ANNUAL REPORT
2012 IN REVIEW
“BioOne hits the ‘bull’s eye’! Compared with large databases BioOne might be much smaller, but the content is of much greater value. The selection of titles matches the character of our institute and is therefore extremely useful for our zoologists—mainly systematists—but also paleontologists, ecologists, entomologists, and ornithologists. The database itself is ‘friendly’ to the users.”

– Zofia Malcher, Exchange Librarian from the Institute of Systematics and Evolution of Animals, Polish Academy of Sciences (BioOne subscriber since 2012)
2012 in Review

For the last two years, BioOne has worked to implement the strategic plan we adopted in 2010. Most notably, our commitment to explore new publishing models took shape in a campus-based partnership to create an author-fee funded open access, open data publication, *Elementa: Science of the Anthropocene*. The groundwork began in mid-2012, editors and associate editors have been recruited, and we expect the first papers to appear by early fall 2013.

In its eleventh year online, BioOne reached a remarkable milestone. More than 100,000 articles are now part of the aggregation. Through the contributions of 171 publications from 129 publishers, BioOne had accumulated 900,650 pages from 107,668 articles through the close of 2012.

In addition to expanding our content, BioOne had a solid sales year in spite of the many economic challenges its library and institutional partners face. We ended the year with an 8.9% increase in net operating income over 2011. Importantly,

- subscriptions to BioOne.1 reached 1,367 institutions and organizations worldwide; 942 of these subscribers also received access to BioOne.2;
- international reach increased, such that 42% of BioOne.1’s and 56% of BioOne.2’s paid subscribers are now outside North America;
- the BioOne website drew 18,946,933 total hits in 2012; of which, 9,648,967 were from researcher accesses to abstracts and full-text articles (HTML and PDF);
- BioOne publisher consideration (including Revenue Sharing, Ancillary Revenue, and Surplus Sharing) totaled $3,775,552, a 7% increase over last year; and
- notably, these achievements were made while keeping costs to subscribing partners low, with only a 4% annual price increase over last year.

BioOne said good-bye to two members rotating off the Board of Directors at the end of 2012. Catherine N. Norton (2007-2012) and Stephen C. Howell (2010-2012) lent their energy, passion, and expertise to the BioOne community during critical years of our growth, and we will miss them. We also welcomed our fifth full-time staff member this year. Maeg Keane joined the BioOne Team as executive assistant in October 2012.

On behalf of the Board of Directors and executive staff, we would especially like to recognize the critical contributions of Allen Press, Inc., Atypon Systems, Cordia Partners, Dartmouth College Library, Innodata, Publishers Communication Group, and ripe, and to thank the many individuals and institutions that ensure that BioOne continues to grow for the benefit of the entire community.

Kent Holsinger, Ph.D.  
Chairman of the Board

Susan Skomal, Ph.D.  
President/CEO
BioOne made measurable progress on each of the four goals identified in its five-year strategic plan adopted in November 2010. These goals are designed to:

1. increase the value BioOne delivers to publishers and researchers;
2. explore new publishing models that expand access to BioOne content and that reduce pressure on academic libraries;
3. increase BioOne’s visibility and public profile; and,
4. strengthen BioOne’s infrastructure and financial position to expand existing programs and support new activities.

During 2012, BioOne focused on the implementation of three operational initiatives. The organization

1. began a partnership to create an author-fee funded open-access, open-data publication, *Elementa: Science of the Anthropocene*;
2. commissioned the creation of an interactive tool to apprise society publishers on their relative risks and opportunities in relation to open access mandates; and,
3. entered into a partnership with Dryad for the hosting of *Elementa*-submitted datasets and the exploration of future curation opportunities.

*Elementa: Science of the Anthropocene*

Creation and funding of *Elementa: Science of the Anthropocene* meets the first three goals of BioOne’s strategic plan. This initiative is a new open-access, open-data scientific journal that will publish original research on the Earth’s physical, chemical, and biological systems; interactions between human and natural systems; and steps that can be taken to mitigate and adapt to global change. To publish timely, high quality research to advance the intellectual agenda of science, BioOne established a strategic collaboration with Dartmouth, the Georgia Institute of Technology, the University of Colorado Boulder, the University of Michigan, and the University of Washington.

