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## University Press Realities

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University presses are a reticent lot. We flourish offstage, delighted to shine the spotlight on our authors and their extraordinary works. We want them to get the glory; for ourselves, we hope only for enough reflected light to reveal our individual imprints as standards of excellence. Our books and journals speak not only for themselves, but for us.

Apparently, they don't speak loudly enough. Our modesty -- perhaps a virtue in other times -- has become a liability. **Many university presses face serious budget cuts and other convulsive changes. In recent months the University of Missouri, having first announced the closing of its press, reversed course to declare the press would remain open, but operate under a drastically different model.** Subsequent to that the university announced that the press will retain many of its original staff, features, and goals. After the highly publicized and contentious deliberations, University of Missouri President Tim Wolfe stated that "my goal is to develop a press that is vibrant and adaptive...."

If university presses spent more time beating our own drum, President Wolfe might have recognized before he first acted that there are few modern educational institutions as adaptive as university presses. In a rapidly changing publishing culture, that's precisely what we must do and have been doing to remain vibrant. Indeed, Wolfe's stated goal for the University of Missouri Press helps to define the next chapter in our challenge to discharge our scholarly mission.

High-quality scholarship is now a necessary but insufficient benchmark for success. Economic scarcity has increased competition within the university for shrinking resources while digital technologies and the web have created the misperception that publishing is simple and cheap. It isn't. Yet, we directly contribute to the university's teaching and research missions in a way that results in the widest possible dissemination of scholarship at the lowest possible cost.

Universities generally perceive their presses (if they have them — only about 90 North American universities do) as being relatively small units focused on the humanities and social sciences, areas that themselves have constituted smaller and smaller pieces of overall university allocation and focus. Our budgets are small, especially compared to those of academic divisions or of the university library. But our need for financial support when we already sell a product puzzles

many administrators and creates the notion that we are not successful, critical acclaim for our products notwithstanding. Too many of our colleagues think we're resisting the shift to digital scholarship, instead focusing on dull old print technologies. We aren't hip and we don't want to see that information wants to be free.

All too often university administrators don't see their press as essential to the university's core mission. With all due respect, they couldn't be more wrong — but the failure to demonstrate our importance rests with us and we will begin to correct that failure now.

A revolution is taking place in scholarly communications. From something as broad as the development and evolution of the web to technology as narrow as digital print machines, changes in production, distribution, marketing (yes, even scholarship requires marketing to reach its broadest audience), and selling can and must follow. Such change requires new business models, and we're developing them; if managed well, they could allow universities and their faculty more control over the information they create but too often cede to others.

University presses are one of the few centers of expertise regarding scholarly communication to be found on any campus, and their knowledge is broader than any other entity. Librarians are acutely aware of some dissemination issues, like price, but not so much about cost and business models. Academic computing center staff know the technical aspects of the web and are hands-down the experts on hardware. But in the broadest context of scholarly communication it is presses, charged with recovering on average 80 percent of their operating costs, that have the greatest expertise in all aspects of the big picture.

From conducting peer review (a critical step that distinguishes scholarship from other forms of publication) to creating metadata that allow broad discovery of scholarship to experimenting with innovative ways to provide that scholarship to libraries, faculty, and students on a lower cost-per-page basis than commercial scholarly publishing entities, we have been building expertise for years. It is expertise sometimes learned at each individual press, but especially in recent years also from cooperative ventures ranging from common production, marketing, and fundraising efforts to coalitions to expand international markets. That expertise can be used to help the university create the infrastructure it needs to lessen the cost of scholarship purchased from other entities.

It is self-evident that the books and journals we publish benefit faculty in their roles as authors, researchers, and teachers. Less evident is that our conduct of peer review and the luster of our imprints together support the tenure and promotion system that has characterized American higher education for generations. Sadly, this system has allowed colleges and universities without presses to "free ride" on the backs of those that have them; it costs them no more than the university press books and journals they choose to buy. Any solution to university press support might do well to address such freeloading.

Less recognized in the academic world is the degree to which university presses, through their publications, serve students. It is true that few presses publish core textbooks such as "Introduction to Economics" (though that's an area where we are helping in the development of open-access texts), but a very large proportion of the books read either alongside or in lieu of a

core text are university press publications. Indeed, our lifetime best-selling books are virtually always those read in undergraduate and graduate courses.

University presses have become the leading regional publishers in the country. State university presses in particular have played a major role in publishing books that help citizens recognize and celebrate what makes home, home. From histories to natural histories to cookbooks and sports books, we help give American citizens a better sense of who they are.

Finally, the dissemination and sale of university press products throughout the world has helped spread awareness of our individual universities more broadly than any other single product — including the football team. Scholars around the world are acutely aware of Temple University Press's pioneering and prize-winning Asian American studies, while LSU Press's four Pulitzer Prizes bring renown to its commitment to literature that matters. The University of Minnesota Press enjoys the same global accolades for its critical and social theory list and for bringing innovative European thought to North America through its well-known translation program. In all cases, the light shone on the press reflects the parent university's commitment to serious, cutting-edge scholarship.

