

Wayne State University Press



Kathryn Wildfong, Interim Director

Challenges

- Increased competition
- Cost of technology and new expertise
- Changes in traditional partners

Consumer Expectations

- Everything digital (but still keep print)
- Available 24/7 in whatever format desired
- Easy to find and free (or very cheap)

Strengths

- Connection to Wayne State University
- Strong vetting of content, commitment to quality
- Value added in publication process (editing, design, production, marketing)

Our Strategy

Create partnerships, maintain and build on strengths, focus on enhancing:

- Discovery
- Choice
- Access

Mellon video placeholder

NEH/Mellon Foundation Humanities Open Book Program

- \$94,000 grant to digitize 59 out of print WSUP books
- Collaboration between WSU Libraries and WSU Press
- Makes valuable, relevant work available again
- Makes these works freely available globally
- Relationship with Mellon Foundation and NEH

NEH/Mellon Foundation Humanities Open Book Program

Benefits to Press beyond the project:

- Developed new staff and new workflow
- Upgrading of database with rights information
- Developed new student interns
- Active rights selling program for the first time
- Marketing project a part of the grant
- New relationships with authors/heirs
- WayneOpen.org can be developed, added to
- Print copies and retail ebook formats also available

WayneOpen.org launching Dec. 1, 2017

[Home](#) [Books](#) [The Open Book Program](#) [Contact Us](#)



WAYNEOPEN

WayneOpen.org is the online platform for open access digital content made available from [Wayne State University Press](#) in partnership with the [Wayne State University Library System](#).

This project was initiated and made possible through a \$94,000 grant awarded to the Press in 2016 from a joint project between the [Andrew W. Mellon Foundation](#) and the [National Endowment for the Humanities \(NEH\)](#) to WSU press to digitize 59 out-of-print titles from our backlist.

In addition to making the books available for resale in print and digital formats, this new collaborative effort between NEH and Mellon will also better define the costs and benefits of digitizing out-of-print scholarship and making it available, at no charge, to the general public.

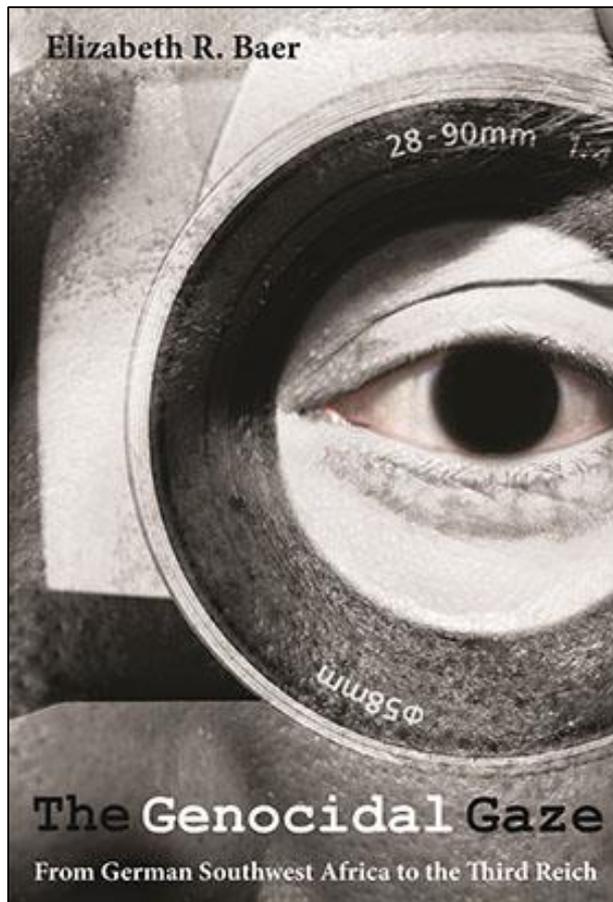


NATIONAL ENDOWMENT FOR THE
Humanities

THE
ANDREW W.

