

Executive Summary

Blueprint for Academic Excellence

USC Press

AY2020-2021

Highlights

This year the University of South Carolina Press is celebrating its 75th anniversary. We have a proud history, but with scholarly publishing in perpetual transition we must adapt and innovate. We exist to enhance and expand the scholarly reputation and worldwide visibility of the University, and to help the University fulfill its mission of research and teaching and outreach. The Press publishes a wide range of critically acclaimed works in the following subjects: Southern History, African American Studies, Civil Rights, and South Carolina. In addition, the Press publishes long-running scholarly series in Literary Studies and Rhetoric/Communication. Our publications educate, entertain, and inspire.

Mission Statement

The University of South Carolina Press is a publisher of peer-reviewed print and digital books that tell compelling stories to illuminate the human experience, engage teachers and learners, and contribute to academic disciplines and the betterment of society. While our scholarly works speak to the national and international academy, our trade publications have a particular focus on the history and culture of South Carolina and the American South.

Vision Statement

In carrying out our publishing mission, the Press is committed to:

- Support the mission of the University of South Carolina.
- Align the Press's editorial profile with the strengths and priorities of the University.
- Meet the evolving needs of customers and readers.
- Analyze and improve internal systems and workflows.
- Conduct operations in a financially sustainable manner .
- Create an organizational culture of communication, transparency, mutual respect, and employee growth and development.

Values Statement

Commitment to the University's service to both South Carolina and the broader academic community; clear communication and clear expectations regarding job duties and responsibilities; accountability for performance; financial transparency, internally and with the Office of the Provost; professional development and ongoing learning.

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Goals - Looking Back

No goals have been entered for this section.

Goals - Real Time

Goals for the current Academic Year.

Goal 1 - Build high-quality and financially sustainable book lists in core subjects that reflect an appropriate mix of scholarly, trade, and crossover content.

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| Goal Statement | In order to ensure long-term financial sustainability the Press must intentionally build high-quality and salable publishing lists in core subjects that appeal to core markets in the academy and among general readers. This requires increasing the current pace of contracting projects and “launching” them—that is, moving manuscripts from acquisitions editors into the editorial department and scheduling them on seasonal lists. |
| Linkage to University Goal | <ul style="list-style-type: none"> • Educating the Thinkers and Leaders of Tomorrow • Spurring Knowledge and Creation • Building Inclusive and Inspiring Communities • Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | As mentioned previously, in order to ensure long-term financial sustainability the Press must intentionally build high-quality and salable publishing lists in core subjects that appeal to core markets in the academy and among general readers. This reflects our mission to enhance and expand the scholarly reputation and worldwide visibility of the University of South Carolina. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | <p>In the next year the Press will:</p> <ul style="list-style-type: none"> • Contract at least 35 new projects • Launch at least 40 new projects • Contract new series in core fields • Plan and execute an aggressive digital strategy: <ol style="list-style-type: none"> 1. Convert at least twenty bestselling backlist books into ebook format 2. Add new books to the digital shorts program |
| Achievements | We are making good progress toward these goals. |
| Resources Utilized | We will use all available and appropriate resources within our acquisitions department, and with our acquisitions committee, to achieve this goal. We will also bring on a student intern to help us. |
| Goal Continuation | As mentioned previously, in relation to an earlier goal, this must be an ongoing goal if we want to achieve long-term financial and |

Goals - Real Time

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| | organizational sustainability. Progress may be hindered by substandard performance by acquisitions editors, and it is my responsibility as Press director to ensure productivity. |
| Goal Upcoming Plans | Building lists is an ongoing and necessary goal, though specific targets of contracts and launches and series and digital activity will likely change from year to year. With our current staffing, the Press should publish between 40-50 new titles annually—though the quality and salability of these titles, more than a specific number, will determine if we achieve our goals. |
| Resources Needed | We ask that the Office of the Provost continue to provide a subvention equal to the FY19 level. |
| Goal Notes | The biggest single challenge in reaching this goal is to build, or restore, trust and enthusiasm among scholars and authors and bookstores about our publishing program. We must innovate, and we must make a persuasive case that the University of South Carolina Press is the right publishing home for established and the best up-and-coming authors: that we can offer advantages that other publishers, particularly our primary competitors, can't. We must make that case every single day and every single year. |

