IEEE PRESS STATUS

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IEEE Press Strengths

- Most of our books are for practicing engineers or students: technical books and soft skills.

- We also publish books for the good of the profession as well as to advance understanding among the general public.

- The quality of our books and authors has been recognized by other professional societies.

- IEEE technical societies can sponsor our books to provide practical products for their members.

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IEEE Press Strengths

- Volunteers who are well-networked, leaders in their technical communities.

- Professional staff trained in commercial book publishing.

- Our strategic partnership with Wiley allows us to minimize operating expenses and to eliminate the financial risk for IEEE associated with book publishing.

- Partnered with Wiley: a global publisher with a strong presence in electrical engineering.

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Need Proactive Volunteers

- To identify the "right" authors and technical areas

- To secure fully developed proposals

- To Provide Reviews, Commission Reviews or Reviewers, or to Provide Contact Information for Likely Reviewers.

- To support the authors and staff in the writing process.

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IEEE Press Publication Goals & Product Type/Sales Metrics

- **2006: Publish 21 Titles**
- **2007: Publish 30 Titles**
- **2008: Publish 35 Titles**

- **Product Types/5 Year Sales:**
  - **Professional Books: 1,500-2,000 units**
  - **Textbooks: 2,000-2,500 units**
  - **Analytical Books: 800 units**
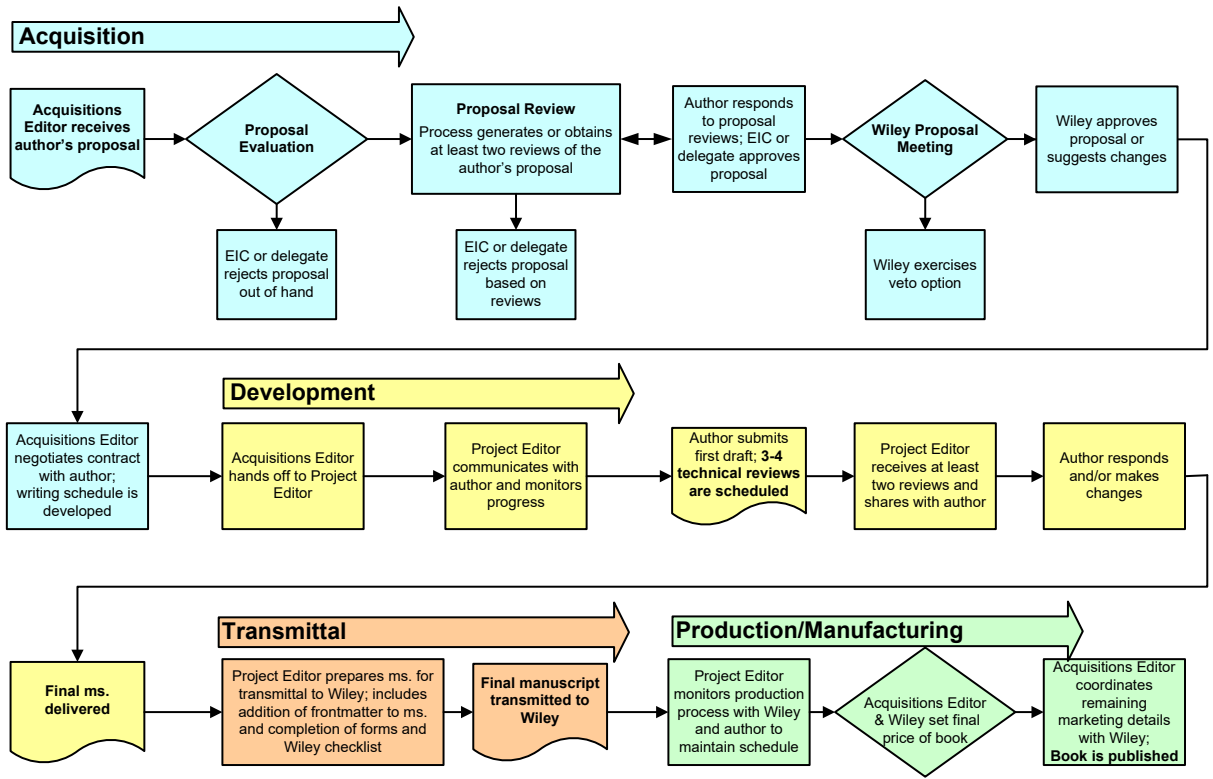 - **"Soft" Books: 3,000 units**

