2014 in Review

2014 provided for the continued growth and development of BioOne’s scholarly publication programs. BioOne Complete, BioOne’s online aggregation of 179 publications from 136 nonprofit and society publishers, celebrated its fourteenth year in operation and achieved gains in both revenue and distribution. BioOne’s innovative open-access journal, *Elementa: Science of the Anthropocene*, enjoyed its first full year of publication, expanding its author and reader base and refining the business and technological models that will allow the program to grow. Through these programs and the services provided to the research community, BioOne proudly contributes to scientific discovery, research, and collaboration.

New initiatives like *Elementa* are made possible by BioOne’s strong financial foundation. Despite continued economic challenges facing the library market, BioOne enjoyed a solid sales year in 2014, increasing its net operating income by 7.5% over 2013. In addition, in 2014:

- BioOne Complete grew to 1.1 million pages and generated nearly 15 million user hits;
- 1,112 institutions and organizations subscribed to BioOne Complete, with an additional 371 receiving partial collection access;
- international reach increased, such that 66% of BioOne Complete subscribers are based outside of North America;
- mobile usage more than doubled from last year, with BioOne Mobile—including in every institutional subscription—generating more than half a million hits;
- publisher consideration for subscribed BioOne Complete participants totaled $4,096,848, an increase of 4% over last year; and notably,
- these achievements were made while keeping costs to subscribing partners low, with only a 4% average annual price increase over 2013.

BioOne gratefully acknowledges the exemplary service of founding Board member Richard O’Grady, Executive Director of the American Institute of Biological Sciences, who stepped down from the Board at the close of 2014 after fifteen years of leadership. BioOne would not exist without Richard’s foresight and determination; the entire community owes him a debt of gratitude for his immense contributions to scholarly communications and scientific research.

The Board likewise recognizes the service of Leonard (Kris) Krishtalka as the appointed board member from the University of Kansas (2009-2014).

It is with regret that we note the untimely passing of former member Catherine Norris Norton of the Marine Biological Laboratory, Woods Hole Oceanographic Institution, on December 22, 2014. Cathy contributed enthusiastically to BioOne’s success and will be missed by multitudes.

On behalf of BioOne’s Board of Directors and executive staff, we recognize the ongoing contributions of BioOne’s key collaborators and service partners, including, Allen Press, Atypon, Dartmouth College Library, Innodata, and Publishers Communication Group. Thank you to the many dedicated individuals and organizations whose contributions ensure that BioOne continues to grow and flourish.

Kent Holsinger, Ph.D.  Susan Skomal, Ph.D.
Chairman of the Board  President/CEO
“BioOne provides Al Ain Zoo with access to current research relevant to our business in wildlife medicine and conservation. BioOne hosts some of the best internationally-recognized journals, and the information we receive through the database is instrumental for wildlife conservation and other disciplines.”

-Stephen Chege, Senior Veterinarian, Al Ain Zoo, United Arab Emirates
Delivering on Mission

BioOne’s operational initiatives are designed to support both BioOne’s mission and strategic goals, detailed in the box below. The organization made measurable progress in 2014 on many of the initiatives identified in its current strategic plan. Notably, in 2014 BioOne:

- demonstrated year-on-year growth in the total financial consideration provided to BioOne Complete subscribed publishers, pursuing new sales opportunities and promoting upgrades to subscribers with partial-collection access;
- attracted new, open access participants to BioOne Complete under its sustainable fee-for-service model;
- developed and promoted Elementa, achieving growth in submissions, usage, and citations;
- increased awareness and usage of BioOne Complete among authors and researchers through focused end-user marketing campaigns;
- improved BioOne platform usability and functionality, completing an accessibility audit, BioOne Mobile redesign, and adding popular Altmetrics badges to the site.

A New Journal for a New Epoch

The publication of *Elementa: Science of the Anthropocene* progressed well in 2014. Sixteen new articles were published, with many more submissions received late in the year for publication in 2015. Articles published in 2014 have seen an average of over 6,500 full-text downloads each. Applications to Thomson Reuters and Scopus were made in 2014 and *Elementa* is under review for indexing in 2015.

The article, “Influence of oil and gas emissions on ambient atmospheric non-methane hydrocarbons in residential areas of Northeastern Colorado” published in November in the Atmospheric Science domain, attracted significant press attention, particularly in Colorado. This reached...
interested politicians and policy-makers who addressed further enquiries to the authors.

In the latter half of the year, *Elementa* launched Special Features – similar to the tradition of special issues, but with articles published as accepted. *Elementa*’s first Special Feature, “ASPIRE: The Amundsen Sea Polynya International Research Expedition,” includes a slideshow of images from the expedition plus an interview with the principal investigator. The ASPIRE Special Feature attracted twelve additional Special Features for publication in 2015. As an extension to the Special Feature model, *Elementa* is also launching topical Forums in 2015. These Forums are designed to stimulate knowledge and debate about specific opportunities and challenges, across diverse fields of human endeavor.

