

SIMON FRASER UNIVERSITY

Office of the Vice-President, Academic

MEMORANDUM

To: Senate
From: J.M. Munro, Chair, Senate Committee on Academic Planning
Subject: Canadian Centre for Studies in Publishing
Date: April 18, 1994

Action undertaken at the meeting of the Senate Committee on Academic Planning on April 13, 1994 gives rise to the following motion:

Motion: "That Senate approve and recommend to the Board of Governors as set forth in S.94 - 37 , formal approval of the Canadian Centre for Studies in Publishing under Schedule B of Policy R 40.01."

J. M. Munro

SIMON FRASER UNIVERSITY

MEMORANDUM OFFICE OF VICE PRESIDENT, RESEARCH

TO: W.R. Heath
Secretary to Senate

FROM: Bruce P. Clayman 
Vice President, Research (Acting)

RE: Canadian Centre for Studies
in Publishing

DATE: April 14, 1994

The Canadian Centre for Studies in Publishing was approved and recommended for approval to Senate by SCAP on April 13, 1994. The Centre has been in operation since 1987; the need for formal approval was apparently overlooked at that time. It might be helpful to Senate to learn about the Centre's present status.

The Centre aims to act as the national resource for studies in publishing hence the use of the word "Canadian" in the title of the Centre.

One office is provided in and by the School of Communication and one office is located in our downtown campus, Harbour Centre. Dr. Rowland Lorimer, Director of the Centre, is a full Professor in the School of Communication.

The Canadian Centre for Studies in Publishing (CCSP) is assisted in its operations by direct, private sector funding and by an endowment of approximately \$200,000. Funds for the current year come from direct funding (\$15,000) from Reader's Digest, endowment income and project funding.

Projects that are currently in progress are:

SSHRCC and Department of Communication - \$290,000.

Saskatchewan Publishers' Group, Federal Department of Communication - \$25,000.

Department of Justice: \$7,500.

Reader's Digest and General Funds - \$4,000.

CIDA - \$10,000.

The Canadian Centre for Studies in Publishing's first major study was the evaluation of the state of the B.C. book industry and from it spun three subsequent projects. First was an evaluation of the Print Learning Materials Development Fund of the Secretary of State. Second was a contract with the Department of Communication (Ottawa) to undertake an assessment of the possibility of analyzing on an annual basis all book titles published in Canada. Third, a contract to assess the Saskatchewan book publishing industry. The Centre has given seminars in England, France, Denmark and Germany on Canadian publishing and have been invited to do so in India and Australia.

The Centre is clearly a successful, going concern and I trust that the above information will be helpful when Senate considers the recommendation of SCAP to formally approve the Centre's existence.

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SIMON FRASER UNIVERSITY

MEMORANDUM
OFFICE OF VICE PRESIDENT, RESEARCH

TO: Alison Watt,
Secretary, Senate Committee
on Academic Planning (SCAP)

FROM: Bruce P. Clayman
John M. Munro

SUBJECT: Canadian Centre for Studies
in Publishing

DATE: April 6, 1994

Attached is an application from Dr. Rowland Lorimer for formal approval of the Canadian Centre for Studies in Publishing under Schedule B of Policy R 40.01, Centres and Institutes. The Administrative Officer for the Centre will be the Vice President, Research.

The Governing Committee for Centres and Institutes recommends that the Centre be granted approval by SCAP. Once approved by SCAP, the proposal is to be forwarded to Senate, followed by submission to the Board of Governors.

Governing Committee:



Bruce P. Clayman
Vice President Research (Acting)



John M. Munro
Vice President, Academic

Attachment

Research Centre Application (R40.01) CCSP

APPLICATION TO FORM A RESEARCH GROUP (Policy R40.01)

CANADIAN CENTRE FOR STUDIES IN PUBLISHING

The Canadian Centre for Studies in Publishing (CCSP) will engage in and enhance research into publishing in all its various forms with the aim of increasing understanding of publishing and promoting the development of the Canadian publishing industry.

Because the Centre will undertake activities associated with the Faculties of Arts, Applied Sciences, Business Administration and Continuing Studies, it will be a Schedule B centre. The administrative officer will be the Vice-President, Research.

The Director of the CCSP, nominated, elected and recommended by the members of the CCSP through the Vice-President, Research, will be a full-time employee of Simon Fraser University, appointed by the President, upon recommendation of the Governing Committee for Centre. The term of the Director shall be for five (5) years renewable.

The Director shall submit an annual report of all CCSP activities, and a financial statement showing all revenues and expenditures; for the twelve (12) months ending March 31 each year, no later than June 30 of each year.

The CCSP will act in accordance with all university policies, and in a manner consistent with the goals and objectives of Simon Fraser University.

Membership shall be by application to the Director, and a majority vote of the membership, subject to appeal (for Simon Fraser University personnel only) to the Administrative Officer, whose decision shall be final.