Goals - Real Time

Goal 2 - Bring more technology and analytical tools to bear on publishing decisions--what to publish, prices, discounts, print runs, promotional expenditures, digital platforms—and on analyzing and assessing staff performance.

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| Goal Statement | One of the benefits of outsourcing our warehouse is the addition of better technology and better reporting tools. These tools will allow us to take deeper dives into our operations and help us increase revenues and run the Press more efficiently. |
| Linkage to University Goal | <ul style="list-style-type: none"> • Educating the Thinkers and Leaders of Tomorrow • Spurring Knowledge and Creation • Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | This will help us to better meet the evolving needs of customers and help us conduct our operations in a financially sustainable manner. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | <ul style="list-style-type: none"> • Analyze sales performance of comparable books--;ours and those from other publishers--;at the Acquisitions Committee book proposal stage. • Create a pricing strategy Fall 2019, after running multiple financial scenarios. • Review sales of comparable books before determining print runs. • Hold annual "postmortem" meetings after the close of the fiscal year to analyze sales performance--;and use that data to inform decisions about what to publish. • Review marketing expenditures and initiatives quarterly to determine effectiveness of programs. |
| Achievements | We are conducting some but not all of the above activities. And those activities we <i>are</i> conducting need to be more thorough and sophisticated. By the end of Fall 2019 we are fully staffed and the warehouse transition is fully behind us, we will have integrated all of these activities, and perhaps others, into our culture. |
| Resources Utilized | Our Press-wide database, Allbooks, has tools and resources that we are only now just beginning to exploit. We pay HFS a monthly fee of \$625 for hosting the database. |
| Goal Continuation | Yes, this must be an ongoing goal if we have any hope of achieving long-term financial and organizational sustainability. Progress may be hindered by unanticipated crises, but we are committed to seeing it through. |
| Goal Upcoming Plans | Please see above. |
| Resources Needed | We ask that the Office of the Provost continue to provide a subvention equal to the FY19 level. |
| Goal Notes | |

Goals - Looking Ahead

Goals for the next Academic Year.

Goal 1 - Continue to improve financial performance, and reach breakeven or better bottom line by FY21.

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| Goal Statement | Continue to improve financial performance, and reach breakeven or better bottom line by FY21. |
| Linkage to University Goal | <ul style="list-style-type: none"> • Educating the Thinkers and Leaders of Tomorrow • Spurring Knowledge and Creation • Building Inclusive and Inspiring Communities • Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | This is a critical step toward long-term financial and organizational sustainability, and toward increasing our impact on defined academic fields and our readership. |
| Status | Progressing as expected (multi-year goal) |
| Action Plan | <ul style="list-style-type: none"> • Increase sales and revenue through aggressive marketing efforts and by exploiting new and/or underutilized sales channels. • Acquire and publish short introductions in a) all academic fields b) books of regional interest. • Increase classroom adoptions of our books. • Increase sales overseas. • Discontinue unproductive legacy publishing and marketing initiatives |
| Achievements | We monitor our financials monthly through three core reports: income statement, cash flow statement, and a balance sheet. The numbers will tell us if we're moving toward our goal. |
| Resources Utilized | Subvention from the Office of the Provost and our revenues (sales and other income). |
| Goal Continuation | We project revenues and expenses every spring for the forthcoming fiscal year, and we reproject revenues and expenses after the second quarter. Factors that can impact sales and revenue include general economic conditions, library acquisitions budgets, the number and financial health of independent and chain bookstores, the amount of openly accessible scholarship, and so on. So much is beyond our control. This is one reason why we are focused on getting more books into the classroom. |
| Goal Upcoming Plans | <ul style="list-style-type: none"> • More aggressive marketing; more books into the classroom, more sales overseas, more subsidiary rights revenue. • Building mailing lists to stay in closer contact with scholars in our core fields. |