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Good Proposals

- **Prefer authored books to edited.**
- **Edited books must progress logically with consistent pedagogy.**
- **Complete Response to Proposal Guidelines, especially:**
  - **Detailed Table of Contents**
  - **Two representative Chapters**
  - **Who will buy the book and why?**

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Publication Rate & Time

To sign 40 Contracts each year:

- ~100 *complete* proposals for review NOT suggestions, ideas,…

- ~60 survive proposal review

- ~40 signed contracts

- ~35 will *eventually* publish but only about 40% on the original schedule

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Basic Press Process from Proposal Submission to Book Production

Acquisition

Acquisitions Editor receives author's proposal

Proposal Evaluation

Proposal Review
Process generates or obtains at least two reviews of the author's proposal

Author responds to proposal reviews; EIC or delegate approves proposal

Wiley Proposal Meeting

Wiley approves proposal or suggests changes

EIC or delegate rejects proposal out of hand

EIC or delegate rejects proposal based on reviews

Wiley exercises veto option

Development

Acquisitions Editor negotiates contract with author; writing schedule is developed

Acquisitions Editor hands off to Project Editor

Project Editor communicates with author and monitors progress

Author submits first draft; **3-4 technical reviews are scheduled**

Project Editor receives at least two reviews and shares with author

Author responds and/or makes changes

Transmittal

Final ms. delivered

Project Editor prepares ms. for transmittal to Wiley; includes addition of frontmatter to ms. and completion of forms and Wiley checklist

Final manuscript transmitted to Wiley

Production/Manufacturing

Project Editor monitors production process with Wiley and author to maintain schedule

Acquisitions Editor & Wiley set final price of book

Acquisitions Editor coordinates remaining marketing details with Wiley; **Book is published**

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Development Background

In Spring 2006, the review process was managed using a combination of email, MS Word, and MS Excel. There was no central repository of reviews or reviewers.

Development Background

We wanted a tool that would help us:

- **Streamline and organize proposal assignment**

- **Automate the sending of reminders to late reviewers**

- **Provide a searchable repository of reviews and reviewers**

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Manuscript Central

We considered using Manuscript Central, but rejected it for a variety of reasons:

- Expensive: $13,000 startup costs

- Delay: Six months to customize for book use

- Flexibility: Any future changes would require add'l time and money

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FileMaker Pro

We studied alternatives and decide to build our own system using FileMaker Pro

- Inexpensive: Less than 10 % the cost of M.S.
- Rapid: Using staff resources, we were ready to begin using in a week
- Flexibility: The system is able to evolve over time at no add'l cost

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FileMaker Pro

Currently, there are four major modules to our FM system

Active Proposals Database
Reviewers Database
Reviews Database
Ad and Book Catalog

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We met our first-year publication goal and vastly improved our signing rate

- Our plan called for IEEE Press to release 21 new titles in 2006
    - We hit that target, and well outperformed the 2005 output of 12 new titles
- Our goal is to sign 40 new titles annually
    - We finished 2006 with 24 signings – below the mark, but dramatically improved from four signings in 2005
- We set the bar higher for sales performance, with at least half of new titles to have a 2,500-unit life of title, and 1st-year sales of 1,000 units

Proposal Activity Jan.-Apr. 2007

Intake:

42	Backlog at end of '06
<u>11</u>	New proposals YTD '07
53	Total

Status:

6	Preliminary Review
5	Rejected
5	Author Revising
16	Review Pipeline
	4 Under Review
	12 Needing Reviewers
12	Under Wiley Review
6	Contracting w/ Authors
<u>3</u>	Contracts Signed YTD
53	Total

50% of '07 goal

On average, a new title may take approximately two years to publish

- In 2006, our averages for new titles were:
  - From author signing to manuscript delivery: 15 months
  - From ms. delivery to publication: 8 months

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IEEE's Units Publish A Wide Variety Of Technical Material

