Department/School/College: UH Press

The department would fall under which of the following Vice Chancellor’s offices?

___X___ Academic Affairs
______ Research and Graduate Education
______ Student Services
______ Administration, Finance, and Operations

Advisory Committee Members (list names and titles):

Patricia Crosby, Executive Editor
Colins Kawai, Marketing Manager
Joel Bradshaw, Journals Manager
Wanda China, IT Supervisor
Royden Muranaka, Sales Manager
Joel Cosseboom, Business Manager
Administrative Unit (e.g. College) Prioritization Summary

This form is to be used to provide a summary of program priorities within an administrative unit (e.g. college). Please list each program identified in the Summary Matrix forms and Optional Guides in a priority category. This Prioritization Summary form should be forwarded, along with all self-review materials, to ovcafo@hawaii.edu for posting on the Prioritization Process webpage by March 15th for the next level of review to take place.

<table>
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<th>New/In Transition</th>
<th>Target for Growth or Investment</th>
<th>Maintenance</th>
<th>Reorganize/Restructure/Merge/Consolidate</th>
<th>Reduce in Size or Scope</th>
<th>Phase Out Close Eliminate</th>
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<td>UH Press Books</td>
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<td>UH Press Journals</td>
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Brief Summary (no more than 2 pages)

Please include a brief narrative with an overview of the rationale for placement of the components on the Prioritization Summary form and any supportive or explanatory text or data that will assist higher levels of review in determining the relative priority of each program. You may wish to comment on the program self-reviews.

UH Press Books: Target for Growth or Investment

First and most important: The Press advisory committee is referring to UH Press internal growth and investment with no additional funds required by UHM. The current services commitment by UHM, which amounts to a modest 12% of the UH Press annual budget, is sufficient to allow the Press to commit to funding new ways of publishing that mirror the delivery methods currently used on campus. These include electronic editions of books deposited in the Hamilton Library electronic collections; ebooks for personal digital devices such as the Kindle, iPhone, Sony e-Reader; content downloads from the UH Press website of books or chapters in books; available podcasts from UH Press authors and faculty expanding on themes in their books; and increasing a book’s value by including on a UH Press website material, illustrations, and new data that are not contained in the printed version. An investment in equipment, human capital, and technology are necessary to support any electronic initiative the Press undertakes. New and original scholarship in a paperless environment is the new way for students and scholars to obtain knowledge. The Press must be an active participant in new technology and document delivery in order to survive well into the future.
The advisory committee felt that without an investment in additional staff that the Journals Program was operating at its optimal level. The program is one of the most respected journals programs in the U.S. with literally every one of the UHM sponsored journals a leader in its field, i.e., the most cited source in other publications. The journals strongly reflect UHM’s regional and international focus. The maturity of the journals—the oldest has been publishing for 70 years and the youngest for 14 years—offers opportunities to enter new electronic markets as specialized electronic vendors begin creating electronic files for volumes previously available in a printed edition only. Based on past experience a small investment in time will eventually result in royalty payment in the thousands.

So the decision to consider UH Press Journals as a maintenance program takes into account the fact that the program will be able to respond to new initiatives without the need for additional resources.