*Elementa* began to build its own robust publishing platform for completion in 2015. *Elementa* proudly publishes all articles in HTML, PDF, EPUB, XML, and JSON.

With a booth presence and sponsorship, *Elementa* received an enthusiastic welcome from the delegates at the AGU Fall Meeting in San Francisco. This warm reception prompted increased marketing activity for conferences in 2015.

**Growing BioOne Complete**

**New Publishers**

The BioOne aggregation included 179 publications from 136 publishers in 2014, welcoming three new titles in January: *Arachnology*, published by the British Arachnological Society, *Ardeola*, published by the Spanish Society of Ornithology (SEO/BirdLife), and *Herzogia*, published by the Bryological and Lichenological Association for Central Europe. The positive reception of these new community members underscores both subscriber and user desire for international content previously unavailable in fully-searchable and integrated XML.

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**Platform Enhancements**

Each year BioOne invests strategically in new site tools and enhancements, many of which are inspired by user and subscriber suggestions. BioOne focused on three key improvements to the site during 2014:

1. **Google Subscriber Links.** BioOne Complete holdings and subscription data are now delivered to Google and used to help the Google Scholar index add an extra link from subscriber search results to a given article on BioOne. In addition to providing this additional avenue to our full-text, BioOne content will get a boost in search rankings for users who have subscription access through their libraries.

2. **BioOne Mobile Interface Update.** The BioOne Mobile site has been updated with a new interface to improve usability and readability. The site serves “adaptive” web content that takes into account screen size, user controls, and user behavior, and is customized for both Android and iOS phones and tablets.

3. **Accessibility Audit.** To provide the highest level of accessibility possible, BioOne completed a site evaluation in 2014 by WebAIM, a nonprofit organization based at the Center for Persons with Disabilities, Utah State University. The site was evaluated for accessibility compliance based on W3C WCAG 2.0 level A and AA guidelines as well as other high-profile accessibility issues. The BioOne site was rated compliant on most points, with areas for improvement identified for future focus.
Global Access

Researchers and students in 145 countries around the world had access to BioOne Complete in 2014, either through an organizational subscription or free access programs provided to institutions in the developing world. BioOne publications therefore reached 75% of the world’s 193 countries recognized by the United Nations.

Promoting a Global Brand

Marketing and Communications

With the addition of *Elementa* to the BioOne portfolio, it has become important to differentiate BioOne, the parent organization, from BioOne Complete, its original product. The BioOne sales and marketing team therefore repositioned BioOne and its offerings to achieve greater brand clarity and user understanding.

Email campaigns and social media activities in 2014 were designed to reinforce BioOne branding and also draw traffic to the BioOne site. In particular, we emphasized direct engagement with BioOne’s community of users—both students and researchers. We have much to learn from listening to the evolving needs of these individuals, and much to gain from their enhanced appreciation for the wealth of content available in BioOne Complete.

The addition of new indexing partners and routes for scholar discovery is likewise a key marketing focus. It is critical to BioOne and our participating publishers’ success that BioOne Complete be both discoverable and fully linked to other scholarly resources. New partnerships in 2014 include ReadCube, Browzine, and UNSILO—three technology companies that create innovative user tools to improve and enhance the research process.

Community Education

BioOne held its popular Publishers and Partners Meeting on April 23, 2014 in Washington, DC, bringing together a diverse group of publishers, librarians, and service providers. We thank Allen Press, Aries Systems, Atypon, and Publishers Communication Group for their generous sponsorship of the event’s catering.

Dr. Donna Llewellyn, Director of Georgia Tech’s Center for the Enhancement of Teaching and Learning, jump-started the day with a presentation on “MOOCs: Tsunami or Hype?...and why you should care.” Next, Dr. Joel Blum and Dr. Michael Chang, both *Elementa* Editors-in-Chief, reflected on the *Elementa* publishing model and both the opportunities and challenges encountered during the program’s first full year. After lunch, Raym Crow of Chain Bridge Group, SPARC, and a BioOne Board member, presented his mandate-assessment tool, designed to allow society publishers to systematically address the
effect of open archiving mandates on subscription revenue, from 2013’s BioOne-funded study.

Wrapping up the day, John Parsons, PCG Director of Global Content Sales, presented a lively talk on how one successfully negotiates in India.

Materials from this and other community meetings are available on the BioOne website (see “About/Publications & Presentations”).

Financial Report of Management

2014 Financial Summary

Publisher Consideration

In 2014, BioOne realized growth in both revenue and net operating income. Worldwide sales to the BioOne aggregation increased by 5% over 2013, to $6,407,758 in total net sales for the 2014 fiscal year. BioOne’s net operating income (surplus) increased by 7.5% over 2013, to $1,653,647.