MELLON
FOUNDATION

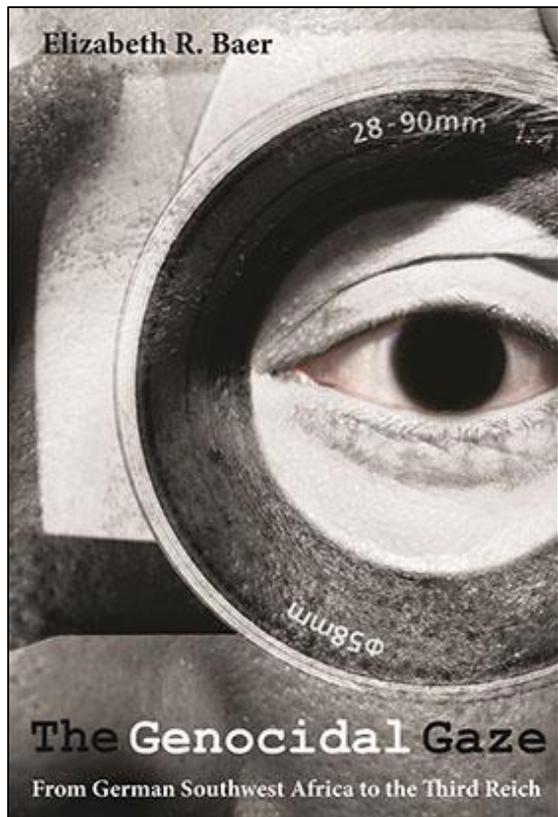
The Genocidal Gaze: From German Southwest Africa to the Third Reich
by Elizabeth R. Baer



“This timely book offers astute insights into the mentality and mindset [of those] willing to exterminate others beyond the colonial era.”

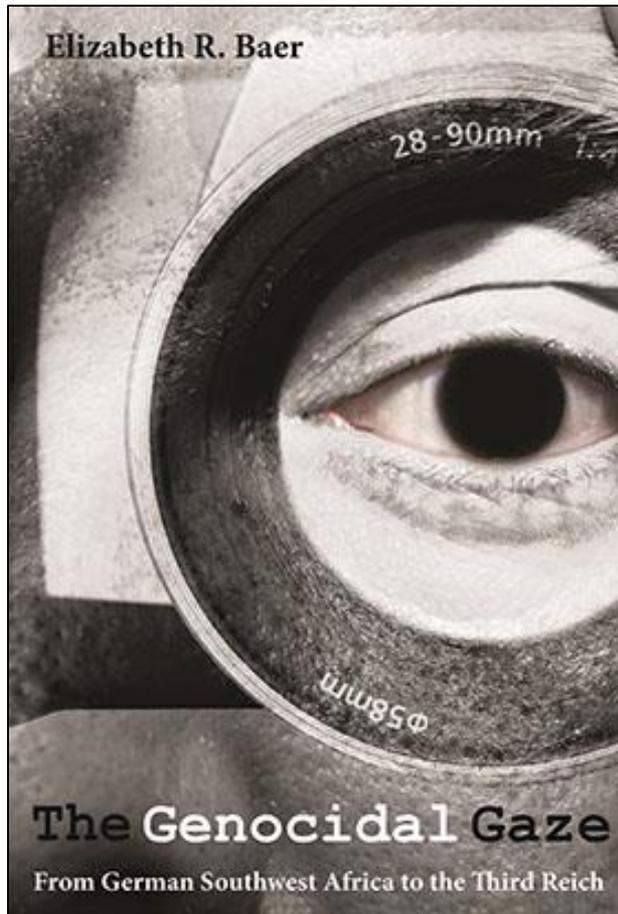
– Henning Melber, University of Pretoria and the University of the Free State in Bloemfontein, South Africa

New Strategies for “Traditional” Scholarly Books



POD printing model

- Minimizes risk of over- or under-estimating print runs
- Enables experiment with different formats
- Improves overseas discovery and distribution



