“Universities are becoming more aware of the fact that dissemination of knowledge has become almost as important as research itself. Every initiative that helps to reach that goal should be welcomed with open arms. The partnership between BioOne and the consortium of Dutch Universities is important in this respect because research output in the biological sciences has been opened to a much broader audience via a national license.”

– Ger Spikman, Director of Wageningen University & Research Centre Library, The Netherlands
Rising Tide for the Global Academic Community

In both design and practice, BioOne has aimed to live up to John F. Kennedy’s aphorism, “A rising tide lifts all boats.” Our record over the past nine years has shown that serving both not-for-profit publishers and institutional libraries is possible. Publishers and libraries alike have been buoyed by the combined power of economies of scale, a clear mission to keep scholarship within the academy, and the high quality of research published in the 2009 collection’s 154 titles.

Since 2001, the total revenue distributed to BioOne publishers has increased more than five-fold. In 2001, the royalty disbursement of $478,678 represented 50% of BioOne’s net subscription sales. By 2009, the royalty revenue as well as ancillary revenue from new services and annual surplus share amounted to $2,886,118, representing 66% of net sales for both collections. Cumulatively, since 2001 BioOne has returned $13,149,697 to publishers.

BioOne has also fulfilled its mission to keep subscription prices affordable for participating institutions. As a result of the capitalization by both charter and sponsoring libraries and consortia, and the continuing support from an over 90% renewal rate, BioOne was able to respond to the budget challenges facing libraries by retaining the 2008 prices for its second collection, BioOne.2, in 2009.

Through redoubled sales efforts, BioOne’s authors and publishers have also benefited from an increasing worldwide distribution. Our focus in 2009 was to enhance the international visibility of BioOne. We were selected for participation in the European program Knowledge Exchange, raising awareness of BioOne’s mission by extending access to the entire population of The Netherlands and to all institutions in Germany. This innovative collaboration has also made the collections much more affordable for libraries in Denmark and the United Kingdom.

On behalf of the Board of Directors and staff, we would like to recognize with gratitude the valuable contributions made by such critical partners as Allen Press, Inc., the Association of Research Libraries, and Publishers Communication Group (PCG), as well as the many individuals who helped BioOne chart its course for the benefit of the entire community.

Kent Holsinger, Ph.D.  Susan Skomal, Ph.D.
Chairman of the Board  Executive Director and COO
BioOne Collections

BioOne’s three collections contained 154 publications from 119 publishers in 2009. BioOne.1 offered 86 titles; BioOne.2, 57 titles; and BioOne Open Access, 11 titles. These included the January addition of 12 high-quality, ISI-ranked publications aimed at complementing their respective cohorts in entomology, marine studies, natural science, and wildlife research.

BioOne increased its percentage of ranked titles to 70% overall (107 titles) in 2009. Of particular note is the targeted expansion of BioOne.2, which has grown to include 56% ranked titles from 35% at the collection’s 2007 launch.

At the end of the year, the BioOne aggregation contained 694,139 total pages and 78,829 articles. This valuable content generated a 37% increase in royalty-eligible hits to abstracts and full-texts, from 8.4 million in 2008 to more than 11.5 million hits in 2009.

Beginning in January 2009, BioOne absorbed the cost of XML conversion for all participating publishers. Prior to 2009, non-Allen Press composed titles saw their annual BioOne earnings debited by these conversion charges. The decision for BioOne to fully assume these costs has proven to be a successful recruitment incentive and an investment in the future of BioOne and its associated publishers. BioOne conversion partner Innodata-Isogen has facilitated seamless workflow transitions and excellent ongoing publisher support for 66 (46%) of BioOne’s participating titles.

Participation in BioOne’s ancillary sales program (offering optional individual article sales and management of Copyright Clearance Center rights and licensing options,) has increased steadily over the past three years, with 77% of publications participating in one or more of these services in 2009. Participation in BioOne’s popular Free Society Member Access Program also grew in 2009, with a total of 33 publications offering their associated individual society members free access to their society journal on BioOne.

BioOne Collections Areas of Coverage in 2009

- **Zoology**: 19%
- **Ecology**: 14%
- **Biology**: 16%
- **Plant Sciences**: 4%
- **Geology & Paleontology**: 4%
- **Ornithology**: 5%
- **Natural History**: 10%
- **Marine & Freshwater Biology**: 4%
- **General Sciences**: 4%
- **Environmental Sciences**: 8%
“We are very proud to be associated with you and we are still very happy with our collaboration with BioOne. As a journal we realise that we have benefited tremendously from this partnership.”

“As a nonprofit organization, we operate on a shoestring budget with an all-volunteer board of directors. Publication costs continue to rise along with those of our philanthropic work. Revenue like this helps to keep us going.”

Technology Built for the Future

After eighteen months of development, BioOne launched its new platform on January 27, 2009, debuting a new look and an array of features benefiting publishers, librarians, and end users. The successful migration was achieved through a concerted effort including such key partners as Allen Press, Atypon Systems, Innodata-Isogen, PCG, and Bremmer & Goris Communications.