Goals - Looking Ahead

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| Resources Needed | We ask that the Office of the Provost continue to provide a subvention equal to the FY19 level. |
| Goal Notes | |

Goals - Looking Ahead

Goal 2 - Implement results of strategic planning process.

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| Goal Statement | In Fall 2019 we engaged in a strategic planning process, which included a leadership team of four members and input from the entire staff. We are committed to keeping it simple: to articulate a mission statement and several concrete and actionable activities. Further, we will review our progress quarterly and make adjustments as needed, until the next strategic planning process. |
| Linkage to University Goal | <ul style="list-style-type: none"> • Educating the Thinkers and Leaders of Tomorrow • Spurring Knowledge and Creation • Building Inclusive and Inspiring Communities • Ensuring Institutional Strength, Longevity, and Excellence |
| Alignment with Mission, Vision, and Values | The strategic planning process pushes us to focus on what's most important: why we do what we do, and how we can get from the present to the future we envision. |
| Status | Newly Established Goal |
| Action Plan | After the end of the strategic planning process each department and each staff member will have a set of actionable goals that are directly linked to the mission statement. The mission statement is our touchstone, and if activities aren't "touching the stone," we shouldn't be doing them. |
| Achievements | See above. |
| Resources Utilized | We conducted an internal strategic planning process, though we conducted a focus group with our Press Committee (aka board). Further, the president and publisher of Oxford University Press, Niko Pfund, flew to Columbia on his own dime to meet with me and with the staff to discuss strategic issues in scholarly publishing. |
| Goal Continuation | We will check our progress quarterly and make adjustments as needed, until the next strategic planning process. |
| Goal Upcoming Plans | We will check our progress quarterly and make adjustments as needed, until the next strategic planning process. |
| Resources Needed | We ask that the Office of the Provost continue to support the Press at the FY20 level. |
| Goal Notes | |

Programs or Initiatives

Effective Programs or Initiatives

List your most effective programs/initiatives toward fulfillment of mission.

Our most effective initiatives toward the fulfillment of our mission are publishing high-quality works about South Carolina and Southern history and culture. Another is our commitment to continuous quality improvement, with high production values and more efficient production schedules.

Program Launches

List any programs/initiatives that were newly launched during the Academic Year or any programs/initiatives you would like to launch in the coming year(s). Describe the program/initiatives, provide financial requirements (including additional staff), and academic year in which you would launch. What key performance indicators are you utilizing to track the success of this program?

- Reorganize staff; this is now complete..
- Reshape editorial profile, with an emphasis on core subject areas and books for the classroom; we are launching two new series (see above).
- Outsource fulfillment: In January 2019 we shut down our warehouse in Columbia and began outsourcing fulfillment—book distribution and related activities—to Hopkins Fulfillment Service (HFS).
- Emphasize classroom adoptions.
- Target scholarly communities with direct mail.
- Social media campaign.
- Redesign our website: The cost will be roughly \$15,000.
- Expand global sales: We are using a new sales team in Canada, Australia and New Zealand, and the Pacific.
- Begin publishing digital shorts: works that are between 10,000-40,000 words.
- Aggressive subsidiary rights program, including audiobooks and translations.

Program Rankings

List any nationally ranked or external recognition during the Academic Year. For each, provide the formal name of the program followed by the name of the organization that issued the ranking, the date of notification, effective date range, and any other relevant information.

