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MEMORANDUM

**To:** Donna E. Shalala, President

**From:** Richard L. Williamson  
Chair, Faculty Senate

A handwritten signature in blue ink, appearing to read 'Richard L. Williamson'.

**Date:** October 28, 2010

**Subject:** Faculty Senate Legislation #2010-01(B) – Establishment of the Community and Educational Studies (CES) Press at the University of Miami, (a collaborative project of the Dunspaugh-Dalton Community and Educational Well-Being Research Center and Information Age Publishing)

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At its October 27, 2010 meeting, the Faculty Senate approved the proposal for establishment of the Community and Educational Studies Press at the University of Miami (A Collaborative Project of the Dunspaugh-Dalton Community and Educational Well-Being Research Center and Information Age Publishing). It will not function as a general university press, instead this is a limited proposal, which should stand to benefit the School of Education at little financial risk.

The proposal is enclosed for your reference.

This legislation is now forwarded to you for your action.

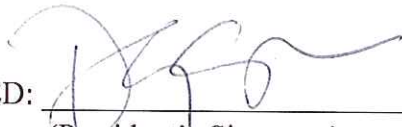
RW/rh

Enclosure (proposal)

cc: Thomas LeBlanc, Executive Vice President and Provost  
Isaac Prilleltensky, Dean, School of Education  
Etiony Aldarondo, Associate Dean for Research, School of Education  
Eugene Provenzo, Professor, Teaching and Learning, School of Education

CAPSULE: Faculty Senate Legislation #2010-01(B) – Establishment of the Community and Educational Studies (CES) Press at the University of Miami, (a collaborative project of the Dunspaugh-Dalton Community and Educational Well-Being Research Center and Information Age Publishing)

**PRESIDENT'S RESPONSE**

APPROVED:  DATE: 11/03/10  
(President's Signature)

OFFICE OR INDIVIDUAL TO IMPLEMENT: Dean Isaac Prilleltensky

EFFECTIVE DATE OF LEGISLATION: IMMEDIATELY  
(if other than June 1 next following)

NOT APPROVED AND REFERRED TO: \_\_\_\_\_

REMARKS (IF NOT APPROVED): \_\_\_\_\_

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MEMORANDUM

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**TO:** FACULTY SENATE, UNIVERSITY OF MIAMI

**FROM:** EUGENE F. PROVENZO, JR., PROFESSOR, DEPARTMENT OF TEACHING AND LEARNING AND ASSOCIATE DEAN ETIONY ALDARONDO, DUNSPAUGH-DALTON COMMUNITY AND EDUCATIONAL WELL-BEING RESEARCH CENTER

**SUBJECT:** REQUEST FOR ADVICE AND COUNSEL CONCERNING PLANS TO ESTABLISH THE COMMUNITY AND EDUCATIONAL STUDIES PRESS AT THE UNIVERSITY OF MIAMI (A COLLABORATIVE PROJECT OF THE DUNSPAUGH-DALTON COMMUNITY AND EDUCATIONAL WELL-BEING RESEARCH CENTER AND INFORMATION AGE PUBLISHING)

**DATE:** 9/23/2010

**CC:** DEAN ISAAC PRILJELTENSKY; ASSOCIATE DEAN ETIONY ALDARONDO

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This memo is a follow-up to our meeting on September 15, 2010 with the members of the General Welfare Committee of the Faculty Senate, under the chairmanship of Richard Williamson. We had earlier met with the General Welfare Committee on April 14, 2010. At that meeting we asked for guidance concerning the establishment of The Community and Educational Studies Press at the University of Miami, (A Collaborative Project of the Dunspaugh-Dalton Community and Educational Well-Being Research Center and Information Age Publishing <http://www.infoagepub.com/>). The General Welfare Committee Council provided several suggestions and advanced the proposal for formal review General Welfare Committee's meeting on September 15, 2010. At that time the General Welfare Committee approved our request with minor recommendations.