Membership shall be for a five (5) year term, renewable at the discretion of the Director, subject to appeal (for Simon Fraser University personnel only) to the Administrative Officer, whose decision shall be final.

An Advisory Board, representing a cross section of individuals from the university and publishing communities, will provide guidance to the CCSP.

Research Centre Application (R40.01) CCSP

1. Overview

Publishing is the act of "making public." Most commonly the term is used in association with printed materials, however, the term also applies to bringing a piece of information or other communication from the private into the public realm. Publishing represents an industry involving newspapers, magazines, books, music, and new forms such as CD's and electronically accessible information. It is also an activity that is integral to the function of institutions, corporations, and sometimes social groups.

Publishing also intersects with and informs the growing area of information policy and such issues as privacy, and access. Its dynamics are also significantly affected by legal forms, specifically trademarks, industrial design, patents, trade secrets and copyright and by international trading regimes such as GATT and NAFTA.

The understanding of publishing as an activity affected by public policy, legal forms, industrial dynamics, cultural goals, and institutional aims is crucial to the functioning of complex societies. Moreover, understanding this activity in terms of technological advance is critical. The Canadian Centre for Studies in Publishing is proposed as a regional, national and international centre with these dynamics and concerns in mind.

2. Objectives

Consistent with the goals and objectives of Simon Fraser University, the Canadian Centre for Studies in Publishing will provide leadership in developing and delivering research and education which encourages excellence in the activity and understanding of publishing and adjunct areas such as information policy. The specific objectives of the CCSP are:

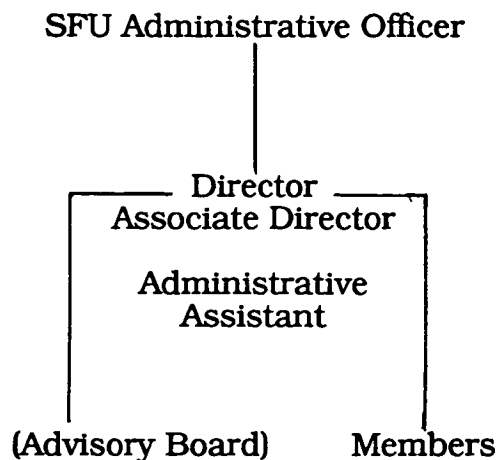
1. To stimulate, encourage and enhance publishing research which focuses on policy, planning, development, management, as well as professional activities within publishing such as editing and design, by providing a high-profile resource base and a focal point for research into publishing at Simon Fraser University oriented to the provincial, national, and international scene.

2. To promote the development of current and future professional and research personnel with expertise in publishing by encouraging the creation and delivery of graduate level studies and professionally focused education programs with a distinctive integration of cultural and commercial concerns, prepared in conjunction with academics and industry members from a variety of backgrounds.

Research Centre Application (R40.01) CCSP

3. To facilitate the distribution and effective transfer of leading edge policy and practice to the broader community through the development of presentations, workshops, conferences, publications, and other related contract services.
4. To facilitate the distribution and effective transfer of publishing policy and practice to developing countries.
5. To strengthen an already established network of researchers and educators in Canada and internationally.
6. To promote an understanding of publishing in Canada and internationally through research, analysis, the establishment of a print and electronic library and information dissemination services, education, public awareness projects, and cooperative ventures.
7. To promote an understanding of Canadian publishing in the context of publishing in other countries in the developed and developing world, other forms of publishing, and changing technologies of communication in Canada.
8. To strengthen, support and encourage development in the publishing industry and trade in Canada and in developing countries.
9. To strengthen, support and encourage the continuing professional education of members of industry and researchers.

Organizational Structure



Research Centre Application (R40.01) CCSP

3. Terms of Reference and Membership

1. Administrative Officer

Under the Simon Fraser University policy for Centres and Institutes, because the Centre will undertake activities associated with the Faculties of Arts, Applied Sciences, Business Administration and Continuing Studies, the CCSP will be a Schedule B centre with the Vice-President, Research as the Administrative Officer.

2. Director

The Director will be a full-time employee of Simon Fraser University, recommended by the Administrative Officer to take on this additional responsibility. The Vice-President, Research will use Simon Fraser policy A13.01 as a guide in identifying a person to be recommended as Director. The principle in appointing a Director will be that the recommended person will be nominated and elected by members of the Centre, through the Vice-President of Research, to the Governing Committee for Centres.

The term of the Director shall be for five (5) years renewable.

The Director approves all contracts to be undertaken in the name of the Centre, in conjunction with the Administrative Officer.

The Director will submit an annual report of all CCSP activities, and a financial statement showing all revenues and expenditures; for the twelve (12) months ending March 31 each year, no later than June 30 of each year.

The Director will call meetings of the membership at least annually to discuss the policy and direction of the Centre and other items of general import.