*Elementa*’s inaugural knowledge domains are led by prominent researchers, each of whom embraces the concept that basic knowledge can foster sustainable solutions for society, and is committed to the proposition that the goals of scientific inquiry are well aligned with the principles of open knowledge for the public good on a global basis. The publication’s inaugural domains include: Atmospheric Science; Earth and Environmental Science; Ecology; Ocean Science; Sustainable Engineering; and Sustainability Transitions.

Immediately following approval by the BioOne Board of Directors, work began to implement *Elementa* in April 2012. Scheduled to launch its pre-publication site and open for submissions in Spring 2013, by the end of 2012,

- BioOne’s Director of Business Development Mark Kurtz assumed the lead role as director of *Elementa*;
- seven editors-in-chief from five universities had met, and signed agreements;
- MOUs with four affiliate universities were in place;
- staff positions for the senior programmer and production editor based at the Dartmouth College Library were defined and recruitment of candidates had begun;
- work had begun in earnest with a variety of partners, including: Aries, for creation of a custom peer-review system; Innodata, for provision of coding, composition, and loading/QA services; ripe.com, for design of both the pre-publication website and publishing platform GUI; and John Boswell, to produce a promotional video on the Anthropocene;
- Clare Dean was hired as the marketing director; and,
- editorial policies had been developed for review.
Enhanced User Experience
Each year BioOne invests in a strategic set of new site tools and enhancements, many of which are inspired by user suggestions. Some of the most popular features added in 2011 and promoted among users in 2012 are summarized here.

BioOne Mobile
Providing the BioOne community with a competitive, robust platform is at the core of the organization’s mission. In late 2011, BioOne invested in BioOne Mobile—an optimization of the entire BioOne corpus for content searching, viewing, and sharing from a smartphone or tablet. Because there is no app to download and mobile devices are automatically directed to the mobile site, BioOne Mobile offers a seamless research experience for users “on the go.” In the service’s first full year of operation, there were 114,694 user hits to abstract and full-text content on the BioOne Mobile site. These figures should increase steadily, particularly given that participating libraries frequently cite BioOne’s mobile accessibility as a key benefit of their subscription.

Google Translate
Addition of this popular feature allows non-English speakers to translate article content to 58 languages—from Afrikaans to Yiddish—and encourages international usage of the collections.

High-Resolution Image Zoom
Users are able to scale and zoom in and out on high-resolution images and photos using standard browser controls.

Education Program
Publishers and Partners Meeting 2012
Allen Press and Atypon Systems once again generously sponsored the breakfast and lunch for BioOne’s 2012 event. Nearly 60 members of the BioOne community attended, including six recipients of the Howard Goldstein Travel Grant. The strong speaker lineup focused on issues most pertinent to the BioOne community. Madelyn Wessel, JD, Associate General Counsel at the University of Virginia presented the keynote, entitled “How Much Does Fair Use Fix in a Digital Age?” Other presentations by Kevan Meinershagen (Allen Press, Inc.) detailed the mobile program progress and evaluation, and Joy Paulson (Cornell University) explained how content is delivered to the developing world. Board officer Alan Kahan graciously presented on the Entomological Society of America’s experiences with open access publishing. Materials from this meeting are available on the BioOne website under “Past Meeting Presentations.”

Resources for Publishers
BioOne’s 2010 Strategic Plan identified an initiative to provide public position papers on critical market issues, advice notes on best practices, and interactive tools. To meet this goal, BioOne commissioned Chain Bridge Group to assess the implications of funder and institutional mandates requiring the deposit of sponsored research publications in open archives. This project will also include a set of tools to help publishers in all disciplines perform their own assessments. We expect the results of this research to be publicly available in late 2013.

“On behalf of everyone on the CSSA Board, thank you for providing this service and its benefits on our behalf. This is becoming an increasingly valuable collaboration and we are very pleased to be included in the BioOne universe.”

