

**From:** [Richard Schuetz](#)  
**To:** [John Byram](#)  
**Subject:** FW: Scheduling Time to Meet at AAUP  
**Date:** Wednesday, May 31, 2017 3:33:46 PM  
**Attachments:** [Intro to LL Services.pdf](#)  
[LL Questions for Potential Client Publishers.docx](#)

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FYI

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**From:** Richard Clement  
**Sent:** Wednesday, May 31, 2017 11:15 AM  
**To:** Darrin Pratt <darrin@upcolorado.com>; Michael Spooner <michael@usupress.com>  
**Cc:** Richard Schuetz <rschuetz@unm.edu>  
**Subject:** FW: Scheduling Time to Meet at AAUP

Darrin and Michael, this may be of possible interest. FYI, I will not be attending AAUP. (Only Lisa Tremaine is attending, and on her own dime.) We still don't have a signed MOU and the costs of attending are significant. I told Robbie that we would almost surely go out for an RFP for distribution services and that he should stand by. The question of outsourcing any other services to Longleaf or another entity is of course open.

Rick

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**From:** Robbie Dircks [<mailto:Robbie.Dircks@longleafservices.org>]  
**Sent:** Wednesday, May 31, 2017 9:04 AM  
**To:** Richard Clement <[riclement@unm.edu](mailto:riclement@unm.edu)>; Richard Schuetz <[rschuetz@unm.edu](mailto:rschuetz@unm.edu)>  
**Subject:** Scheduling Time to Meet at AAUP

Dear Rick and Richard,

I'm following up to see if you're still planning to attend the upcoming AAUP Annual Meeting; and, if so, are available to meet with me, John Sherer, and Clay Farr to discuss the various service offerings available through Longleaf Services. We're available at 3:30 on Monday, June 5<sup>th</sup> if that date and time work for you.

Attached is our Intro to Longleaf Services document, which I believe I provided to Richard a month or so ago. Also attached is a questionnaire for you to complete, from which we can provide a formal proposal and cost estimate for fulfillment services.

I look forward to meeting with you and sharing how Longleaf Services can be of financial and operational assistance to UNM Press.

Best regards,  
Robbie

Robbie Dircks  
Associate Director & CFO, University of North Carolina Press  
President, Longleaf Services, Inc.

919-962-1400

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**From:** Sherer, John [<mailto:jsherer@email.unc.edu>]  
**Sent:** Thursday, April 20, 2017 1:41 PM  
**To:** Robbie Dircks; Clay Farr  
**Subject:** FW: from Univ of North Carolina Press--reaching out about UNM Press

A bit more...

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**From:** J Sherer <[jsherer@email.unc.edu](mailto:jsherer@email.unc.edu)>  
**Date:** Thursday, April 20, 2017 at 1:40 PM  
**To:** Richard Clement <[riclement@unm.edu](mailto:riclement@unm.edu)>  
**Cc:** Richard Schuetz <[rschuetz@unm.edu](mailto:rschuetz@unm.edu)>  
**Subject:** Re: from Univ of North Carolina Press--reaching out about UNM Press

Rick,

We're here when you're ready for us. These are big decisions and we always encourage people to take their time to fully assess options.

Sincerely,

John

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**From:** Richard Clement <[riclement@unm.edu](mailto:riclement@unm.edu)>  
**Date:** Thursday, April 20, 2017 at 11:33 AM  
**To:** J Sherer <[jsherer@email.unc.edu](mailto:jsherer@email.unc.edu)>  
**Cc:** Richard Schuetz <[rschuetz@unm.edu](mailto:rschuetz@unm.edu)>  
**Subject:** Re: from Univ of North Carolina Press--reaching out about UNM Press

John, this sounds very interesting and I'm sure a site visit would be quite useful. However, before we move forward we need to tie up a number of administrative issues here. Right now the Press does not report to me, but it is the President's intention that it will. We need to make that transition a reality before anything can happen.

Let's pick this conversation up in a few weeks when we should have clarity and we can set up a time to meet in Austin.

Rick

Sent from my iPhone

On Apr 20, 2017, at 6:08 AM, Sherer, John <[jsherer@email.unc.edu](mailto:jsherer@email.unc.edu)> wrote:

Dera Richard (and Richard),

Thank you for your very prompt reply. I'm only vaguely familiar with the Colorado-Utah State partnership, but it certainly sounds like it's inspired by the same motivations. Darrin's one of the smartest minds in the university press world. My sense is that what we're doing at Longleaf is more ambitious. Not just because it's so much bigger, but the scope of the a la

carte services we're collaborating on is unmatched in the business: everything from copyediting/design work, to sales representation, sub rights, web site building, etc. One of the major benefits we just offered our clients is scaled pricing through our printer Thompson-Shore. At UNC Press it's putting five-figure savings back on our p&l and dramatically reducing the time we spend managing a relationship like that.

We will be at AAUP and we should set a time to meet there and then. We also have some funding from Mellon that allows us to do site visits, if you were open to that further on. We've actually begun mapping a trip to the Southwest and we'd love to include you. We've found that because the range of services we offer is so broad, it's useful to meet with an equally broad cross-section of a Press's staff.

Are you both going to Austin? If so, perhaps we can have my CFO and Richard (S) set a time.

Sincerely,

John

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**From:** Richard Clement <[riclement@unm.edu](mailto:riclement@unm.edu)>

**Date:** Wednesday, April 19, 2017 at 6:35 PM

**To:** J Sherer <[jsherer@email.unc.edu](mailto:jsherer@email.unc.edu)>

**Cc:** Richard Schuetz <[rschuetz@unm.edu](mailto:rschuetz@unm.edu)>

**Subject:** RE: from Univ of North Carolina Press--reaching out about UNM Press

Dear John, thank you for drawing my attention to Longleaf. This is very interesting and may indeed be of interest as we move forward. I have engaged Michael Spooner (Utah State University Press, which used to report to me) and Darrin Pratt (who needs no introduction) to look at exactly these kinds of efficiencies. I hope to get them down here soon, but I'm glad your CFO is talking to Richard Schuetz. Let's see how those discussions go and what Michael and Darrin think. Then perhaps we can work on a meaningful plan.

Will you be in Austin in June? If so, we could talk then.

Rick

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[RiClement@unm.edu](mailto:RiClement@unm.edu)

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**From:** Sherer, John [<mailto:jsherer@email.unc.edu>]  
**Sent:** Wednesday, April 19, 2017 11:19 AM  
**To:** Richard Clement <[riclement@unm.edu](mailto:riclement@unm.edu)>  
**Subject:** from Univ of North Carolina Press--reaching out about UNM Press

Dear Dean Clement,

I hope you'll forgive this note from somewhat out of the blue, but the word around the university press community is that the University of New Mexico Press might be exploring some new efforts to manage its costs. At UNC Press we received a [\\$1 million grant](#) from the Mellon Foundation to build a unique set of back-end scaled services for university presses that are now helping as many as fifteen presses lower costs, reduce complexity, and focus on their core publishing missions.

Our CFO has already been in touch with Richard Schuetz, but I thought you might be interested in learning more about this yourself. There's a recently published [article in \*The Journal of Electronic Publishing\*](#) which describes the challenges presses face and the impact of Mellon-funded initiatives, including what we're doing at UNC.

I would welcome the chance to speak with you about our model. Thank you very much for your consideration.

Sincerely,

John

**John Sherer | Director**  
University of North Carolina Press  
Spangler Family Director  
(919) 962-3748  
twitter: [@jsherer](#)  
[Our Spring catalog is now available](#)