University presses have enriched American education and American intellectual life for over a century. These are tough times to be sure, and presses today need to share in the sacrifices being made by all parts of the university. But it will be a long-term mistake if the expertise and contributions of presses are sacrificed to resolve short-term budget problems.



## City measures impact left by Georgia wave

### Some say Big 12 draw was similar.

By Andrew Denney

Although final numbers have yet to be tallied, some parts of the local economy saw a boost over the weekend as Georgia fans streamed into town to see the University of Missouri's inaugural Southeastern Conference football matchup.

By some indicators, though, the impact might prove to be no more significant than that left in past years as a result of games with formal rivals in the Big 12 Conference.

There were 71,004 tickets sold for Saturday's contest, a night game that resulted in a 41-20 victory for the Georgia Bulldogs over the Tigers. Georgia fans were given a 6,000-seat allotment, MU athletics spokesman Chad Moller said. He said, though, that by eyeballing the crowd and seeking out fans wearing Georgia's school colors, the MU Athletic Department estimated there were about 8,000 Georgia fans in the stadium.

Moller said there were about 70 RVs parked near the stadium, which is "substantially larger" than game operations staff has seen in the past; the number usually ranges between 15 and 30, he said. But he said operations staff estimated the majority of the RVs were brought in by Tigers fans.

In anticipation of the influx of fans into the city and their subsequent exit, Delta Air Lines, which provides flights to and from Atlanta, made a third flight available yesterday to Atlanta after tickets for the two regular flights had sold out by June.

Steve Sapp, a spokesman for Columbia's Public Works Department, said the city did not have total passenger numbers yet for flights leaving Columbia for Georgia.

However, he said Delta added a fourth flight out of Columbia for Atlanta and that Delta ticketing staffers at the airport reported all the flights were full.

Sapp said as of this morning, Georgia fans were still taking flights out of Columbia.

Delta uses 50-seat regional jets to provide air service to and from Columbia. Sapp said the department would receive numbers from Delta — as well as data on private planes that arrived at and departed from the airport this weekend — in the coming days.

Downtown businesses gave mixed reactions when asked how business went over the weekend. The Tiger Hotel filled all 31 of its rooms, but Columbia Convention and Visitors Bureau Executive Director Amy Schneider said as of this morning, she had not heard from other downtown-area hotels about how well they did over the weekend.

Michelle Dillard, owner of the Tiger Spirit athletic apparel store downtown, said business over the weekend was comparable to what was seen for night games against former Big 12 rivals.

"We're certainly not complaining," Dillard said.

Adam Dushoff, owner of Addison's in downtown Columbia, said he did not see a notable boost in business, which is typical for downtown restaurants when the Tigers play at night. He said he does eventually expect to see the Tigers' future SEC matchups bring in more customers.

"But as far as Georgia went, I didn't see anything different than, say, a Big 12 game," Dushoff said.

For Bleu Restaurant and Wine Bar, a Sunday brunch buffet after game day proved to be popular.

Owner Travis Tucker said the brunch brought in about 490 customers, comparable to a Friday night when a home game is played on the following Saturday.

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The Tribune's View

## After the game

### **SEC debut mostly a success**

By Henry J. Waters III

Except for the final football score, our initial Southeastern Conference hosting was a success.

I spent a fair amount of time hobnobbing with Georgia visitors, and to a person they said their reception in Columbia was totally "nice." They likened our friendly attitude to Southern hospitality, quite a compliment from a contingent steeped in the culture.

Some of the visitors, though, said just wait — with time, Mizzou fans can develop a "chip on your shoulder" attitude as intra-conference rivalries develop.

"As that happens, you will learn to hate Florida," one said.

I hope not. Given the stupidity that too often consumes rabid football fans, I would not want to bet the entire farm on persistent congeniality, but we can hope.

As we left the stadium after Georgia had broken open the game in the fourth quarter, a contingent of Bulldog rooters hung over the top deck jeering at Tiger fans walking through the parking lot, but I saw none of us taking the bait; in honesty, the hooting was rather subdued.

The town seemed alive with red-shirted visitors, but downtown merchants said their traffic was not noticeably heavier than on a busy day in the old Big 12. One Georgia visitor thought Columbia was "sleepy" for a game day compared with Athens, their university town.

As the SEC excitement wears down, football game days will settle into familiar patterns sans, let us pray, some of the excesses we came to expect in the now disappearing MU-KU snarling.

Of course, this here is a weak rant from an elder fan with diminished heart for getting drunk and yelling in the streets just because a football game is on schedule. I'm up for having a few and hee-hawing over stupid jokes, but football rivalries have a way of getting nasty, and it will be an important distinction for our town if we conscientiously avoid that kind of behavior. Visitors will come to notice Columbia for being the nicest visit on their schedule, an accomplishment worth one of those curious "best town" awards handed around by various publications and organizations. I haven't seen a "nice" award for football fan behavior, but it makes sense.