– Gregg DeChirico, President, Cactus and Succulent Society of America
(BioOne.2 member since 2007)
Resources for Institutions and Their Users

In addition to seeking new subscribers, BioOne is committed to retaining existing institutional partnerships through usage monitoring, user training, and the development of new educational resources. A wide variety of current training materials, guides, tutorials, and promotional materials is constantly being developed and updated for librarians, publishers, and users, and is available on the BioOne website under “Resources.” BioOne also designed a new tool kit for the sales team to improve both personal communications with subscribers and enhance the experience, message, and efficiency of the renewal process.

**Branding, Marketing, & Communications**

In addition to promoting the BioOne collections and mobile website through email, posters, postcards, flyers, and press releases, BioOne focused in 2012 on enhancing its social media presence via LinkedIn, and improved content and graphics on Facebook, YouTube, and Wikipedia. As a result, the 2012 effort to promote the 2013 Collections was featured on many more websites, blogs, and Twitter accounts.

**2012 Collections**

BioOne’s 2012 corpus included 171 publications from 129 publishers. The BioOne collection continues to expand its international content and added five new titles and their nonprofit publishers to the 2012 BioOne collections. Four of these are based outside the United States, and the fifth, *Biology of Reproduction*, was an inaugural participant that discontinued active participation in 2006. We’re delighted to welcome back the Society of Reproduction.

**New in 2012**

- *African Invertebrates*, published by the Natal Museum, South Africa
- *Annales Botanici Fennici and Annales Zoologici Fennici*, published by the Finnish Zoological and Botanical Publishing Board
- *Journal of Resources and Ecology*, published by the Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences.

**BioOne Areas of Coverage in 2012**

- Zoology 19%
- Plant Sciences 16%
- Geology & Paleontology 5%
- Ornithology 6%
- Natural History 9%
- Biology 8%
- Ecology 7%
- Entomology 14%
- Environmental Sciences 7%
- General Sciences 4%
- Marine & Freshwater Biology 4%
“Partnerships between scientific publishers and universities allow, besides access to scientific content, new perspectives on the development of registered knowledge with the potential of generating further knowledge that will improve human and social development. It is in this line of thought and action that BioOne collaborates with scientific research by providing content that is consistently relevant.”

– Luiz Atílio Vicentini, Library Systems Coordinator, Universidade Estadual de Campinas, Brazil (BioOne.1 subscriber since 2008)
Librarians from 49 countries provide researchers, educators, and students access to BioOne to further their research.

90 additional countries and territories provide BioOne at no cost through developing world programs.

Access Around the Globe

Researchers and students in 168 countries around the world had access to BioOne in 2012, either by organizational subscription or free access granted to institutions in the developing world. BioOne publications therefore reached 87% of the world’s 193 countries recognized by the United Nations.

Sustainable Pricing

Our mission, established by the founding organizations and charter libraries that capitalized BioOne, is to provide sustainable pricing for libraries and sustainable revenue for our nonprofit publishers. BioOne operates on a cost-recovery basis, and thus establishes pricing based on its costs and twin imperatives. Prices are carefully constructed with library concerns in mind. In 2010, for example, we did not increase prices in response to the economic crisis facing libraries.

CHART 1

BioOne Historical Pricing (2007-2012)
2012 Financial Summary

**Publisher Consideration**

BioOne’s excellent renewal rate and new subscription gains for 2012 produced a 7% increase over 2011 in total publisher consideration. Chart 2 details BioOne’s cumulative contribution of over $23 million to participating publishers since 2001.

2012 Publisher Surplus Share

In addition to Revenue Sharing payments totaling $2,962,934 (an increase of 6.5% over 2011), BioOne was also in a position for the ninth year in a row to return a second Surplus Sharing payment to its active publishing participants. BioOne’s Net Operating Income for FY12 was $1,401,065. Based on this performance and the organizational goal of returning as much revenue to participating publishers as possible, a Surplus Share in the amount of $812,618 (58% of Net Operating Income) was allocated between the subscribed collections proportionate to their respective sales.

Board-Designated OA Sustainability Fund

BioOne funds a small but dynamic Open Access collection of twelve active titles. In 2012, the Board designated $52,503 to cover the conversion and loading/QC costs for the existing Open Access collection, as well as the addition of a new title to debut in 2013.

