



CASE STUDY – Rutgers University Press has been publishing continuously for more than 80 years. Their program has grown in size and scope, currently specializing in the subject areas of sociology, anthropology, health policy, history of medicine, human rights, urban studies, criminology, Jewish studies, American studies, film and media studies, the environment, and books about New Jersey and the mid-Atlantic region.

WHAT THEY NEEDED – Rutgers is publishing titles intended to appeal to a broader audience, so they needed to package their titles in both academic and trade formats. They also wanted to redesign their atlases, media studies titles, and other titles with complex designs to give them a more attractive, contemporary look.

THE CHALLENGE – With their frontlist program steadily increasing from 60 to nearly 150 new titles per year, Rutgers needed a vendor capable of delivering high quality editorial and production services without the expense and management requirements of additional in-house staff to support a larger program. The change in publication types of their list also required this partner to have expertise in editing and typesetting both trade and academic titles, along with a diverse editorial resources pool to support authors by pairing their projects with copyeditors from similar backgrounds and experiences.

WESTCHESTER'S SOLUTION – Westchester worked with Rutgers to create an updated design for their media studies program, giving the content a refreshed, modern layout in two trims and text sizes. Westchester's production editors held meetings with the Press to understand their content and developed an effective communications protocol with Rutgers' editorial staff, drawing upon our decades of experience working with university presses and authors, and augmented by our Client Portal project management platform. Over the last few years, there has been a steady evolution in the projects that are handled in-house and the management of their art program, with increasingly complex titles being sent to Westchester.

In July 2020 when Rutgers new university president initiated an equity audit, the staff at the Press engaged in dialogue with Westchester about its existing DEI initiatives, as well as the ongoing development of further efforts to embrace and support diversity. Our capability to assign editorial staff who understand and are sensitive to the viewpoints of the press' BIPOC and LGBTQ authors was a significant factor for Rutgers, as it aligns with their mission to create publications that best represent the diversity of the Press and the larger University community.

Contact Westchester Publishing Services to learn how we can help:

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