There are no meaningful rankings among university presses and/or scholarly publishers, though we know our competition in specific subject areas. For example, in the field of Southern History, UNC Press has the largest and most prestigious publishing program. We are a player in that field, but we have a lot of work ahead to reach UNC's status. In the field of Rhetoric and Communication we are one of roughly six university presses that have substantial lists--there is no dominant publisher. We are the most prestigious publisher focused on South Carolina history and culture and current affairs. (While History Press publishes more books on the state, they do not have academic credibility.)

Initiatives and Fees

Initiatives

Describe any new initiatives your unit will need for the coming year.

In the year ahead we will launch the following initiatives:

- Redesign our website: We are in the early stages, with anticipated launch in Spring 2020.
- Grow and formalize our internship program.
- Expand global sales and seek new domestic sales channels.
- Begin publishing digital shorts--scholarship between 10,000-40,000 words.
- Enhance our social media campaign with more involvement from staff.
- Execute our strategic plan.

Fees

List any new or changed fees that your unit has implemented or had to take on in the last academic year.

Presently the Press does not charge fees for any of its programs.

Community Engagement

Community Perceptions

Describe how your unit assesses community perceptions of your engagement, and how the unit assesses the impact of community engagement on students, faculty, community and the institution. Provide specific findings.

Our books extend the name and brand of the University throughout the state and nation and globe. Sales are a critical indicator, and one way of measuring success—but as important as that is, there are many other points of community engagement: reviews of our books, awards won, local and national media interviews with authors, our presence and visibility at academic conferences and bookstore meetings (viz., Southern Independent Bookstore Association), our number of book signings and events, social media hits, presentations by staff to scholars and students, and so on I have attached a list under the Supplemental Info section.

Supplemental Info - Community Engagement

Any additional information on Community Engagement appears as Appendix 2 (bottom).

Collaborations

Internal Collaborations

List your Unit's most significant internal collaborations and multidisciplinary efforts that are internal to the University. Details should be omitted; list by name only.

- This fall we published the first book in a new book series, *East-West Encounters in Literature and Cultural Studies*, a collaboration between the Press, Allen Miller and the Office of the Provost, National Taiwan University, and National Taiwan University Press.
- This fall we announced a new book series, *Reconstruction Reconsidered*, coedited by Professor Brent Morris, professor of history, USC Beaufort.
- We are working with Erik Doxtader, professor in English Language and Literature, to develop a new book series in Rhetoric and Communication.
- We have published four editions of *Writing South Carolina: Selections from the Annual High School Writing Contest*, edited by UofSC professors Steve Lynn and Aida Rogers. (The final volume of that series was published in June.)
- We distribute books published by the McKissick Museum.
- We have collaborated with three UofSC professors to develop a book series in African American studies, *Cultures of Resistance*: Bobby Donaldson, Kimberly Simmons, and Qiana Whitted. Qiana Whitted serves as one of the series editors.
- We cooperate with University Libraries in several ways:
 1. Multiple author events at Thomas Cooper (see above document on Community Engagement).
 2. Publishing books with library subventions, such as the recent *Richardson-Sinkler Connections* by Harriett Little, and two forthcoming books: *The World of Jak Smyrl* by Joan and Glen and Inabinet (Spring 2020) and *Creating the South Caroliniana Library* by John Bryan (Fall 2020).
 3. Ongoing discussions with Aimee Freeman at Thomas Cooper Library to post several Press books in open access format.
- For the past six years we have published Young Palmetto Books, a partnership with the

External Collaborations

List your Unit's most significant external collaborations and multidisciplinary efforts that are external to the University. Details should be omitted; list by name only.

s Books and Literacy, a unit of the UofSC School of Library and Information Science. (We published two books this spring, though we no longer contract new titles.)
As I mentioned above, we recently published *A View from the South*

Campus Climate and Inclusion

Campus Climate and Inclusion

Activities the unit conducted that were designed to improve Campus, Climate, and Inclusion.

