



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EDUCATIONAL POLICY AND STRATEGY
COMMITTEE MINUTES**

September 4, 2015

Austin Cary Forest Learning Center

10625 NE Waldo Road, Gainesville, Florida 32609

Time Convened: 8:33 a.m. EDT

Time Adjourned: 8:50 a.m. EDT

1.0 Verification of Quorum

Committee Chair and Board Vice Chair David M. Thomas asked Vice President, General Counsel and University Secretary Jamie Lewis Keith to verify a quorum. Ms. Keith confirmed a quorum with all members present except for Trustees Corr and Heavener.

2.0 Call to Order and Welcome

Committee Chair, Thomas called the meeting to order at 8:33 a.m., EDT.

Members present were:

David M. Thomas, Chair, David L. Brandon, Susan M. Cameron, Paul W. Davenport, Charles B. Edwards, Joselin Padron-Rasines, Rahul Patel, Jason J. Rosenberg, Steven M. Scott, Robert G. Stern, Anita G. Zucker. Trustees James W. Heavener and Christopher T. Corr were unable to attend.

Others present were:

President W. Kent Fuchs; Executive Chief of Staff Winfred Phillips; Provost and Senior Vice President for Academic Affairs Joseph Glover; Senior Vice President and Chief Operating Officer Charles Lane; Vice President, General Counsel and University Secretary Jamie Lewis Keith; other members of the President's Cabinet; Assistant Vice President for Media and Public Relations Janine Sikes; Executive Assistant Becky Holt; Discussants who were to participate in the retreat following the business meetings; and the Florida Independent Alligator.

3.0 Review and Approval of Minutes

Committee Chair Thomas asked for a motion to approve the minutes of the May 28, 2015 and June 4, 2015 Committee meetings, which was made by Trustee Cameron and seconded by Trustee Zucker. The Committee Chair asked for further discussion, after which he asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

The Committee considered the following Action Items:

4.0 Action Items

EP1. Tenure Upon Hire

Provost Glover presented the 13 tenure upon hire cases, some of whom are part of the preeminence hiring initiative and others are not, stating that all were well-supported in the tenure process and he recommended all of them to the Board. (For those individuals hired with faculty and administrative appointments, tenure attaches only to the faculty appointment.) Provost Glover asked if there were any questions about any of the cases, and there were none.

Committee Chair Thomas asked for a motion to approve Action Item EP1 for recommendation to the Board for its approval on the Consent Agenda, which was made by Trustee Davenport and seconded by Trustee Brandon. The Committee Chair asked for further discussion, of which there was none. The Committee Chair then asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

EP2. University of Press of Florida Annual Report 2014-2015

Provost Glover explained that UF submits an annual report on the University Press of Florida annually to the Board of Governors upon the UF Board's approval, and the proposed Annual Report is the report for the year just ended. Provost Glover indicated that the system-wide Press is a Board of Governors entity that is operated by UF, and UF has invested in the Press when needed in the past. Provost Glover noted, however, that UF's role in the system-wide Press could change, as UF has established its own UF Press and is publishing many of the University's faculty's publications under the newly created UF Press rather than under the system's press. Many premier universities have their own presses and this initiative furthers recognition of UF's scholarly excellence, as part of our focus on advancing UF's stature, and we have explained the importance of this initiative to the Board of Governors.

After indicating concurrence with the UF Press initiative, Committee Chair Thomas asked for a motion to approve Action Item EP2 for recommendation to the Board for its approval on the Consent Agenda, which was made by Trustee Scott and seconded by Trustee Stern. The Committee Chair asked for further discussion, of which there was none. The Committee Chair then asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

EP3. Board Designee for Submission of Reports to the Board of Governors

General Counsel Keith noted that the Board of Governors has been increasingly formal in its requirements for submission of largely factual, backward looking reports, requiring them to be submitted after a Board of Trustees' vote authorizing the submission, or by an official who has been authorized by the Board to do so. The next such reports that UF will need to file are due at the end of September and are the annual reports for each Institute and Center, of which UF has about 170 across the institution. These reports are assembled by the Provost's Office and are a very labor intensive undertaking for UF based on the large number of institutes and centers at UF. Ms. Keith noted that this Action Item requests the Committee's and Board's action to authorize and direct the UF President or Provost, acting singly as the UF Board's designee, to approve and submit these reports and any other informational reports that may be submitted by the UF Board or its designee to the Board of Governors. She noted that approval of submission of these largely factually and backward looking reports does not require an exercise of judgment by the Board and scheduling special meetings/calls to vote to submit these kinds of reports may not be a good use of time for the Board. She explained that there are two conditions to the proposed authority and direction: (1) that the Trustees be notified of submissions and (2) that the Trustees be provided access to the reports. Ms. Keith said that these conditions will ensure that any follow up questions are answered and that, if a report raises an issue with forward-looking effect of interest to the Trustees, the matter will be included on a regular meeting agenda for discussion. She noted that the proposal will avoid the need for Board calls to submit informational reports that are largely factual, while still making sure the Trustees are informed and any follow up questions can be answered. Committee Chair Thomas asked if the University Press of Florida Annual Report is another example of these kinds of reports. Ms. Keith answered that it is and that the creation of the UF Press is an example of the kind of follow up informational item that could be included on a meeting agenda if Trustees are interested.

Committee Chair Thomas asked for a motion to approve Action Item EP3 for recommendation to the Board for its approval on the Consent Agenda, which was made by Trustee Cameron and seconded by Trustee Zucker. The Committee Chair asked for further discussion, of which there was none. The Committee Chair then asked for all in favor of the motion and any opposed, and the motion was approved unanimously.

5.0 Information/Discussion Items

There were no Information/Discussion Items to discuss.

6.0 New Business

There was no New Business to discuss.

7.0 Adjourn

After asking for any further discussion and hearing none, Committee Chair Thomas asked for a motion to adjourn, which was made by Trustee Patel and Seconded by Trustee Stern and the motion was passed unanimously. The University of Florida Committee on Educational Policy and Strategy was adjourned at 8:50 a.m. EDT.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EDUCATIONAL POLICY & STRATEGY
COMMITTEE ACTION ITEM EP1
September 4, 2015**

SUBJECT: Tenure Upon Hire

BACKGROUND INFORMATION

The Chairs and Deans have recommended to the Provost that 13 newly appointed faculty members be granted tenure commencing with their appointment. These individuals meet the criteria set forth in the University's tenure policy and are recommended by the Provost to receive tenure. Attached is a Summary of these Tenure Upon Hire cases.

PROPOSED COMMITTEE ACTION

The Committee on Educational Policy and Strategy is asked to approve the Tenure Upon Hire cases listed on the attached Summary and addressed in the Board materials for recommendation to the Board of Trustees for approval on the Consent Agenda. While any administrative appointment is noted, tenure is granted only for the faculty appointments.

SIGNIFICANT POLICY ISSUES FOR COMMITTEE TO CONSIDER

Board of Governors approval is not required.

Supporting Documentation Included: See attached [Summary](#).

Submitted by: Joseph Glover, Provost and Senior Vice President for Academic Affairs

**Dr. Frank Asche-College of Agricultural and Life Sciences
Professor, School of Forest Resources and Conservation**

Dr. Frank Asche received his Cand. Mag. from the University of Bergen in 1989, his M.S. in Economics from the University of Bergen in 1992, and his Ph.D. in Economics in 1996. Dr. Asche is currently a professor of Economics at the University of Stavanger, Norway. He has received national and international recognition for his work in natural resource economics, including fisheries, market integration, and petroleum economics. Dr. Asche has published over 75 peer-reviewed journal articles in high ranking journals that include *Science*, *The American Journal of Agricultural Economics*, and *Marine Resource Economics*. He has nine papers that have been cited by others more than 100 times. Dr. Asche has trained and mentored 17 Ph.D. students. He has attracted substantial funding to his program including recent grants in the amounts of \$4 million and \$4.5 million. His funding has come from a wide range of sources including FAO, the UN, and the World Bank. Dr. Asche's international reputation is strong and will bring great attention to our college and our university.

**Dr. Gilles Basset-College of Agricultural and Life Sciences
Associate Professor, Department of Horticultural Sciences**

Dr. Gilles Basset received his B.S. in Chemistry from the University of Bordeaux, France in 1994, his M.S. in Structural Biochemistry and Molecular Genetics from the University of Bordeaux, France in 1995, and his Ph.D. in Plant Biochemistry from the University of Bordeaux, France in 2000. Currently Dr. Basset is an associate professor in the Center for Plant Science Innovation at the University of Nebraska. Dr. Basset brings an internationally-recognized program primarily studying the quinone biosynthesis in plants. He has written 31 articles that have appeared in such journals as *The Plant Cell*, *Journal of Biological Chemistry*, and *The Plant Journal*. Dr. Basset not only contributes strongly to the UF/IFAS mission in research, he also fills a critical deficiency in teaching, particularly in the core courses of our Graduate Program in Plant Molecular and Cellular Biology. He brings needed expertise to teach in this program, one of our most recognized interdisciplinary programs.

**Dr. Brent C. Christner-College of Agricultural and Life Sciences
Associate Professor, Department of Microbiology and Cell Sciences**

Dr. Brent Christner received his B.S. in Molecular Biology and Biotechnology from Westminster College in 1992, his M.S. in Microbiology from the University of Dayton in 1996, and his Ph.D. in Microbiology from The Ohio State University in 2002. Dr. Christner is currently an associate professor in the Department of Biological Sciences at Louisiana State University. Dr. Christner is already one of the world's experts in studying microbial life in extreme environments which has tremendous implications for the study of life beyond our planet. His primary focus now is the study of microbial life in Antarctic lakes buried hundreds of meters below the surface of the glaciers. His work also has implications for climate change. Dr. Christner has written 33 peer-reviewed articles, 11 book chapters, and eight other publications. He has participated in more

than 50 scientific presentations nationally and internationally. He has supervised and mentored numerous students at the high school level, undergraduate level, graduate level, and postdoctoral level. Dr. Christner's research, service, and teaching will be much welcomed here at the University of Florida.

Dr. Alessandro M. Forte-College of Liberal Arts and Sciences

Professor, Department of Geological Sciences

Dr. Alessandro Forte received his B.A. in Engineering Science from the University of Toronto in 1983, his M.S. in Physics from the University of Toronto in 1985, and his Ph.D. in Geophysics from the University of Toronto in 1989. Dr. Forte is currently a professor at the Université de Québec à Montréal in the Department of Geological Sciences. His work is unique in that it combines global seismic tomography data, constraints from mineral physics, and glacial rebound estimates of mantle viscosity as inputs to the governing equations for global mantle cycling (conservation of mass, conservation of momentum, and conservation of heat). The results of his modeling are key to understating continental freeboard and flooding due to sea level rise and fall over a range of timescales. Dr. Forte has been an author or co-author of over 75 publications, and his work has appeared in several high profile journals including *Nature* and *Science*. He has participated in numerous invited lectures all across the world. He has established collaborations in many places around the world but especially in the United States. Dr. Forte's clever and insightful use of big data to transform the field of global geophysics will allow him to make significant contributions to the University of Florida.

Dr. Karyn Ann Esser-College of Medicine

Professor, Department of Physiology and Functional Genomics

Dr. Karyn Ann Esser received her B.S. in Mathematics and Biology from Wake Forest University in 1979, her M.Ed. in Physical Education from the University of Nevada Las Vegas in 1981, and her Ph.D. in Kinesiology from the University of Michigan in 1990. Dr. Esser is currently a professor in the Department of Physiology at the University of Kentucky. She is also the director at the Core Facility regarding mouse exercise training and phenotyping in the College of Medicine as well as the director of the Center for Muscle Biology. Dr. Esser has published 90 articles in peer reviewed journals and has participated in over 80 speaking events and conferences both nationally and internationally. She has over \$1.5 million in grant funding which includes two active R01s and an active R41. She has mentored many students at the Ph.D. and Post-Doctoral levels at multiple universities in her career. Dr. Esser has been associate editor of several journals including *American Journal of Physiology* and *Journal of Applied Physiology*. Dr. Esser's focus and experience will be tremendous assets to the College of Medicine as well as to the University of Florida.

Dr. Sridharan Gururangan-College of Medicine

Professor, Department of Neurosurgery

Dr. Sridharan Gururangan received his B.S. in Chemistry from Loyola College in Madras, India in 1976, his MBBS from Madras University in Madras, India in 1981, and his MRCP from the Royal College of Physicians in London, England in 1988. Currently Dr. Gururangan is a professor in pediatrics and an associate professor in surgery at Duke University Medical Center. Dr. Gururangan is a well-established physician in the field of Pediatric Neuro-oncology. His research is in developing new strategies for treatment of children with brain tumors. His special focus is in the development of phase I and II trials of new drugs for children with brain tumors including novel chemotherapy agents, small molecule inhibitors targeting receptor tyrosine kinases, anti-angiogenesis inhibitors, pharmacologic strategies that lead to reversal of drug resistance to alkylating agents, immunotherapy approaches to the treatment of recurrent medulloblastoma, and peptide based radiotherapy for neoplastic meningitis. He has written 106 articles in refereed journals, 5 book chapters, and 119 abstracts. Dr. Gururangan will be an asset to the college and the university with his extensive knowledge and experience.

