

SUNY Press Overview



Tim Stookesberry, Director

Presentation for the SUNY University Faculty Senate

188th Plenary Session

April 23, 2021

ABOUT SUNY PRESS

- SUNY Press is the official university press for the 64-campus SUNY system with its personnel and business functions administered by the Research Foundation
- Founded in 1966, the SUNY Press catalog now features more than 7,000 titles
- Primary focus: scholarly monographs and edited collections in the Humanities and Social Sciences
- Secondary emphasis: journals, textbooks, and general interest publications

Aside from system support for administrative costs and office space, SUNY Press is expected to be a self-sustaining business unit

KPI's for FY20-21

- Projected Sales: \$3M
- Projected Expenses: \$2.97M
- F&A paid to the Research Foundation: 7%
- Projected Gross Margin after F&A: \$34K
- Projected Title Output: 168 books; 4 journal issues

ABOUT SUNY PRESS

IMPRINTS

SUNY
P R E S S


excelsior editions



SERIES

Currently featuring 90 (+)
different academic series:

- SUNY Series in African American Studies (Purchase)
- The Institute for European and Mediterranean Archaeology Distinguished Monograph Series (Buffalo)
- SUNY Series in Critical Issues in Higher Education (Albany)
- SUNY Series in Ancient Greek Philosophy (Binghamton)
- SUNY Series in Western Esoteric Traditions (New Paltz)

PARTNERS

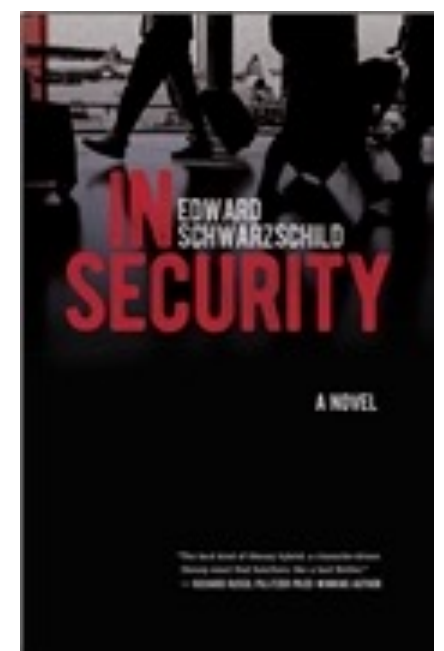
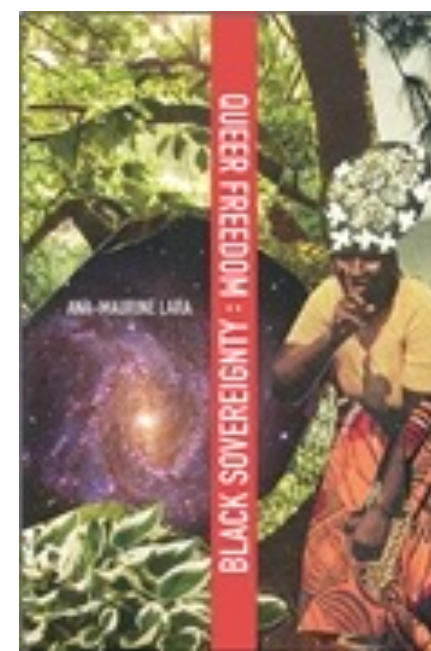
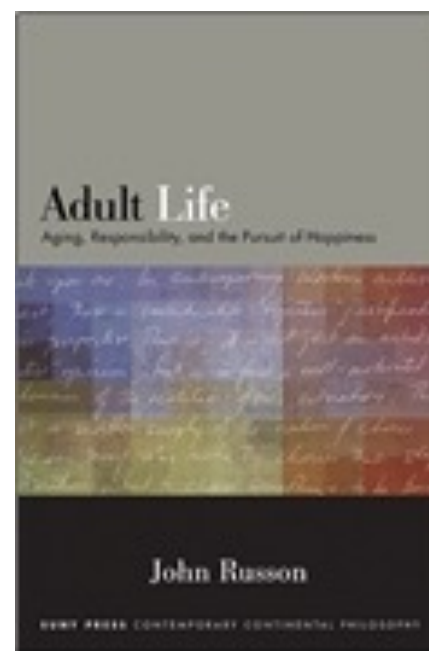
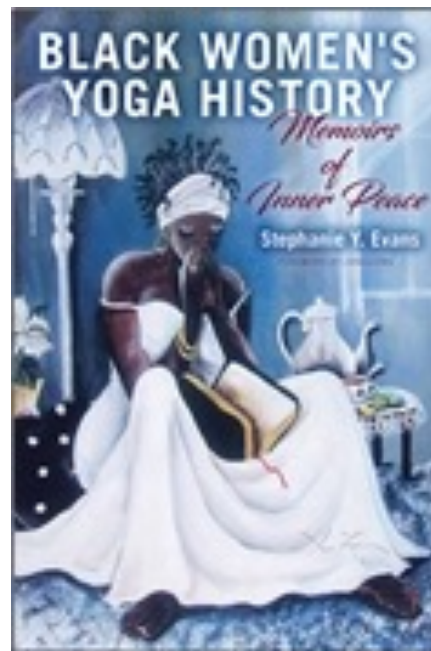
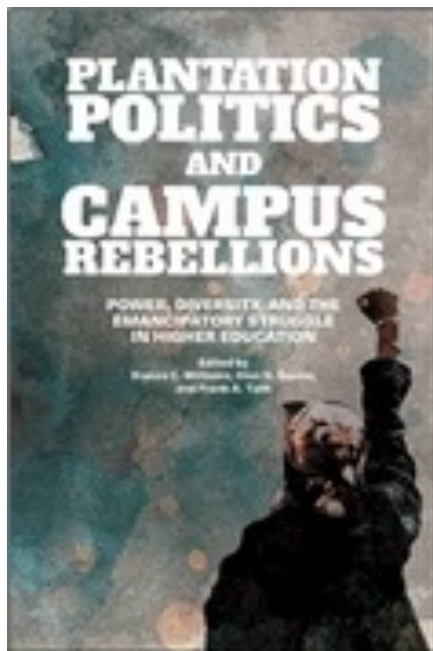
Albany Institute of
History and Art