3. Associate Director

The Associate Director will be a full-time employee of Simon Fraser University, who holds an appointment to Continuing Studies except in the case where the Director holds such an appointment. In the latter case the Associate Director will be a full-time employee of Simon Fraser University holding a faculty appointment. The Associate Director will be recommended by the Administrative Officer. The Administrative Officer will use Simon Fraser policy A13.01 as a guide in identifying a person to be recommended as Associate Director. The principle in appointing an Associate Director will be that the recommended person will be nominated

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and elected by members of the Centre, through the Administrative Officer, to the Governing Committee for Centres.

The term of the Associate Director shall be for five (5) years renewable.

The Associate Director will assist the Director in pursuing activities especially in areas of his/her expertise.

3. Members

Membership shall be by application to the Director, and a majority vote of the membership, subject to appeal (for Simon Fraser University personnel only) to the Administrative Officer, whose decision shall be final.

Membership shall be for a five (5) year term, renewable at the discretion of the Director, subject to appeal (for Simon Fraser University personnel only) to the Administrative Officer, whose decision shall be final.

The Centre shall encourage the widest possible membership of qualified researchers, to promote the application of publishing research in as many fields and domains as possible and to encourage the cross-fertilization of ideas.

Any member may withdraw from the Centre by submitting a written notice of resignation to the CCSP Director.

4. Advisory Board

The members of the Advisory Board will represent a cross section of individuals from the university and publishing communities assembled to provide guidance to the CCSP.

All Advisory Board meetings are open and CCSP members are encouraged to attend.

Advisory Board membership shall consist of: the CCSP Director, the CCSP Associate Director, and, in the normal case, one representative from each of the Association of Canadian Publishers, the Canadian Book Publishers' Council, the Writers' Union of Canada, the Canadian Booksellers' Association, the Canadian Library Association, the Chair of the Society of Friends of the CCSP, and other members of industry and the CCSP as appropriate to the development of the CCSP. Should any of the above organizations be unable or unwilling to nominate a potential member, the CCSP will select a professional from amongst the

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group the relevant association represents. The Chair of the Board shall be elected by its members from among its membership for a two-year term with the possibility of renewal.

The responsibilities of the board shall be as follows:

- i. to represent the concerns of industry,
- ii. to ensure continuing professional education needs are met
- iii. to review and comment on Centre plans
- iv. to recommend non-academic Centre policy
- v. to elect a Chair of the Advisory Board

Invitations for membership are issued at the sole discretion of the Centre Director, except for those positions specifically designated for Simon Fraser personnel.

Membership is for a three (3) year renewable term, except for designated personnel.

The Advisory Board bears no legal responsibility for the actions of the Centre and exercises no direct control over the actions of the Director, Centre members, or staff.

Membership

The Charter members of the Centre are listed below. Expansion of the membership through joint research with colleagues in industry and other institutions is a high priority.

Alison Beale, Communications
Gene Bridwell, Library
Peter Buitenhuis, English
Suzanne De Castell, Education
Ann Cowan, Continuing Studies
Jane Fredeman, Distance Education
Carole Gerson, English
Mary Ann Gillies, English
Paul Heyer, Communication
Rowland Lorimer, Communication
Gary Mauser, Business Administration
Roy Miki, English
Ralph Stanton, Library
John Stubbs, History (President)

8.

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Affiliations

The CCSP has established itself as the major centre of research into publishing in Canada. It has also developed national and international liaisons with publishing researchers. It will continue to carry out such activities.

The Environment

In 1966 Canada had a book publishing industry that had annual revenues of \$222 million, the magazine industry was moribund, and electronic publishing was virtually unknown. In 1994 the publishing industry in Canada will reach \$5 billion inclusive of books, magazines, and electronic publishing. Newspaper publishing will add significantly to overall revenues.

Such expansion is taking place alongside rapid changes in technology and the re-formation of publishing and media industries taking into account technological convergence. It is also leading to increased activity in the area of information policy.

Research in the area is also growing. On the industrial side publishers are increasingly seeking out information on technology, market conditions, export markets, marketing and innovative products. Academically, studies on the history of the books are expanding exponentially and revealing a view of the interaction of information and society that has heretofore been neglected. Such studies are converging with the expansion of literary studies to encompass the conditions of the social production of literature. Policy studies through the EC and Unesco are being undertaken focused on Europe and on the Third World. And research on all aspects of production is being sought out.

In addition, many of the functions of the industry such as editing, marketing, layout, promotion and publicity, and management are being professionalized.

The CCSP will play a stimulative role for research in all of these areas.

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The Market

The market for research exists in several sectors. They are as follows:

1. government
2. industry associations
3. individual firms
4. public sector institutions that publish
5. corporations that carry out publishing activities
6. professional groups
7. International development agencies.

The CCSP has already been active in nearly all of these areas and will market its knowledge and research capacity.