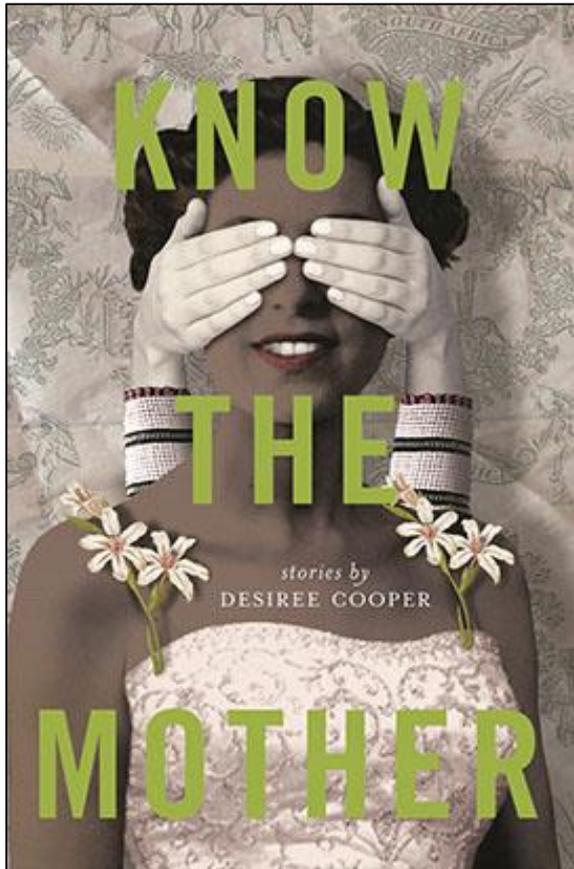
Active rights selling program:

- New partnership in Africa
- Other licensing possibilities

Additional models of distribution:

- Open Access model = increased access for global audience
- Production costs covered up front
- Will allow us to test some of our assumptions

Know the Mother by Desiree Cooper



“The stories in *Know the Mother* are like jewels—glittering, finely wrought and worthy of careful appraisal. . . . Cooper's elegant, wise, and energetic collection is about what it means to be a woman, a mother, a sister, a wife, a child, and most of all, human.”

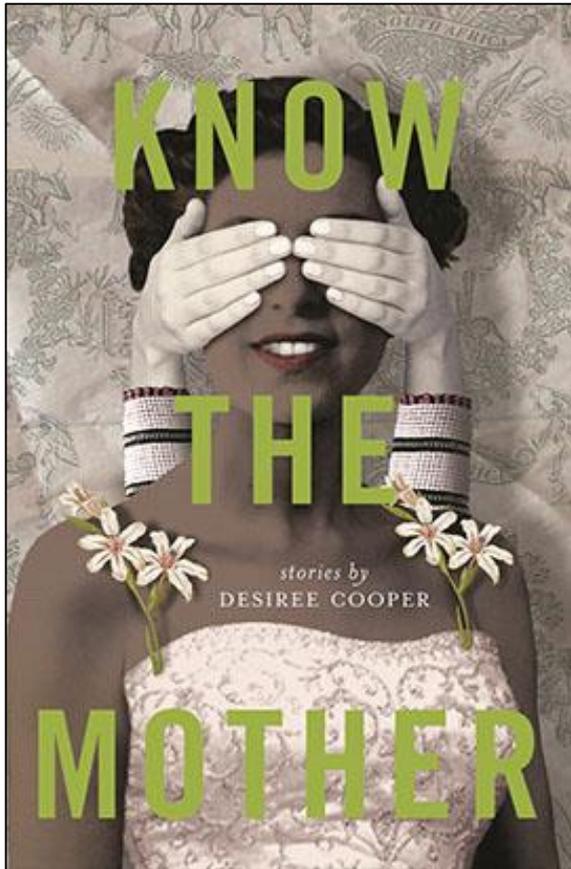
– Angela Flournoy, author of *The Turner House*