Codhill Press

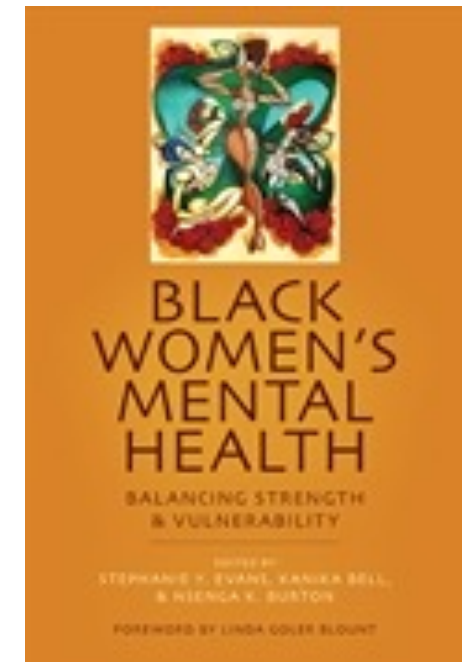
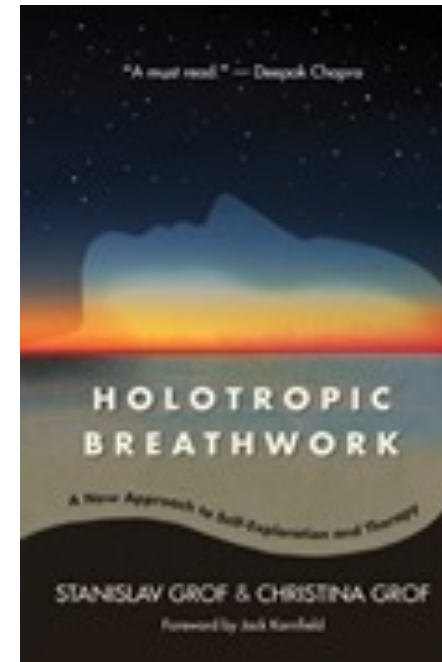
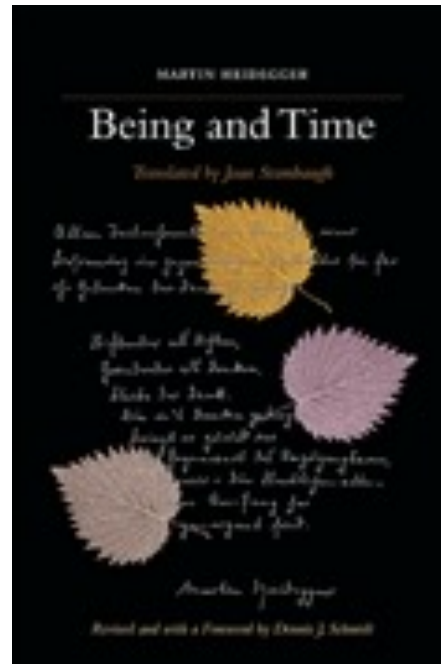
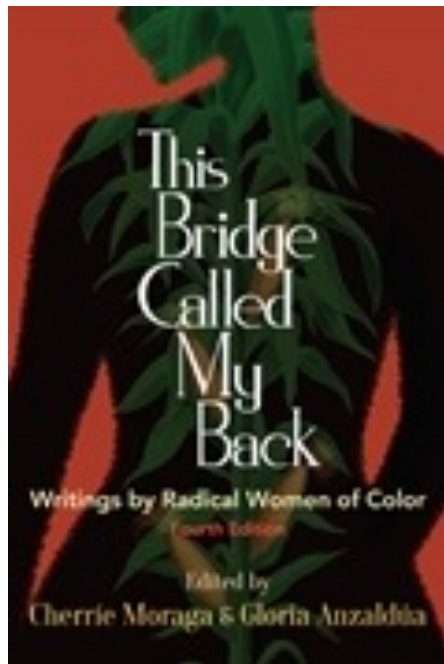
Samuel Dorsky
Museum of Art