- **93 Society/Council Transactions & Journals**
  - **Up from 89 in 2004**
- **33 Society/Council Specialized Magazines**
  - **Up from 32 in 2004**
- **700+ Conference Proceedings Annually**
- **21–35 IEEE Press books published each year**
- **20+ Newsletters**
- **Proceedings of the IEEE**
- **IEEE Spectrum Magazine**
- **IEEE Potentials Magazine**
- **The Institute**

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IEEE's Publishing Operations Are At A Critical Juncture

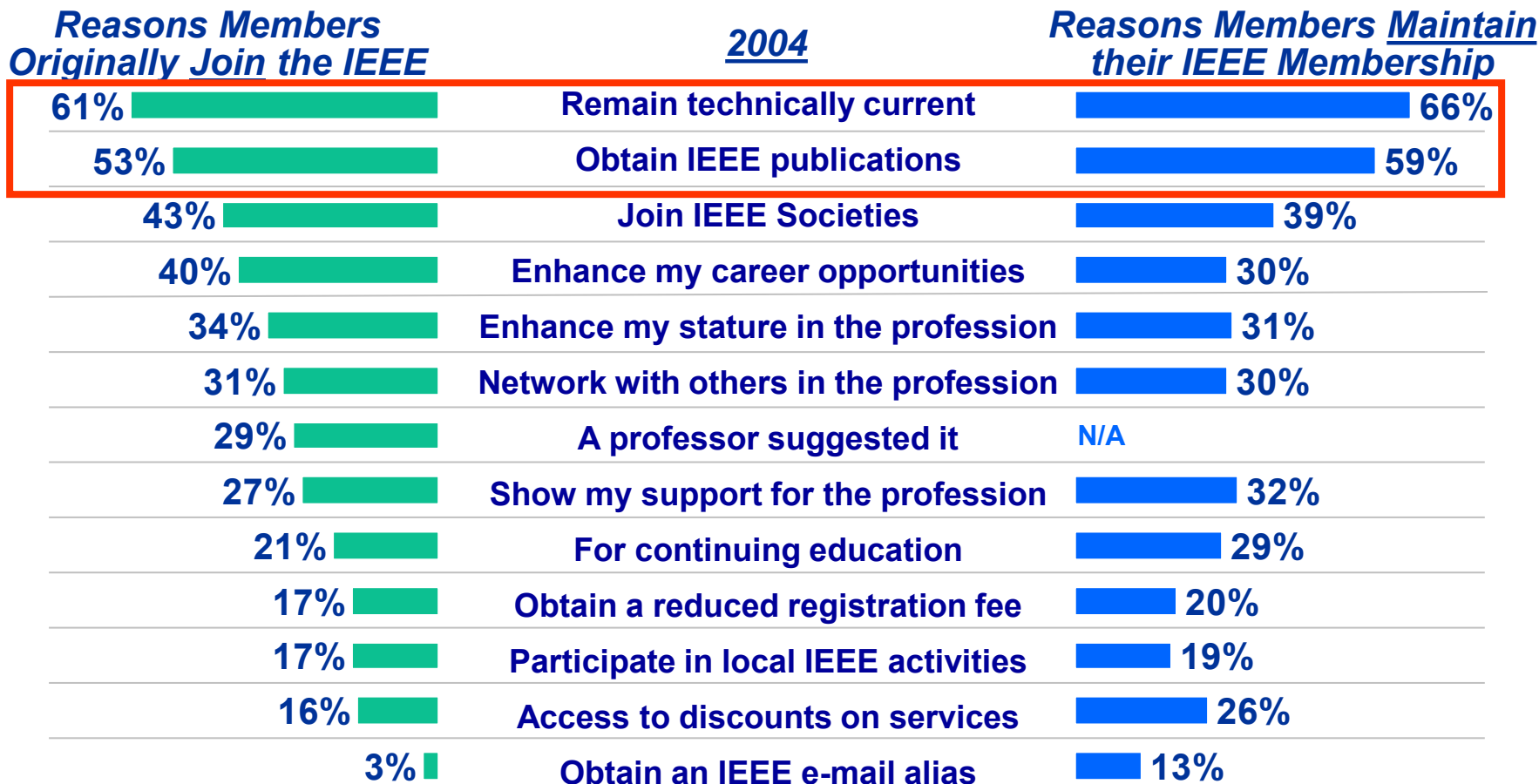*Issue 1:* **Expectations of authors and readers are changing due to the web**