We do this in several ways:

- Publishing books
 1. Books on the University and Columbia and South Carolina, civil rights, African American studies, and race, including *They Stole Him Out of Jail: Willie Earl, South Carolina's Last Lynching Victim* by Will Gravely (Spring 2019); *Howard Thurman: Philosophy, Civil Rights, and the Search for the Common Good* (Fall 2019); and the forthcoming *Voices of South Carolina's Civil Rights Movement* by Claudia Brinson (Fall 2020).
 2. Books on LGBTQ+ issues, including *Southern Perspectives on the Queer Movement* by Sheila Morris (Fall 2018); *The Damned Don't Cry—They Just Disappear: The Life and Works of Harry Hervey* by Harlan Greene (Fall 2018); *Understanding James Baldwin* (Spring 2019); *Queering Romantic Engagement in the Postal Age* by Pamela VanHaitsma (Spring 2019).
- Author events on campus
 1. Will Gravely, as mentioned above, spoke at Thomas Cooper Library in March.
 2. Bobby Donaldson, UofSC professor, was on a panel at the Columbia Museum of Art in July to discuss our photo-essay book, *A True Likeness: The Black South of Richard Samuel Roberts, 1920-1936*
- Internship program: For many years our internship program has helped numerous UofSC students learn about the publishing industry. (These students typically work ten hours a week and some earn course credit.) This is a program we would like to grow by a) creating a racial ethnic minority internship program and b) paying interns a modest wage. Some of our former interns have pursued publishing opportunities and careers, for example:
 1. K. Lee Graham, an intern in 2019, is now working as an assistant at the Columbia Publishing Course in New York City
 2. Riley Farmer, an intern in 2018, was recently accepted into the Denver Publishing Institute
 3. Liesel Hamilton, an intern in 2014-15, became a part-time staff member for the Press then had a three-month internship with National Geographic; she is now teaching at George Mason University.
 4. Elizabeth Jones, an intern in 2011, became an Editorial Department assistant, then became an assistant managing editor with the Duke University Press's journals program.
 5. Elizabeth Farry, an intern in 2011, became a staff member in the director's office and then the marketing department; she is now an assistant editor at Island Press, a book publisher in Washington, DC.
 6. Jolie Hale, an intern in 2009, later worked for Inkwell Management, a literary agency.

Concluding Remarks

Weaknesses and Plans for Improvement

What is your unit struggling with? What plans do you have to overcome the weakness that you have faced in the next academic year.

- **Technology:** We have become more technologically adept, but we have a long way to go. Our new press-wide database makes information more accessible, but all of us on staff are going through a learning curve and we have not exploited the database's full range of capabilities. We are working closely with HFS to make sure that they understand our business needs so they can respond more effectively to our queries and need for training. We are still in the process of finding new ways for authors to send us their manuscripts, perhaps with DropBox or a similar file-sharing program, and we need to resolve that in FY20.
- **Staff training:** We need to develop our skills with basic programs in Office 365, particularly Excel. We also need more financial expertise in key positions. We are working with HR on that. We are also conducting in-house training for specific staff on social media.
- **Analysis:** We need to increase our data analysis of sales and sales channels (viz., retail v. wholesale v. libraries), customers, sales expectations v. actual performance, contribution (aka margin) reports, the impact of our social media efforts, and so on. All of this will help us make better and more informed publishing decisions. We now have more tools, and we need to use them.
- **Mailing lists:** We are making progress building our mailing lists, in order to reach academic communities in our core fields, but we're not where we need to be.
- **Our website:** We

Key Issues

Identify key issues or potential challenges your unit will encounter this coming year and the steps you plan on initiating.

Our key issue is to fulfill our mission and achieve long-term financial sustainability. Everything we do must contribute toward that end. By long-term financial sustainability I mean two things:

- Achieve a break-even or better bottom line by FY21. We've been in a financial hole for many years, and we're in the process of digging out. I am confident we will do that.
- Grow revenues and grow sales—not growth for growth's sake, but because growth means more impact on our academic fields and markets. This will be a challenge, given that sales for university presses in the aggregate continue to decline, with research libraries purchasing fewer books and independent bookstores being driven out of business by Amazon. But again, with a new team in place we are poised for sales progress.