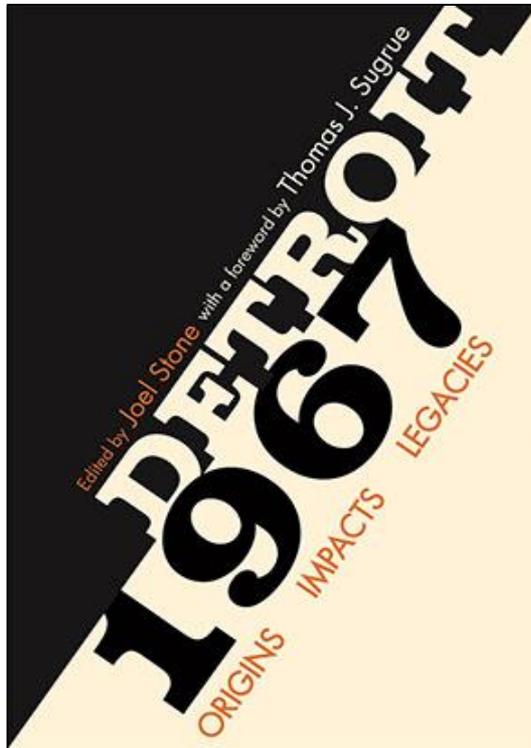
MADE ^{IN} MICHIGAN
WRITERS SERIES

Shining a spotlight on the Press



- Broad audience, general readership
- Regional engagement and benefits
- Attracts grant support: \$1M gift from The Meijer Foundation
- Press and reviews
- Author events, interviews, and word of mouth
- Book clubs
- Awards
- National attention as well as regional
- Launching writers' careers

Detroit 1967: Origins, Impacts, Legacies edited by Joel Stone

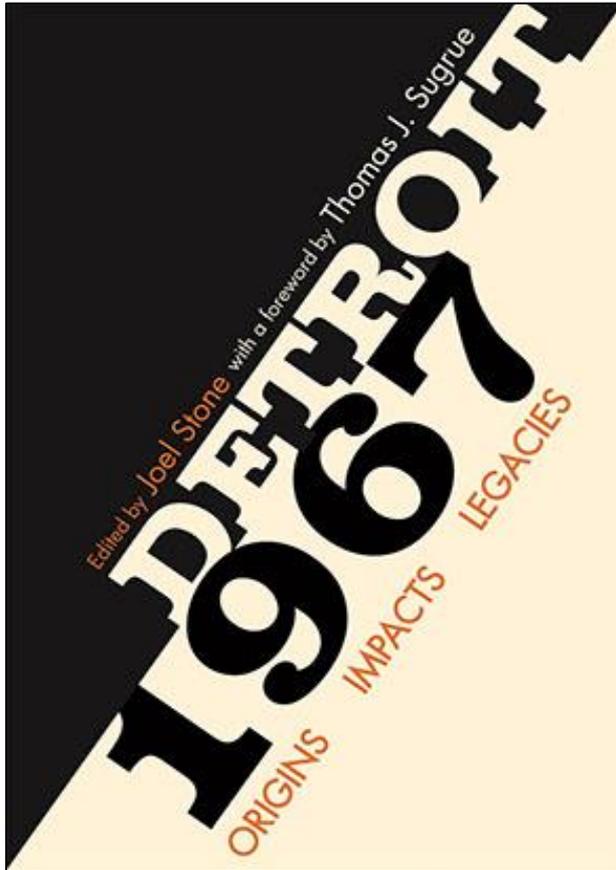


“... a thoroughly researched and well-written overview of the history of race relations in the city from its founding in 1701 to today and a ‘must-read’ for all who care about Detroit and its future”

– Shirley Stancato, president and CEO, New Detroit, Inc.