Issue 2: **Competition is shifting because of electronic publishing**

Issue 3: **In responding, our e-publishing success is changing the organization and business models for IEEE publications**

Note: Observations made in 2004 report

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Publications Are An Important Part Of How IEEE Meets Its Mission

It's Behind The Top 2 Reasons For Joining The IEEE

Reasons Members Originally Join the IEEE	2004	Reasons Members Maintain their IEEE Membership
61%	Remain technically current	66%
53%	Obtain IEEE publications	59%
43%	Join IEEE Societies	39%
40%	Enhance my career opportunities	30%
34%	Enhance my stature in the profession	31%
31%	Network with others in the profession	30%
29%	A professor suggested it	N/A
27%	Show my support for the profession	32%
21%	For continuing education	29%
17%	Obtain a reduced registration fee	20%
17%	Participate in local IEEE activities	19%
16%	Access to discounts on services	26%
3%	Obtain an IEEE e-mail alias	13%

Source: 2004 IEEE Membership Segmentation Study

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Issue 1: Internet Is the Primary Source for Technical Information

- **The Internet the first stop of technology professionals seeking information and Google is heavily used to find information for work.** [Source: How Technology Professionals Work, Tenopir, Levine and Allard, 2005-06]

- **IEEE's young professionals see Google and the Internet as their first stop for information to provide background and solve problems.** [Source: Young Engineering Professionals: The Future of IEEE, The Wedewer Group, 2005]

- **The Internet and intranets are the primary go-to tools for information seekers, with almost three-fourths (74%) of Outsell's survey respondents say they start their research online.** [Source: Outsell's Information Markets and Users Database, 2006]

Where Knowledge Workers Start Looking for Information

Internet search engine	60%
My organization's intranet or portal	13%
Colleagues inside the organization	11%
Colleagues outside the org.	6%
My organization's physical library	5%
A public library	2%
A bookstore	1%
Other	3%
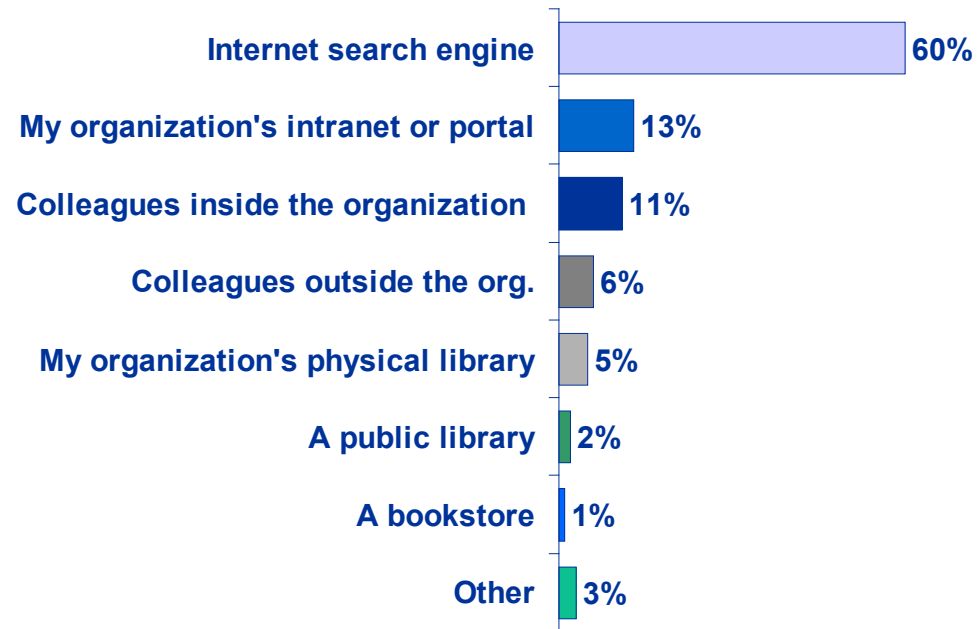
Source: Outsell's Information Markets and Users Database, 2006

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Issue 1: Electronic Publishing Changes Author and Reader Expectations

- **In print they expected little**
  - **Nice paper, ink doesn't smear, fits on bookshelf, table-of-contents, annual index**