Related to long-term financial sustainability, we must increase the overall quality and salability of what we publish. We need to gain the trust of authors we want to publish. That, too, is an ongoing challenge. We have dealt with a massive transition during the past year, with staffing changes and new systems, and while the Press is still a work in progress the

Concluding Remarks

seismic shift is behind us. I'm encouraged and hopeful about the future.

Quantitative Outcomes

Explain any surprises regarding data provided in the quantitative outcomes modules throughout this report.

In FY18 we budgeted to lose \$419,658 on the bottom line and lost \$73,082. That was a happy surprise. In FY19 we budgeted to lose \$125,064 and lost \$87,693. We're making slow but steady progress toward our goal of breaking even. Some expenses emerged in recent months that we didn't anticipate, such as \$16,000 to pay off the lease of a mail machine in our former warehouse. We've also had to close out accounts with several bookstores who had a credit balance, resulting in an additional expense of thousands of dollars. And like all departments, we were disappointed to learn late this summer that our subvention was decreased. As I like to say, in business 95% of all surprises are bad.

Cool Stuff

Describe innovations, happy accidents, good news, etc. that occurred within your unit not noted elsewhere in your reporting.

There is a great deal of cool stuff happening at the Press, such as:

- Our staff: Our staff is our strongest asset—we have upgraded during the past year, and our success in this new era will depend on just how well we innovate and how well we work together with a common purpose. Our most recent hires--MacKenzie Collier, Ehren Foley, Kemi Ogunji, Aurora Bell--have made an immediate impact and jolted the Press with new ideas.
- Support from the University: We have been given support to reorganize, to close down the warehouse and outsource fulfillment, to refocus the editorial program, to make new hires. We have also been given support, thanks to Vicki Lewter, with HR tasks; she has been invaluable. Further, Mary Alexander has helped us think through our financials to determine how to present them in a meaningful way. Nick Peterson in the Budget Office provided data to help us understand the Press's financial history before he left the University. All of that has been gratifying, and we are deeply grateful.
- Awards: several of our recent books have won prestigious awards; here are a few highlights:
 1. *The Interruption That We Are: The Health of the Lived Body, Narrative, and Public Moral Argument* by Michael Hyde won the 2018 Top Book award by the Communication Ethics Division of the National Communication Association.
 2. *One Good Mama Bone*, Bren McClain, 2017 Willie Morris Award for Southern Fiction
 3. *Editorial Bodies*, Michele Kennerly, 2018 Eastern Communication Association's Everett Lee Hunt Award

Concluding Remarks

4. *Grave Landscapes: The Nineteenth-Century Rural Cemetery Movement*, James R. Cothran and Erica Danylchak, the 2018 John Brinkerhoff Jackson Prize from the Foundation for Landscape Studies
 5. *Claiming Freedom: Race, Kinship, and Land in Nineteenth-Century Georgia*, Karen Cook Bell, 2018 Georgia Historical Records Advisory Council Award for Excellence
- Perpetual transition: We live in a publishing world of constant change. We will, out of necessity, engage in more analysis. We are engaging in strategic thinking this fall to determine what practices and innovations we should embrace and what practices we should leave behind. These are tough times for university presses, and scholarly publishers in general, but everyone at the Press is committed to making this work—and making the Press an ascending light at the University, in the academy, and in our industry.