Dr. Matthew James Gurka-College of Medicine

Professor, Department of Health Outcomes and Policy

Dr. Matthew Gurka received his B.S. in Mathematics from Carroll University in 1999 and his Ph.D. in Biostatistics from The University of North Carolina at Chapel Hill in 2004. Currently Dr. Gurka is an associate professor and founding chair of the Department of Biostatistics in the School of Public Health at West Virginia University. He is also a program director in the Clinical Research Design, Epidemiology, and Biostatistics Program at the West Virginia Clinical and Translational Science Institute. Dr. Gurka will be transferring an NIH/NHLBI-funded R01: An Ethnicity-Specific Metabolic Syndrome Severity Score to Assess Risk: The Jackson Heart Study to the University of Florida where he is principal investigator. Dr. Gurka has written 69 peer-reviewed publications, three book chapters, and 20 book reviews and abstracts in refereed journals. He has taught numerous courses in the Department of Biostatistics and has advised many graduate students with their theses and dissertations. Dr. Gurka's excellent productivity will prove to be very much welcomed and utilized at the College of Medicine and at the University of Florida.

Dr. Shuang Huang-College of Medicine

Professor, Department of Anatomy and Cell Biology

Dr. Shuang Huang received his B.Sc. in Neurobiology from Fudan University in 1983 and his Ph.D. in Pharmacology from Baylor College of Medicine in 1994. He is currently a professor in the Department of Biochemistry and Molecular Biology at Georgia Regents University. Dr. Huang's focus is to understand processes involved in the initiation and progression of cancer. The specific focus uses both cellular and molecular biological techniques to study mechanisms involved in metastasis and the epithelial-to-mesenchymal transition of breast cancer cells by

miRNA and intracellular second messengers. With more than 100 articles in peer-reviewed journals and nearly 30 invited presentations nationally and internationally, Dr. Huang's expertise in this field is very clear and very recognized. Dr. Huang has taught several courses at the graduate level and has been on dissertation committees for 14 doctoral graduate students. As part of the cancer preeminence initiative, Dr. Huang's contributions, focus, and expertise will be greatly appreciated and utilized in the College of Medicine.

Dr. Jonathan D. Licht-College of Medicine

Professor, Department of Medicine

Dr. Jonathan Licht received his B.S. from State University of New York at Stony Brook in 1978 and his M.D. from Columbia University College of Physicians and Surgeons in 1982. Currently Dr. Licht is a professor in the Department of Biochemistry and Molecular Genetics at Northwestern University known for his work in blood cancers. His lab studies aberrant gene regulation repression as a cause of hematologic malignancy, including acute promyelocytic leukemia, multiple myeloma and myeloproliferative neoplasms, and developing small molecules and peptides strategies to revert abnormal gene regulation and treat disease. Dr. Licht has supervised and mentored more than 50 students at the graduate level and at the postdoctoral level. Throughout his career he has had considerable grant support both past and active. His publications number more than 140 articles and book chapters. Dr. Licht shares his knowledge by having participated in more than 200 national and international scientific presentations. The college and university will greatly benefit by Dr. Licht's knowledge, research, service, and teaching.

Dr. Kebin Liu-College of Medicine

Professor, Department of Anatomy and Cell Biology

Dr. Kebin Liu received his Ph.D. in Microbiology from the University of Oklahoma in 1997. Dr. Liu is currently a professor in the Department of Biochemistry and Molecular Biology in the Medical College of Georgia at Georgia Regents University. Dr. Liu's focus in his lab is to understand how the immune system regulates tumor initiation and progression. Specifically Dr. Liu's work is focused on elucidation of mechanisms involved in the regulation of myeloid-derived suppressor cell function. Dr. Liu has over 60 articles published in various scholarly journals. He also has four active grants with an additional three that are pending plus three approved patents. Dr. Liu has advised a dozen Ph.D. students and has mentored seven additional students. He has taught a variety of courses in biochemistry, molecular biology, and oncology. The addition of Dr. Liu to the College of Medicine and to the University of Florida will be exciting and a wonderful asset to the cancer preeminent initiative.

Dr. Matthew E. Merritt-College of Medicine

Associate Professor, Department of Biochemistry and Molecular Biology

Dr. Matthew Merritt received his B.S. in Chemistry from North Carolina State University in 1991, his M.S. in Chemistry from Washington University, St. Louis in 1996, and his Ph.D. in Chemistry from the University of Washington in 2000. Currently Dr. Merritt is an associate professor in the Advanced Imaging Research Center at the University of Texas Southwestern Medical Center. He is a recognized expert in developing state of the art techniques for measuring metabolic flux in vivo. The primary goal of his lab is to develop techniques enabling in vivo measurements of metabolic flux with a particular focus on hepatic and cardiac metabolism. Dr. Merritt has written 67 publications and has participated in 30 invited lectures nationally and internationally. He is an expert in dynamic nuclear polarization and will play a key role in specifying and setting up the hyperpolarization capabilities in the Advanced Magnetic Resonance Imaging and Spectroscopy facility here at UF. Dr. Merritt will greatly strengthen both the metabolomics and DNP initiatives at the University of Florida and the National High Magnetic Field Laboratory.

Dr. Susan Nittrouer-College of Public Health and Health Professions

Professor, Department of Speech, Language, and Hearing Sciences

Dr. Susan Nittrouer received her B.S. in Speech Pathology from West Chester State University in 1974, her M.E.D. in Education for the Deaf from Smith College in 1975, and her Ph.D. in Speech and Hearing Sciences from City University of New York in 1985. Dr. Nittrouer is currently a professor of Speech and Hearing Science and a director of research in Otolaryngology at Ohio State University. She is very productive in her research laboratory on an outstanding longitudinal study of children with hearing loss from early in life until the second and third grades. This study looks deeply at language acquisition in children both with normal hearing and hearing impairment. Dr. Nittrouer has two funded R01s with the second application having been continuously funded since 2003. She has reached distinction in research and teaching and has developed an international reputation for excellence in her field. She has published extensively and has participated in numerous presentations. Dr. Nittrouer's experience in research, teaching, and service will unquestionably be very beneficial to the College of Public Health and Health Professions as well as to the entire University of Florida.

Dr. Liang Zhou-College of Veterinary Medicine

Associate Professor, Department of Infectious Diseases and Pathology

Dr. Liang Zhou received his M.D. from Nanjing Medical University in 1996 and his Ph.D. in Microbiology, Immunology, and Molecular Genetics from the University of California, Los Angeles in 2004. Dr. Zhou is currently an associate professor in the Department of Pathology and the Department of Microbiology and Immunology at Northwestern University. Dr. Zhou's research is focused on understanding the molecular mechanisms of cytokine signaling pathways that lead to different T cell lineage fates, the transcriptional networks of Th17 and Treg cell

differentiation, and the function of Th17-Treg balance in autoimmunity and infection. Dr. Zhou has participated in more than 50 invited lectures both nationally and internationally. He has written 32 articles in journals such as *National Cell Biology*, *Molecular Cell Biology*, and *National Immunology*. Dr. Zhou has trained and mentored 20 postdoctoral fellows and graduate and undergraduate students. Dr. Zhou's work will be a tremendous asset to the college and to the university.

TENURE UPON HIRE CASES**SEPTEMBER 2015**

Name	College	Department	Rank	Previous Institution
Frank Asche	Agricultural and Life Sciences	School of Forest Resources and Conservation	Professor	University of Stavanger, Norway
Gilles Basset	Agricultural and Life Sciences	Horticultural Sciences	Associate Professor	University of Nebraska
Brent C. Christner	Agricultural and Life Sciences	Microbiology and Cell Science	Associate Professor	Louisiana State University
Alessandro M. Forte	Liberal Arts and Sciences	Geological Sciences	Professor	University of Quebec, Montreal
Karyn Ann Esser	Medicine	Physiology and Functional Genomics	Professor	University of Kentucky
Sridharan Gururangan	Medicine	Neurosurgery	Professor	Duke University
Matthew J. Gurka	Medicine	Health Outcomes and Policy	Professor	University of West Virginia
Shuang Huang	Medicine	Anatomy and Cell Biology	Professor	Georgia Regents University
Jonathan D. Licht	Medicine	Medicine	Professor	Northwestern University
Kebin Liu	Medicine	Anatomy and Cell Biology	Professor	Georgia Regents University
Matthew E. Merritt	Medicine	Biochemistry and Molecular Biology	Associate Professor	University of Texas Southwestern Medical Center
Susan Nittrouer	Public Health and Health Professions	Speech, Language, and Hearing Sciences	Professor	Ohio State University
Liang Zhou	Veterinary Medicine	Infectious Diseases and Pathology	Associate Professor	Northwestern University



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EDUCATIONAL POLICY & STRATEGY
COMMITTEE ACTION ITEM EP2
September 4, 2015**

SUBJECT: University Press of Florida Annual Report 2014-2015

BACKGROUND INFORMATION

University Press of Florida, as an Academic Infrastructure Support Organization (AISO), must file an annual report that is approved by the Board of Trustees prior to October 31st of each year.

PROPOSED COMMITTEE ACTION

The Committee on Educational Policy and Strategy is asked to approve the University Press of Florida Annual Report for 2014-2015 for recommendation to the Board of Trustees for approval on the Consent Agenda.

SIGNIFICANT POLICY ISSUES FOR COMMITTEE TO CONSIDER

The University Board-approved report is sent to the State University System Council of Academic Vice Presidents (CAVP) for review. After the CAVP review, a copy of the report must be submitted to the Chancellor of the Board of Governors, but approval is not required.

Supporting Documentation Included: See attached.

Submitted by: Joseph Glover, Provost and Senior Vice President for Academic Affairs



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EDUCATIONAL POLICY AND STRATEGY
COMMITTEE ACTION ITEM EP3
September 4, 2015**

SUBJECT: Board Designee for Submission of Reports to the Board of Governors

BACKGROUND INFORMATION

Board of Governors’ Regulation 10.015 requires state universities to provide by the end of September to the Board of Governors’ Office of Academic and Student Affairs an annual report for each Institute and Center. UF has approximately 170 institutes and centers across the institution. The Provost collects and submits these annual reports, but it takes considerable time to do so and they will not be compiled by the beginning of the academic year. The BOG appears to be increasing its informational submissions requirements, and timing often does not align well with UF Board’s meetings. This Action Item requests the Committee’s and Board’s action to authorize and direct the UF President or Provost, as the UF Board’s designee, to approve and submit these and any other informational reports that may be submitted by the UF Board or its designee to the Board of Governors. This authority and direction is proposed to be conditioned on the Trustees being notified of submissions and provided access to the reports. This will avoid the need for Board calls to submit informational reports that are largely factual, while still making sure the Trustees are informed and any follow up questions can be answered.

PROPOSED COMMITTEE ACTION

The Committee on Educational Policy and Strategy is asked to authorize and direct the President or, at his or her discretion, the Provost and Senior Vice President for Academic Affairs, acting as the designee of the University of Florida Board of Trustees, to approve and submit any informational reports to the Board of Governors when the University Board or its designee may do so, provided that the Board of Trustees shall be notified of the submission in advance, and have access to the reports once filed to ensure that any follow up questions of the Board of Trustees are answered.

SIGNIFICANT POLICY ISSUES FOR COMMITTEE TO CONSIDER

Submission of these annual reports on institutes and centers to the Board of Governors Office of Academic and Student Affairs is required, but BOG approval is not required.

Supporting Documentation Included: N/A

Submitted by: W. Kent Fuchs, President
Joseph Glover, Provost and Senior Vice President for Academic Affairs



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EDUCATIONAL POLICY AND STRATEGY
COMMITTEE MINUTES**

May 28, 2015

**Pre-Meeting/Telephone Conference Call Meeting
123 Tigert Hall, University of Florida, Gainesville, Florida**

Time Convened: 1:30 p.m., EDT

Time Adjourned: 1:58 p.m., EDT

1.0 Verification of Quorum

After a roll call, a quorum was confirmed, with all members present except Trustees Corr and Heavener

2.0 Call to Order and Welcome

Committee Chair David M. Thomas called the meeting to order at 1:30 p.m., EDT

Members present were:

David M. Thomas, Chair, David L. Brandon, Susan M. Cameron, Paul W. Davenport, Charles B. Edwards, Joselin Padron-Rasines, Rahul Patel, Jason J. Rosenberg, Steven M. Scott, Robert G. Stern, Anita G. Zucker. Trustees Christopher T. Corr and James W. Heavener were unable to attend.

Others present were:

Provost and Senior Vice President for Academic Affairs Joseph Glover, Vice President for Student Affairs David Kratzer, Vice President, General Counsel, and University Secretary Jamie Lewis Keith, Executive Assistant Cheryl May and Executive Assistant Rebecca Holt, members of the University of Florida Community, and other members of the public and the media.

3.0 Review and Approval of Minutes

Committee Chair Thomas stated that the minutes will be reviewed for approval at the June 4, 2015 meeting.

