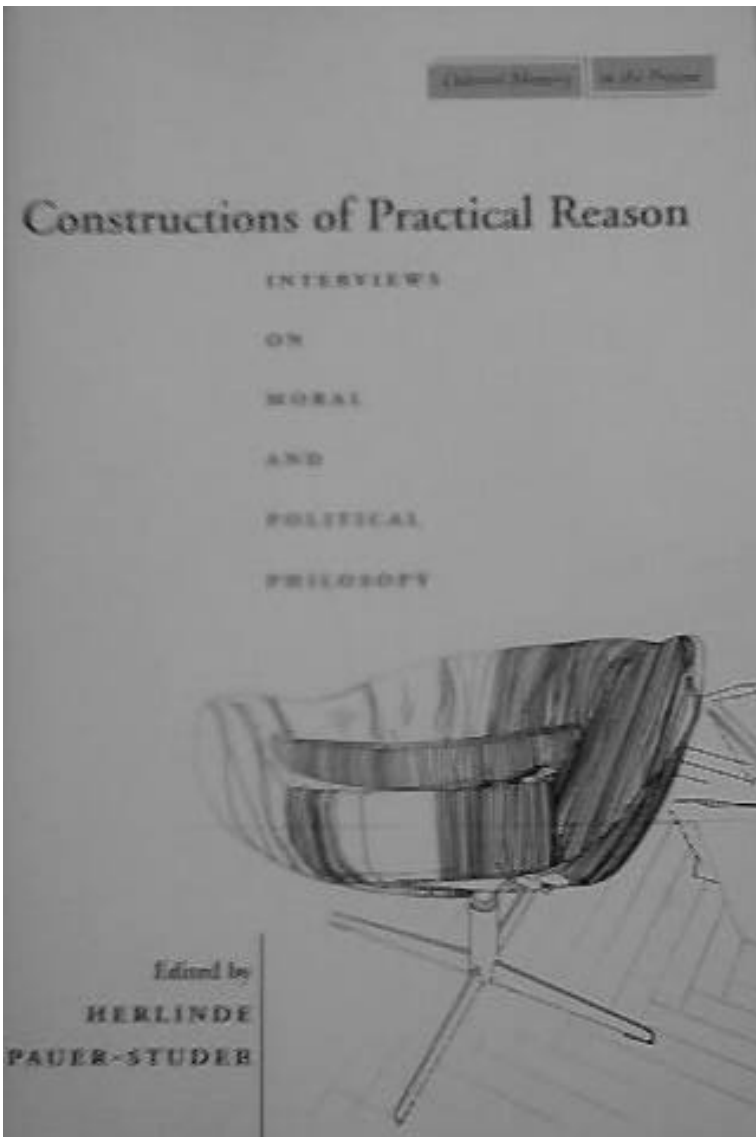
# Tensions Created



- Commercial versus intellectual
  - Increasingly difficult to reconcile because of market context and legacy program
  - Must define which parts of the list/titles must attract critical acclaim, profit, or both
- Across disciplines for a percentage of the output
- Within disciplines for the desired mix of translations, major works, and tenure track monographs

# Solutions

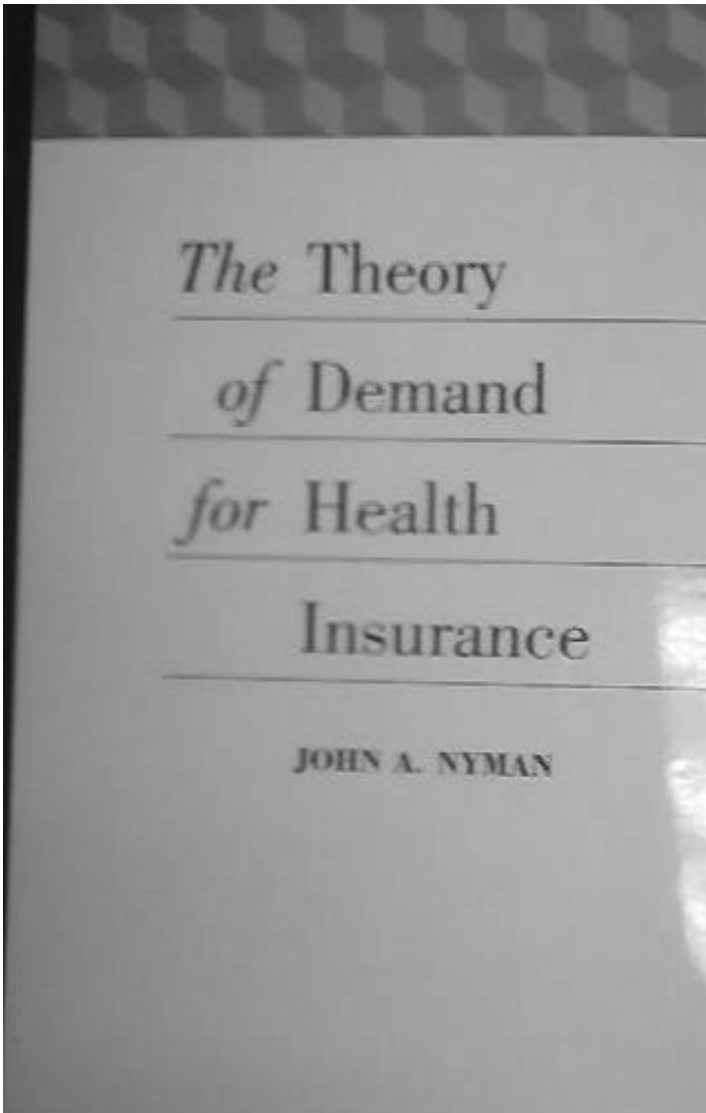
## *Reductions*



- Annual scholarly output reduced from 114 to 95 titles per year over last 3 years
- Humanities signing targets went from all-time high of 54 per year in 2000 to 36 in 2001, to 38 in 2002, to 35 in 2003
- Translation signings will go from about 12 per year to about 6 per year while the backlog of about 80 is cleared
- Head-count reduced by about 6 in 02/03
- Current scholarly output sustainable because of large number of titles already signed
- Production and overhead costs cut significantly