Appendix 2. Community Engagement

Appendix 2. Community Engagement

Community Engagement

Author events: During the past year we have organized dozens of events, including speaking engagements and book signings panels and receptions. This is largely a result of publicity manager MacKenzie Collier's efforts. Here are some highlights:

- March-April: We organized eleven speaking events for Will Gravely, author of *They Stole Him Out of Jail: Willie Earl, South Carolina's Last Lynching Victim*, including one at the Hollings room at Thomas Cooper Library. Will's book went into reprint quickly—always a good sign.
- April: the South Carolina State Library hosted a lecture by our author, Amy Duerenberger, on her recently published *Exploring the Southern Appalachian Grassy Balds*.
- Spring 2019: We sponsored five events to promote Patricia Moore-Pastides' *At Home in the Heart of the Horseshoe*, including a cooking demo at Lowe's Foods Community Table, and we assisted her team on five additional events.
- May: The Kershaw County Historical Society hosted a lecture by our author Boyd Saunders on the recently published *A View from the South: The Narrative Art of Boyd Saunders*.
- June: *Batik Art of Mary Edna Fraser* launch party hosted by Buxton Books and *Skirt!* Magazine (Charleston)
- July: The Columbia Museum of Art hosted a panel discussion, featuring UofSC professor Bobby Donaldson, on our photo-essay book, *A True Likeness: The Black South of Richard Samuel Roberts, 1920–1936*
- July: *In Dogs We Trust* book party and dog adoption event with M Judson's Bookstore (Greenville)
- July: *True Likeness* launch and lecture at Columbia Museum of Art, featuring author panelists (both formerly at the University), Bobby Donaldson from U of SC, and Kat Allen from Historic Columbia
- August: Book sale at Congressman James Clyburn's closing remarks at the "Justice for All" exhibit at the Thomas Cooper Library
- August: *Lady of Cofitichequi* signing at Edisto Island bookstore (Edisto Island)
- August: *Lady of Cofitichequi* signing at Buxton Books (Charleston)
- August: *The Sea Island's Secret* at Family Fun Day @ the Coastal Discovery Center (Hilton Head)
- August: Lisa Anne Cullen talk and signing (*Little Orange Honey Hood* and *Three Wild Pigs*) at Words and Wine at the Lourie Center
- August: Book table at Discover Columbia Fair for new students on campus
- August: *The Sea Island's Secret* Signing at McIntosh Book Shoppe (Beaufort, SC)
- August: *Lady of Cofitichequi* signing at Anderson County Museum (Anderson)
- September-October: *A Circular View: Boyd Saunders* exhibition at Hampton II Gallery (Greenville)
- September: *A South Carolina Upcountry Saga* lecture and signing at South Carolina Archives
- September: *One Good Mama Bone* signing at Books on Broad (Camden)
- September: Family weekend check-in on campus

Appendix 2. Community Engagement

- October: Black Ink Charleston, partnership with Charleston Library Society (Charleston SC)
- October: *Meet Me at the Rocket* at SC State Fair
- October: Walter Edgar signing at Granger Owings on Main Street
- October: *The Sea Island's Secret* and *Little Orange Honey Hood* signing Conroy Children's Book Festival (Beaufort, SC)
- October: Walter Edgar signing at Granger Owings on Forest Drive
- October: *Harlem South: A View Through the Lens* celebration of *A True Likeness* at Columbia Museum of Art
- October: *To Count Our Days* lecture and signing by Erskine Clarke at Robert Mills House
- October: *Meet Me at the Rocket* lecture and signing at Women's Club
- October: Mary Whyte's *We the People* opening weekend, partnerships with Patriot Art Foundation, Buxton Books, Charleston Symphony, USS *Yorktown*
- November: *We the People* talk and signing for SC teachers at City Gallery (Charleston)
- November: *We the People* discussion and signing at Charleston Co. Library – Dorchester Branch (Charleston)
- November: *We the People* signing at Uptown Gifts
- November: *We the People* lecture and signing at UofSC Alumni Center, partnership with Veteran's Alumni Council
- November: *Meet Me at the Rocket* signing at Uptown Gifts
- November: *Meet Me at the Rocket* lecture and signing at SC State Archives
- November: Author Chip Bragg at Forest Lake for SCHS's Fall Speaker Series
- November: *We the People* at USS *Yorktown* – screening of SCETV piece, discussion (Charleston)
- November: *We the People* at Litchfield Books Moveable Feast (Pawleys Island)
- November: *Meet Me at the Rocket* signing at Mast General
- November: *Meet Me at the Rocket* lecture and signing at St. John's Episcopal Church
- November: *We the People* at City Art for Vista Lights
- Bren McClain, author of *One Good Mama Bone*, was a guest on an upcoming episode of "By the River," a show produced by USC Beaufort (that aired on SCETV).
- Gibbs Knotts, coauthor of the forthcoming *First in the South: Why South Carolina's Presidential Primary Matters*, is a frequent guest on ETV's *This Week in South Carolina*, which is filmed on the UofSC campus.