4.0 Public Comment

There were no requests for public comment for the June 4, 2015 meeting.

5.0 Action Items

Committee Chair Thomas stated that no action would be taken, as the conference call/meeting is for informational purposes only. Committee Chair Thomas then asked Provost Joseph Glover to go through each item on the agenda and allow time for discussion.

EP1. Tenure Upon Hire

Provost Glover stated that there are 15 newly hired faculty members who have been reviewed and recommended for tenure upon hire by the Dean, the Provost and the President. For those individuals hired with faculty and administrative appointments, tenure attaches only to the faculty appointment. They are as follows:

1. **David Gaddis Ross** has been hired from Columbia University as an Associate Professor in the Department of Management in the Warrington College of Business Administration.
2. **Swarup Bhunia** has been hired from Case Western Reserve University as an Associate Professor in the Department of Electrical and Computer Engineering in the College of Engineering.
3. **Thomas Shrimpton** has been hired from Portland State University as an Associate Professor in the Department of Computer and Information Sciences Engineering in the College of Engineering.
4. **Douglas Spearot** has been hired from the University of Arkansas as an Associate Professor in the Department of Mechanical and Aerospace Engineering in the College of Engineering.
5. **Mark Tehranipoor** has been hired from the University of Connecticut as a Professor in the Department of Electrical and Computer Engineering in the College of Engineering.
6. **Laura Rosenbury** has been hired from Washington University as a Professor in the Levin College of Law. (She has an administrative appointment as the Dean of the Levin College of Law.)
7. **Derek Cummings** has been hired from Johns Hopkins University as a Professor in the Department of Biology in the College of Liberal Arts and Sciences.
8. **Lisa Scott** has been hired from the University of Massachusetts at Amherst as an Associate Professor in the Department of Psychology in the College of Liberal Arts and Sciences.
9. **Alyssa Zucker** has been hired from The George Washington University as an Associate Professor in the Center for Women's Studies and Gender Research in the College of Liberal Arts and Sciences.
10. **J. Andrew Berglund** has been hired from the University of Oregon as a Professor in the Department of Biochemistry and Molecular Biology in the College of Medicine.
11. **Timothy Martin** has been hired from the University of Arkansas at Little Rock as a Professor in the Department of Anesthesiology in the College of Medicine.
12. **Gonzalo Torres** has been hired from the University of Pittsburgh as an Associate Professor in the Department of Pharmacology and Therapeutics in the College of Medicine.

13. **Michael Weaver** has been hired from Indiana University as a Professor in the Department of Behavioral Nursing Science in the College of Nursing.
14. **Thomas Schmittgen** has been hired from The Ohio State University as a Professor in the Department of Pharmaceutics in the College of Pharmacy.
15. **Glenn Smith** has been hired from the Mayo Clinic as a Professor in the Department of Clinical and Health Psychology in the College of Public Health and Health Professions.

Provost Glover asked if there were any questions and there were none.

EP2. Honorary Degrees

Provost Glover provided a brief overview of honorary degrees and stated that the Faculty Senate and the President had approved two honorary degrees. Faculty Senate Chair Paul Davenport explained the Faculty Senate's role in vetting the nominees for Honorary Degrees. The candidates have also been vetted by the College Dean. Dr. Walter C. Rhines has been nominated for a Doctor of Technology Honorary Degree and Dr. Henry P. Trawick, Jr. has been nominated for a Doctor of Law Honorary Degree. There was a discussion of whether background checks are conducted on honorary degree awardees. Dr. Davenport, Provost Glover and Ms. Keith provided information and engaged in discussion with the Committee about appropriate levels of review through public websites and Dr. Davenport committed to ensure this is done routinely. He also said he would consult with Human Resource Services, which conducts or oversees different levels of checks for new employees and certain positions.

EP3. Baby Gator Child Development and Research Center fees for Fiscal Year 2015-2016

Provost Glover stated that the University operates an educational research center for child development in accordance with Section 1011.48, Florida Statutes and Board of Governors authorization. Since 1969, this center has provided high quality care and early education to children of faculty, staff, and UF students. Baby Gator is an auxiliary of the University, operating under the Department of Human Resource Services. The fees charged for the care and services provided by Baby Gator are required by statute and Board of Governors regulation to be approved by the Board of Trustees.

Baby Gator has lost employees over the last few years due to a significant salary differential between salary levels at Baby Gator and its competitors in the market. The Baby Gator Advisory Board, including parent representatives, has reviewed the annual budgets for each center and approved the fees for Fiscal Year 2015-2016. The Committee on Education Policy and Strategy is being asked to approve a \$5.00 per week increase for the 2015-2016 fiscal year which will be used exclusively for teachers' raises in support of retention and a \$25.00 increase to the annual supply fee for all children in all Baby Gator centers. With the supply fee adjustment, the Baby Gator supply fee will be comparable to the local market supply fees. The Committee expressed appreciation for the background which demonstrates the need for the adjustments.

EP4. University of Florida Work Plan 2015

Provost Glover explained the three Board of Governors tools that aid in guiding the System's future: 1) the BOG's new Strategic Plan 2012-2025 is driven by goals and associated metrics

that stake out where the System is headed; 2) the BOG's Annual Accountability Report is a look back in time and provides yearly tracking for how the System is progressing toward its goals; and 3) the Institutional Work Plan is a look forward in time that connects the two and creates an opportunity for greater dialogue relative to how each institution contributes to the System's overall vision.

EP5. Facility Security Clearance; Exclusion of Certain Directors and Officers; Designation of Senior Managerial Group for Classified Information

Provost Glover stated that the Department of Defense requires the Board to appoint a management committee to have access to classified information which UF uses in certain research, and to adopt a resolution that Trustees will not require such access, listing all Trustees – if the Trustees do not want to be individually security-cleared. This action is required whenever new members are appointed to the Board.

EP6. Annual Tenure Awards

Provost Glover explained that annual tenure awards are for faculty who have gone through the complete tenure process and are supported by the Department, College Dean, Academic Personnel Board, and who have been recommended the award of tenure by the President. At the time of this meeting, Human Resource Services is preparing the final documents and they will be uploaded into the Board materials prior to the meeting.

EP7. University of Florida Regulation Amendments

General Counsel Jamie Keith stated that the only regulation amendment proposed for approval is Regulation 3.0375 Tuition Cost. This is the Board approval of tuition and certain fees for the 2015-2016 academic year, an action taken annually at the end of the legislative session in time for the fall term. Tuition being approved at this time with the amount set forth in this regulation, is not being increased for 2015-2016, and will remain at the 2014-2015 level. However, there is an increase in the additional charge per credit hour (on top of tuition) that an undergraduate student enrolled in the same course more than twice is required to pay under BOG Regulation and Florida statute. The BOG informs UF of the amount based on the average cost of instruction. The student activity and service, health, athletics, and transportation access fees for 2015-2016 were established and approved at the Board's December 2014 meeting and are addressed in Regulation 3.0372; such fees are no longer included in this regulation (3.0375) to avoid duplication and confusion.

6.0 Discussion/Informational Items

Provost Glover then reviewed the following Discussion/Information Items:

- 6.4 Changes in Majors/Degree Program
 - 6.4.1 Bachelor of Science in Economics (CIP Code 52.0201) Warrington College of Business Administration
 - 6.4.2 Bachelor of Music in Music Education – change in total credits of the degree program for 2015 and 2016
- 6.5 New Center/Institute
 - 6.5.1 Myology Institute
- 6.6 Centers/Institutes Closing

- 6.6.1 Florida Center for Medicaid and the Uninsured (FCMU)
- 6.6.2 National Rural Behavioral Health Center (NRBHC)
- 6.6.3 Florida Institute on Disability and Rehabilitation (FIDR)
- 6.6.4 Center for Neurobiology of Aging
- 6.6.5 Center for Pavements and Infrastructure Materials

7.0 Adjourn

After asking for any further discussion and hearing none, Chair Thomas thanked everyone for participating in the call/meeting. The Committee on Education Policy and Strategy conference call/meeting was adjourned at 1:58 p.m., EDT.



**UNIVERSITY OF FLORIDA BOARD OF TRUSTEES
COMMITTEE ON EDUCATIONAL POLICY AND STRATEGY
COMMITTEE MINUTES**

June 4, 2015

President's Room 215B, Emerson Alumni Hall

University of Florida, Gainesville, Florida

Time Convened: 2:00 p.m., EDT

Time Adjourned: 3:10 p.m., EDT

1.0 Verification of Quorum

After a roll call, Vice President, General Counsel and University Secretary Jamie Lewis Keith confirmed a quorum, with all members present.

2.0 Call to Order and Welcome

Committee Chair, David M. Thomas called the meeting to order at 2:00 p.m., EDT.

Members present were:

David M. Thomas, Chair, David L. Brandon, Susan M. Cameron, Christopher T. Corr, Paul W. Davenport, Charles B. Edwards, James W. Heavener, Joselin Padron-Rasines, Rahul Patel, Steven M. Scott, Robert G. Stern, Anita G. Zucker. Trustee Jason J. Rosenberg was unable to attend.

Others present were:

President W. Kent Fuchs, Provost and Senior Vice President for Academic Affairs Joseph Glover, Senior Vice President for Health Affairs David Guzick, Senior Vice President for Agriculture and Natural Resources Jack Payne, Senior Vice President and Chief Operating Officer Charles Lane, Vice President for Human Resources Paula Fussell, Vice President for Research David Norton, Vice President, General Counsel and University Secretary Jamie Lewis Keith, other members of the President's cabinet, Executive Assistant Cheryl May and Executive Assistant Rebecca Holt, members of the University of Florida Community, and other members of the public and the media.

3.0 Review and Approval of Minutes

The Committee Chair asked for a motion to approve the minutes of the March 30, 2015 and April 2, 2015 committee meetings, which was made by Trustee Heavener and Seconded by Trustee Zucker. The Chair asked for further discussion, after which he asked for all in favor of the motion and any opposed and the motion was approved unanimously.

4.0 Public Comment

There were no requests for public comment.

The Committee considered the following Action Items:

5.0 Action Items

Committee Chair Thomas shared that a pre-June Board meeting conference call/meeting was held on May 28, 2015, where all items were presented as information. He then asked Provost Glover to present the following Action Items:

EP1 Tenure Upon Hire

Provost Glover stated that there are 15 tenure upon hire cases that the President and Provost recommend to the Committee and the Board for approval. There have been 84 confirmed faculty hires in the preeminence initiative to-date. For those individuals hired with faculty and administrative appointments, tenure attaches only to the faculty appointment. Provost Glover asked whether the Committee wanted him to review the cases again, after having done so at the May call/meeting or if any Committee members had questions. The Committee members indicated they were ready to act.

The Committee Chair asked for a motion to approve Action Item EP1, which was made by Trustee Brandon and Seconded by Trustee Scott, for recommendation to the Board for its approval on the Consent Agenda. The Chair asked for further discussion, of which there was none. The Chair then asked for all in favor of the motion and any opposed and the motion was approved unanimously.

EP2 Honorary Degrees

Provost Glover asked if he should repeat the summary he gave during the pre-June meeting call/meeting in May on the accomplishments of the two candidates for honorary degrees or whether the Committee was ready to vote on (1) Dr. Walden C. Rhines, who is recommended by the Faculty Senate and the President for an honorary Doctor of Technology degree; and (2) Attorney Henry Trawick, a UF College of Law graduate, who is recommended by the Faculty Senate and the President for an honorary Doctor of Law degree. The Committee did not have further questions or require a restatement of the summary given previously.

The Committee Chair asked for a motion to approve Action Item EP2 which was made by Trustee Brandon and Seconded by Trustee Cameron for recommendation to the Board for its approval on the Consent Agenda. The Chair asked for further discussion, of which there was none. The Chair then asked for all in favor of the motion and any opposed and the motion was approved unanimously.

EP3 Baby Gator Child Development and Research Center Fees for Fiscal Year 2015-2016

Committee Chair Thomas asked whether the Committee members would like Vice President for Human Resource Services, Paula Fussell, to present or answer questions on EP3—Baby Gator Fees—or whether the discussion on the pre-June meeting call/meeting in May answered all

questions. The Committee members stated that the supporting information was good and no further discussion was needed.

The Committee Chair asked for a motion to approve Action Item EP3, which was made by Trustee Cameron and Seconded by Trustee Zucker, for recommendation to the Board for its approval on the Consent Agenda. The Chair asked for further discussion, of which there was none. The Chair then asked for all in favor of the motion and any opposed and the motion was approved unanimously.

EP4 University of Florida Work Plan 2015

Committee Chair Thomas asked if the Committee members had any questions for Provost Glover about the annual Work Plan which Dr. Glover presented at the pre-June meeting call/meeting in May. There were no questions.

The Committee Chair asked for a motion to approve Action Item EP4, which was made by Trustee Brandon and Seconded by Trustee Patel, for recommendation to the Board for its approval on the Consent Agenda. The Chair asked for further discussion, of which there was none. The Chair then asked for all in favor of the motion and any opposed and the motion was approved unanimously.