Parks and Trails, New York

BEST SELLING TITLES FROM SUNY PRESS (2020-2021)



BEST SELLING TITLES FROM SUNY PRESS (LIFETIME)



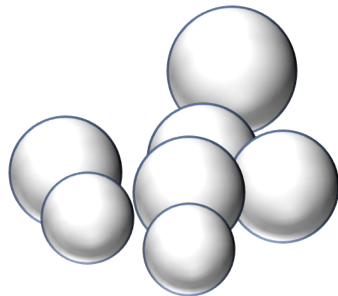
FOCUS ON THE HUMANITIES AND SOCIAL SCIENCES

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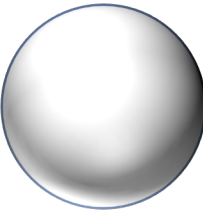
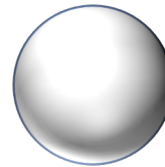
LATIN AMERICAN STUDIES
AFRICAN AMERICAN STUDIES



ASIAN STUDIES
WOMEN'S STUDIES
POLITICAL SCIENCE
PSYCHOLOGY
EDUCATION
LITERATURE
EXCELSIOR EDITIONS



RELIGION



PHILOSOPHY

DOLLARS

ABOUT OUR PUBLISHING PROCESS

- SUNY Press currently publishes more than 160 titles each year
- All SUNY Press scholarly publications go through a rigorous peer-reviewing process and are vetted by an Editorial Board composed of faculty from across the SUNY system.
- Board currently consists of 12 advisors from across the SUNY system