This strong sales performance produced a 3.8% increase over 2013 in total publisher consideration. In 2014, publisher Revenue Sharing payments totaled $3,204,417. And, for the eleventh consecutive year, BioOne was also in a position to return a second—Surplus Sharing—payment to its active publishing participants from a pool of $892,969. In 2014, publishers received 65% of BioOne net sales, and an average total consideration of $32,103 for each active title.

The graph below illustrates BioOne’s cumulative contribution of over $32 million to participating publishers since 2001.

Board-Designated Reserves

BioOne has a responsibility to fund its Operational Reserve to minimum established levels after distributing Surplus Share and before adding funds to its Capital Reserve. The organization added $782,612 to its Operational Reserve Fund at the close of 2014, for a balance of $852,668. As in 2014, these funds will be used to capitalize Elementa in 2015. BioOne did not add to the Capital Reserve for 2014.

Audit and Financial Safeguards

BioOne’s financial statements are audited annually by the independent auditor Gelman, Rosenberg and Freedman. As in the past, BioOne received an unqualified opinion as of December 31, 2014, 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.

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 & Oversight committees, both of which meet regularly with management, as well as its independent auditors. BioOne’s assets are managed by the investment firm AllianceBernstein LLC within the confines of the organization’s investment policy. This policy was designed to protect publisher royalty revenue and earn investment income above CPI.

BioOne financial statements with the Independent Auditor’s Report are available on the BioOne website (see “About/Governance”), or may be obtained by contacting BioOne directly.
“The Spanish Society of Ornithology (SEO/BirdLife) has been a proud BioOne participant since 2014 for the distribution and promotion of our journal, *Ardeola*. We just received our first revenue sharing payment and publisher report, and were very pleased with the results of our first year of participation. The revenue received from BioOne will help us to improve our journal and further our mission for the dissemination of ornithological research throughout the world.”

- Agustín Carretero, SEO/BirdLife
Leadership

BioOne Board of Directors

2014 Officers

Kent E. Holsinger, Chair
Vice Provost for Graduate Education and Dean of the Graduate School
Professor, Department of Ecology & Evolutionary Biology
University of Connecticut

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

Catherine Murray-Rust, Treasurer
Vice Provost for Learning Excellence and Dean of Libraries
Georgia Institute of Technology

2014 Directors

Joni Blake*
Executive Director
Greater Western Library Alliance

Raym Crow*
Senior Consultant, Scholarly Publishing and Academic Resources Coalition (SPARC)
Managing Partner, Chain Bridge Group

Susan E. Ford
Professor Emerita
Haskin Shellfish Research Laboratory
Rutgers University

Jeffrey L. Horrell
Dean of Libraries and Librarian of the College
Dartmouth College Library
Dartmouth

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, and Senior Science Advisor
University of Pittsburgh

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

Arthur K. Reilly
Former Senior Director in Strategic Technology Policy
CISCO Systems, Inc.

Alan H. Savitzky
Department Head, Department of Biology
Utah State University

Joseph L. Travis
Robert O. Lawton Distinguished Professor
Department of Biological Sciences
Florida State University

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

Executive Staff

Susan Skomal
President/CEO

Mark Kurtz
Director, Elementa
Senior Director, Strategic Development

Lauren Kane
Senior Director, Publishing & Administration

Nicole Colovos
Senior Director, Marketing Communications

Maeg Keane
Communications Associate

*Founding Organization representative
## Directors Emeriti

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<tr>
<th>Name</th>
<th>Years</th>
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<tbody>
<tr>
<td>Adrian W. Alexander</td>
<td>1999-2006</td>
</tr>
<tr>
<td>Rand Allen</td>
<td>1999-2001</td>
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<tr>
<td>Shirley K. Baker</td>
<td>2001-2008</td>
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<tr>
<td>E. Dale Cluff</td>
<td>1999-2001</td>
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<tr>
<td>Alan P. Covich</td>
<td>1999-2000</td>
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<tr>
<td>Guy Dresser</td>
<td>2001-2007</td>
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<td>Ted Freeman</td>
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<tr>
<td>Richard C. Fyffe</td>
<td>2003-2006</td>
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<tr>
<td>Joan R. Giesecke</td>
<td>2002-2004</td>
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<tr>
<td>Marilu Goodyear</td>
<td>1999-2003</td>
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<tr>
<td>Bernadette Gray-Little</td>
<td>2007-2009</td>
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<tr>
<td>Stephen C. Howell</td>
<td>2010-2012</td>
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<tr>
<td>Richard Johnson</td>
<td>1999-2005</td>
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<td>Heather Dalterio Joseph</td>
<td>2001-2008</td>
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<td>Alan Kahan</td>
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<td>Robert Kidd</td>
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<td>Catherine N. Norton</td>
<td>2007-2012</td>
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<td>Sara Rockwell</td>
<td>2007-2009</td>
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<td>David E. Shulenberger</td>
<td>1999-2006</td>
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<td>Denise Stephens</td>
<td>2006-2008</td>
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<tr>
<td>Lizabeth (Betsy) Wilson</td>
<td>2004-2006</td>
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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