EP5 Facility Security Clearance; Exclusion of Certain Directors and Officers; Designation of Senior Managerial Group for Classified Information

Committee Chair Thomas asked whether any Trustee would like Vice President for Research David Norton to address or answer questions on EP5 and the accompanying resolution concerning UF's management of classified information. Having acted on similar action items previously and hearing a summary on the May call/meeting, the Committee did not require further discussion.

The Committee Chair asked for a motion to approve Action Item EP5, which was made by Trustee Cameron and Seconded by Trustee Brandon, for recommendation to the Board for its approval on the Consent Agenda. The Chair asked for further discussion, of which there was none. The Chair then asked for all in favor of the motion and any opposed and the motion was approved unanimously.

EP6 Annual Tenure Awards

Committee Chair Thomas asked if any Trustee had questions for Provost Glover on the Annual tenure Awards which were addressed on the call. Provost Glover stated that the list of candidates for tenure awards has gone through the complete review process and each candidate has been nominated for tenure by the President and Provost.

The Committee Chair asked for a motion to approve Action Item EP6, which was made by Trustee Cameron and Seconded by Trustee Scott, for recommendation to the Board for its approval on the Consent Agenda. The Chair asked for further discussion, of which there was none. The Chair then asked for all in favor of the motion and any opposed and the motion was approved unanimously.

President Fuchs stated that at many great research universities, the Chief Academic Officer (the Provost), makes the recommendations for tenure and that he had delegated the tenure review process and recommendation responsibility to the Provost going forward.

EP7 University of Florida Regulation Amendments

Committee Chair Thomas asked whether any Trustee wanted Vice President and General Counsel Jamie Lewis Keith to address EP7, the proposed regulation change which she discussed on the pre-June meeting call/meeting in May. The Committee did not want Ms. Keith to repeat her presentation and had no further questions.

The Committee Chair asked for a motion to approve Action Item EP7, which was made by Trustee Zucker and Seconded by Trustee Brandon, for recommendation to the Board for its approval on the Consent Agenda. The Chair asked for further discussion, of which there was none. The Chair then asked for all in favor of the motion and any opposed and the motion was approved unanimously.

The following Discussion/Informational Items were the addressed by the Committee:

6.0 Discussion/Informational Items

Committee Chair Thomas turned the Committee's attention to the information items and asked each presenter to address a topic in turn:

- 6.1 **Admissions Update** – Vice President for Enrollment Management Zina Evans presented an overview of the 2015 Freshmen Admission: Summer, Fall, Innovation Academy, and PACE confirmations. The Committee expressed support for the variety of admissions pathways and the PACE program.
- 6.2 **Faculty Senate Update** – Faculty Senate Chair Paul Davenport made his report and expressed his enthusiasm for serving the Senate and the Board in the coming year.
- 6.3 **Student Government Update** – Student Body President Joselin Padron-Rasines provided a handout highlighting the accomplishments and initiatives of Student Government. She expressed her enthusiasm for serving all students and the Board in the coming year.

Provost Glover stated that the following information items were reviewed on the pre-June meeting call/meeting and that all items have been approved by the Faculty Senate. They do not require Board action but are presented for information.

- 6.4 Changes in Major/Degree Program
 - 6.4.1 Bachelor of Science in Economics (CIP Code 52.0201) Warrington College of Business Administration
 - 6.4.2 Bachelor of Music in Music Education – change in total credits of degree program for 2015 and 2016
- 6.5 New Center/Institute

- 6.5.1 Myology Institute
- 6.6 Centers/Institutes Closing
 - 6.6.1 Florida Center for Medicaid and the Uninsured (FCMU)
 - 6.6.2 National Rural Behavioral Health Center (NRBHC)
 - 6.6.3 Florida Institute on Disability and Rehabilitation (FIDR)
 - 6.6.4 Center for Neurobiology of Aging
 - 6.6.5 Center for Pavements and Infrastructure Materials

Provost Glover asked if there were any questions and there were none.

7.0 New Business

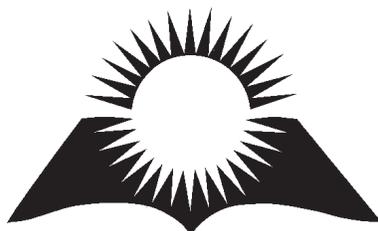
Committee Chair Thomas asked if there was any new business for the Committee.

Senior Vice President for Health Affairs David Guzick provided some history and a brief description of the importance of the Clinical Translational Research Building (CTRB) in support of the success of multi-disciplinary research. The Board dinner and reception was to be held at the CTRB that evening and Co-Director David Nelson was to provide more information on the impressive accomplishments supported by the CTRB at the reception.

Vice President, General Counsel and University Secretary Jamie Lewis Keith stated that there will be a 10-minute break after the Committee is adjourned and then at 3:40 p.m., the full Board will hold a public hearing on the Campus Master Plan. The Campus Master Plan has been approved by the Finance and Facilities Committee for recommendation to the Board for its approval. At the end of the hearing, the Board will be asked to consider any comments received and then, if appropriate, to approve the Campus Master Plan. She noted that if comments warrant any changes the Board would be able to incorporate them. After adjourning the public hearing, there was to be a very short break and the Board meeting was then to begin.

8.0 Adjourn

After asking for any further discussion and hearing none, Chair Thomas asked for a motion to adjourn, which was made by Trustee Zucker and a second which was made by Trustee Corr, and, with no further discussion desired, the motion was passed unanimously and the University of Florida Committee on Educational Policy and Strategy meeting was adjourned at 3:10 p.m., EDT.



University Press of Florida

ANNUAL REPORT

2014–2015

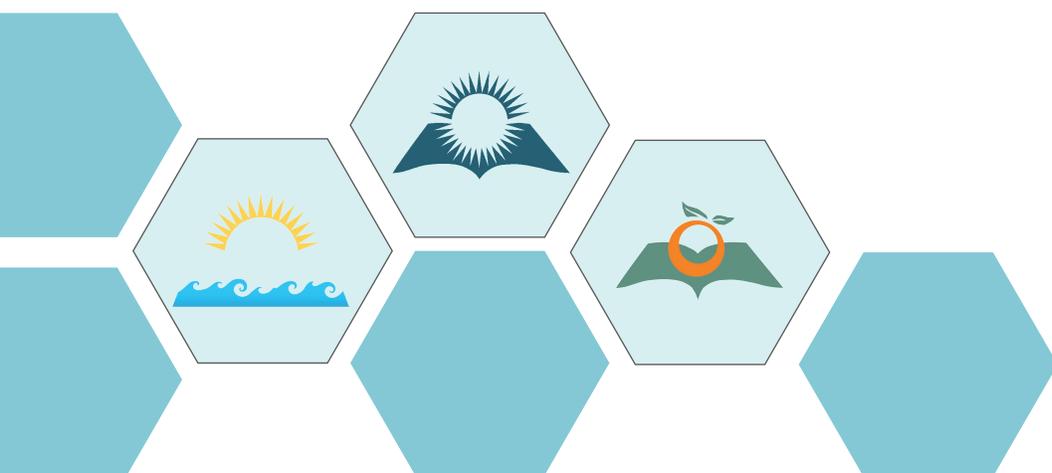
Approval Date by
(Board of Trustees or designee):

Review Date by
Council of Academic Vice Presidents:

Date of Submission to
Board of Governors Office:

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Statement of PURPOSE

ESTABLISHED in 1945, the University Press of Florida (UPF) is emerging as one of the most innovative and forward-thinking university presses of its size. With 3,569 titles currently in print and digital form, 97 print titles and 207 e-book titles in production, and 127 additional titles under contract, UPF has been a vital element in enhancing the scholarly reputation and worldwide visibility of the State University System (SUS). UPF attracts manuscripts from the world's foremost scholars, writers, artists, and public intellectuals, and about one-eighth of our authors are affiliated with the SUS. These publications, written by an international group of authors representing a broad range of intellectual perspectives, reflect the academic and institutional strengths of the SUS. The press is a member of the Association of American Publishers and the Society for Scholarly Publishing. UPF's director is now serving a three-year term as president and Executive Council member of the Association of American University Presses (AAUP).

UPF, the designated scholarly publishing arm of the state university system, is an essential agent of the scholarly credentialing ecosystem. Our goals seem simple but are quite complex in execution:

GOALS



TO PUBLISH PEER-REVIEWED WORKS OF ACADEMIC DISTINCTION, with exceptional editorial and production quality, in nine subjects: archaeology/anthropology, American history, Latin American and Caribbean studies, natural history, literary criticism, geology, dance, political science, and Floridiana;



TO ESTABLISH A CULTURE OF MEANINGFUL EMPLOYMENT AND PROFESSIONAL DEVELOPMENT, one that emphasizes clear communication as well as respect for the ideas and opinions of all staff members;



TO OPERATE IN A FINANCIALLY RESPONSIBLE MANNER that encourages planned, deliberate growth in productivity and sales; and



TO BE A PREMIER PRESS IN OUR SUBJECTS, continuing to advance our reputation and standing in the scholarly and publishing communities.

UPF operates as (1) an Academic Infrastructure Service Organization (AISO) for the Florida Board of Governors, (2) a nonprofit publishing business, (3) a textbook facilitator, and (4) a publication services unit for the entire SUS. UPF is a major contributor to the goal of the Board of Governors to “improve the quality and impact of scholarship, research, and commercialization activities of the system,” as articulated on page 16 of the 2012–2025 Board of Governors strategic plan. As an AISO, UPF strives to align its publishing areas with the three pillars of higher education: research, teaching, and outreach. To be of service in these areas, UPF has created three distinct divisions that address the content needs of these pillars. Research is served through our scholarly content delivery in disciplines of interest and importance in the SUS. UPF facilitates textbook affordability in the SUS by providing free, open-access, and adaptable texts with an emerging sustainability model known as Orange Grove Texts. Outreach is accomplished by “translating” the scholarly production into innovatively communicated content, both print and digital, that can be easily accessed by the citizens of Florida and the world. To these ends, we define UPF's programs to include vigorous and imaginative promotion, sales, and distribution, both domestically and internationally, in print and digital formats, in order to achieve maximum dissemination of UPF's books.

Executive Summary of FY 2015 PERFORMANCE

UPF continues its evolution from a traditional academic publisher to one of the most innovative and entrepreneurial publishing houses in America. In an effort to offset reduced state funding and to increase operation efficiency, UPF formed a used book warehouse to sell our “hurt” copies on Amazon Marketplace and created a new Publication Services division to provide expert publishing skills for the entire SUS. Each of these ventures was designed to reduce operational dependency, gain efficiencies of service, provide shared resources for all departments, divisions, and colleges in the SUS, and to establish best practices for creating and disseminating the research and teaching tools of the SUS. Both Publication Services and the Florida Book Warehouse have been signally successful.

The energy at the University Press of Florida is upbeat and electric, and its vibrations are being felt throughout the university press world. This fiscal year marks our third with the discrete and integrated units that comprise our tripartite division: the University Press of Florida, Orange Grove Texts Plus (OGT+), and Publication Services. UPF, the largest division, is the gold-standard of academic publishing with a peer-reviewed, preeminent list of titles that disseminates the research and productivity of faculty. Scholars from the SUS and the world come to UPF for state-of-the-art editing, production, and distribution of their research findings.

OGT+ provides SUS students with affordable and easily accessible textbooks while giving faculty easily adaptable instructional tools and achieving worldwide acclaim as a Best Practices example of a sustainable model for open access textbooks. The third division, Publication Services, was created in 2012 to allow access to the very unique skill set of UPF staff in producing books, pamphlets, and brochures for any state entity. As the oldest and most prolific publisher in the state, UPF offers its expertise in development, editing, design, typesetting, printing, distribution, and marketing. This consolidation of services can provide most of the printing needs for any university.

The **Three** Divisions of University Press of Florida



UNIVERSITY PRESS OF FLORIDA

- Oldest, most prolific publisher in the state
- Member of the Association of American Publishers, the Society for Scholarly Publishing, and the Association of American University Presses
- Excels at state-of-the-art editing, production, and distribution of research findings



Orange Grove Texts *Plus*

Accessible. Affordable. Adaptable.