ABOUT OUR PUBLISHING PROCESS

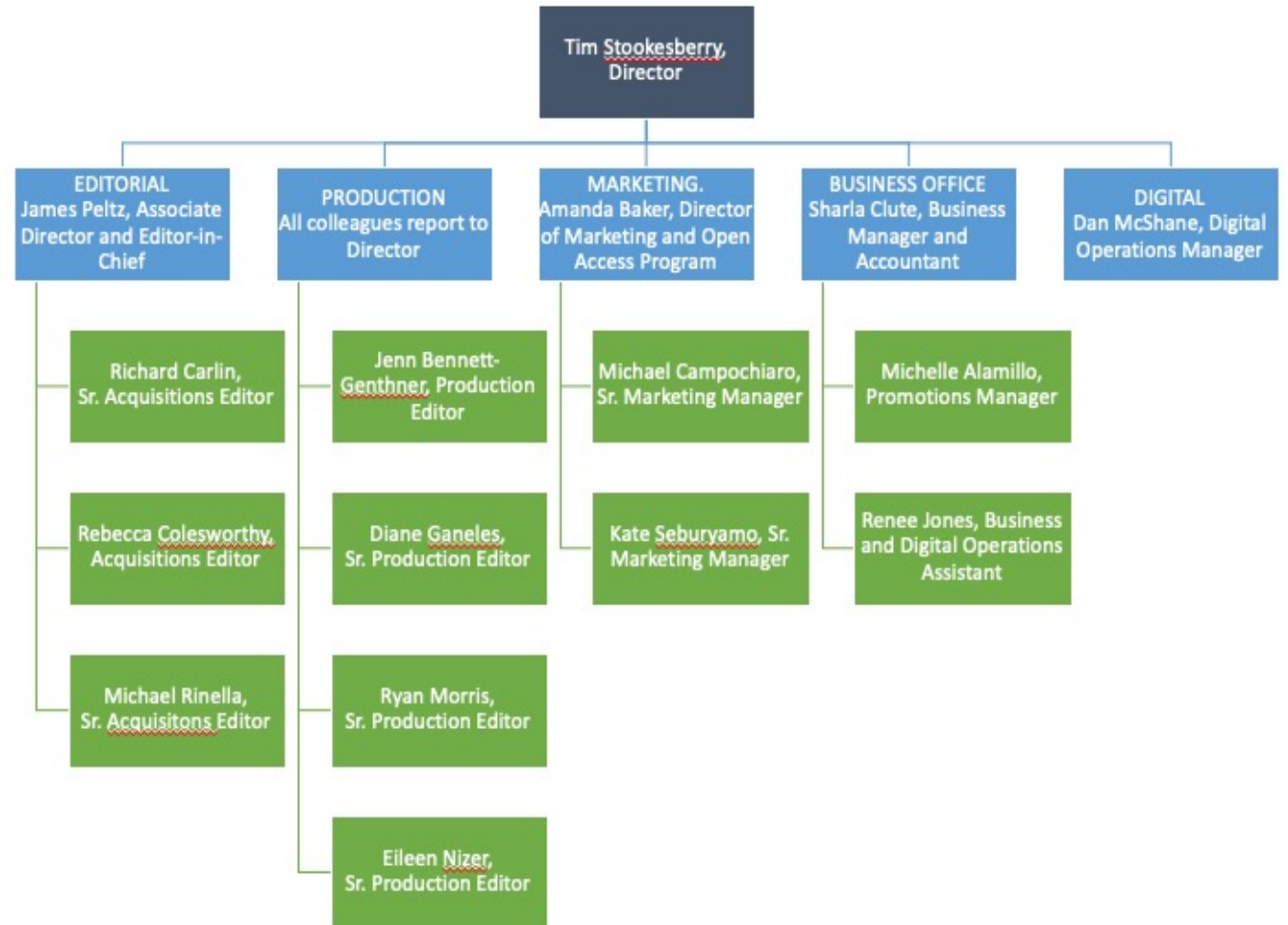
- Our Production team handles all facets of the publishing process once the final manuscript is submitted
- Our Marketing team is responsible for finalizing promotional copy and crafting a targeted marketing campaign for each title
- Our business office handles logistical details such as rights and permissions, author royalties, data management and distribution, website management and more
- Books International is the Press's dedicated partner for printing and warehousing; we also work with two print-on-demand partners

SUNY Press titles are available globally from a variety of distribution partners, including:



STAFFING INFORMATION

- Lean staff with plans for expansion as revenues grow
- Targeted expansion areas: acquisitions and support
- We currently work with an exceptional network of freelance vendors for editorial and marketing, copyediting and indexing, and composition and design



MISSION AND OBJECTIVES

As a global publisher of distinguished research and notable works of general interest since 1966, SUNY Press has a core mission to support the commitments of the State University of New York to teaching, research, and public service and to enhance the SUNY system's reputation and contributions in the disciplines we serve.

Current objectives:

1. Drive revenue growth to allow for future investments
2. Increase presence and support to SUNY campuses
3. Expand digital publishing – including Open Access / OER



DRIVING REVENUE GROWTH

Highlights from the past year

1. Developed methodology to allow for accurate revenue and expense forecasting
2. Implemented publishing output goals for editorial and production teams
3. Executed comprehensive price increase on all titles (May 2020)
4. Negotiated new partnership with Lightning Source to strengthen retail channel sales
5. Dramatically expanded distribution network for digital sales in academic, textbook, and retail channels

Future priorities:

- Complete work on revamped SUNY Press website, to allow for greater direct sales.
- Expand internal mailing lists to enhance future marketing efforts.
- Continue to diversify publishing portfolio with expanded efforts in textbook and targeted trade publishing areas (i.e., New York regional and cultural titles)

