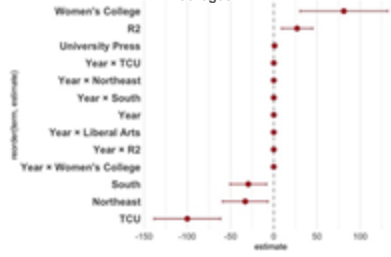


Revenue, Region, and Racial Demographics: A study of college publishing programs and presses over time

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Colleges with presses have higher revenue; Tribal (TCU) and Hispanic-serving (HSI) institutions have lower revenue

Fig. 1: Significant correlations with total revenue across US colleges



This project examines U.S. college total revenue from 2012 to 2022, focusing on how total revenue levels vary by institution type, region, student demographics, and the presence of publishing programs or presses.

Methods:
Scan QR
code.



Results: Fig. 1: From 2012 to 2022, revenue growth is generally positive, but some institution types (e.g., Liberal Arts, Women's Colleges) experience a decline relative to R1 schools. TCUs remain the lowest revenue institutions but show the strongest revenue growth trend, suggesting some progress. Press presence positively correlates with revenue, whereas the impact of publishing programs is negligible.

Fig. 2: Revenue disparities persisted from 2012 to 2022, with TCUs and Hispanic/Latino-majority institutions consistently having the lowest total

revenue. R2, R3, Liberal Arts, Private, and Women's Colleges all had significantly lower revenue than R1s, with no significant change over time. Larger student populations in 2022 were associated with higher revenue, while demographic composition, particularly Hispanic/Latino in 2022 and Asian in 2012, remained significant predictors of lower revenue.

Disclaimer: For clarity and brevity, these results do not account for all potential variables. Scan QR code for full analysis.

Regional Case Study of Minority-Serving Publishing Programs and Presses

Case Study:
Scan QR code.



Purpose: To determine how access to scholarly publishing avenues has impacted university revenue and racial representation in academic publishing at the following colleges: Wayne State University (WSU), Pensacola State College of Business and Design (PLC), Andrews University (AU), and Saginaw Chippewa Tribal College (SCTC).

Background: These colleges were selected because they represented the varying types of universities included in the study's dataset: Colleges with university presses, HBCUs, HSIs, and Tribal Colleges. These four institutions are also located in Michigan's lower-peninsula, allowing the research to consider how the trends reflected in the nationwide data compare to a regionally specific case study.

Evaluation: The history of racial inequity in university publishing has led to an academic monoculture that is limited in innovation and perspective. Colleges with university presses (UPs) are correlated with higher revenue, giving them scholarly notoriety and a fiscal advantage over schools that do not have a UP. No HBCUs or Tribal Colleges have a UP, and HSIs and Tribal Colleges have persistently lower revenue. Systemic barriers to academic publishing for the colleges in this study include the accreditation process, budgetary constraints, and cultural hegemony. To combat these organizational hurdles, the industry has introduced publishing partnerships, consortial presses, open access models, and DEI initiatives. While this approach is a constructive first step, it does not confront the historical and cultural frameworks that created these inequities to begin with.

Recommendations: Introduce partnerships that place minority serving institutions in the role of expert and allocate resources toward initiatives that directly serve Black, Hispanic/Latino, and Indigenous communities. Explore alternative, non-traditional formats, designs, and processes meant to reach those populations on the fringes of academia.

Map of North America showing locations of institutions (blue dots) and the institutions in Michigan.