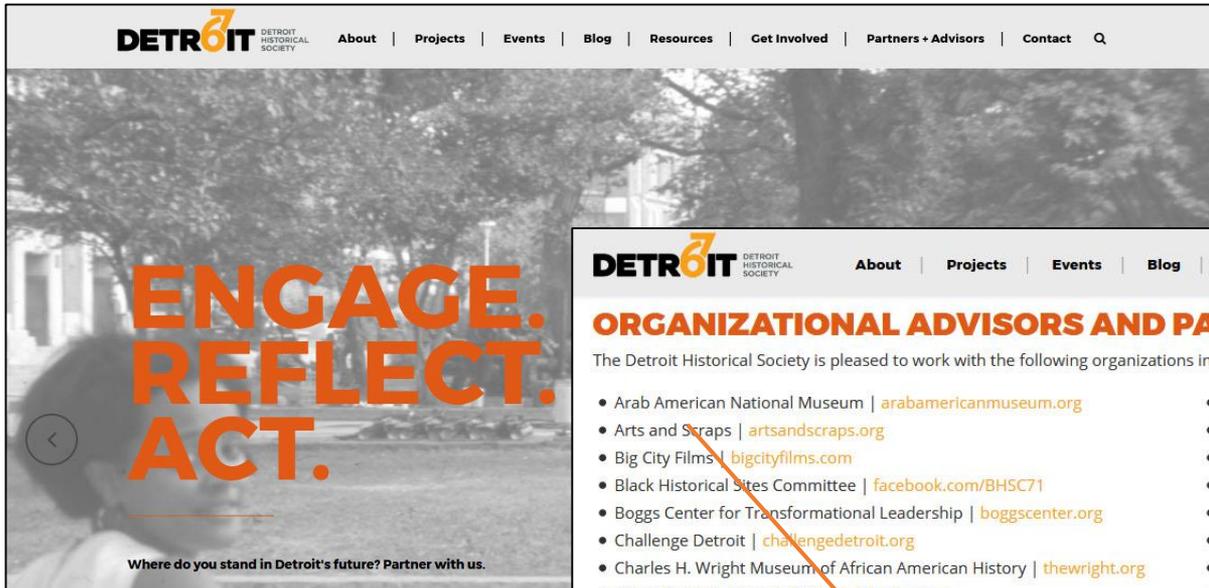


Regional Books & Community Engagement



- Great partnership with local institution
- Part of a network of partnerships around Detroit 67 project
- Related to exhibit, but also free-standing book project
- Copies purchased for Mackinac Policy conference
- 2017 State History Award from Historical Society of Michigan
- Contributors and editor as speakers, representatives of the book
- Use in courses

Detroit1967.org



DETROIT HISTORICAL SOCIETY

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ORGANIZATIONAL ADVISORS AND PARTNERS

The Detroit Historical Society is pleased to work with the following organizations in the development of this project:

- Arab American National Museum | arabamericanmuseum.org
- Arts and Scraps | artsandscraps.org
- Big City Films | bigcityfilms.com
- Black Historical Sites Committee | facebook.com/BHSC71
- Boggs Center for Transformational Leadership | boggscenter.org
- Challenge Detroit | challengedetroit.org
- Charles H. Wright Museum of African American History | thewright.org
- City of Detroit, Mayor's Office | detroitmi.gov
- City of Detroit, Department of Neighborhoods | detroitmi.gov/neighborhoods
- City of Detroit, Department of Parks and Recreation | detroitmi.gov/recreation
- Community Development Advocates of Detroit (CDAD) | cdad-online.org
- CultureSource | culturesource.org
- Damon J. Keith Center for Civil Rights, Wayne State University | law.wayne.edu
- Data Driven Detroit | datadrivendetroit.org
- Detroit Free Press | freep.com
- Detroit Institute of Arts | dia.org
- Detroit Jewish News | thejewishnews.com
- Detroit Journalism Cooperative | detroitjournalism.org
- Detroit News | detroitnews.com
- Detroit Orientation Institute, Wayne State University | doi.wayne.edu
- Detroit Young Professionals | detroityp.org
- Digital Diaspora Family Road Show | 1world1family.me
- Federal Reserve Bank of Chicago | chicagofed.org
- Focus: HOPE | focushope.edu
- Grosse Pointe War Memorial | warmemorial.org
- Heritage Works | heritageworks.org
- Isaac Agree Downtown Synagogue | downtownsynagogue.org
- Junior Achievement | juniorachievement.org
- Lorenzo Cultural Center, Macomb Community College | lorenzoculturalcenter.com
- Madrigal Chorale | madrigalchorale.org
- Michigan Chronicle | michronicleonline.com
- Michigan Historic Preservation Network | mhpn.org
- Michigan History Center | michigan.gov/mhc
- Michigan Roundtable for Diversity and Inclusion | miroundtable.org
- Michigan Science Center | mi-sci.org
- New Detroit | newdetroit.org
- Royal Starr Film Festival | royalstarrfilmfestival.com
- Temple Beth El | tbeonline.org
- The Henry Ford | thehenryford.org
- Walter P. Reuther Library, Wayne State University | reuther.wayne.edu
- Wayne State University, History Department | clas.wayne.edu/history
- Wayne State University Press | wsupress.wayne.edu

Strategic focus for 2018-2022

- Value/connections to the university
- Financial sustainability
- Publishing program excellence
- Readiness for industry change
- Audience relevance and accessibility

Developing an integrated plan with objectives that address multiple strategic focuses.