Board-Designated Operational Fund

Per its 2010-adopted policy, BioOne has a responsibility to fund the Operational Reserve to minimum established levels after distributing Surplus Share. The organization was able to complete its Operating Reserve Fund in 2012, providing a minimum reserve of $1,003,310 to establish a solid six-month fiscal cushion for the future.

Board-Designated Capital Fund

With the Operational Reserve fully funded, BioOne allocated the remaining 2012 funds ($597,114) to the Capital Reserve. Now totaling $891,412, this fund will be used to capitalize *Elementa* in 2013.

**CHART 2**

Publisher Consideration 2001-2012

<table>
<thead>
<tr>
<th>Year</th>
<th>Publisher Consideration</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>$11,132,890</td>
</tr>
<tr>
<td>2002</td>
<td>$11,707,838</td>
</tr>
<tr>
<td>2003</td>
<td>$12,994,567</td>
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<tr>
<td>2004</td>
<td>$18,127,957</td>
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<tr>
<td>2005</td>
<td>$20,957,620</td>
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<tr>
<td>2006</td>
<td>$20,821,746</td>
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<tr>
<td>2007</td>
<td>$20,675,683</td>
</tr>
<tr>
<td>2008</td>
<td>$20,503,912</td>
</tr>
<tr>
<td>2009</td>
<td>$22,861,023</td>
</tr>
<tr>
<td>2010</td>
<td>$25,859,905</td>
</tr>
<tr>
<td>2011</td>
<td>$29,043,552</td>
</tr>
<tr>
<td>2012</td>
<td>$3,775,114</td>
</tr>
</tbody>
</table>

*Average per active title: 64.7% Average of net sales: 50.0%*
BioOne's financial statements are audited annually by the independent auditor Gelman, Rosenberg and Freedman, LLP. As in the past, BioOne received an unqualified opinion as of December 31, 2012, 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.

In 2012, BioOne realized growth in both revenue and net operating income, despite the continuing challenges presented by the national and global economies. Worldwide sales to the BioOne aggregation increased by 6.3% over 2011, from $5,491,157 to $5,834,463 in total net sales for the 2012 collection year. BioOne’s net operating income (surplus) increased by 8.9% over 2011, to $1,401,065.

BioOne maintains a system of internal controls to assure that its financial information is reliably reported, its assets are safeguarded, and its transactions occur and are recorded with proper authorization. BioOne’s Board of Directors provides financial oversight through its Finance and Audit Committees, both of which meet regularly with management, as well as its independent auditors. Moreover, BioOne’s deliberately conservative investment policy is designed to protect the organization’s revenue during a volatile economic climate.

BioOne’s full FY12 financial statements with the Independent Auditor’s Report are available on the BioOne website (see “Policies & Financial Overview”), or may be obtained by contacting BioOne directly.
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

Leadership

BioOne Board of Directors

2012 Officers

Kent E. Holsinger, Chair
Interim Vice Provost for Graduate Education and Dean of the Graduate School
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 and Director of Libraries
Georgia Institute of Technology

2012 Directors

Joni Blake*
Executive Director
Greater Western Library Alliance

David H. Carlson
Dean of University Libraries
Texas A&M University

Raym Crow*
Senior Consultant, SPARC
Principal, Chain Bridge Group

Stephen C. Howell
Chief Financial and Administrative Officer
The Nature Conservancy

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

James V. Maher
Provost Emeritus
Distinguished Service Professor of Physics
Senior Science Advisor
University of Pittsburgh

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

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

Joseph Travis
Dean, College of Arts & Sciences
The Florida State University

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

*Founding Organization representative
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)
Sara Rockwell (2007-2009)
David Shulenberger (1999-2006)
Denise Stephens (2006-2008)

Executive Staff
Susan Skomal
President/CEO
Mark Kurtz
Director, *Elementa*
Director of Business Development
Lauren Kane
Director of Publisher Relations
Nicole Colovos
Director of Marketing Communications
Maeg Keane
Executive Assistant