- **With e-publishing they expect more**
  - **Interactive content: links within and between documents, export data elements, multimedia, etc.**
  - **Services around content: tools to help find a solution - not just data**
    - **Indexing metadata to facilitate sorting & retrieval**
    - **search across multiple sources, alerts, file cabinets, communities, etc.**
    - **Desire for more effective searching -- less "noise"**
  - **Instant access: data online immediately**
  - **No barriers to access**

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Issue 2: The Switch To E-Publishing Is Changing The Competitive Framework

1. Commercial publishers are expanding in two dimensions

- **Expanding their products to offer a full array of information and services**
  - Comprehensive search across multiple web sites
  - Abstracts of material from multiple publishers
  - Acquiring companies with complementary magazines & conferences
- **Expanding their marketing beyond libraries to target individuals**
  - Capturing individual's name, e-mail address, topic interests

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Issue 2: The Switch To E-Publishing Is Changing The Competitive Framework

2. Not-For-Profit Organizations are also expanding to serve their communities

- Expanding their products to offer a wide array of information and services
  - Abstracts of material from multiple publishers
  - Specialized search and retrieval methods for their discipline
  - Distributing information from other organizations
- Providing e-publishing services to smaller societies to leverage investments

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Issue 2: The Switch To E-Publishing Is Changing The Competitive Framework

3. New services offer free "Open Access"

- **Full service providers with new business model**
  - **Examples: Public Library of Science, BioMed Central**
    - **Over 1,000 titles in total, 80 in IEEE related fields; compares to 21,000 traditional scholarly journals**
  - **Offer peer-review, editing, web delivery**
  - **Reading is free in all**
  - **Some charge authors to publish, also offer institutional memberships and individual supporting memberships.**
- **University Repositories: Archives for posterity**
  - **Examples: MIT D-Space**
  - **Storage only as supplied by author, only limited searching**
  - **Promotes mission of sponsoring university**
  - **Funded through grants, endowments**

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Issue 3. The Shift to e-Publishing Is Changing IEEE's Business Models

- The shift to electronic access is breaking the tie to Society membership

- The shift to sales of packaged "Digital Libraries" instead of individual titles is changing publications management

- The shift of revenue to packaged e-products is changing society business management

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Reaching the Market

The main ways we make customers aware of our content:

- Sales channels – content is there when you need it, or go looking for it
- Conferences – content available in a wider technical context, to targeted audiences
- Direct Marketing – focus on IEEE Media and opportunity to bring members the benefit of targeted information for their field of interest

Retail Channel

- Small number of specialty stores, loss of 'technical book' shelf space in 'chain' superstores

- Decline of 'independent' booksellers (like San Diego Tech, Op Amp, Powells, Brown Bookshop) as local and national forces

- Amazon, B&N.com, etc. are preferred destinations for individual consumers. Wiley is #1 technical publisher with Amazon

- Library market under pressure from flat budgets and growing serials expenses

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International Sales

- Asia's importance (China, India and SE Asia) continues to grow. Research, innovation, industrial growth, and content for publishing will drive growth for all publishers in 2007 – 12.

- Wiley already has multiple sales offices across Asia, and has established an STM publishing center in Asia during 2006

- New editorial staff and increased access to authors will contribute substantially to the IEEE book program in future years

- Wiley's strong presence in Europe, and a commitment to grow the business globally, align for mutual interests.