- Affordable, accessible textbooks
- Adaptable instructional tools
- A Best Practices example of a sustainable model for open access textbooks
- Combines the strengths of a digital repository, an on-demand printer, and a traditional book publisher

P_{ublication} S_{ervices}

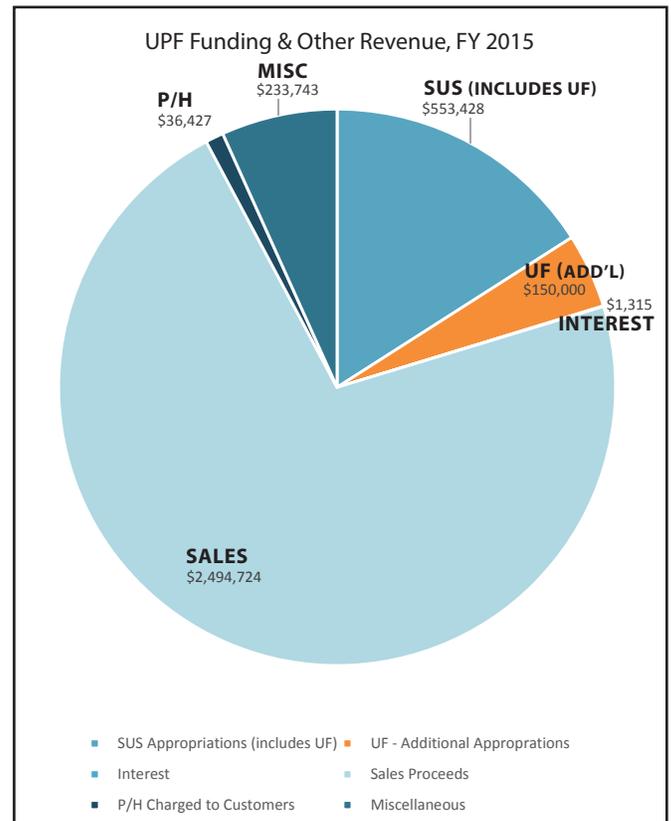
from UNIVERSITY PRESS OF FLORIDA

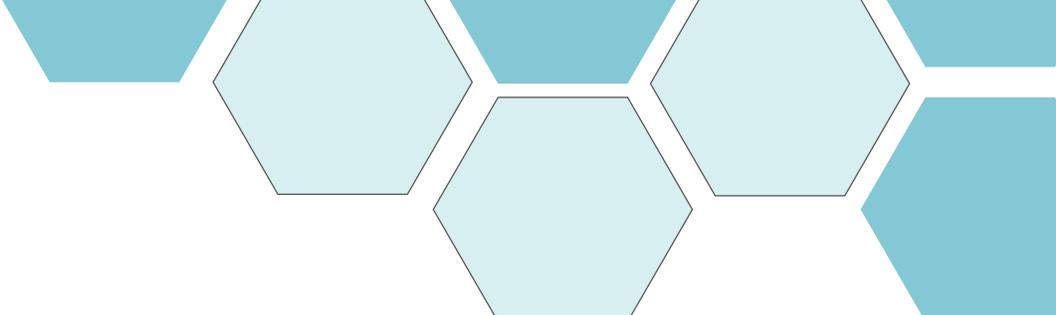
- Provides first-rate publishing services to the State University System
- Expertise in development, editing, design, typesetting, printing, distribution, and marketing
- Can provide most of the printing needs for any university

Financially, the year was a slight disappointment. Most months exceeded projection, but three dismal months left us short of our projected sales by \$184,804 (7%). We were flat with FY 2013–14 sales. Collections were at an astounding rate of 99 percent, so our revenues exceeded sales by 12 percent. Adding to our successful budget year were several unexpected, but pleasant, surprises: the sale of film and book rights for Bob Kealing’s *Tupperware Unsealed*; the Florida Book Warehouse’s exceeding sales projections by \$9,000; and our website sales increasing by \$24,675. Post-conference sales increased by almost 50 percent thanks to the social media blitz from our marketing team.

Despite all of this positive energy, UPF entered the year with another projected deficit. UPF submitted a legislative budget request to rebuild infrastructure and create a journals program that, despite heroic efforts on the part of a number of SUS lobbyists (many thanks to Linda Collins, Janet Owens, and Marion Hoffman), never even made it to the governor’s budget. UPF was informed by the Board of Governor’s general counsel that OGT+ could no longer use the materials and supply fee to sustain the OGT+ textbooks. Without the ability to recover costs for updates and additions, this ruling killed any new textbooks development for OGT+. Ironically, as appendix D shows, there are two OGT+ titles in our top twenty best-selling titles. So OGT+ saved students money and added to UPF’s revenue stream. Despite a sustainability model for open access that gained national attention, this new limitation means that UPF can no longer claim to have a program in textbook affordability. Other solutions will have to be found by the BOG if textbook affordability is indeed important to them.

UPF forged ahead with new initiatives and took advantage of strategic opportunities as they arose. This included a new venture with the University of Florida, using our Publication Services Division to create a new born-digital e-book program called *Gatorbytes*. The University of Florida (UF) provided UPF with an additional \$150,000 to launch the program. Taking advantage of a layoff at the *Tampa Bay Times*, UPF commissioned journalists to write pieces that highlighted UF research in a readable and relatable style. Three of the e-books were launched in March, and two more are due this coming October, with four more under contract (see appendix C). It should be noted that in last year’s report, there was an infographic showing how underfunded UPF was in relation to other presses its size. The additional funds provided by UF bumped us into the funding level that diagram suggested. In section 4, “FY 2015 year end and proposed FY 2016 budgets,” UPF, at the appropriate funding level, ended with a positive variance. The additional funding provided by UF is reflected in the budget, and for FY 2015–16, UF has added to that funding to create the University of Florida Press. This option has long been open to every campus in the SUS, but only the University of Florida has recognized the value of branding their own university this way.





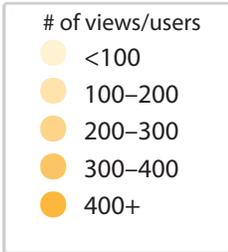
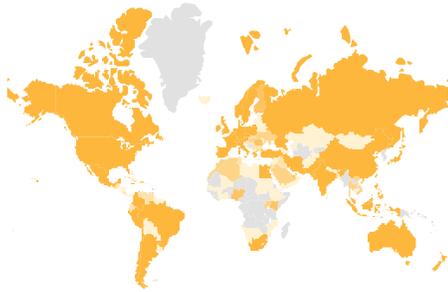
Changes in the marketing department saw a dramatic upswing in our social media presence and online advertising and the creation of our new Florida Quincentennial series. Each book about Florida published between 2013 and 2015 is designated a Florida Quincentennial book. Dennis Lloyd, the deputy director for sales and marketing, left UPF to become the director of the University of Wisconsin press. This is the fourth UPF employee to become a director, a credit to our entrepreneurial spirit and ethos. A change in leadership in the acquisitions department saw a dramatic uptick in production. Our new EDP manager, Michele Fiyak-Burkley, came within \$100 of her budget. EDP continues to question all “print legacy” tasks and procedures and produced our first digitally enhanced print book. UPF books continued to win major awards, both in and out of state.

This coming fiscal year, UPF director, Meredith Morris-Babb, begins her three-year term as president of the American Association of University Presses (AAUP). UPF remains committed to the three pillars of higher education—teaching, research, and outreach—and continues to find ways to remain useful and relevant to the SUS community. UPF exhibits the best in nimble, creative, and entrepreneurial thinking. As demonstrated with the additional UF funding, when properly funded, UPF realizes remarkable, creative, and successful dissemination of its content. It is past time for the SUS to decide what kind of university press it wants representing the State of Florida—a mediocre one that struggles from year to year or a robust and ever-expanding press with both a book and journals division that will elevate it to the next level of elite university presses.

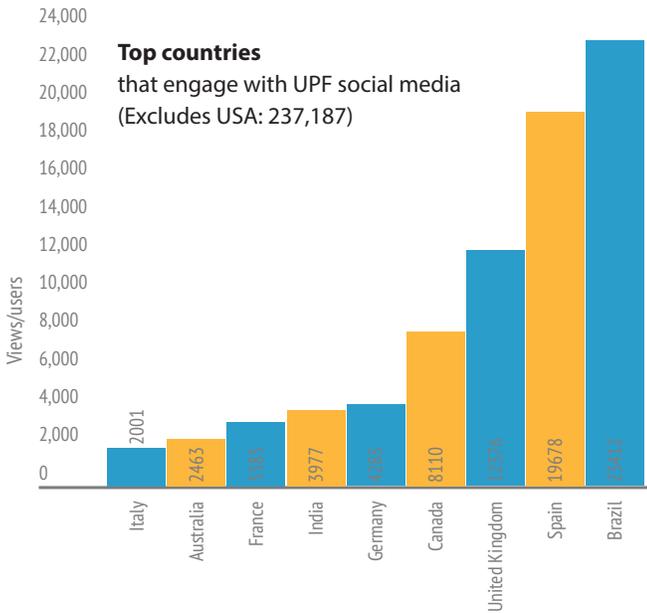
UPF's Global Impact

July 2012–June 2015

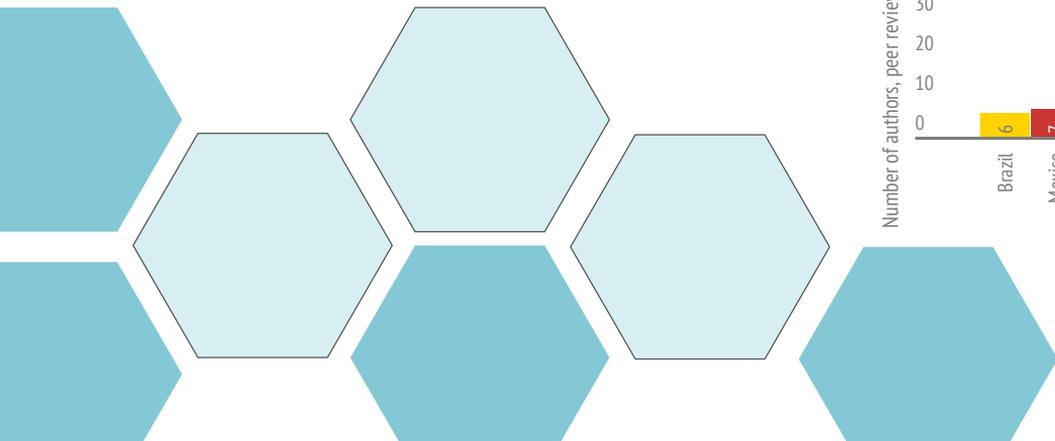
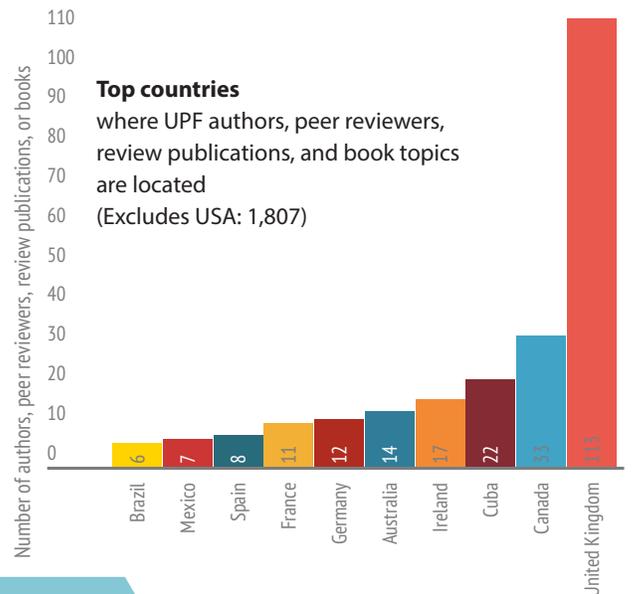
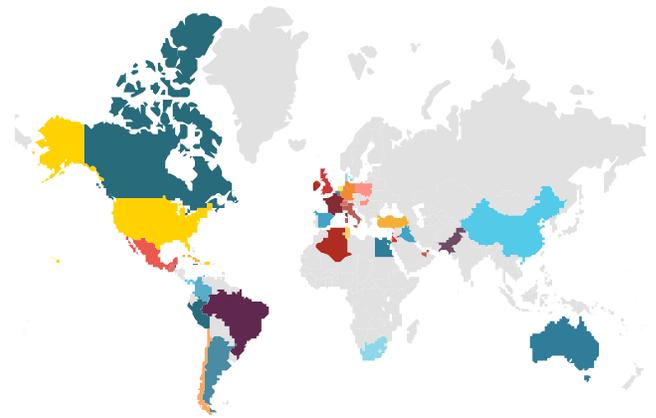
SOCIAL MEDIA REACH



Includes data from UPF Twitter account, Facebook accounts, blog, and website



LOCATION OF AUTHORS, PEER REVIEWERS, REVIEW PUBLICATIONS, & BOOK TOPICS



FY 2015

GOALS AND PERFORMANCE

THE GOALS for the staff in FY 2015 were to begin moving up to the next level of excellence among university presses. Despite UPF's creaky infrastructure and operating capabilities and the limitations of investment capital, UPF and its staff have achieved the highest level of operational efficiencies and are in a position to offer their services to any entity in the SUS. UPF believes in its abilities, its mission, its commitment to the SUS, and to the advancement of higher educational goals in the State of Florida.

QUANTITATIVE GOALS

a. Sign 125 projects a year and increase new titles delivered to 90.

ACCOMPLISHED: UPF signed 161 new contracts, transmitted 91 titles from editorial to design, and published 83 new titles. UPF also produced 16 reprints, 98 print-on-demand hardbacks and paperbacks, 135 e-books in various formats, 2 new OGT+ titles, uploaded 49 titles to UPSO/FLASO, and oversaw 10 Publication Services projects. Of the 83 new titles produced, 22 were written by SUS and/or Florida-based authors.

b. Utilize digital technology whenever feasible.