Among a myriad of new tools and features, the most popular site capabilities have proven to be those that allow community members to self-administer and customize their BioOne experience. Via the Publisher Administration panel, BioOne participating publishers can adapt the marketing text that appears on their site pages, designate content as “featured” or “open access,” and access usage statistics for their publications. Library administrators are also able to easily manage their BioOne subscription through the Library Administration panel, which offers on-demand usage reporting and subscription management tools.

In August 2009, BioOne provided the subscriber community with two important enhancements, the support of COuNteR’s Release 3—the most recent iteration of the universal reporting standard—and the ability to retrieve BioOne reports via an organization’s SUSHI client.

As evidenced by the prompt release of these new features, BioOne demonstrates its commitment to keeping pace with the technological needs of all participants.

Outreach and Communication

BioOne’s education program seeks both to learn from and to teach its community members through collaborative outreach on important scholarly communications issues. Among the venues for this ongoing dialogue is BioOne’s Publishers and Partners meeting, held annually in Washington, D.C. The 2009 meeting brought together an engaged group of 60 librarians, publishers, and partners who discussed the common challenges and opportunities facing independent publishers and research libraries. As part of its mission, BioOne awarded travel grants to help defray the cost of travel for five attendees. Hildegard Schäffler of Knowledge Exchange in Germany spoke about the project’s aims and lessons learned. Jevin West of eigenfactor.org, and Jason Price of the Claremont Colleges Library Consortium, presented ways that the Eigenfactor and Usage Factor can be used to enhance publication analysis and evaluation. In addition, three members of the BioOne publisher community shared strategies for keeping their publishing programs both financially afloat and technologically current. This panel included Victoria Hollowell of the Missouri Botanical Garden Press, Wieslaw Bogdanowicz, Editor of Acta Chiropterologica and Director of the Museum and Institute of Zoology at the Polish Academy of Sciences, and Ted Wachs, Managing Editor of Mountain Research and Development.

In addition to BioOne’s strategic communications and public relations activities, including BioOne’s quarterly newsletter BioOne News and forays into social media with BioOne’s Twitter account (“BioOneNews”), BioOne focused heavily on community training in 2009. To educate users on tools and features available through its new platform, BioOne and sales partner PCG held various webinars and on-site trainings throughout the year. BioOne also developed an array of resources and user guides to help community members navigate changes and additions to their online experience. These materials were tailored to reach users throughout the world in several languages, including Dutch, French, Italian, Portuguese, and Spanish.

Expanding Horizons

BioOne’s 2007 proposal in response to the European program Knowledge Exchange’s tender for innovative access models resulted in a Dutch national license for 2009 and 2010, and a German national license for 2010. At the request of the respective sponsoring organizations, the Dutch national license provides access to all residents of The Netherlands via IP geolocation, while the German license is available to all research institutions. Because discount tiers in the Knowledge Exchange
agreement are pooled, institutions in the other partner countries, Denmark and the UK, were able to subscribe to BioOne at a substantial discount for 2010.

Beyond the immediate financial benefits, BioOne’s relationship with Knowledge Exchange has matured into a dynamic partnership. Coordinated marketing efforts focused on academic libraries, public libraries, secondary school administrators, and the press. By virtue of its participation in this initiative, BioOne as a mission-based initiative is becoming known throughout Europe. The organization was discussed, for example, at the Association des Directeurs des Bibliothèques Universitaires World Library and Information Congress, in Reims, France, as a successful example of “community buying,” which is considered the way forward for European subscription purchases.

As a result of gains from Knowledge Exchange and other strategic global consortial sales by year end, there were 1,262 institutions subscribing to BioOne.1 and 529 institutions to BioOne.2. Notably, in its third year on the market, BioOne.2’s growth was 120% over 2008.

Users throughout the world accessed BioOne content during 2009 through institutional subscriptions, pay-per-view options, and such philanthropic programs as HINARI, OARE, AGORA, and eIFL, which provide free access to over 85 developing nations. There were 12 million hits to the BioOne website in 2009. Hits to abstracts, in particular, increased over 2008 due to a strategic effort to enhance BioOne content exposure through more concentrated linking and indexing efforts to services such as Scopus. By the end of 2009, over half of BioOne subscribers were from institutions outside North America.

In recognition of the challenging economic environment for libraries, BioOne did not increase the subscription rates for BioOne.2 in 2009. As a measure of the community’s support of BioOne and the collection’s value, BioOne had a strong year in 2009, enjoying an impressive 19.4% net increase in worldwide sales over 2008, from $4,405,172 to $5,258,769.
Financial Report of Management

The financial statements of BioOne are audited annually by the independent auditor, Gelman, Rosenberg and Freedman, LLP. This year, as in the past, BioOne received an unqualified opinion as of December 31, 2009, which found that the financial statements were presented fairly in all material respects and in accordance with generally accepted accounting principles. BioOne’s management is responsible for the financial information and representations reflected in its financial statements and accompanying footnotes.

2009 Royalty Share pools for BioOne.1 and BioOne.2 grew significantly relative to 2008. Payments disbursed on March 31 totaled $2,873,099, including applicable ancillary revenue (individual article sales and Copyright Clearance Center earnings): $1,912,954 for BioOne.1; and, $310,145 for BioOne.2.