This memo, which we are forwarding to members of the Senate via the Senate Office is a revision of the document we presented to the General Welfare Committee. It incorporates their suggestion that we change the name of the press from the University of Miami, Community and Educational Studies Press (A Collaborative Project of the Dunspaugh-Dalton Community and Educational Well-Being Research Center and Information Age Publishing) to the Community and Educational Studies Press at the University of Miami (A Collaborative Project of the Dunspaugh-Dalton Community and Educational Well-Being Research Center and Information Age Publishing). This change in the name of the press is reflected throughout this revised document.

As we explained to the General Welfare Committee, the CES Press has been in development for over a year and a half. We have created a general publishing plan, which has been reviewed and approved by the Dean's Council of the School of Education. We have tentative approval from Provost Thomas LeBlanc for pursuing this project, subject to final Faculty Senate approval. We are now at the point where we need to obtain final approval from the Faculty Senate for this project.

Our current plan is for the CES Press to function as a collaborative project with Information Age Publishing (IAP). In April (2009), Dean Isaac Prilleltensky and I (Professor Eugene F. Provenzo, Jr.) met with the director of IAP at the American Educational Research Association. At that time, we came to a general agreement that we would establish a largely independent publishing house as part of the School of Education and the Dunspaugh-Dalton *Community and Educational Well-Being Research*

Center. Our name for the press will be: *The University of Miami, Community and Educational Studies Press at the University of Miami* (CES Press). We would make it clear on the title page of each book that we are involved in a collaborative effort with IAP.

We agreed that IAP will be responsible for copyediting, cover production, manufacture, publicity and distribution. We will acquire manuscripts, do the developmental work, and help with cover design and publicity. We would run our own website promoting our books that would link to the IAP website and catalogue for order fulfillment. Our books would be displayed regularly at conferences on the IAP schedule (Currently, 18 conferences are attended by them each year.). Whenever possible, we would participate at booth functions for meetings such as the American Educational Research Associations and the American Psychological Association.

The Press will initially have, as its main focus, Community and Educational Well-Being and Educational Studies. We will also develop other areas such as Sports Management and Business. There is the potential to highlight our Sports Management program through the creation of textbooks and specialized monographs in the field.

We will divide profits, after expenses, with IAP as follows: 40% School of Education and 60% IAP.

We will have an open-ended escape clause that will allow either party, if they wish, to withdraw from the collaboration without prejudice, after a set period of time (tentatively, two to three years).

IAP will provide production formats and templates for book development. Technical advising will be provided by them as needed. We will have our own copyeditor working with us, paid for by IAP. We will cover our developmental costs.

This is intended to be a very lean operation. The Press's Director, Eugene F. Provenzo, Jr. will eventually be assigned some release time for his efforts. At the moment, the time he has been spending on the press has been in addition to his regular research and teaching duties. Production costs for the press will be limited to the work of a developmental editor (\$30 an hour), and a part-time graduate assistant. We do not anticipate our costs being more than \$10,000 during the next year. Most of our expenses will be for developmental costs, permissions for reprinting articles and book chapters, some travel expenses and limited design, computer hardware and software expenses.

Our financial risk is minimal—the potential for prestige and even financial profit is significant. A total of \$10,000 from the school's research center is being used to initially finance the project. Thus far, the only expense incurred has been the purchase of a computer and minor copyediting costs. In many regards, by working with IAP, the press functions (from a financial risk point of view) more like a series run by a research center. Our model is innovative and may give us the primary benefits of this project, with very few of the liabilities.

We have two books currently ready to go into production:

1. *StreetWays: Chronicling the Homeless in Miami*
2. *Caring: The Nel Noddings Reader*

In addition, by late fall a third book should be ready for final editing and proofreading: *Community and Educational Well-Being: A Critical Reader*.

The *StreetWays* book is directly linked to our mission with the Center—both in terms of teaching and research. The Nel Noddings book will bring us visibility and prestige in a different way—linking the

field of Community Studies more directly to contemporary Educational Reform. *Community and Educational Well-Being: A Critical Reader* provides a basic collection of readings for what is the increasing research focus of the School of Education.