ACCOMPLISHED: The Editorial, Design, and Production (EDP) Department has gone almost completely paperless, using file transfers and the UPF FTP server to transmit electronically edited, typeset, and designed files to the authors and back again. They recently began working with a new program that allows increased efficiencies and reduction of errors in the page proof stage of the process. All scholarly books, with the exception of textbooks, are converted to e-book format and distributed to library outlets simultaneously with the print editions, using both in-house staff and CoreSource. All general interest books that are narrative in form are issued in simultaneous e-book format and made available for any e-book reading device.

c. Move to reduce existing surplus inventory.

ACCOMPLISHED: This year saw an increased focus on reducing excess stock and declaring appropriate titles out of print: 145,674 units of extremely slow-moving titles or titles that were not moving at all were destroyed to free up space in the warehouse.

d. Grow the Publication Services division to 12 projects per year.

ACCOMPLISHED: We signed 12 projects: 9 are distribution-only agreements and 3 are agreements to produce, manufacture, and distribute. All but one of these has been completed and delivered to our warehouse. Additionally we signed 1 more distribution agreement, and that book is scheduled to arrive in our warehouse in early fall. Publication Services projects delivered to the warehouse in FY 2014–15 brought in \$11,374 in sales, which are split 50/50 with the client-publisher. Total sales for all Publication Services projects currently shipping from our warehouse, including those delivered in past years, are \$32,486, which does not include \$77,900 in fees paid up front.

e. Continue to explore alternative forms of revenue.

ACCOMPLISHED: (1) With funding from UF, UPF created a new e-book-only short books program called *Gatorbytes*. (2) We sell our own returns on Amazon through the Florida Book warehouse and pick from the returns bins for stock to send to academic meetings for discount sales. (3) Revenue from both Publication Services and our own website increased dramatically because of our increased social media presence.

QUALITATIVE GOALS

a. Win major awards for scholarly excellence.

ACCOMPLISHED: We submitted 106 titles to 152 awards programs this year compared to 103 titles to 158 awards programs in FY 2013–14. UPF books placed as winners or finalists in 33 award programs.

b. Increase global visibility through online access to scholarship, favorable book reviews, and publicity for the press and its authors.

ACCOMPLISHED: We processed a total of 946 reviews this year compared to 749 in FY 2013–14.

Of the reviews received, 445 were interviews, articles mentioning or listing the book, or event listings; 268 titles received reviews; and 556 unique outlets reviewed or mentioned titles.

c. Advertise and exhibit to the national and international academic community.

ACCOMPLISHED: UPF placed 62 print and 62 electronic advertisements, for a total of 124 advertisements, in media representing a wide range of disciplines and reaching a potential audience (based on circulation figures) of over 12 million.

We promoted UPF books at 17 staffed exhibits and 32 unstaffed exhibits, bringing in \$56,189 in conference and post-conference sales.

d. Expand and diversify online marketing efforts through social media, email campaigns, website-hosted solutions, and increased analytics.

ACCOMPLISHED: UPF now has a diverse social media presence including

Twitter: @floridapress. Followers increased by 738 this fiscal year.

Current followers: 2,468; followers at the end of FY 2013–14: 1,730.

Facebook: The Florida Bookself. Fans increased by 177 this fiscal year.

Current fans: 840; fans at the end of FY 2013–14: 663.

Facebook: University Press of Florida. Fans increased by 133 this fiscal year.

Current fans: 522; fans at the end of FY 2013–14: 389.

WordPress: The Florida Bookshelf. Subscribers increased by 66 this fiscal year.

Current subscribers: 186; subscribers at the end of FY 2013–14: 120.

At the end of FY 2013–14, we had just under 4,000 email contacts, and we're now at 4,719. We've sent out 198 emails, including press releases and author pre-publication discount emails.

The supplemental flip-book PDF versions of this year's seasonal catalogs hosted by Issuu.com have collectively reached almost 12,000 impressions and been read digitally by over 1,700 viewers. The holiday catalog, also posted to Issuu.com, reached 2,814 impressions with 360 digital reads. To Issuu.com we have also added the books in our print catalog, as well as our subject lists, which include archaeology and anthropology, Florida, Seaside Publishing, literature, Latin American studies, gardening, history, and dance. Collectively, these catalogs have had 2,542 impressions on Issuu.com and received 112 digital reads.

The holiday sale generated over \$12,000 in direct sales through the website (and possibly more through bookstores) and, because of the no-postage mailing to UF faculty and staff through the UF Mail Room, the mailing had a positive ROI for the first time in a long time. A combined postcard/social media "Moms, Dads, and Grads sale" targeted more than 10,000 individuals and generated nearly \$5,000 in sales.

e. Maintain status as Florida's preeminent publisher of regional books.

ACCOMPLISHED: The Florida Quincentennial series has been an enormous success, culminating with the publication of Buff Gordon's *Walking St. Augustine* in time for that city's 450th anniversary. We swept the Florida nonfiction and the visual arts categories of the Florida Book Awards.

FINANCIAL GOALS

a. Manage the Press budget so as to achieve no less than the budgeted surplus, or no more than the budgeted deficit.

ACCOMPLISHED: Revenues exceeded operational expenses by \$29,352.62. This surplus was due to unexpected 3rd and 4th quarter changes in personnel and additional funding initiatives provided by the University of Florida. We were budgeted to have a deficit of \$109,663 based on our budget reforecast in March 2015. The sale of both print and e-books to academic libraries has continued to decline faster than e-book purchases are rising, so this forced UPF to explore other avenues of revenue. The Florida Book Warehouse produced an additional \$24,142 in revenues this FY. Sales through our online storefront increased 72 percent between FY 2013–14 and FY 2014–15. While sales fell slightly below projections, total collections exceed projections and, coupled with the additional UF allocations, we reduced our deficit to \$0 and created the previously mentioned surplus.

b. Rebuild the operating surplus.

ONGOING: Until the Press is funded at levels in line with other presses of its size, growth of both programs and operating surplus are apt to remain stagnant.

c. Manage cash flow effectively to maintain adequate operating capital to cover expenses through seasonal fluctuations and lags in cash flow.

ONGOING: While we had a positive cash flow only two out of the twelve months this FY, we were able to stretch our state appropriations and the additional UF funding to create a positive total variance for the entire FY. We were able to maintain a cash level that was sufficient to covering expenses through seasonal fluctuations and lags in cash flow.

d. Increase revenue through active fundraising and grant writing.

ONGOING: Title-specific subsidies (usually supplied by the scholar's home institution) increased by 23 percent to \$27,600. No major grants were awarded to UPF this year; however, we partnered with UF Libraries on an NEH grant to digitize selected backlist titles.

e. Increase revenue through other opportunities, such as OGT+ and Publication Services.

ACCOMPLISHED: While Publication Services is growing at an astounding rate, it has not yet reached the place where we can add staff to accommodate the extra work load. To increase Publication Services, we would have to decrease the publication of monographs to maximize staff efficiencies alongside revenues.

As mentioned before, OGT+ is no longer an active program.

OPERATIONAL GOALS

a. Increase SUS investment in UPF's operating funds and infrastructure so that UPF can grow to the next level of excellence.

ONGOING: As there has been no increase this year in the SUS investment to UPF, we have turned to other sources, specifically UF, to fund infrastructure needs and program launches. Beginning FY 2016, UF will fund for three years the salary of a new journals manager to kick-start a journals program, as well as help UPF purchase a new database system.

b. Maintain operating efficiency and cost-effectiveness by keeping abreast of industry trends and incorporating technological advancements in electronic publishing, information management, and manufacturing methods.

ACCOMPLISHED: The EDP department has increased operational efficiencies by aligning the production of print books with the creation of their electronic versions in multiple formats and with simultaneous print-on-demand activation with multiple vendors. By so doing, we have expanded the potential market for these titles, eliminating the need for constant reprints, reducing future staff time and costs by completing all tasks at once, and effectively bundling multiple digital assets on the vendor's server for the cost of a single upload.

c. Continue staff development programs to further enhance knowledge and productivity in order to support enhanced technology and operational systems.

ACCOMPLISHED: Five staff members attended the annual meeting of the Association of American University Presses, connecting with other university press members and bringing back ideas, workflows, and new developments for UPF. Three staffers participated in an AAUP sponsored webinar on using sales data for acquisitions choices.

d. Build a proactive subsidiary rights program that will contribute to revenue.

ACCOMPLISHED: This year, for the first time ever, we attended the Frankfurt Book Fair, propelling UPF into the international arena. Frankfurt Book Fair is renowned for subsidiary rights sales, and UPF made many promising connections there. As other experienced university presses attest, building strong subsidiary rights programs is a process that takes a few years to establish and grow, so we are excited to have gotten underway. Most spectacularly, we sold the hardcover, paperback, audio, Korean, and Japanese language rights for Bob Kealing's *Tupperware Unsealed* to Crown for \$35,000 advance against royalties, plus \$15,000 on execution of agreement, \$10,000 on Crown's acceptance of the complete manuscript, and \$10,000 on Crown's initial publication of the work. We sold film rights for the book on behalf of Kealing to Sony Pictures, which plans to have Tate Taylor direct the movie, with Sandra Bullock starring as Brownie Wise. We also sold the film rights option for Caroline Morrow Long's *Madame Lalaurie, Mistress of the Haunted House*, and for various works sold audio, translation, and reprint rights for more than \$5,500, plus 5 percent of royalties in the majority of cases.

Not including the sale of *Tupperware Unsealed*, we collected \$156,223 in permission fees this FY, \$41,062 more than last year.

e. Invest in capital purchases that were delayed due to budget restraints.

ONGOING: Purchase of the database was delayed due to UF's vendor system. We purchased twelve new computers, a new server, and new printers. UF paid for the upgraded wiring of the entire building.

f. Find innovative ways to highlight the preeminent status of UF and Florida State University (FSU) in global dissemination, then work that plan throughout the rest of the SUS.

ONGOING: *Gatorbytes* has been a huge success, but plans to work with FSU fell through the cracks when Dr. Garnett Stokes left for a position as executive vice chancellor and provost at the University of Missouri. Since her move, we have reached out to the library staff at FSU for a similar e-book program, and presented the advantages of Publication Services and university branded imprints to University of South Florida (USF) and Florida International University (FIU).

g. Continue our Green Initiative program to reduce our carbon footprint.

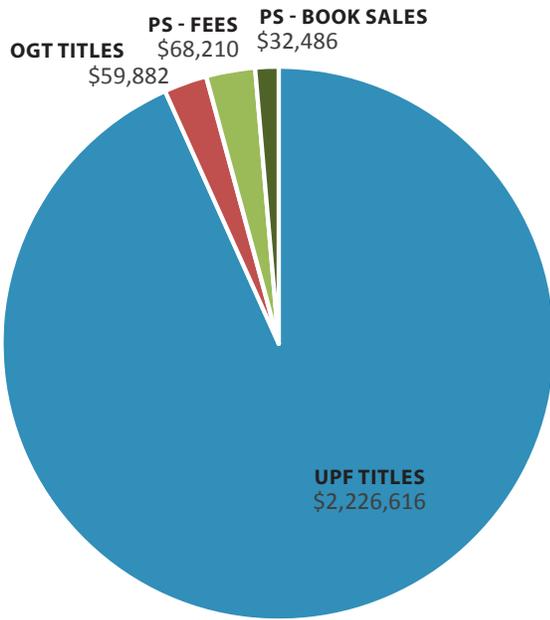
ONGOING: As mentioned earlier, almost all editorial and production transfers are now electronic file transfers. Acquisitions now urges authors and readers to use either Word or PDF documents for review, and we are exploring the option of sending our overseas authors password-protected e-book versions of their books. This alone will save us close to \$3,000 in shipping, reshipping, and customs fees. Our two out-of-state editors use Skype to attend important meetings.