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Appendix 1

Table 5.1:
Growth in College Textbook Net Sales, 2000-2006
CAGR = 6.1%
(in billions)
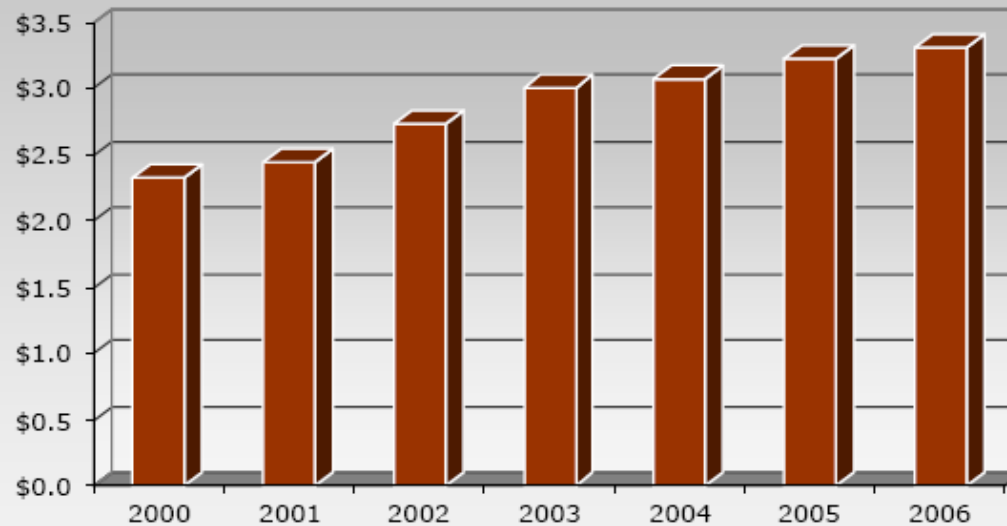
Source: Association of American Publishers.

**Appendix 2**

Table 5.5:
Top 20 Disciplines for Textbook Sales, 2005 vs. 2006

($ in millions)

Discipline	2006 Sales[1]	% Chg. from 2005	Market Share '06	2006 Used Book Share
Mathematics	$526.5	-0.7%	7.6%	38.0%
English	$497.4	-1.2%	7.2%	35.4%
Psychology	$348.6	-2.5%	5.0%	37.6%
Biological Sciences	$342.4	1.8%	5.0%	26.6%
Education	$318.6	17.3%	4.6%	22.5%
History	$229.6	7.6%	3.3%	41.4%
Accounting	$198.8	4.5%	2.9%	27.9%
Foreign Languages and Literature	$196.4	1.9%	2.8%	20.1%
Chemistry	$193.9	0.1%	2.8%	29.6%
Economics	$176.8	4.8%	2.6%	38.1%
Management	$169.8	6.4%	2.5%	34.8%
Engineering	$169.1	5.5%	2.4%	23.9%
Sociology	$158.5	2.9%	2.3%	40.0%
Communication	$150.7	5.8%	2.2%	38.7%
Political Science	$143.5	7.3%	2.1%	37.6%
Business	$141.2	8.1%	2.0%	37.3%
Nursing	$125.9	11.6%	1.8%	10.8%
Legal Studies	$114.8	21.6%	1.7%	17.3%
Marketing	$114.0	15.1%	1.6%	36.3%
Medical Sciences	$101.4	24.9%	1.5%	12.8%

[1]Estimated total retail sales of new and used textbooks.