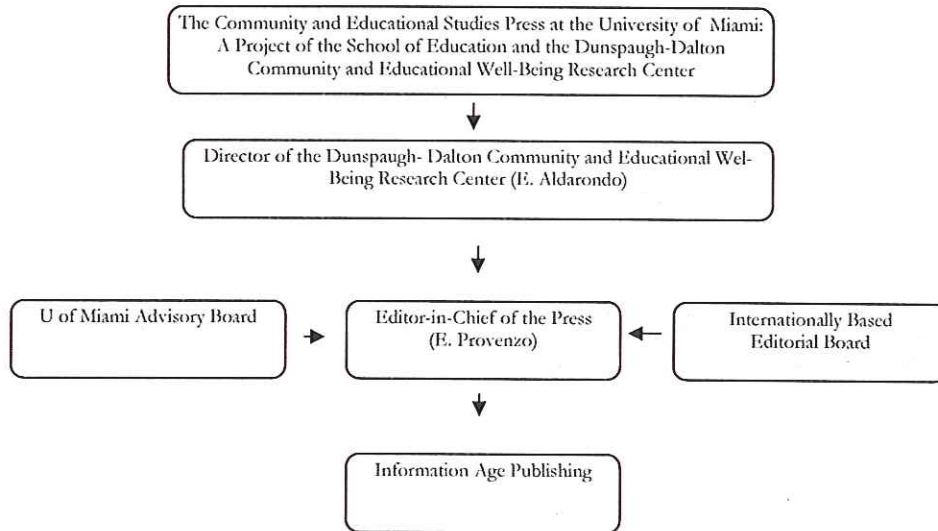
As much as possible, we want the books published by the press to represent a collaborative effort of the faculty and contributing scholars in the field.

Subject to approval by the Faculty Senate and the Provost, we plan to have all three of the above publications during the spring semester of 2011. Our tentative plan is to produce a minimum of four books per year, possibly several more.

Following the recommendations of the April 14, 2010 meeting with the Senate Council, we will be establishing an advisory board from different departments across the university. In addition, I am requesting a representative from each department in the School of Education to serve on the advisory panel. This will include Paul Dee, the university's former general counsel, to serve. This is in response to the Senate Council's suggestion that we have legal expertise represented on our advisory panel. In addition to our university advisory board, we will establish an international editorial board which will help in the reviewing and acceptance process for books.

We hope that this project will not only benefit the School of Education and its programs, but also the university, the larger Miami community, and scholars and activists in the field of Community and Educational Studies.

ADMINISTRATIVE STRUCTURE OF THE PRESS



BUSINESS PLAN

THE COMMUNITY AND EDUCATIONAL STUDIES PRESS AT THE UNIVERSITY OF MIAMI  
A COLLABORATIVE PROJECT OF THE DUNSPAUGH-DALTON COMMUNITY AND  
EDUCATIONAL WELL-BEING RESEARCH CENTER AND INFORMATION AGE PUBLISHING

Prepared by Eugene F. Provenzo, Jr.  
Professor  
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School of Education  
University of Miami  
[provenzo@miami.edu](mailto:provenzo@miami.edu)

Revised September 2010

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*General Description*

**The Community and Educational Studies Press at the University of Miami** (CES Press) is being developed as a collaborative project with Information Age Publishing (IAP). In April (2009), Dean Isaac Prilleltensky and Professor Eugene F. Provenzo, Jr., the Press's Director and Executive Editor, met with George Johnson, the Director of IAP at the American Educational Research Association. At that time, we came to a general agreement that we would establish a largely independent publishing house as part of the School of Education and the Dunsbaugh-Dalton Community and Educational Well-Being Research Center.

Our name for the proposed press will be: The Community and Educational Studies Press at the University of Miami (CES Press). We would make it clear on the title page of each book and all advertising material that we are involved in a collaborative effort with IAP.

