



UW Press Strategic Plan 2019–2021

WHO WE ARE

The University of Washington Press publishes compelling and transformative work with regional, national, and global impact. We are committed to the idea of scholarship as a public good and work collaboratively with our authors to produce books that meet the highest editorial and design standards. We value and promote equity, justice, and inclusion in all our work.

VALUES

- ▶ Intellectual curiosity
- ▶ Publishing expertise
- ▶ Collaboration
- ▶ Equity and social justice
- ▶ Integrity
- ▶ Excellence
- ▶ Vitality

STRATEGIC DIRECTIONS

Publisher for the University of Washington

As the university's publisher, the press advances the university's research, education, and outreach missions, locally and globally, for the public good. Our publishing expertise supports the work of UW faculty, students, and the UW Libraries. Together with the UW Libraries, we connect people with knowledge by developing innovative forms of scholarly communications, including digital and interdisciplinary scholarship and open-access publications.

MISSION

The press serves the research, education, and outreach missions of the University of Washington by:

- ▶ Publishing peer-reviewed scholarship for an international community of students and scholars
- ▶ Documenting the diverse cultural and natural history of the Pacific Northwest
- ▶ Enriching and promoting the intellectual life of the region through our books and community events

GOALS

- ▶ Promote the academic reputation and brand of the UW through a globally successful publishing program.
- ▶ Publish outstanding books by UW faculty members in the press's core academic fields.
- ▶ Provide publishing expertise to UW faculty and graduate students through publishing workshops and individual consultations.
- ▶ Provide publishing fellowships and internships for UW graduate and undergraduate students for career development.
- ▶ Collaborate with campus partners to develop new initiatives, such as new book series, open educational resources, and innovative digital scholarship.
- ▶ Develop sustainable models for open-access publishing with the UW Libraries.

Advance Scholarship

A vibrant part of the global ecosystem of scholarship, the press's publications further the conversations of an international community of scholars in core areas that align with many of the university's research strengths in the humanities and social sciences. Our lists in Asian studies, Asian American studies, US history, and Native American and Indigenous studies reflect the deep histories and connections of our location in the Pacific Northwest, facing the Pacific Rim. And our lists in environmental studies, anthropology, critical ethnic studies, and women's, gender, and sexuality studies are built on the progressive values of the region. Our high-quality, rigorously peer-reviewed publications in these areas exemplify the transformative impact of excellent scholarship.

- ▶ Publish groundbreaking scholarly work in the press's core academic fields.
- ▶ Partner with scholars and scholarly societies to collaboratively develop new books and initiatives that advance disciplines and interdisciplinary areas.
- ▶ Work with authors to develop and promote their books to extend the reach and impact of their research and ideas beyond the academy.
- ▶ Provide publishing expertise to scholarly societies by serving as speakers at their national meetings.

Enrich Local Communities and Amplify the Region

As part of the university's outreach mission, we serve our local communities by publishing works that tell the stories of our region and bring those stories to the world. Our books feature the distinctive history, natural history, cultures, and arts of the Pacific Northwest. We publish many of our regional books in partnership with museums, cultural organizations, and local Indigenous communities. We leverage the research of UW faculty to develop compelling books that make scholarly knowledge accessible to broader audiences.

- ▶ Publish compelling, high-quality nonfiction about our region and communities.
- ▶ Partner with museums and other cultural organizations to co-publish important publications that amplify the stories of our region.
- ▶ Collaborate with local Indigenous communities to produce resources for cultural preservation and revitalization, such as dictionaries, grammars, tribal histories, and collections of stories.
- ▶ Work with UW faculty, journalists, and science writers to make UW research accessible to general readers in the region and beyond.
- ▶ Offer readings and events at libraries, bookstores, and other venues to bring our books into local communities and encourage public understanding and discussion.

Promote Equity, Social Justice, and Inclusion

We support and sustain the university's commitment to race and equity. We value difference and promote equity, justice, and inclusion in all our work. These values are core to our identity and processes as a publisher, from the composition and culture of our staff, to our collaborative relationships with authors, to the disciplines we support and the books we produce. Our publications promote the diverse voices of our communities.

- ▶ Incorporate the practices of equity, justice, and inclusion throughout our publishing process.
- ▶ Continue to lead the publishing industry in developing a diverse and inclusive pipeline of publishing professionals.
- ▶ Continue to build a publishing program that centers historically underrepresented voices.
- ▶ Contribute to campus-wide initiatives on equity and social justice.

Achieve Long-Term Sustainability

We are committed to stewarding and leveraging all of our human and financial resources. We are dedicated to securing additional income and increased revenue to achieve long-term sustainability.

- ▶ Increase revenue through sales, subsidiary rights, partnerships, grants, and fundraising.
- ▶ Review and document internal press processes for increased efficiency and enhanced communication.
- ▶ Allocate human and financial resources in alignment with revenue goals and financial sustainability.