Further demonstrating the organization’s excellent financial health, BioOne ended fiscal year 2009 with an operating surplus of $884,484. The Board of Directors voted that $650,000 (73.5%) of this surplus be distributed to participating publishers in 2009 Surplus Share payments, representing a 30% increase over 2008’s surplus sharing pool. In addition, the organization was able to designate an Unrestricted Operational Asset of $337,484 towards its goal of providing a fiscal cushion for the future.

Through a deliberately conservative investment policy, BioOne was again able to protect all revenue during a volatile economic climate. BioOne maintains a system of internal controls to assure that its financial information is reliably reported, its assets are safeguarded, and that its transactions are recorded and occur with proper authorization. BioOne’s Board of Directors provides financial oversight through its Audit Committee, which meets regularly with management and the independent auditors.

A copy of BioOne’s full financial statements with the Independent Auditor’s Report is available on the BioOne website or may be obtained by contacting BioOne directly.

Publisher Consideration 2001-2009

<table>
<thead>
<tr>
<th>Year</th>
<th>Revenue</th>
<th>Percentage</th>
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</tr>
<tr>
<td>2009</td>
<td>$2,873,099</td>
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</tbody>
</table>

Revenue by Subscribed Collection

- BioOne.1: $3,816,142 (70.84%)
- BioOne.2: $903,413 (14.40%)
- UniBio: $5,273,752 (94.09%)
Leadership

BioOne Board of Directors

2009 Officers

Kent E. Holsinger, Chair
Professor, Department of Ecology & Evolutionary Biology
University of Connecticut, Storrs

Alan Kahan, Secretary
Director of Communications
Entomological Society of America

Catherine Murray-Rust, Treasurer
Dean of Libraries
Georgia Institute of Technology

2009 Directors

Joni Blake*
Executive Director
Greater Western Library Alliance

David H. Carlson
Dean of Library Affairs, Morris Library
Southern Illinois University

Raym Crow*
Senior Consultant
Scholarly Publishing & Academic Resources Coalition (SPARC)

Bernadette Gray-Little
Executive Vice Chancellor and Provost
University of North Carolina at Chapel Hill

Leonard Krishtalka*
Director, Biodiversity Institute
Professor, Department of Ecology & Evolutionary Biology
University of Kansas

James V. Maher
Provost and Senior Vice Chancellor
University of Pittsburgh

Catherine N. Norton
Library Director, Marine Biological Laboratory
Woods Hole Oceanographic Institution

Richard T. O’Grady*
Executive Director
American Institute of Biological Sciences

Sara Rockwell
Editor-in-Chief, Radiation Research
Professor, Department of Therapeutic Radiology
Yale University School of Medicine

James F. Williams, II
Dean of Libraries
University of Colorado at Boulder

Directors Emeriti

Adrian W. Alexander (1999-2006)
Rand Allen (1999-2001)
Shirley K. Baker (2001-2008)
E. Dale Cluff (1999-2001)
Alan Covich (1999-2000)
Guy Dresser (2001-2007)
Ted Freeman (2001-2007)
Richard Fyffe (2003-2006)
Joan Gieseke (2002-2004)
Richard Johnson (1999-2005)
Heather Dalterio Joseph (2001-2008)
Robert Kidd (1999-2001)
David Shulenberger (2001-2006)
Denise Stephens (2006-2008)

Executive Staff

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Mark Kurtz
Director of Business Development
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Lauren Kane
Director of Publisher Relations
lauren@arl.org

*founding organization representative
BioOne is indebted to the founding organizations that came together in 1999 and continue to invest their time and expertise to lead this collaborative endeavor:

American Institute of Biological Sciences
Allen Press, Inc.
Greater Western Library Alliance
Scholarly Publishing & Academic Resources Coalition (SPARC)
The University of Kansas

2009 BioOne Community Advisory Council

Trisha L. Davis
Associate Professor, Head, Serials & Electronic Resources Department
The Ohio State University Libraries

Karla Hahn
Director of Scholarly Communications
Association of Research Libraries

Victoria Hollowell
Science Editor and Head
Missouri Botanical Garden Press

Carolyn Mills
Library Liaison-Biological Sciences
Babbidge Library, University of Connecticut

Jason Price
Science & Electronic Resources Librarian and SCELCE-Journal Package Analyst
Libraries of the Claremont Colleges

Connie Rinaldo
Librarian of the Ernst Mayr Library
Museum of Comparative Zoology, Harvard University

Julie Rinke
Director of Client Solutions
Allen Press

Lutishoor Salisbury
Librarian and University Professor, Agriculture, Food and Life Sciences Subject Specialist
University of Arkansas

Al Savitzky
Past President, American Society of Ichthyologists and Herpetologists
Professor of Biology
Old Dominion University

Jeff Shields
Past President, The Crustacean Society
Professor
Virginia Institute of Marine Science

Rob Sprinkle
Editor-in-Chief, Politics and the Life Sciences
Professor, School of Public Policy
University of Maryland, College Park