IAP will be responsible for copyediting, cover production, manufacture, publicity and distribution. We will acquire manuscripts, do the developmental work, and help with cover design and publicity. We will run our own website promoting our books that will link to the IAP website and catalogue for order fulfillment. Our books will be displayed regularly at conferences on the IAP schedule (Currently, 18 conferences are attended by them each year.). Whenever possible, we would participate at booth functions for meetings such as the American Educational Research Associations and the American Psychological Association.

IAP will provide production formats and templates for book development. Technical advising will be provided by them as needed. We will have our own copyeditor working with us, paid for by IAP. We will cover our developmental costs.

*Products and Services*

The Press will initially have, as its main focus, Community and Educational Well-Being and Educational Studies. We will also develop other areas such as Sports Management and Business, as well as publish specialized curriculum materials.

There is the potential to highlight our Sports Management program through the creation of textbooks and specialized monographs in the field, as well as our work in curriculum development and educational reform.

### *Marketing Plan*

We believe that the field of Community Well-Being and its corollary, Community and Educational Well-Being is at a threshold point of taking off as an academic field. Universities in the United States and Canada, as well as international sites are rapidly expanding into this field. Under the leadership of Dean Isaac Prillettensky, the School of Education at the University of Miami is attempting to become the center, both in the United States and internationally for this emerging field.

Currently, no other publisher is focusing on this field. There is an unusual opportunity to establish an international press/publishing house that not only creates traditional monographs and readers for the university level, but also specialized curriculums at the K-12 level. We hope very quickly to be able to develop books in not only English but Spanish.

A special aspect of the press is to deliver many titles electronically—ideally taking full advantage of multimedia functions and Internet connectivity that are now available in various computer and e-reader formats.

Our plan is to establish a press focused on this market.

Economics of the Project

The CES Press is intended to be a very lean operation. The Press's Director and Executive Editor, Eugene F. Provenzo, Jr., will eventually be assigned some release time for his efforts. Production costs for the press in its start-up phase will be limited to the work of a developmental editor (\$30 an hour), and a part-time graduate assistant. We do not anticipate our costs being more than \$10,000 during the first year. Most of our expenses will be for developmental costs, permissions for reprinting articles and book chapters, some travel expenses and limited design, computer hardware and software expenses.

Our financial risk is minimal—the potential for prestige, innovation and even financial profit is significant. A total of \$10,000 from the school's research center is being used to initially finance the project. Thus far, the only expense incurred has been the purchase of a computer and minor copyediting costs. In many regards, by working with IAP, the press functions (from a financial risk point of view) more like a series run by a research center. IAP Press is a highly successful publisher. By collaborating with them, we gain the advantages of their experience in marketing and their existing business infrastructure.

Books, except for special print runs, will be provided by IAP on a print on demand basis and electronically.

Our model is innovative and may give us the primary benefits of a university/research press, with very few of its traditional liabilities.

#### Examples of Products

We have two books currently ready to go into final production that provide tangible examples of the types of books we are trying to develop. These include:

3. *StreetWays: Chronicling the Homeless in Miami*
4. *Caring: The Nel Noddings Reader*

In addition, by late fall a third book should be ready for final editing and proofreading: *Community and Educational Well-Being: A Critical Reader*.

The *StreetWays* book is directly linked to our mission with the Center—both in terms of teaching and research. The Nel Noddings book will bring us visibility and prestige in a different way—linking the field of Community Studies more directly to contemporary Educational Reform. *Community and Educational Well-Being: A Critical Reader* provides a basic collection of readings for what is the increasing research focus of the School of Education.

#### Niche

The proposed press focuses on a niche academic market that we believe will be of increasing importance in years to come, one potentially represented by hundreds of programs in North America and abroad. As a field, it might be comparable to an area such as Ecological Studies or Women's Studies, which emerged during the 1970s and 1980s.

#### Strategy

Our strategy is to build on our academic strengths as a school and research center, and at the same time, to take advantage of the book production and marketing expertise of IAP—an established and well-regarded academic publisher.