NEW WEBSITE COMING JUNE 2021

SUNY PRESS | Browse | Open Access | Requests | Publish | Give | About

New Books for Spring 2021
Explore

Photo by Sergey Skmidt on Unsplash

Featured Titles

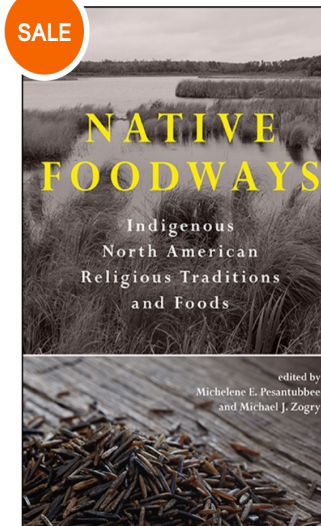
New Releases | Best Sellers | Forthcoming | Awards

- Mindfulness as Sustainability**
Lessons from the World's Religions
- SCREEN LOVE**
Queer Introspects in the Grind Era
- The World of Agha Shahid Ali**
- Joan Didion**
Substance and Style
- Bastard Politics**
Sovereignty and Violence
- Medicine Is War**
The Martial Metaphor in Victorian Literature and Culture

SUNY PRESS | Browse | Open Access | Requests | Publish | Support | About

Native Foodways
Indigenous North American Religious Traditions and Foods

SALE



Native Foodways

Indigenous North American Religious Traditions and Foods

Edited by [Michelene E. Pesantubbee](#)

[Hide Details](#)

Edited by [Michael J. Zogry](#)

Categories: [Fiction](#)

Series: [Native Traces](#)

Hardcover : 978-1-4384-8261-3, 238 pages, March 2021

Ebook (EPUB) : 9780864927798, 238 pages, July 2021

Paperback : 978-1-4384-8262-0, 238 pages, July 2021

Hardcover ~~\$29.95~~ \$26.96

Ebook (EPUB) - Unavailable

Paperback \$19.95

Native Foodways Bundle \$34.95

[Author Video](#)

[Lesson Plan](#)

[Request Desk or Examination Copy](#)

[Request a Media Review Copy](#)

INCREASE PRESENCE AND SUPPORT TO SUNY CAMPUSES

Highlights from the past year

1. Launched a new imprint – **64 ink** – explicitly intended to support the publishing needs of SUNY faculty
2. Co-sponsored two faculty development workshops on Digital Pedagogy in the Humanities
3. Conducted five faculty workshops on publishing at various SUNY campuses
4. Signed agreement to publish a new book and journal to coincide with the opening of the new Shirley Chisholm Center at SUNY Empire's Brooklyn campus

Future priorities:

- Develop and implement business plan for offering additional publishing services and support for SUNY campuses – particularly regarding open access publishing needs
- Explore cost saving opportunities for digital-first publications in the SUNY Press textbook program to allow more professors to access our services
- Help facilitate the Inaugural Chancellor Distinguished PhD Graduate Dissertation Awards program via publication and workshop services

IMPACT FACTORS

ACROSS SUNY

Nearly one-third of all our academic series editors are SUNY faculty

15 front list titles authored or edited by SUNY faculty

58 textbooks for SUNY courses published in time for Fall 20

DISCIPLINE LEVEL

25% of the front list written by first-time authors or editors

Top-Tier reputation in many fields - interdisciplinary focus is a distinguishing feature

Extensive review program drives peer recognition and exposure

RECOGNITION

Front list titles have already received 24 awards

Four titles were recognized as 2020 CHOICE Outstanding Academic Titles

Complete list can be found at www.sunypress.edu

EXPAND DIGITAL PUBLISHING – INCLUDING OA / OER

Highlights from the past year

1. New distribution agreement with Ingram Core Source greatly expanded our distribution network across all channels
2. Partnering with SUNY OER Services has led to numerous conversations with SUNY faculty about future OER textbook projects
3. Grants won: 6 Knowledge Unlatched Open Backlist in 2020 (25 in consideration in 2021); two NEH open access grants
4. Two original SUNY-authored OER textbooks under contract

Future priorities:

- Develop and execute a plan to offer DOI and MARC data for all open access titles to drive increased discoverability and usage
- Work with SUNY SOAR to host all open access titles in our internal repository, with usage links directly found on our web site
- Launch new “Innovation Fund” program on the SUNY Press web site to offer additional funding mechanism for open access publishing



Tim.Stokesberry@SunyPress.edu