FY 2015 Year End Budget and PROPOSED FY 2016 BUDGET

	BUDGET FY 2014–2015	REVISED BUDGET FY 2014–2015	ACTUAL FY 2014–2015	BUDGETED FY 2015–2016
REVENUE:				
General revenue	\$553,428.00	\$553,428.00	\$553,428.00	\$553,428.00
UF additional appropriations	\$0.00	\$150,000.00	\$150,000.00	\$250,000.00
Interest	\$7,000.00	\$1,650.00	\$1,315.02	\$2,000.00
Sales proceeds	\$2,394,123.00	\$2,431,011.13	\$2,494,723.60	\$2,350,875.00
P/H charged to customers	\$35,000.00	\$35,000.00	\$36,427.35	\$35,000.00
Miscellaneous	\$240,000.00	\$200,000.00	\$233,742.84	\$275,000.00
Total revenue	\$3,229,551.00	\$3,371,089.13	\$3,469,636.81	\$3,466,303.00
EXPENSES:				
Salaries	\$1,632,340.78	\$1,600,000.00	\$1,588,861.92	\$1,508,435.69
Regular OPS	\$128,316.51	\$150,469.65	\$150,366.35	\$209,443.15
Freelancers (design, editorial, & indexing)	\$171,360.00	\$207,066.00	\$171,505.60	\$229,000.00
Operating expenses	\$311,077.42	\$314,015.96	\$356,661.76	\$346,436.99
<i>Gatorbytes</i>	\$0.00	\$100,000.00	\$92,246.00	\$90,000.00
Equipment	\$1,000.00	\$0.00	\$0.00	\$1,000.00
Sales & marketing	\$220,000.00	\$220,000.00	\$198,894.01	\$200,000.00
Book manufacturing	\$571,197.75	\$546,600.00	\$546,499.37	\$545,295.00
Manuscript evaluation	\$25,000.00	\$25,000.00	\$22,322.69	\$24,000.00
Royalties & agency royalties	\$275,472.00	\$260,000.00	\$265,202.92	\$245,948.00
Computer operations	\$63,000.00	\$57,600.00	\$47,723.57	\$117,000.00
Total expenses	\$3,398,764.46	\$3,480,751.61	\$3,440,284.19	\$3,516,558.83
OPERATING SURPLUS/(DEFICIT)	(\$169,213.46)	(\$109,662.48)	\$29,352.62	(\$50,255.83)

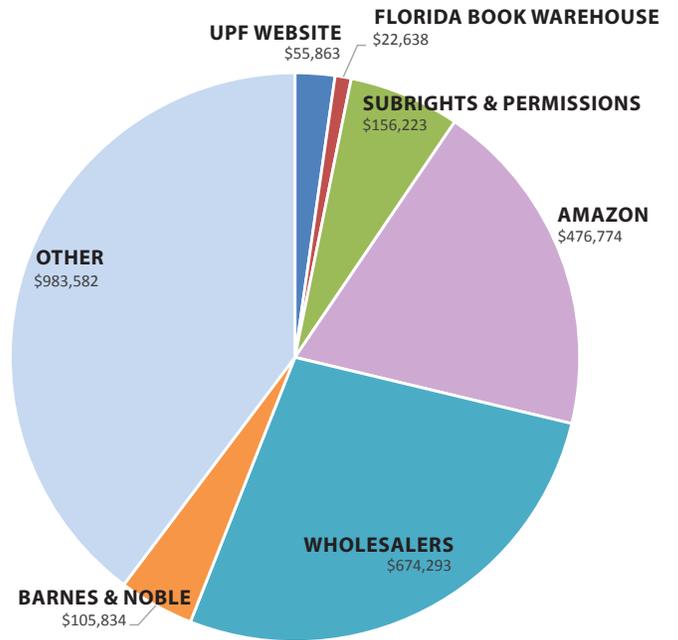
UPF Sales FY 2015

SALES BY DIVISION

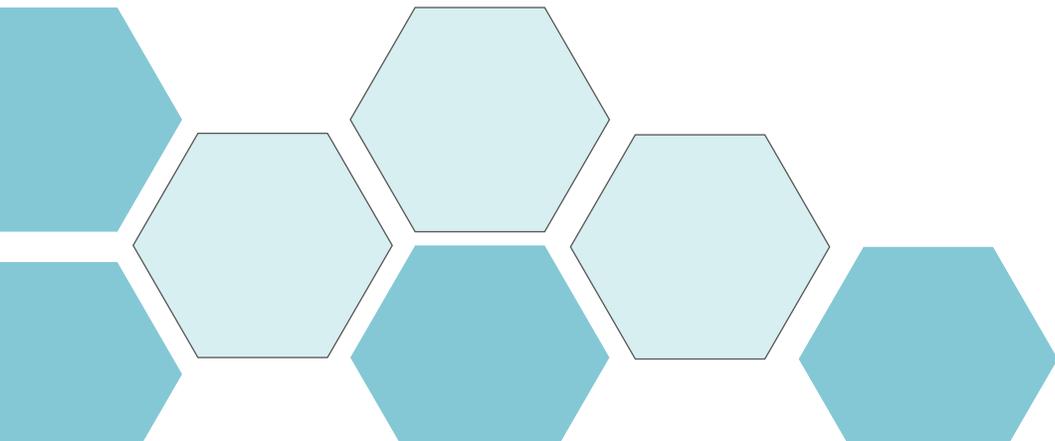


- UPF Titles
- OGT Titles
- Publication Services - Fees
- Publication Services - Book Sales

SALES BY ACCOUNT



- UPF Website
- Florida Book Warehouse
- Subrights and Permissions (includes UPSO)
- Amazon
- Major Wholesalers
- Barnes & Noble
- Other



Fiscal Year 2016

GOALS

QUANTITATIVE GOALS

- a. Sign 125 projects a year and increase new titles delivered to 90.
- b. Utilize digital technology and third-party vendors to increase efficiencies.
- c. Move to reduce existing surplus inventory.
- d. Grow the Publication Services division to 12 projects per year.
- e. Begin the journals program with five journals.
- f. Work with UF to create strategic plan for UF Press; create an editorial board.

QUALITATIVE GOALS

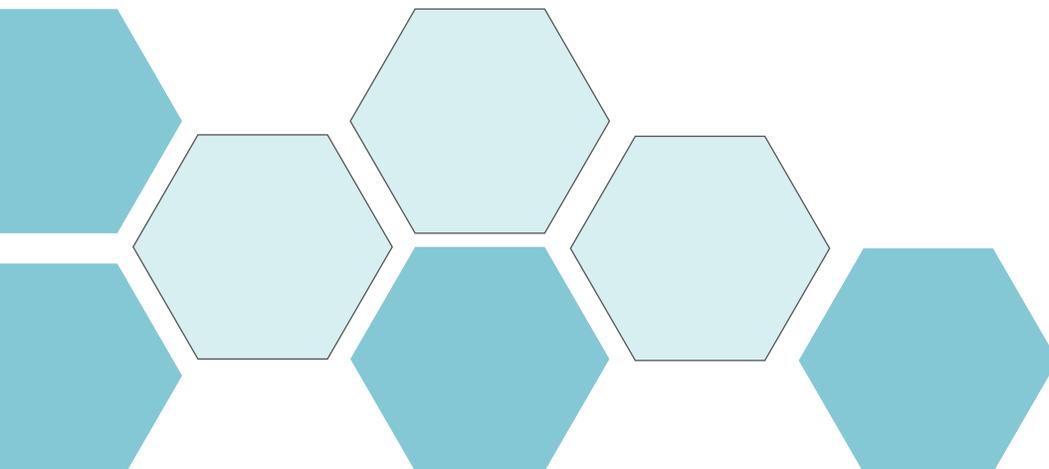
- a. Win major awards for scholarly excellence.
- b. Increase global visibility through online access to scholarship, favorable book reviews, and publicity for the press and its authors.
- c. Advertise and exhibit to the national and international academic community.
- d. Expand and diversify online marketing efforts through social media, email campaigns, website-hosted solutions, and increased analytics.
- e. Maintain status as Florida's preeminent publisher of regional books.

FINANCIAL GOALS

- a. Manage the Press budget so as to achieve no less than the budgeted surplus or no more than the budgeted deficit.
- b. Rebuild the operating surplus.
- c. Manage cash flow effectively to maintain adequate operating capital to cover expenses through seasonal fluctuations and lags in cash flow.
- d. Increase revenue through active fundraising and grant writing.
- e. Increase revenue through other opportunities, such as Publication Services.

OPERATIONAL GOALS

- a. Increase SUS investment in UPF's operating funds and infrastructure so that UPF can grow to the next level of excellence.
- b. Maintain operating efficiency and cost-effectiveness by keeping abreast of industry trends and incorporating technological advancements in electronic publishing, information management, and manufacturing methods.
- c. Continue staff development programs to further enhance knowledge and productivity in order to support enhanced technology and operational systems.
- d. Build a proactive subsidiary rights program that will contribute to revenue.
- e. Find innovative ways to highlight SUS research.
- f. Continue Green Initiative program to reduce UPF's carbon footprint.



Appendix A

UPF EDITORIAL ADVISORY BOARD, 2014–2015

Stephen T. Miles, Chair (2013–2014)
Provost and Vice President for Academic Affairs
Director, New Music New College
New College of Florida

Uzi Baram (2013–2015)
Professor of Anthropology
Division of Social Sciences
New College of Florida

John Belohlavek (2014–2016)
Professor of History
Department of History
University of South Florida

Melody Bowden (2014–2106)
Professor, Writing and Rhetoric
University of Central Florida

Matthew Corrigan (2013–2015)
Professor and Chair
Department of Political Science and Public Administration
University of North Florida

Allen Josephs (2014–2016)
University Research Professor
Department of English and World Languages
University of West Florida

Nicola Foote (2013–2015)
Associate Professor of Latin American History
Department of Social and Behavioral Sciences
Florida Gulf Coast University

Andrew K. Frank (2014–2016)
Allen Morris Associate Professor of History
Department of History
Florida State University

David Jackson (2014–2016)
Professor of History and Chairman
Department of History and Political Science
Florida A & M University

Bill Link (2013–2015)
Professor of History
Department of History
University of Florida

Nancy K. Poulson (2013–2015)
Professor of Spanish and Latin American Studies
Department of Languages, Linguistics and Comparative Literature
Florida Atlantic University

John Stack (2013–2015)
Director, School of International and Public Affairs
Florida International University

Appendix B

NEW TITLES PUBLISHED IN FY 2015

Africa in Florida (pbk): Five Hundred Years of African Presence in the Sunshine State
edited by Amanda B. Carlson and Robin Poynor

Afro-Cuban Religious Arts: Popular Expressions of Cultural Inheritance in Espiritismo and Santería
by Kristine Juncker

After Slavery (pbk): Race, Labor, and Citizenship in the Reconstruction South
edited by Bruce E. Baker and Brian Kelly

Ain't Scared of Your Jail (pbk): Arrest, Imprisonment, and the Civil Rights Movement
by Zoe A. Colley

The American Lawrence
by Lee M. Jenkins

The American South and the Atlantic World (pbk)
edited by Brian Ward, Martyn Bone, and William A. Link

Ancestors of Worthy Life: Plantation Slavery and Black Heritage at Mount Clare
by Teresa S. Moyer

Ancient Maya Cities of the Eastern Lowlands
by Brett A. Houk

Ancient Maya Political Dynamics (pbk)
by Antonia E. Foias

Ancient Maya Pottery (pbk): Classification, Analysis, and Interpretation
edited by James John Aimers

Archaeology and Ethnoarchaeology of Mobility (pbk)
edited by Frédéric Sellet, Russell D. Greaves, and Pei-Lin Yu

The Archaeology of Ethnogenesis (pbk): Race and Sexuality in Colonial San Francisco
by Barbara L. Voss

The Archaeology of American Cemeteries and Gravemarkers
by Sherene Baugher and Richard F. Veit

The Archaeology of American Cities
by Nan A. Rothschild and Diana diZerega Wall

The Archaeology of French and Indian War Frontier Forts (pbk)
edited by Lawrence E. Babits and Stephanie Gandulla

The Archaeology of Race in the Northeast
edited by Christopher N. Matthews and Allison Manfra McGovern

The Archaeology of Smoking and Tobacco
by Georgia L. Fox

Attracting Birds to South Florida Gardens
by James A. Kushlan and Kirsten Hines

Attracting Hummingbirds and Butterflies in Tropical Florida: A Companion for Gardeners
by Roger L. Hammer

Autoepitaph: Selected Poems
by Reinaldo Arenas, edited by Camelly Cruz-Martes, translated by Kelly Washbourne

Backcountry Lawman (pbk): True Stories from a Florida Game Warden
by Bob H. Lee

Becoming Virginia Woolf: Her Early Diaries and the Diaries She Read
by Barbara Lounsberry

Before Daybreak (pbk): "After the Race" and the Origins of Joyce's Art
by Cólín Owens

Best-Loved Recipes from the Columbia Restaurant
by Richard Gonzmart

Between Silver Light and Orange Shadow: Paintings by Elena Sisto
by UF Art Gallery

Bioarchaeology of Individuals (pbk)
edited by Ann L. W. Stodder and Ann M. Palkovich

The Bioarchaeology of the Human Head (pbk): Decapitation, Decoration, and Deformation
edited by Michelle Bonogofsky

Black Legacies: Race and the European Middle Ages
by Lynn T. Ramey

Bootstrap Geologist (pbk): My Life in Science
by Gene Shinn

Bradford's Indian Book (pbk): Being the True Roote & Rise of American Letters as Revealed by the Native Text Embedded in Of Plimoth Plantation
by Betty Booth Donohue

Brazilian Propaganda: Legitimizing an Authoritarian Regime
by Nina Schneider

Building the Past: Prehistoric Wooden Post Architecture in the Ohio Valley–Great Lakes
edited by Brian G. Redmond and Robert A. Genheimer

By Avon River
by H.D., edited by Lara Vetter

Calling Me Home (pbk): Gram Parsons and the Roots of Country Rock
by Bob Kealing

Category 5 (pbk): The 1935 Labor Day Hurricane
by Thomas Neil Knowles

Ceramic Production in Early Hispanic California: Craft, Economy, and Trade on the Frontier of New Spain
by Russell K. Skowronek, M. James Blackman, and Ronald L. Bishop