Source: PubTrack Higher Education

Engineering Discipline Undergraduate Enrollments

Appendix 3
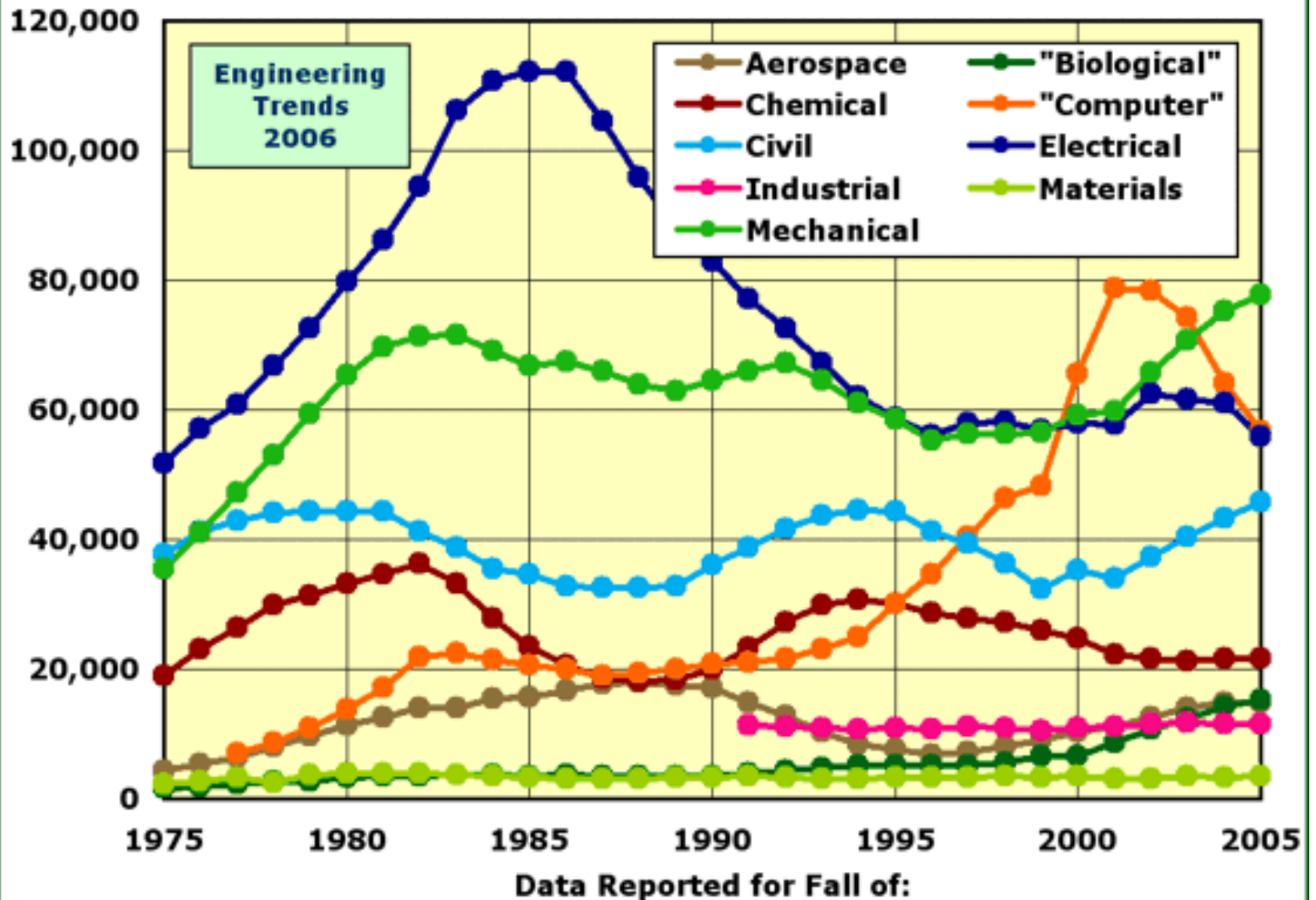
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IEEE Strategic and Operational Outcomes for 2007

- **Prepare IEEE to offer the next generation of electronic services.**
  - *Electronic books are not yet fully embraced by the marketplace. The IEEE Press with it's partner John Wiley & Sons is participating in the development of this market.*
  - *Many IEEE Press books include simulation software, solutions, and other media.*
  - *The books are available in print, whole book downloads, and by the chapter. They're indexed in IEEE Xplore and linked to Wiley for sale and fulfillment.*
- **Expand promotion of public awareness, understanding and appreciation of engineering, technology and IEEE.**
  - The IEEE Press publishes books that address this goal and are distributed throughout the world in retail outlets that
- **Position IEEE as a global leader in education.**
  - *The IEEE Press includes textbooks and tutorials in its publishing program, including the largest program in power engineering.*

IEEE Strategic and Operational Outcomes for 2007

- **Increase the value of membership and the IEEE portfolio of programs, products and services.**
  - **The IEEE Press offers IEEE Societies and Operating Units the opportunity to sponsor books that support their technical activities and add to their member benefits.**

- **Ensure IEEE's ability to do business globally.**
  - **Our authors are from all IEEE regions and our partner, Wiley, distributes them throughout the world.**

- **Enhance effectiveness of enterprise-wide management practices.**
  - na

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Benefits to Societies of Sponsorship

- **Opportunity to influence the publication of books relevant to the technical interests of their society**

- **Opportunity to "Brand" a technical publication generating positive publicity for the society as well as increasing their society products.**

- **Opportunity to earn a 3% royalty on the net sales of the book.**

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IEEE PRESS LIAISON GUIDELINES

- **Overview**
- **S/C Support of their Liaison and IEEE Press**
- **Recruitment of Authors**
- **Project Development**
- **Support Required from Liaison**
- **PEB Support for S/C Liasions to IEEE Press**
- **Society Royalty Payments**

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