# Solutions

## *Expansions & Improvements*



- New programs in strong Stanford disciplines with dual market potential, low entry cost, and good financial profile
  - Economics
  - Law
  - Political Science
  - Sociology
  - Anthropology
  - Business
- New global sales, marketing and distribution network
- New systems & schedules

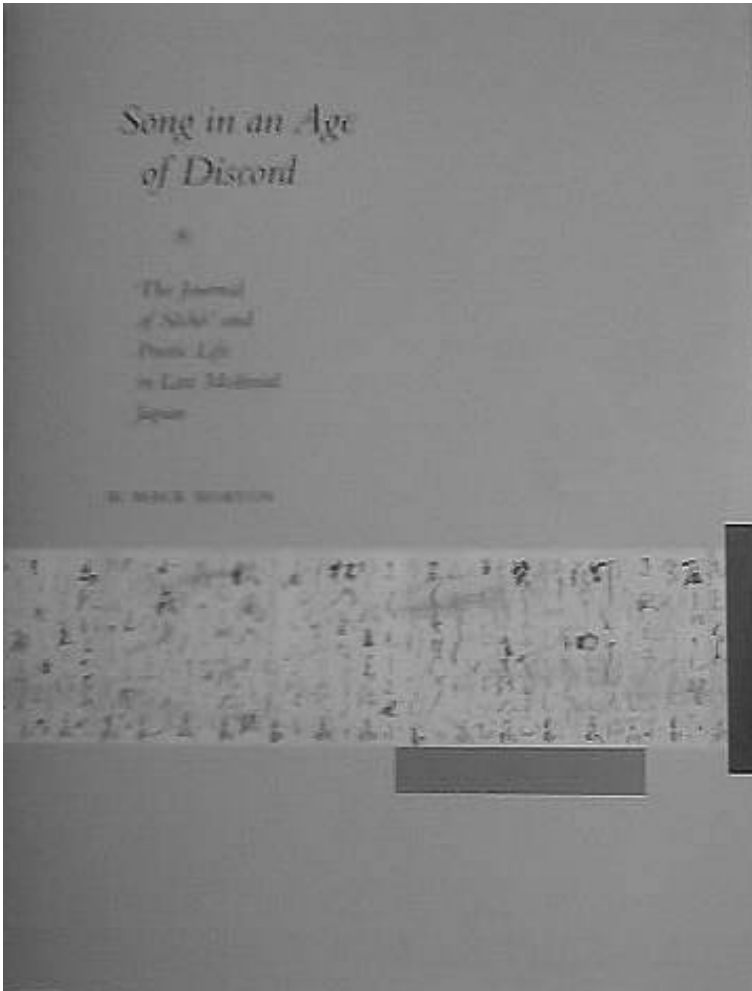
# Competitive Grid 2001

Topic	SUP 2001 Output	SUP Quality	Competitor	Their Output	Their Relative Quality
History	<b>25</b>	H	Yale	<b>30-243-3350</b>	S
			Chicago	<b>40-272-5050</b>	S
			Harvard	<b>15-114-2800</b>	S
			Cal	<b>30-185-3800</b>	S
			Duke	<b>20-100-1550</b>	S/L
			N. Carolina	<b>15-93-1200</b>	S/L
			Texas	<b>15-81-900</b>	L
Humanities	<b>41</b>	H	Chicago	<b>30-272-5050</b>	S
			Harvard	<b>20-114-2800</b>	S
			Columbia	<b>20-127-2000</b>	S
			Duke	<b>45-100-1550</b>	S
Translations	<b>11/132</b>		Chicago	<b>5/272 - 2%</b>	
			Harvard	<b>1/114 - 1%</b>	
	<b>8%</b>				

# Competitive Grid 2001

Topic	SUP 2001 Output	SUP Quality	Competitor	Their Output	Their Relative Quality
Sociology	<b>3</b>	M	Cal	<b>15-185-3800</b>	H
			Princeton	<b>30-208-3150</b>	H
			Chicago	<b>15-272-5050</b>	H
Anthropology	<b>5</b>	H	Cal	<b>25-185-3800</b>	H
			Duke	<b>5-100-1550</b>	H
			Chicago	<b>15-272-5050</b>	H
			Princeton	<b>10-208-3150</b>	H
Asia	<b>20</b>	H	Cal	<b>34-185-3800</b>	S
			Hawaii	<b>60-75-950</b>	L
			Columbia	<b>25-127-2000</b>	L
			UW	<b>50-63-1300</b>	L

# Achievements



- 2000 - 16 academic prizes
- 2001 – 23 academic prizes
- Major Works
  - Complete Nietzsche
  - Zohar
  - Robinson Jeffers
- Major series
- Reputation
  - Traditional areas
  - New areas

# The Future

*David W. Arathorn*

**Map-Seeking Circuits  
in Visual Cognition**

**A Computational Mechanism  
for Biological and Machine Vision**

- Continuing requirement for new knowledge
  - Will not be met by the commercial sector
- Continuing financial pressure
  - Smaller, more focused, more selective programs
  - Other revenue streams
  - E-Publishing/POD
  - Consortia
  - Fund-raising
  - Innovation in tenure-track publishing
  - Greater engagement with faculty/authors/administration