### Promotion

We have available to us the full marketing and promotional expertise of IAP. We are also developing innovative models based on the emerging electronic book market, which is an area of expertise for the Director of the press, Eugene F. Provenzo, Jr.

#### Promotional Budget

We have a university press website planned, as well as the full marketing capability of IAP press.

### Pricing

Our pricing will be standard academic press pricing set by IAP.

### Proposed Location

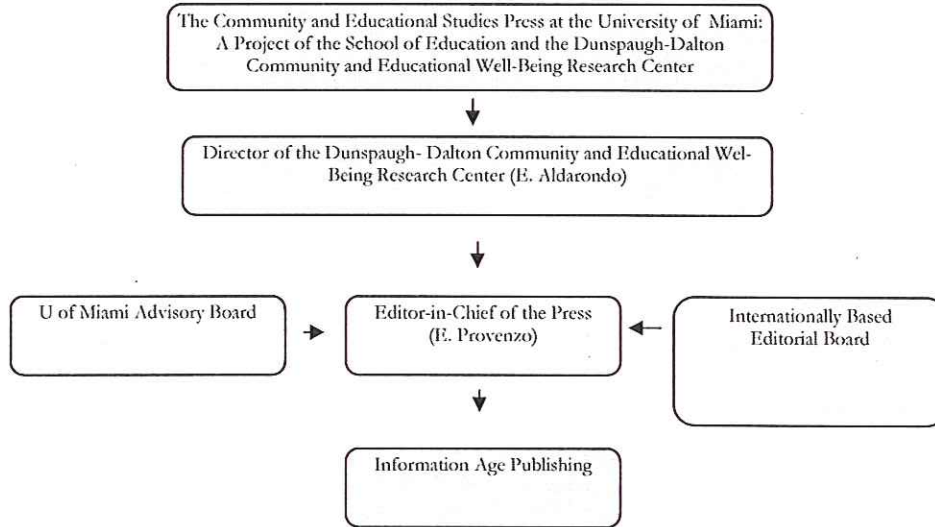
The press will be housed in the faculty office of the Director of the press located in the Dunsbaugh-Dalton Community and Educational Well-Being Research Center. An additional office is being assigned to the press as part of the Center's expansion into new space in the Orovitz Building. Most of the press's operations will be online and not require extensive office space.

#### Sales Forecast

We expect to have typical sales for an academic press—1,000-2,000 copies per monograph—mostly sold to university libraries and for courses. With our readers, our anticipated sales should be higher. Many projects will potentially be subsidized through research projects, special distributions by foundations sponsoring a topic, conferences, etc. We plan to partner with various national and international groups to produce conference proceedings and specialized reports, thus creating a guaranteed market.

*Management and Organization*

ADMINISTRATIVE STRUCTURE OF THE PRESS



*Startup Expenses and Capitalization*

A total of \$10,000 from the school's research center is being used to initially finance the project.

We will divide profits, after expenses, with IAP as follows: 40% School of Education and 60% IAP.

We will have an open-ended escape clause that will allow either party, if they wish, to withdraw from the collaboration without prejudice, after a set period of time (tentatively, two to three years).

*General Financial Issues*

In many regards the CES Press will function more like a book series than a traditional press. Its cost will be minimal, many being provided on a voluntary basis by academics in the field. We are estimating the approximate costs for developing each title at about \$2,000 each. This includes general expenses, developmental editorial costs, special design costs, website development, etc. This estimate is deliberately high. In fact, we believe our actual cost to produce a book will be much lower.

As the press takes off financially, its director will eventually need to be given release time for his efforts.

12-Month Profit and Loss Projection

For our three initial titles, if we have combined sales of 3,000 copies during our first year, our potential profit is \$15,000. This is assuming that we make \$3 per copy on each book sold for \$24.95 by IAP. This is a very conservative projection. While we are very definitely interested in making a profit through the press, we are initially interested in using its books as a way of gaining visibility for our program, prestige in the field and to contribute to the knowledge base of the area. .