Come Home: Selections from the Art Collection of Héctor G. Puig
by UF Art Gallery

Conservative Hurricane: How Jeb Bush Remade Florida
by Matthew T. Corrigan

Creole City: A Chronicle of Early American New Orleans
by Nathalie Dessens

Cuba: A History in Art, Revised Edition
by Gary R. Libby with Juan A. Martínez

Cuban Revelations (pbk): Behind the Scenes in Havana
by Marc Frank

Cultural Heritage Management (pbk): A Global Perspective
edited by Phyllis Mauch Messenger and George S. Smith

Cusco (pbk): Urbanism and Archaeology in the Inka World
by Ian Farrington

A Desolate Place for a Defiant People: The Archaeology of Maroons, Indigenous Americans, and Enslaved Laborers in the Great Dismal Swamp
by Daniel O. Sayers

Dictionary of Latin American Cultural Studies (pbk)
edited by Robert McKee Irwin and Mónica Szurmuk

Discovering Florida: First-Contact Narratives from Spanish Expeditions along the Lower Gulf Coast
edited and translated by John E. Worth

Drug Trafficking, Organized Crime, and Violence in the Americas Today
edited by Bruce M. Bagley and Jonathan D. Rosen

Early New World Monumentality (pbk)
edited by Richard L. Burger and Robert M. Rosenswig

Emergence & Structure
by UF Art Gallery

Entangling Migration History: Borderlands and Transnationalism in the United States and Canada
edited by Benjamin Bryce and Alexander Freund

Everglades: America's Wetland
by Mac Stone

The Failure of Term Limits in Florida
by Kathryn A. DePalo

Fifty Years of Justice: A History of the U.S. District Court for the Middle District of Florida
by James M. Denham

Fishing for Spotted Seatrout: From the Carolinas to Texas
by Jan S. Maizler

Florida Animals for Everyday Naturalists
by Larry Allan

Florida Landscape Plants: Native and Exotic, Third Edition
by John V. Watkins, Thomas J. Sheehan, and Robert J. Black

Fourth Down in Dunbar
by David A. Dorsey

French Colonial Archaeology in the Southeast and Caribbean (pbk)
edited by Kenneth G. Kelly and Meredith D. Hardy

Fruits of Eden: David Fairchild and America's Plant Hunters
by Amanda Harris

Garden of the Heart's Desire: Selections from the Golzar Collection
by UF Art Gallery

The Geopoetics of Modernism
by Rebecca Walsh

Good Catch: Recipes and Stories Celebrating the Best of Florida's Waters
by Pam Brandon, Katie Farmand, and Heather McPherson

Greater Than the Sum: Selections from the Craig Robins Collection of Contemporary Art
by Amy Vigilante

The Great Florida Craft Beer Guide
by Mark DeNote

Immigration and National Identities in Latin America
edited by Nicola Foote and Michael Goebel

An Introduction to Geoffrey Chaucer (pbk)
by Tison Pugh

An Introduction to the Chansons de Geste
by Catherine M. Jones

Irish Cosmopolitanism: Location and Dislocation in James Joyce, Elizabeth Bowen, and Samuel Beckett
by Nels Pearson

Islam and the Americas
edited by Aisha Khan

Islam's Jesus (pbk)
by Zeki Saritoprak

James Buchanan and the Coming of the Civil War (pbk)
edited by John W. Quist and Michael J. Birkner

James Joyce and the Exilic Imagination
by Michael Patrick Gillespie

Jazz Dance (pbk): A History of the Roots and Branches
edited by Lindsay Guarino and Wendy Oliver

José Martí, the United States, and Race
by Anne Fountain

Joyce and Militarism (pbk)
by Greg Winston

Just Suppose: Photographs by Jerry Uelsmann and Maggie Taylor
by UF Art Gallery

La Florida: Five Hundred Years of Hispanic Presence
edited by Viviana Díaz Balsera and Rachel A. May

Making Sense of Marshall Ledbetter: The Dark Side of Political Protest
by Daniel M. Harrison

Mango
by Jen Karetnick

The Mapuche in Modern Chile (pbk): A Cultural History
by Joanna Crow

The Maroons of Prospect Bluff and Their Quest for Freedom in the Atlantic World (pbk)
by Nathaniel Millett

Mary Ann Carroll: First Lady of the Highwaymen
by Gary Monroe

Medieval Mythography, Volume 3: The Emergence of Italian Humanism, 1321–1475
by Jane Chance

The Minibook of Minigolf
by Tim Hollis

The Miscellaneous Writings and Sterne's Subscribers, an Identification List: Volume 9 of The Florida Edition of the Works of Laurence Sterne

edited by Melvyn New and W. B. Gerard

Modern Arab Art (pbk): Formation of Arab Aesthetics

by Nada M. Shabout

Modernists at Odds: Reconsidering Joyce and Lawrence

edited by Matthew J. Kochis and Heather L. Lusty

Monet and American Impressionism

by Dulce M. Román

Motul de San José (pbk): Politics, History, and Economy in a Maya Polity

edited by Antonia E. Foias and Kitty F. Emery

Native Florida Plants for Shady Landscapes

by Craig N. Huegel

Negotiated Settlements (pbk): Andean Communities and Landscapes under Inka and Spanish Colonialism

by Steven A. Wernke

On Technique (pbk)

by Dean Speer

Origins of the Dream: Hughes's Poetry and King's Rhetoric

by W. Jason Miller

A Paddler's Guide to Everglades National Park, Third Edition

by Johnny Molloy

Painting Dixie Red (pbk): When, Where, Why, and How the South Became Republican

edited by Glenn Feldman

The Path to the Greater, Freer, Truer World: Southern Civil Rights and Anticolonialism, 1937–1955

by Lindsey R. Swindall

The Peace of Blue: Water Journeys

by Bill Belleville

The Poetry of James Joyce Reconsidered (pbk)

edited by Marc C. Conner

The Politics of Food in Modern Morocco (pbk)

by Stacy E. Holden

Polygyny: What It Means When African American Muslim Women Share Their Husbands

by Debra Majeed

Privacy in the New Media Age

by Jon L. Mills

Reading the Modernist Bildungsroman (pbk)

by Gregory Castle

Rebel on Pointe: A Memoir of Ballet and Broadway

by Lee Wilson

Recalling Deeds Immortal: Florida Monuments to the Civil War

by William B. Lees and Frederick P. Gaske

Renascent Joyce (pbk)

edited by Daniel Ferrer, Sam Slote, and André Topia

Rethinking Colonialism: Comparative Archaeological Approaches

edited by Craig N. Cipolla and Katherine Howlett Hayes

Revolutionary Cuba: A History

by Luis Martínez-Fernández

The Rosenwald Schools of the American South (pbk)

by Mary S. Hoffschwelle

Samuel Roth, Infamous Modernist (pbk)

by Jay A. Gertzman

Saving Florida: Women's Fight for the Environment in the Twentieth Century

by Leslie Kemp Poole

The Scent of Scandal (pbk): Greed, Betrayal, and the World's Most Beautiful Orchid

by Craig Pittman

Sherds of History: Domestic Life in Colonial Guadeloupe

by Myriam Arcangeli

Slave Families and the Hato Economy in Puerto Rico

by David M. Stark

Sorghum's Savor

by Ronni Lundy

Spies and Shuttles: NASA's Secret Relationships with the DoD and CIA

by James E. David

They Dared to Dream: Florida Women Who Shaped History

by Doris Weatherford with the Florida Commission on the Status of Women Foundation, Inc.

Thunder on the River (pbk): The Civil War in Northeast Florida

by Daniel L. Schafer

TzinTzunTzan, el lugar de los colibríes, otra vez / TzinTzunTzan, place of the hummingbirds, again

edited by Brenda J. Brown

Venezuela's Petro-Diplomacy (pbk): Hugo Chávez's Foreign Policy

edited by Ralph S. Clem and Anthony P. Maingot

The Versailles Restaurant Cookbook

by Ana Quincoces and Nicole Valls

Veterans' Policies, Veterans' Politics (pbk): New Perspectives on Veterans in the Modern United States

edited by Stephen R. Ortiz

Walking St. Augustine: An Illustrated Guide and Pocket History to America's Oldest City

by Elsbeth "Buff" Gordon

The War Worth Fighting: Abraham Lincoln's Presidency and Civil War America

edited by Stephen D. Engle

Wasp Box (for UWF)

by Jason Ockert

We Are Imazighen: The Development of Algerian Berber Identity in Twentieth-Century Literature and Culture

by Fazia Aïtel

When Tobacco Was King: Families, Farm Labor, and Federal Policy in the Piedmont

by Evan P. Bennett

Within the Walls and What Do I Love?

by H.D., edited by Annette Debo

Appendix C

GATORBYTES TITLES

The Democracy Machine: How One Engineer Made Voting Possible for All
by Jon Silman

The Disease Detectives: Unraveling How Viruses Go Viral
by Kris Hundley

Building a Better Tomato: The Quest to Perfect “The Scandalous Fruit”
by Jeff Klinkenberg

No One Left Behind: Transforming Education in the On-line Classroom
by Jon Silman

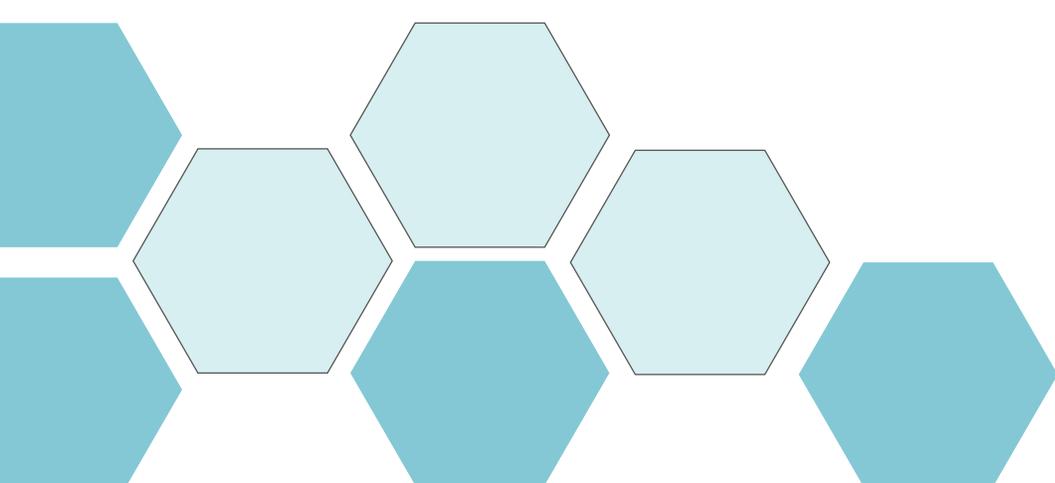
The Wind Engineers: Building a Hurricane-Safe House
by Jeff Klinkenberg

Under contract

Climate Change and Biodiversity
by Heather Dewar

Diabetes Research
by Leonora Parker

Cyber Security
by Jon Silman



Appendix D

FY 2015 BESTSELLERS BY TITLE

1	Everglades: America's Wetland	3,516	copies	\$ 81,700
2	Good Catch	3,487	copies	\$ 48,323
3	Classical Ballet Technique (P)	1,848	copies	\$ 38,002
4	American Government (OGT+)	972	copies	\$ 37,713
5	The Columbia Restaurant Spanish Cookbook	2,637	copies	\$ 34,183
6	The Versailles Restaurant Cookbook	1,876	copies	\$ 29,296
7	Fourth Down In Dunbar	2,022	copies	\$ 26,287
8	Mary Ann Carroll	996	copies	\$ 21,560
9	The Archaeology of American Cemeteries and Gravemarkers	396	copies	\$ 19,793
10	Field To Feast	1,376	copies	\$ 19,698
11	The Highwaymen	1,005	copies	\$ 18,436
12	Revolutionary Cuba	560	copies	\$ 18,005
13	Cuban Revelations	1,193	copies	\$ 17,200
14	The Archaeology of American Cities	338	copies	\$ 16,986
15	Conservative Hurricane	1,175	copies	\$ 16,633
16	Florida Animals for Everyday Naturalists	1,550	copies	\$ 16,092
17	A Desolate Place for a Defiant People	267	copies	\$ 15,009
18	Mr. Flagler's St. Augustine	896	copies	\$ 14,437
19	Florida's Edible Wild Plants	1,547	copies	\$ 14,051
20	The Great Florida Craft Beer Guide	1,310	copies	\$ 14,030
21	Afro-Cuban Religious Arts	262	copies	\$ 13,769
22	Saving Florida	609	copies	\$ 13,484
23	The Columbia Restaurant	637	copies	\$ 13,459
24	The History of Florida	709	copies	\$ 13,270
25	Theatrical Worlds (Beta) (OGT+)	737	copies	\$ 12,963
26	Truth, Lies, and O-Rings (P)	848	copies	\$ 12,869
27	Jazz Dance (C)	550	copies	\$ 12,736
28	A New Orleans Voodoo Priestess (P)	969	copies	\$ 12,516
29	La Florida (C)	211	copies	\$ 12,277
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