# COLUMBIA MISSOURIAN

## **MU student section runs out of seats at Georgia game**

By Stephen Johnson

September 10, 2012 | 7:13 p.m. CDT

**COLUMBIA – MU students experienced difficulty finding seats in Memorial Stadium’s student section during Saturday’s football game against Georgia.**

**Most students who couldn’t find seats in the student section resorted to standing in the grass, or wherever they could see the game.**

The stadium, including 12,000 student tickets, was sold out, Missouri athletics spokesman Chad Moller said.

“It was so massively overcrowded. There were so many people in the wrong spots,” said MU senior Ryan Campbell. “There was literally no room.”

To adhere to fire codes, stadium employees cleared and roped off rows of bleacher seats. The employees, aided by police, stood watch over the roped off seats and removed anyone who tried to sit there. The crowd became so dense in the student section that many students sat or stood in the stairway.

“I think it’s much safer to keep everyone off the stairs instead of blocking off the bleachers. If that’s your fire code, that’s fine, but I imagine the stairs have to have a fire code as well,” said MU sophomore Brian Czaicki.

Fire codes were not violated at Saturday’s game, Moller said.

Some students found their reserved seats already occupied. Normally, group seats in the student section are reserved until kickoff. Students like Campbell, who had reserved group seats before Saturday, arrived prior to kickoff to find their seats occupied.

Employees said they couldn’t do anything about the people in their reserved seats, Campbell said.

# COLUMBIA MISSOURIAN

## **LETTER TO THE EDITOR: Thanks from a Georgia fan**

By Tony Reabold

September 10, 2012 | 3:22 p.m. CDT

**COLUMBIA — I was in Columbia for the Missouri vs. Georgia football game. I have never been treated with such respect and hospitality.**

The citizens of Columbia and the people associated with the University of Missouri should be proud of themselves. Everywhere I went I was welcomed with open arms.

Thanks for making this Bulldog and his traveling pack feel so at home.

Good luck with the rest of the season!

*Tony Reabold is a resident of Clarkesville, Ga.*

# Poynter.

## Mizzou j-school grads have lowest starting salaries of any Missouri graduates

**The average full-time salary for Missouri School of Journalism graduates is \$31,800. That's the lowest starting salary among graduates of all the university's schools, reports Ali Colwell. It's also slightly lower than the national median salary of \$32,000 annually for recent grads.**

Colwell writes that with tuition and fees, including a mandatory subscription to the Columbia Missourian, aspiring journos at Mizzou pay “anywhere between \$25,000 and \$40,000 each year for a journalism education.”

The study Colwell cites says journalists have a very slightly better placement rate than grads of University of Missouri's education school. But teachers start at \$600 more per year on average. (Journalists report being happy with their jobs despite the pay, for what it's worth.)

94 percent of Mizzou's j-school grads were in jobs related to their course of study, one of the highest rates in the university's research, which tracked students who graduated in fall 2010, and spring and summer 2011.

“While this may not seem like very good news,” Colwell writes, “it is actually an improvement from the last destination study we reported on, where the J-School was at the very bottom compared to other schools at Mizzou.”

# COLUMBIA MISSOURIAN

## MU Confucius Institute partners with Columbia Public Schools

By Benita Brown

September 10, 2012 | 11:31 a.m. CDT

COLUMBIA — Six Columbia teachers have moved from the front of the classroom to student desks to learn Chinese this year.

**The MU Confucius Institute formalized a new partnership with Columbia Public Schools at a ceremony in Memorial Union on Friday. Launched in April 2011 at MU, the institute is a nonprofit organization focused on teaching Chinese language and culture.**

Under the partnership, the Confucius Institute will train the six district teachers in Chinese language and culture and provide three instructors from China to assist those teachers in their own language training and in their first year teaching Chinese to students in Columbia Public Schools. Later, more teachers will be trained.

Chinese language classes will be offered beginning in seventh grade at Gentry, Lange and Smithton middle schools as well as at Jefferson, West and Oakland junior high schools next fall, said district spokeswoman Michelle Baumstark. The district hopes to eventually expand the program to high schools.

Next fall, students will have access to new Chinese language material and books, as well as after-school cultural programs.

In the meantime, the six public school teachers have a lot to learn.

John Becker, a Spanish teacher at Lange Middle School and Oakland Junior High School, is participating in the year-long training. He and the other participants meet two nights a week to focus on Chinese culture and language learning.

Becker said after two weeks of training he enjoys how different the language is.

Chinese does not have a phonetic structure in which words can be sounded out. Instead, students must memorize written characters and Pinyin, the official spelling system of Chinese.

"The process of switching my experience from teacher to learner has been eye-opening," said Erica Borcharding, a teacher at Lange Middle School. "It gives me a new perspective on the way students learn foreign language."

Handy Williamson Jr., vice provost of MU's International Programs, said Friday that schools throughout Missouri have expressed an interest in the institute's Chinese program and that he expects the program to grow.

*Supervising editor is Elizabeth Brixey.*