Other Author Activities

Subjects of two USC Press authors featured in Historic Columbia's City of Women project: Hon. Judge Jean Toal, Harriet Hancock (*Southern Perspectives on the Queer Movement*). In addition:

Radio/Podcasts:

- SC Public Radio's "Walter Edgar's Journal" guests: Will Gravely, Rodger Stroup, Boyd Saunders

Appendix 2. Community Engagement

- SC State Library “Library Voices” Podcast guests: Jim Underwood, Aurora Bell
- Columbia’s 100.7FM The Point “Write on SC” guests: MacKenzie Collier, Sheila Morris
- Podcast in production with UofSC Honor’s College Students to focus on the book publishing process

TV coverage

- SCETV’s “By the River” guests: Bren McClain and Lisa Anne Cullen
- November: Mary Whyte appeared on “CBS Sunday AM,” SCETV’s “Palmetto Scene,” and in local news coverage in Charleston
- Rodger Stroup featured in mini doc on SCETV’s “Palmetto Scene” and in local news coverage of fair in Columbia

Print Coverage

- News coverage of USC Press books in South Carolina pubs *The State*, *Free Times*, *Columbia Star*, and *Columbia Metropolitan Magazine*, *Greenville Journal*, *Charleston Post & Courier*, *Chapin Living Magazine*, *Charleston City Paper*

Staff member meetings with scholars and students and others

- November 2018: Richard Brown conducted a publishing workshop at Claflin University with eighteen members of the faculty. My aim was to help them write book proposals and approach scholarly publishers.
- March: Acquisitions editor Ehren Foley was the speaker at the Rotary Club Lunch-and-Learn (Nonnah’s, Columbia)
- April: Ehren Foley spoke to a group of grad students at the University of Georgia History Department: “From Dissertation to Book.”
- July: MacKenzie Collier and Ehren Foley met the Golden K Kiwanis group to discuss publishing and USC Press
- October: Richard Brown spoke to a UofSC class, Editing and Publishing, taught by Aïda Rogers in the Honors College. (Aïda has published several books with us.) Earlier this year MacKenzie Collier and our design and production manager, Pat Callahan, also spoke to that class.
- October: Ehren Foley was guest speaker at Professor Lauren Sklaroff’s class, HIST 720, regarding publishing and careers outside academia

Additional

- Ehren Foley was invited to serve on the Association of University Press’s Faculty Outreach Committee for 2019–20.
- Richard Brown was invited to serve on the Association of University Press’s Nominating Committee for 2019-20.

Appendix 2. Community Engagement

- March: Richard Brown was interviewed by Mike Switzer of South Carolina Public Radio for the *South Carolina Business Review*, that interview aired in April 2019.

Academic conferences

The Press participates in approximately thirteen academic conferences annually, during which we sell books, offer exam copies, and engage and recruit authors. Some of those meetings include:

- Southern Historical Association
- Organization of American Historians
- Association for the Study of African American Life and History
- American Literature Association
- Carolina Lowcountry and the Atlantic World
- Rhetoric Society of America